

BBA(Bachelor of Business Administration)

SYLLABUS (First Semester)

BBA 101 GENERAL PRINCIPLES OF MANAGEMENT

Introduction to Management: Definition, Nature, Types of Managers, Managerial skills and Levels, Basic Functions of Management

Evolution of Management Theory: Scientific Management—F.W. Taylor, Henry L Gantt, Frank and Lillian Gilbreth, Theory of Henry Fayol, Fayol's vs Taylor's comparison. Behavioural Model of Management (Hawthorne studies), Modern Theories of Management (Systems Management School , Situational Approach School)

Planning: Definition, Nature, Importance, Types of Planning (from *Koontz-Weihrich*), Steps in Planning (from *Koontz-Weihrich*), Planning Premises

Organising: Concept, Definition, Formal and Informal Organisation, Organisational Structure (Functional Organisation, Product/ Market Organisation and Matrix Structure), Span of Management (concept and factors influencing the Span of Management), Delegation of authority

Staffing: Definition, Factors affecting Staffing—The External and Internal Environment Identification of Job Requirements Job Design, Recruitment, Selection (process and limitations of Selection Process)

Leadership: Definition, Leadership Characteristics

Directing: Meaning of Motivation, Primary Motives, Secondary Motives, General Motives

Controlling: Meaning, Need of Control, Control Process, Traditional Control Devices

Text Books:

1. Koontz, H. and Weihrich, H, *Essentials Of Management* (Tata McGraw Hill: New Delhi)
2. Bose, D. Chandra, *Principles of Management and Administration*, (Prentice Hall India : New Delhi)
3. Stoner, Freeman and Gilbert, *Management* (Prentice Hall of India: New Delhi)

Reference Books:

1. Luthans, F. *Organization Behaviour* (McGraw Hill: New Delhi)

BBA 102 BUSINESS STATISTICS

Basic Ideas in Statistics:

Definition, Function & Scope of Statistics. Collection and Presentation of Data. Classification, Frequency Distribution, Diagrammatic and Graphic Presentation of Data.

Measures of Central Tendency:

Arithmetic Mean, Weighted A.M., Median, Mode, Geometric and Harmonic Means and their Merits and Demerits.

Measures of Variation:

Range, Co-efficient of Variation Lorenz Curve. Quartile Deviation, Root Mean Square Deviation, Standard Deviation

Correlation Analysis:

Methods of Studying Correlation for Grouped and Ungrouped Frequency Distribution.

Regression Analysis:

Equation of Regression Lines for Grouped and Ungrouped Frequency Distribution, Standard Error Estimate.

Index Numbers:

Types of Index Numbers and Methods of their Construction, Tests for Perfection Base Shifting,

Business Forecasting through Time Series Analysis:

Time Series and its Components Linear and Non-linear Trend, Seasonal Variations and Irregular Variations and their Measurements.

Basic Concepts in Probability:

Counting Rules, Permutations and Combinations. Venn Diagram, Events, Set Operations on Events, Dependent and Independent Events, Definition of Probability, Conditional Probability, Addition and Multiplication Rule of Probability, Bayes' Theorem.

Note : The treatment of the subject matter is to be application oriented. The proof of theorem and derivation of formulae is not required.

Text books:

1. Gupta and Gupta, *Business Statistics*. (Sultan Chand & Sons: New Delhi).
2. Chandan, J. *Statistics for Business Economics*. (Vikas: New Delhi)

Reference books:

1. Das, N.G. *Statistical Methods* (.M. Das & Co.: Kolkata).
 2. Hogg, *Introduction to Mathematical Statistics* (Pearson: New Delhi)
 3. Miller, *John E. Freud's Mathematical Statistics with Application 7/e* (Pearson: New Delhi)
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BBA 109 FUNDAMENTALS OF COMPUTING

Computer Basics:

A Simple Model of a Computer, Characteristics of Computers, Problem Solving.

Computer Languages:

Why Programming Language?, Assembly Language, High-level Language, Compiling High-level Language, Some High-level Languages.

Data Representation:

Representation of Characters in Computers, Representation of Integers and Real in binary, Hexadecimal Representation of Numbers, Conversion between Different Number Systems.

Binary Arithmetic:

Binary Addition, Binary Subtraction, Signed Numbers, Two's Complement Representation of Numbers, Addition/Subtraction of Numbers in 2's Complement Notation, Binary Multiplication, Binary Division.

Input/Output Unit:

Description of Computer Input Units Other Input Methods, Computer Output Units.

Computer Memory:

Memory Cell Memory Organization Read-only Memory, Serial-access Memory Physical Devices Used to Construct Memory, Magnetic Hard Disk, Floppy Disk Drives, CDROM, Magnetic Tape Drives.

Computer Networks: Need for Computer Communication Networks, Internet and World Wide Web, Communication Protocols, Local Area Networks

Computer Languages:

Why Programming Language?, Assembly Language, High-level Language, Compiling High-level Language, Some High-level Languages.

Operating Systems:

Why We Need an OS, Batch OS, Multiprogramming OS, Time-Sharing OS, UNIX OS.

Text Book:

ITL ESL, Introduction to Computer Science, (Pearson : New Delhi)

O'Brien, James, *Introduction to Information System*

Reference Books :

Sinha P.K., Sinha P., *Computer Fundamentals*, (BPB : New Delhi)

BBA 104 BUSINESS ECONOMICS

Nature and scope of Managerial Economics:

Meaning and Characteristics, Scope of Micro and Macro Economics Purpose of Managerial Economics in Business Decision Making

Demand:

Law of Demand-Demand Curve, Movement vs Shift of the Demand Curve, Determinants of Demand, Elasticity of Demand (Types-price, income and cross elasticity, Measurement of elasticity of demand)

Theory of Consumer Behavior:

Cardinal Utility Theory (assumptions, law of diminishing marginal utility, law of equi-marginal utility, consumer's equilibrium, derivation of demand curve), Ordinal Utility Theory (assumptions, meaning and properties of indifference curve, marginal rate of substitution, consumer's equilibrium, income consumption curve, price consumption curve, income & substitution effects of normal goods under Hicksian approach, derivation of demand curve).

Demand Forecasting:

Purpose, Techniques (survey method, statistical method-trend fitting, econometric regression method)

Theory of Production:

Production Function (meaning), Law of Diminishing Returns, Three stages of Production in Short Run, Producer's Equilibrium in Long Run, Law of Returns to Scale

Theory of Cost:

Types, Short Run Cost Curves, Long Run Average Cost Curve, Economies and Diseconomies of scale

Market Structure:

Perfect Competition (features of pure and perfect competition, determination of price, short and long run equilibrium of a firm, shut down point and its significance), Monopoly (features, causes, short run equilibrium of a firm, concept & conditions of Price Discrimination, Third degree price discrimination), Monopolistic Competition (features, short and long run equilibrium of a firm),

Text Books:

1. Dwivedi, D. N, *Managerial Economics* (Vikas Publishing House: New Delhi)
2. Varshney & Maheshwari, *Managerial Economics* (Sultan Chand & Sons: New Delhi)
3. Dholakia & Oza, *Microeconomics for Management Students* (Oxford University Press: New Delhi)
4. Managerial Economics-Udipto Roy (Asian Book:Kolkata)

Reference Books:

1. Samuelson,N., *Economics* (Tata-McGraw Hill: New Delhi)
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BBA 105 INTRODUCTION TO BUSINESS ACCOUNTING

Accounting:

Basics of Accounting, Accounting Mechanics (Double Entry System, Classification, Golden Rules, Concepts and Conventions, Indian Accounting Standards)

Journal Ledger and Trial Balance:

Journal: Meaning & Advantages, Ledger meaning, Posting and Balancing, Trial Balance Objectives, defects, locating errors and preparations of TIB, Subdivision of journal-daybook & Bills book.

Ledger: Meaning, Posting and Balancing

Final Accounts:

Trading Account, Profit and Loss Account, Adjustments, Form of Balance Sheet, Assets and their Classification, Liabilities and their Classification, Uses and Limitations

Capital and Revenue Expenditure and Receipts:

Rules for Determining Capital Expenditure and Revenue Expenditure, Deferred Revenue Expenditure, Capital and Revenue Receipts, Capital and Revenue Profit and Loss

Accounting for Non-Profit Organization:

Accounting Procedures, Receipts and Payments Accounts, Distinction between Receipts and Payments Accounts, Income and Expenditure Account problems

Depreciation:

Meaning, Determinant Factors, Methods (straight line and diminishing balance) and Significance

Bills of Exchange:

Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonour of Bills,

Bank Reconciliation Statement

Text Books:

Anthony, R.N. *Management Accounting Principles* (AITBS: New Delhi)

Hanif and Mukherjee, *Modern Accountancy* (Tata McGraw Hill: New Delhi)

Reference Book:

Sahaf, MA, *Management Accounting* (Vikas: New Delhi)

BBA 107 Programming Lab –I

Microsoft Word

Working with Files

Creating, Opening, Saving and Closing a document, Renaming documents, working on multiple documents, Printing & Print Preview

Microsoft Word Basic Features

Bold, Underline, and Italicize with Microsoft Word, Cut, Copy and Paste, Find and Replace, Font Size & Type

Getting familiar with Microsoft Word

The Microsoft Word Title Bar, Menu Bar, Toolbars and Ruler, Normal and Print layout View, Exiting Microsoft Word

Working with Paragraphs

Line Spacing, Indentation and Alignment, Use of Tab Key, Inserting Bullets and Numbering

Page formatting

Page margins, Page size and orientation, Headers and footers, Page numbers

Microsoft Word Tables

Creating a Table, Adding a New Row and a Column to a Table, Resizing the Columns, Deleting a Column and a Row, Table AutoFormat

Working with Graphics

Inserting images from ClipArt, Inserting images from file, Inserting Auto shapes

Working with Tools

AutoText and AutoCorrect, Spelling and grammar check, Synonyms, Thesaurus, Mail Merging Documents

Microsoft Excel

Spreadsheet Basics

About Worksheets and Workbooks, Adding and renaming worksheets, Toolbars, Formula Bar, Opening, Closing and Saving a Worksheet, Adding worksheets, rows, and columns, Moving and copying cells, Freeze panes

Formatting Cells

Format Font, Format Number, Dates and times, Inserting Columns and Rows, Edit, Copy and Paste Cell contents, Fill Cells with Series, Format Cell Borders, Format Data Tables Automatically

Formulas and Functions

Using Formulas and Functions, Basic functions, Auto sum features, Sorting Lists

Charts

Creating Charts, Using Chart Wizard

Microsoft PowerPoint

Creating Presentations

Creating a Presentation Based on Content, Creating a Presentation Based on Design, Creating a New Blank Presentation

Working With Slides

Creating Slides and Entering Text, Changing the Layout of a Slide, Inserting Slides from Another Presentation, Rearranging a Presentation

Designing Slides

Viewing and Changing Presentation's Master, Formatting Text and Bullets Throughout a Presentation, Coloring Shading a Slide background, Inserting a Picture and a Clip Art Image, Adding Tables and Charts in a Slide

Creating a Multimedia Presentation and Viewing Slides

Animate Slides, Add Transition Effect, Inserting and Playing Sounds and Movies Delivering a Slide Show

Text Books

1. Reid, M., Training Guide Microsoft Word 2000 (BPB Publication)
2. Lotia, M., Nair P. and Lotia B., Microsoft Word 2000 An Introduction (BPB Publication)
3. Schwartz, K., Training Guide Microsoft Excel 2000 (BPB Publication)
4. Lotia, M., Nair P. and Lotia B., Microsoft Excel 2000 An Introduction BPB Publication)
5. Training Guide Microsoft PowerPoint 2000 (BPB Publication)

Reference Books

1. Microsoft Word 2003 Step By Step (PHI Pvt. Ltd.).
 2. Microsoft Excel 2003 Step By Step (PHI Pvt. Ltd.).
 3. Microsoft PowerPoint 2003 Step By Step (PHI Pvt. Ltd.).
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BBA 108 BUSINESS COMMUNICATION - I

This course is aimed at inculcating effective oral communication skills to the students through regular use of following techniques and methods:

1. Group Discussions
2. Mock Interview
3. Paper Presentation
4. Extempore Speeches
5. Debates
6. Quizzes
7. Guest Lectures and experimental exercises by communication experts
8. Role playing – 40 marks

Internal assessment, viva-voce (External) – 60 marks