Course Code: BBA101	Course Title: Business Economics

Course outcomes:
The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows:

- To provide knowledge about business economics.
- To provide knowledge about Demand Analysis.
- To Determine Production and cost analysis.
- To Make aware with pricing and profit management.

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0

Unit	**Topics**	**No. of Lectures Total=45**
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	10
II	Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.	12
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.	11
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation	12

Suggested Readings:

. Varsney& Maheshwari, Managerial Economics
. Mote Paul & Gupta, Managerial Economics: Concepts & cases
. D.N.Dwivedi, Managerial Economics
. D.C.Huge, Managerial Economics
. 5. Peterson & Lewis, Managerial Economics

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.

Suggested equivalent online courses: Introduction to Managerial Economics, *Indian Institute of Banglore via* SWAYAM

Course Code: BBA 102	**Course Title: Basic Accounting**

Course outcomes:

The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting. The outcome of the course will be as follows:

- To Introduce about Accounting Principles and other aspects of accounting.
- To provide knowledge about rectification of errors.
- To make able about valuation of stocks.
- To make aware with share and Debenture.

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0

Unit	**Topics**	**No. of Lectures Total=45**
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	10
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts, Rectification of errors, Preparation of bank reconciliation statement.	14
III	Valuation of stocks, Accounting treatment of depreciation, Preparation of final accounts along with adjustment entries.	12
IV	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	9

Suggested Readings:

Agarwal B.D., Advanced Accounting
Chawla & Jain, Financial Accounting 3.Chakrawarti K.S., Advanced
Accounts.
4.Gupta R.L. & Radhaswamy, Fundamentals of Accounting
5.Jain& Narang, Advanced Accounts

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

1. Financial Accounting, Prof. CA. Varadraj Bapat, *Indian Institute of Techonology (IIT), Bombay, via* SWAYAM
2. Financial Accounting, Dr. CS. Manish Sitlani, *Devi Ahilya Vishwavidyalaya, Indore via* SWAYAM

Course Code: BBA 103	**Course Title: Business Statistics**

Course outcomes:
The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows:

- To provide knowledge about basic concepts of Statistics.
- To provide knowledge measurement of central tendency.
- To give an overview of correlation and regression analysis.
- To make able to know the sampling and probability.

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0

Unit	**Topics**	**No. of Lectures Total=45**
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.	10
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.	12
III	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.	12
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal.	11

Suggested Readings:

1 Gupta, S.P. & Gupta, M.P., Business Statistics
2. Levin, R.I., Statistics for Management
3. Feud, J.E., Modern Elementary Statistics
4. Elhance, D.N., Fundamentals of Statistics
5. Gupta, C.B., Introduction of Statistical Methods

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.

Suggested equivalent online courses: Business Statistics by Prof. Mukesh Kumar Barua, *Indian Institute of Technology, Roorkee via* SWAYAM

Course Code: BBA 104	Course Title: Principles of Management

Course outcomes:

The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows:

- To provide knowledge about management and its principles.
- To provide knowledge about Managerial functions.
- To make aware with management thinkers and their contributions.

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0

Unit	**Topics**	**No. of Lectures Total=45**
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration.	10
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	12
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	10
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	13

Suggested Readings:

1. PagareDinkar, Principles of Management
2. Prasad L.M., Principles and Practice of Management
3. Satya Narayan and Raw VSP, Principles and Practice of Management
4. Srivastava and Chunawalla, Management Principles and Practice

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: Principles of Management by Prof. Usha Lekha, *Indian Institute of Technology, Roorkee via* SWAYAM

Course Code: BBA105	Course Title: Business Ethics and Governance

Course outcomes:

The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows:

- To develop understanding of business ethics and values.
- To provide relationship between ethics and corporate excellence.
- To give an overview about Gandhian philosophy and social responsibility.

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0

Unit	**Topics**	**No. of Lectures Total=45**
I	Introduction: Concept and nature of ethics; ethics, morals, values, and behaviour; Principles of business ethics, Importance of ethics in business, arguments against business ethics.	11
II	Work life in Indian philosophy: meaning of work ethos, Indian ethos in managerial practices, Work-life balance, Ethos of Vedanta in management,	11
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics and Code of Conduct, Organizational Culture and values, TQM, Ethics in Business Communication, Corporate governance: meaning and importance Gandhian Philosophy of Wealth Management and Trusteeship, Gandhiji's concept of seven social sins,	12
IV	Corporate Social Responsibility-Meaning, Importance, Social responsibility of business with respect to different stakeholders, , Arguments for and against social responsibility of business, CSR and sustainable development	11

Suggested Readings:

Kaur Tripat, Values & Ethics in Management, Galgotia Publishers.
Chakraborty S.K., Human values for Managers
McCarthy, F.J., Basic Marketing
Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

Business Ethics by Prof. Archana Vechalekar, *Savitribai Phule Pune University via* SWAYAM.

Course Code: BBA 106	**Course Title: Computer Fundamentals**

Course outcomes:
The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows:

- To provide knowledge about computer and its application.
- To provide knowledge about components and working on computer.
- To give an overview about software system and Data base management.

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1

Unit	**Topics**	**No. of Lectures Total=60**
I	Computer: An Introduction, Generation of computer and computer languages; Characteristics of computer; Computer hardware and memory devices; Classification of computers; Language Processor: - Assembler, Compilers and Interpreters.	16
II	Introduction to Operating System, Functions of Operating System, Types of Operating System, An Introduction to Disk. Operating system and windows, GUI, Management of data processing systems in Business organizations.	15
III	MS – Word: Text Processing, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, Power Point Presentation: Basic concept of presentation, Creating a presentation.	14
IV	Data communication, Basic Concepts of Networks, Networking of Computers, Network Topologies. Internet and www. Web browsers. OSI Model. Relevance of Data base management system, Real Time Sharing, On line & off line processing.	15

Suggested Readings:

P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication
V. Rajaraman, Computer Fundamentals, PHI
Tannenbaum, Computer Applications and Networks
'O' Brien, Management Information Systems

Suggested Continuous Evaluation Methods:
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses: Computer Application in Business by Dr. Subodh Kesharwani, *Indira Gandhi National Open University (IGNOU) via* SWAYAM