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SEMESTER 1

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BBA 101 : PRINCIPLES & PRACTICES OF MANAGEMENT

Concept of Management: Definition, Nature, and scope, and overall view of Management, Relation with other social sciences and industry.

Evolution of Management thought:

(A) Classical Theory of Management.

(A1) Bureaucracy- Introduced by Max Weber.

(A2) Scientific Management - F.W. Taylor and his followers.

(A3) Process Management - H. Fayol and others.

(B) Neoclassical Theory of Management.

(B1) Human Relations - B.E. Mayo and Roethlisberger

(B2) Behavioral Science approach - By D. McGregor, A. Maslow & others.

(C) Modern Management theories: Peter Drucker.

Management Functions: Planning, Organizing, Staffing, Directing, and Controlling.

Executive Functions: Production, Marketing, Finance, Personnel.

Planning: Concept, Nature, Importance, Objectives, Policies, Procedure, Strategies and Method of Decision Making

Organization: Definition, Theories of Organization, Forms of organization, Formal and Informal Organization, Types of Formal Organizations, Departmentation, Line and Staff Relationship, Span of Management, Authority, Responsibility, Delegation, Centralization, Decentralization, Committees.

Staffing: Selection, Recruitment, Training, Development and Welfare

Directing: Leadership and Supervision, Motivation and Communication

Controlling: The Elements, Process and style of Control, Techniques of control. Social Responsibility of business

Text Books:

- Koontz and O'Donnel - Principles of Management, Essentials of Management.
- Theo Haiman - Management Theory and Practice.

Reference Books:

- P.F. Drucker - Management - Task and Responsibility
- P.F. Drucker - The Practice of Management
- Newman and Warren - Process of Management
- E.F.L. Beach- The Principles and Practical Management
- H.F. Merril - Classics in Management – Preface
- Mee J.E. - Management Thought in a Dynamic Economy
- Daniel A. Wren - The Evolution of Management – Thought
- S. N. Banerjee - Principles of Management

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BBA 102 : MICROECONOMICS

Section I

- Demand, supply & market equilibrium, Demand ANALYSIS: Nature of demand for a product individual demand, Market demand, determinants of demand, concepts of income elasticity of demand price elasticity of demand, revenue concepts.

Section II

- Theory of consumer behavior: Marginal utility theory: indifference curve theory.
- Theory of production and costs: production with one variable input: production and optimal input proportions; two variable inputs: Theory of costs in short run and in long run.

Section III

Theory of firm and market organization: pricing under perfect competition; pricing under monopoly, pure and discriminating; pricing under monopolistic competition; pricing under oligopoly, kinked demand curve and price leadership.

Text Books:

1. Samuelson, P & Nordhaus, W. (2009) Economics, 18th Edition, McGraw Hill Education.
2. Dwivedi, D.N.(2008) Managerial Economics, 7th edition, Vikas Publishing House.

Reference Books:

1. Salvatore, D. ((2006)) Managerial Economics in a Global Economy, 6th edition, Oxford University Press.
2. Kreps, D.(2009). MicroEconomics for Managers, 1st edition, Viva Books Pvt. Ltd.
3. Peterson, L. and Jain (2006)) Managerial Economics, 4th edition, Pearson Education.
4. Colander, D, C (2008) Economics, McGraw Hill Education.

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BBA 103 : MACROECONOMICS

Section I

- Introduction to macroeconomics: Macro static and macro dynamics.
- National Income: Concepts, analysis and measurement through double entry, sectoral accounting and matrix approach.
- Keynesian theory of income determination: Concept of employment, determinant of macroeconomics equilibrium with aggregate demand and aggregate supply analysis.

Section II

- Consumption: Meaning, determinant and importance. Consumption function. Theories of consumption – absolute income, relative income and permanent income hypothesis.
- Theory of multiplier: Income generation process in a static and dynamic setting. Tax multiplier, foreign trade multiplier and balanced budget multiplier bankers from multiplier process, relevance of multiplier to a developing economy.

Section III

- Theory of investment: Management efficiency of capital and measures to promote investment, internal rate determination – classical, non-classical and Keynesian control.
- Inflation: Meaning, types and theories, stabilization policies monetary and fiscal policies.

Text Books:

1. Soga, Erol, (2008) Macro Economics, 1st edition, Pearson Education.
2. Agarwal, ((2010)) Macroeconomics Theory and Policy, 1st edition, Pearson Education.

Reference Books:

1. Dwivedi, D. N., ((2005)) Macro Economics, McGraw Hill Education.
2. Mishra, S. K. and Puri, V. K., ((2003)), Modern Macro-Economics Theory, Himalaya Publishing House.
3. Shapiro, E., ((2003)) Macro-Economic Analysis, McGraw Hill Education.
4. Hirschey, Mark, (2009) Fundamentals of Managerial Economics, 9th edition, Cengage Learning.

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BBA 104 : INFORMATION TECHNOLOGY IN MANAGEMENT – 1
[OFFICE / PRODUCTIVITY SUITES]

Section I

- **Basic components of computer system:** Functional units and their interrelation.
- **Types of computer system:** Computer categories & classification.
- **Information Technology :** Introduction, New Developments, Information Systems; Software and data, Application of IT in Business & Industry, Home, Education & Training, Entertainment & Arts, Science, Engineering and Math.
- **Communication - The Electronic Web: Network Applications:** Fax, voice, Information Services, Person to person Communication, Group Communication;
- **LAN:** Architecture, System; Introduction to WAN; **Link between Networks:** Devices & Media, Protocol and dial up access.
- **World Wide Web:** Introduction, Web access through online services, Using Web Browser.
- **Internet and Intranet:** Meaning of Internet; **Difference between the Internet and Intranet:** Introduction to TCP/IP; Setting up an Internet, what is Internet addressing, IP address; types of Internet connections, sending and reading e-mails.

Section II

- **MS - Excel:** Concepts of spreadsheet, building a spreadsheet application using formulae, conditional calculations and inbuilt functions; printing worksheets; using graph plotting capabilities of spreadsheet package to display and print graphs; database management & interfacing spreadsheets with database systems; writing macros and creating customized menus with macros.
- **MS - Word:** Creating and editing files, basic formatting and text enhancement, block operations, printing, file management global searches & substitutions, special print features merging files with mail merge, checking spelling with spell star, index & table of contents.
- **MS - PowerPoint:** Creation of new slides; Slides from templates; Animation effects; Inserting objects in the slides; Creating hyperlinks; embedding audio/video files.

Section III

- **Windows:** What is Windows, using the programme manager to run programme, creating and using ICONS, using the file manager to work with directions, files and disks; customizing windows with the control panel, installing a printer and using the print manager using windows accessories like windows write, paintbrush etc.
- **Linux:** Introduction; Flavors of Linux – Debian Family, Red Hat Family; Graphical Desktop Display Managers – GNOME, Unity, KDE - features, functions, customizations, default programmes, software management. LibreOffice suite, GIMP, Inkscape, Scribus.

Text Books:

1. ITL, ESL, (2005) Introduction to Infotech, 1st edition, Pearson Education.
2. Goyal, Anita, (2010) Computer Fundamentals, 1st Edition, Pearson Education.

Reference Books:

1. Joseph A. Brady and Ellen F Monk, (2007) Problem Solving Cases in Microsoft and Excel, Fourth Annual Edition, Thomson Learning.
2. Rajaraman, V., (2009) Introduction to Information Technology, Prentice Hall of India.



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BBA 105 : MARKETING MANAGEMENT – 1 [MARKETING & SALES]

Section I

- Marketing: Nature and scope of marketing, concepts of traditional and modern marketing, marketing environment-marketing and its environment.
- Consumer Buying Behaviour: Factors affecting, purchase behaviour.

Section II

- Market segmentation: Nature, basis & strategies.
- Marketing mix: Introduction & factors affecting.
- Product decisions: Product definition, new product development process, product life cycle, positioning, branding & packaging decisions.

Section III

- Pricing decision: Importance, objectives & strategies.
- Product promotion: Promotion mix & factors affecting it.
- Distribution: Channel decisions, types & factors, physical distribution system & its components.
- Marketing of services: Introducing services, characteristics, services marketing mix, successful marketing of service, mastering service quality.

Text Books:

1. Kotler, Armstrong, Agnihotri and Haque, (2010), Principles of Marketing- A South Asian Perspective, 13th edition, Pearson Education.
2. Ramaswamy and Namkumar, S., (2009), Marketing Management Global Perspective: Indian Context, McMillan, Delhi.

References:

1. Saxena, Rajan, (2008), Marketing Management, 3rd edition, McGraw Hill Education.
2. Kumar, Arun and Meenakshi, N., (2009), Marketing Management, Vikas Publishing House.
3. Russel, Winer, (2007), Marketing Management, 3rd edition, Pearson Education.
4. Kotler, Koshi Jha, (2009), Marketing Management, 13 edition, Pearson Education.

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BBA 106 : COMMUNICATIVE ENGLISH

Business Correspondence: Structure of a Letter, Inquiry Letter, Sales Letter, Order Letter, Complaints, Complaint Handling, Routine letter

Government Correspondence: Memo, Agenda, Minutes, Proposals.

Writing Skills: Report Writing, Composition (argumentative, explanatory, descriptive and narrative), Paragraph writing

Grammar: Sentence Structure, Idiomatic Usage of Language, Tenses, Direct & Indirect Parts of Speech, Active & Passive Voice, Vocabulary.

Selected Short Stories:

Three short stories from the book, "Added Value: The Life Stories of Indian Business Leaders." by Peter Church, Lotus Collection, New Delhi.

1. Rahul Bajaj/ Bajaj Group (Page No. 20)
2. Subhash Chandra/ Essel Group/Zee TV (Page No. 40)
3. NR Narayana Murthy/Infosys (Page No. 148)

Preparation for Job :

Writing Applications for Jobs, Preparing Curriculum Vitae, Preparing for Interviews, Preparing for Group Discussions.

Text Books:

1. Added Value: The Life Stories of Indian Business Leaders; Peter Church; Roli Books.
2. Organisations - Structures, Processes and Outcomes; Richard Hall; Prentice Hall India.
3. English for the Secretary; Yvonne Hoban; Tata McGraw Hill.
4. Technical Communication : M. Raman & S. Sharma; Oxford University Press.
5. Business Communication Process and Product : M.E. Guffey; Thomson Learning.

Reference Books:

1. Human Behavior at Work; John W Newstorm & Keith Davis; Tata McGraw Hill.
2. The Most Common Mistakes in English Usage; Thomas Elliot Berry, Tata McGraw Hill.
3. Business Communication: R.K. Madhukar; Vikas Publication.

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