EIILM University

Directorate OF DISTANCE LEARNING

SYLLABUS BOOKLET
Semester-I

Bachelor OF BUSINESS ADMINISTRATION PROGRAM

JAN 2010 ONWARDS

SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – I

PRINCIPLES OF MANAGEMENT

Sub. Code: BBA - 101   **Credits: 03**

Total Marks: 100   **Minimum Pass Marks: 40%**

Internal Assessment: 40 Marks   **University Examination: 60 Marks**

BLOCK – I

UNIT 1: INTRODUCTION TO MANAGEMENT
What is Management; Management as science, an art and profession; Objectives; Functions; nature of management?

UNIT 2: ROLE OF A MANAGER
Role of a manager; Qualities of a Professional Manager; Tasks of a manager; Managing the technology and other resources

UNIT 3: PLANNING
Need for Planning; Types of Planning and the Elements of Planning.

BLOCK -II

UNIT 4: MANAGERIAL DECISION MAKING
Introduction; Definitions of Decision Making; Kinds of Decisions; Decisions making styles; Components of Decision Making; Decision Making Procedure; Approaches to Decision Making; Some Decision Making Strategies

UNIT 5: ORGANIZING
Organizational Structure**;** Organizational Design; Different Types of Organizational Design; Common Organizational Designs

UNIT 6: CONTROLLING

Controlling Concepts; Characteristics of the Control Process; Management Control Strategies; Designing Effective Control Systems

BLOCK III

UNIT 7: FEED BACK SYSTEM
Dysfunctional Consequences of Control**;** Feed forward control; Concurrent control; Feedback control; Steps in the Control Process

UNIT 8: STAFFING
Staffing; Human Resource Management; HR Planning; Recruitment; Recruitment Need; Selection

UNIT 9: MOTIVATION
Motivation and its Theories

BOOKS AND REFERENCES:
1. Robbins & Judge; "Organisational Behaviour"; PHI 12th Edition.
2. Aswathappa; " Organisational Behaviour"; HPH Edition 2007.
3. Ramasamy; "Principles of Management"; HPH Edition 2008
4. Hatch; "Organisational Theory"; Oxford University Press; 2nd Edition.

SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – I

MICRO ECONOMICS

Sub. Code: BBA - 102   Credits: 03

Total Marks: 100   Minimum Pass Marks: 40%

Internal Assessment: 40 Marks   University Examination: 60 Marks

BLOCK I

UNIT 1: DEFINITION; NATURE AND SCOPE OF ECONOMICS
Introduction to Economics; Micro vs Macro Economics Unlimited wants and limited means; Scarcity and choice; the problem of choice: an illustration: A Digression: Meaning of Goods in Economics; Another digression; Positive versus normative economics; Economics and Managerial Decision Making; The concept of market in economics

UNIT 2: DEMAND FUNCTION
Introduction to Demand; Demand Analysis and determinants of demand; Factors Affecting Demand; What is meant by supply?; The Supply function of a good; Meaning of Price in Economics; Meaning of Equilibrium and Disequilibrium

UNIT 3: DEMAND FUNCTION AND ELASTICITY OF DEMAND
Introduction; Effective Demand; Demand schedule; Demand function and Demand curve; Law of Demand and exception to law of demand; Elasticity of Demand; Distinction between Arc Elasticity and Point Elasticity; Graphical Representation of Elasticity; Price Elasticity and Outlay Method; Cross Elasticity of Demand Income Elasticity of Demand; Classification of goods on the basis of Income Elasticity of Demand; Factors on which Elasticity Depends; Importance of the Concept of Elasticity of Demand

BLOCK II

UNIT 4: SUPPLY FUNCTION AND ELASTICITY OF SUPPLY
Introduction to supply; Law of supply; Determinants of Supply; Kinds of Supply Elasticity; Methods of measuring Elasticity of Supply; Determinants of Elasticity Supply

UNIT 5: PRODUCTION FUNCTION
Introduction; What is an Input; Production Function: The Concept; Product Curves; Law of Diminishing Marginal Product; Fixed and Variable Proportion in Production; Three Stages of

Production; Why Law of Diminishing Return Operates?; Iso-Product Curve; Economic Region of Production; Specific Forms of Production Functions. Input Prices and Iso-Cost Line; Iso-quant; Returns to Scale.

UNIT 6: THEORY OF COSTS
Introduction; Costs in the Short Run: Fixed Cost; Variable Cost; Total Cost; Average Fixed Cost; Average Variable Cost; Average Total Cost; Marginal Cost; Relationship between Average Cost and Marginal Cost Curves; Relationship between Cost and Product Curves; Costs in the Long Run; Economies and Diseconomies of Scale

BLOCK III

UNIT 7: VARIOUS MARKET FORMS AND PRICING UNDER PERFECT COMPETITION
Introduction; Different Market Forms; Assumptions for Perfect Competition; Pure vs. Perfect Competition; Equilibrium under Perfect competition; Equilibrium of the Firm: Short Run and Long Run Equilibrium; Normal Price; Supply Curve of Perfectly Competitive Industry

UNIT 8: THEORY OF MONOPOLY
Introduction; Causes of Monopoly; Demand and Marginal Revenue Curve; Pricing and Output Decisions; Long Run Equilibrium of a Monopoly Firm; Some Questions Regarding the Behaviour of a Monopolist; Price Discrimination under Monopoly; Equilibrium Price and Output of a Public Monopoly

UNIT 9: THEORY OF MONOPOLISTIC COMPETITION & OLIGOPOLY
Introduction; Meaning of Monopolistic Competition; Product Differentiation; Price and Output Decisions of monopolistically competitive firms; Comparison of Monopolistic Competition with perfect competition; Economic Effects of Monopolistic Competition; Policy Variables for a Monopolistically Competitive Firm; Oligopoly

Suggested Readings:
1. Micro Economics by Dr Abha Mittal
2. Micro Economics and Indian Economic Environment by I.C. Dhingra and V.K. Garg; Year Of Publication : 2005; Edition : First reprint
3. Principles of Micro Economics by I C Dhingra ; Year Of Publication : 2007 ; Edition : Second

SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – I

FINANCIAL ACCOUNTING

Sub. Code: BBA - 103   **Credits: 03**

Total Marks: 100   **Minimum Pass Marks: 40%**

Internal Assessment: 40 Marks   **University Examination: 60 Marks**

BLOCK I

UNIT 1: BASIC CONCEPTS OF ACCOUNTING
Introduction; Accounting- an Overview: Objectives; Definition and Scope of Accounting; Book-keeping; Accounting and Accountancy; Parties Interested in Accounting Information; Branches of Accounting; Advantages and Limitations of Accounting; Basic Accounting Concepts; Systems of Book-Keeping; What is an Account?; Classification of Accounts ; Accounting Equations; Rules of Debit and Credit; Accounting Process.

UNIT 2: THE ACCOUNTING PROCESS
Introduction; Journal Transactions; Ledger Posting; Concept of Trial Balance; Opening Entry

UNIT 3: CASH BOOK
Introduction**:** Sub-division of Journal**;** Cash Book**:** Single Column Cash Book**;** Two Column Cash Book and Three Column Cash Book

BLOCK II

UNIT 4: CONCEPTS RELATING TO FINAL ACCOUNTS
Introduction; Basic Concepts Relating to Final Accounts; Bases of Accounting; Distinction between Capital and Revenue: Capital and Revenue Expenditures; Deferred Revenue Expenditure; Capital and Revenue Receipts

UNIT 5: FINAL ACCOUNTS-I
Introduction; Final Accounts and Trial Balance; Trading and Profit and Account and Closing Entries; Balance Sheet.

UNIT 6: FINAL ACCOUNTS-II
Introduction; Need for Adjustments; Treatment of Adjustments in Final Accounts; Preparation of Final Accounts with Adjustments; Adjustments Given in Trial Balance

BLOCK III

UNIT 7: DEPRECIATION-I
Introduction to Depreciation; Depreciation and other Related Concepts; Causes of Depreciation; Objectives of Providing Depreciation; Factors Influencing Depreciation; Methods of Recording Depreciation; Methods for Providing Depreciation: Fixed Installment Method; Diminishing Balance Method; Difference between Fixed Installment and Diminishing Balance Methods

UNIT 8: DEPRECIATION-II
Introduction; Annuity Method; Depreciation Fund Method; Insurance Policy Method; Revaluation Method; Depletion Method; Machine Hour Method; Depreciation on Different Assets

UNIT 9: PROVISIONS AND RESERVES
Objectives; Introduction to Provision and Reserve; Distinction between Provision and Reserve; Types of Reserves: Open Reserves; Secret Reserves

Suggested Reading
1. Maheshwari S.N. 1986. Introduction to Accounting; Vikas Publishing House: New Delhi
2. Patil; V.A. and J.S. Korlahalli; 1986 Principles and Practice of Accounting; R; Chand & Co.; New Delhi.
3. Shukla; M.C; and T.S. Grewal; 1987. Advanced Accounts; S. Chand & Co. New Delhi.
4. Gupta; R.L. and M. Radhaswarny; 1986. Advanced Accountancy; Sultan Chand & Sons: New Delhi.
5. Harold Bierman Jr. and Allan R. Drebin; 1978: Financial Accounting; An Introduction; W.B. Saunders Company; Philadelphion; London.

Computer Application in Management
SEMESTER – I

Sub. Code: BBA – 104   **Credits: 03**

Total Marks: 100   **Minimum Pass Marks: 40%**

Internal Assessment: 40 Marks   **University Examination: 60 Marks**

BLOCK I

UNIT 1: INTRODUCTION
Introduction to Computers; History of Computers; Classification of Computers; Generation of Computers; Architecture; Central Processing Unit; Types of Processors

UNIT 2: HARDWARE DEVICES

Introduction to Hardware. Memory – Primary and Secondary Memory ; Input Device; Output Devices ; Input-Output devices

UNIT 3: SOFTWARE

Introduction to software. Types of Software; Operating systems & its operation techniques.

BLOCK II

UNIT 4: DATA BASE MANAGEMENT SYSTEMS

Data types; Hierarchy of data; Types of data processing & number   processing. Data representation & processing.

UNIT 5: OPERATING SYSTEM

Introduction to Operating system. Need & function of OS; Types; Characteristics of OS & performance of OS. Study of factors affecting OS performance;   measuring performance of OS.

UNIT 6: MS- WINDOWS

Introduction to windows 98 OS. Features of win98; Features; tools & its working.; Types of OS. CUI & GUI OS and their operations characteristics.

BLOCK III

UNIT 7: INTERNET

Introduction to Internet; its working. Internet tools; browsers; protocols & plug-ins. world wide web(www); search engines & security issues on the internet.

UNIT 8: MS - WORD

MS Office-MS Word. Its features & applications

UNIT 9: MS- EXCEL

MS Office –MS Excel. Its features & applications.

UNIT 10: MS - POWERPOINT

MS Office –MS PowerPoint Its features & applications.

Suggested Readings:

1. P.K.Sinha & Priti Sinha; "Computer Fundamentals"; BPB publication; 3rd Edition; 2007.

2. Chetan Srivastava; "Fundamentals of Information Technology"; Kalyani Publishers; 2nd Edition; 2008.

3. V Rajaraman; "Introduction to information technology";PHI; 2nd Edition

4 Soni; "Computer Applications for Management"; HPH; 3rd Edition

INTRODUCTION TO BUSINESS MATHS

Sub. Code: BBA - 105   **Credits: 03**

Total Marks: 100   **Minimum Pass Marks: 40%**

Internal Assessment: 40 Marks   **University Examination: 60 Marks**

<u>BLOCK I</u>

UNIT 1: THE NUMBER SYSTEM
Positive and Negative Integers; Fractions; Rational and Irrational Numbers; Real Numbers: Problems involving the concept of real numbers

UNIT 2: BASIC ALGEBRA
Algebraic Identities; Simple factorizations; Equations: Linear and Quadratic both in single variable and simultaneous equations

UNIT 3: SURDS AND INDICES
Logarithms and their properties; change of base; Problems based on logarithms; The Remainder and Factor Theorems

<u>BLOCK II</u>

UNIT 4: SET THEORY
Introduction; Representation of sets; Subsets and supersets; Universal and Null sets; Basic operations on sets; Laws of set algebra; Cardinal number of a set; Venn Diagrams; Application of set theory to the solution of problems

UNIT 5: RATIO; PROPORTION AND PERCENTAGE
Ratio- Definition; Continued Ratio; Inverse Ratio; Proportion; Continued Proportion; Direct Proportion; Inverse Proportion; Variation; Inverse Variation; Joint Variation; Percentage-Meaning and Computations of Percentages.

UNIT 6: FUNCTIONS AND GRAPHS
Elementary idea of functions; Domain and Range of a function; Discrete and Continuous functions; Composition and Inverse of functions; Classification of functions: polynomial; rational; exponential and logarithmic functions. General idea of curve sketching – graphs of straight lines; modular functions; exponential and logarithmic functions.

BLOCK II

UNIT 7: QUADRATIC FUNCTIONS AND THEORY OF QUADRATIC EQUATIONS
Solution of the quadratic equation $ax^2 + bx + c = 0$; $a \neq 0$; Nature of the roots of a quadratic equation; Sum and Product of roots; Relation between roots; Condition for the existence of a common root; forming quadratic equation with given roots. Graph of the function $f(x) = ax^2 + bx + c$; $a \neq 0$; Sign of the expression $f(x) = ax^2 + bx + c$; Maximum/Minimum values of a quadratic function; Solution of quadratic inequalities

UNIT 8: MATRICES AND DETERMINANTS
Multivariable data; Definition of a Matrix; Types of Matrices; Algebra of Matrices; Determinants; Adjoint of a Matrix; Inverse of a Matrix via adjoint Matrix; Homogeneous System of Linear equations; Condition for Uniqueness for the homogeneous system; Solution of Non-homogeneous System of Linear equations (not more than three variables) Condition for existence and uniqueness of solution; Solution using inverse of the coefficient matrix; Problems.

UNIT 9: INTEREST
Simple Interest; Compound interest (reducing balance & Flat Interest rate of interest); Equated Monthly Installments (EMI); Problems

Suggested Readings
1. H. S. Hall & S. R. Knight – Higher Algebra ; Radha Publishing House
2. Sancheti & Kapoor – Business Mathematics; Sultan Chand & Company
3. Dowling – Introduction to Mathematical Economics ; Schaum's Outline Series
4. R. S. Soni – Business Mathematics – Pitambar Publishing House
5. Holden – Mathematics for Business & Economics; Macmillan India; New Delhi.
6. R.G.D Allen – Basic Mathematics; Macmillan; New Delhi