

## **BBA Semester I (Syllabus)**

### **BBA: 101-BUSINESS MATHEMATICS**

**Unit I:** Summation of sets, Arithmetical Progression- Sum of a series in A. P. Arithmetic Mean, Geometric Progression , Sum of a series in G.P, Geometrical Mean, Sum of an infinite geometric series, Permutation and combination, Fundamental rules of counting, Permutation of n different things, Permutation of thing not all different. Circular permutation, Combination of n different things r at a time, Simple problems.

**Unit II:** Matrix Algebra- Definition, Matrix Operations- Addition, Subtraction, and Multiplication of matrices, Types of matrices- Square, Diagonal, null, Transpose of a matrix, Determinant of a Square matrix. Singular and non-singular matrix, Cofactor matrix, ad-joint of a matrix , Inverse of a matrix. Solution of simultaneous equation by using matrices.

**Unit III :** Differential Calculus : Differentiation, Differentiation of a product of two function, Differentiation of a quotient of two functions, Differentiation of a function of a function, Differentiation of a logarithmic and exponential function, Differentiation of implicit function, Maxima and Minima, Simple problems. (Trigonometrical function are excluded)

**Unit IV:** Integral Calculus, Fundamental rules of integration, Integration by substitution, integration by parts. Integration by decomposition into a sum using partial fractions (Simple Problems), Simple business applications (Trigonometrical functions are excluded)

### **BBA: 102-COMPUTER FUNDAMENTALS**

**UNIT I:** Basics of computers and their evolution- Characteristics of Computer, Application of Computer, Various fields of Computer, Classification of Computer, Generation of Computer, Types of Software, Compiler & Interpreter, Generation of Language, Data representation - Different Number Systems, Inter Conversion between Number Systems, Binary Arithmetic.

**UNIT II:** Input devices: Keyboard, Point & draw devices, Data Scanning Devices, Digitizer, etc., Output Devices: Monitors, Printers, Plotters, Voice Response System, etc., Main Memory / Primary Memory: RAM, ROM, PROM, EPROM: Cache Memory, Secondary Memory, SASD, DASD Concept, Magnetic Tape, Magnetic Disk, Optical Disk, etc. Business Data Processing: File Management System, Database Management System

**UNIT III:** Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System, Details of Basic System configuration. Introduction to GUI- Windows Operating System, All Directory Manipulations, File Manipulation. Introduction to Word Processor, Spread Sheets, PowerPoint.

**UNIT IV:** Concept Of Data Communication & Networking: Network Concepts, Types of Network, Communication Media, Modes of Transmission, Analog & Digital Transmission, Synchronous & Asynchronous Transmission, Different Topologies, Introduction to Internet

### **BBA 103 FINANCIAL ACCOUNTING**

**Unit I :** Nature and function of financial Reporting. Accounting and accounting system, Information perception of different uses, Measures of return, Ethical issues in accounting, Basic Accounting concepts and conventions, GAAP.

**Unit II :** Source Documents, classification of accounts , Recording, posting of transactions , Preparation of trial balance for service and merchandise business, adjustment of accounts, closing of accounts, completing the accounting cycle measuring business income, Financial statements of manufacturing businesses.

**Unit III :** Meaning and reporting of assets / liabilities, Internal control systems for cash , bank reconciliation, accounting for receivables and inventories , capital and revenue expenditure, Depreciation accounting, Accounting for liabilities, Accounting for Share capital, preference share and buy back of shares.

**Unit IV:** Analysis of Accounting Information: Financial statement analysis and application, Statement of cash flow, preparation and interpretation.

### **BBA: 104-MANAGERIAL ECONOMICS**

**Unit I:** Introduction - Meaning, nature and scope of Managerial Economics, Significance in decision making. Fundamental principles, Demand Analysis- Introduction to Law of demand, types of demand, individual and market demand, curves & schedule, Demand determinants, Importance in decision making. Demand Forecasting - meaning and methods. Elasticity of Demand - Meaning, types, measurement and significance.

**Unit II:** Production Function - Meaning, Law of variable Proportions, Returns to scale. Iso-Product Curves- meaning and features, Cost Concepts - Meaning and types of Costs, Cost – output relationship in short and long run. Break Even Point-Meaning , features and significance.

**Unit III:** Market Structure and Pricing Theory - Pricing under different market conditions - perfect competition, imperfect competition and monopoly. Price discrimination under monopoly and necessary condition and degrees of price discrimination.

**Unit IV:** National Income- Meaning, concepts, various methods of measurement, Difficulties in measuring National Income, Trade Cycle- Introduction, various phases of trade cycle, Hicks Theory of trade cycle, Keynes Theory of Trade cycle.

### **BBA 105 MARKETING FUNDAMENTALS**

**Unit I :** Meaning and concepts of Marketing, Sales Concept, Marketing concept, Social Marketing concepts, Societal Marketing concept, Marketing Mix, 4 Ps of Marketing , Marketing Environment in India.

**Unit II:** Market Segmentation , bases for segmentation , Selection of Target Market and Positioning , Product , Product line, Personality , Product mix and Product Life Cycle.

**Unit III:** Pricing - Factors affecting pricing , methods of pricing, distribution channels, types of intermediaries.

**Unit IV:** Promotion, elements of promotion mix, advertising, Functions, criticism, types : sales promotion techniques, difference between advertising and personal selling, direct marketing.

### **BBA: 106-PRINCIPLES OF MANAGEMENT**

**Unit I:** Introduction, Nature of Management, Development of Management Thought, Schools of Management Thought, Management Process & Co-ordination, Managers need for understanding Internal and external environment

**Unit II :** Planning, Fundamentals of planning, Objectives, Policy & Strategy, Forecasting, Decision Making, Organizing, Organization Theory, Design of organization structure, Authority & Responsibility, Line and Staff Relationships, Pattern of organizational design, Groups in organization, Dysfunctional Aspects of Organization, Organizational Change. .

**Unit III:** Staffing, Fundamentals of staffing, Recruitment & Selection, Training & Development, Performance Appraisal, Directing, Fundamentals of Directing, Motivation, Concept and techniques, Leadership Approaches and Communication.

**Unit IV :** Controlling, Nature and Scope of Control, Types of Control, Control Process, Management by Exception (MBE), Effective Control System, Control Techniques - Traditional and Modern.