

Third Semester

BBA 301

Managerial Economics

Maximum Marks: 40

Pass Marks: 16

Duration: 3 hours

UNIT 1

Managerial Economics, Concepts and techniques. It's scope and relevance, role and function of managerial economists.

15 lectures

UNIT 2

Concept of input output analysis and decisions. Business cycles –causes, remedies and theories(monetary –non monetary)

15 lectures

UNIT 3

Terms of Trade, Balance of Trade and Balance of Payments: concepts and details, Present Indian Scenario.

15 lectures

UNIT 4

Pricing under Duopoly & Oligopoly, price discrimination, need &significance.

15 lectures

UNIT 5

Demand forecasting, Techniques of forecasting- quantitative and qualitative.

15 lectures

Recommended Books: Managerial Economics-Joel Dean

Managerial Economics- Varshney & Maheshwari

Managerial Economics- P.L. Mehta

Managerial Economics-D.N. Diwivedi

BBA 302
Cost Accounting

Maximum Marks: 40
Pass Marks: 16
Duration: 3 hours

UNIT 1

Introduction: Purpose and Scope of Cost Accountancy- its significance, Relation with Management Accounts, Concepts of Cost Centre and Cost Units.

15 lectures

UNIT 2

Elements of costs: Material, Labor and Overheads, Functional Classification of Cost: direct and Indirect Costs. Accounting of Material, Labor and Overheads Cost.

15 lectures

UNIT 3

Methods of Costing: Unit and Job costing, Process Costing.

15 lectures

UNIT 4

Marginal Costing and Contract Costing

15 lectures

UNIT 5

Reconciliation of Cost and Financial accounts, Cost Audit.

15 lectures

Recommended Books: Cost accounting- Jawaharlal
Cost accounting- M. L. Agarwal
Principles & Practices of Cost accounting- R. K. Gupta.

BBA 303
Personnel Management

Maximum Marks: 40
Pass Marks: 16
Duration: 3 hours

UNIT 1

Concepts and functions of personnel Management, structure and role of personnel Management in an organization, implementation of personnel policies.

15 lectures

UNIT 2

Staffing policy and process, management planning, job analysis, job description, job specifications, recruitment, selection, induction, placement, promotion.

15 lectures

UNIT 3

Manpower training and development, employee training, performance appraisal and potential appraisal

15 lectures

UNIT 4

Wage and salary administration: Job evaluation, designing and advertising salary structure.

15 lectures

UNIT 5

Industrial Disputes & Participative management, Grievance and Grievances handling procedures, disciplinary action.

15 lectures

Recommended books: Personnel Management: Flipppo

Personnel Management: Mamoria

Personnel Management: Rustom Davar

BBA 304
Computer Management

Maximum Marks: 40

Pass Marks: 16

Duration: 3 hours

Practical : 10 marks

UNIT 1

Introduction to ORACLE, Introduction to SQL, SQL operators, data types DDL commands of SQL, (create table, alter table, drop table, create view, rename, create index) DML commands of SQL, (select distinct, select from where, select from where order by, select group by clause, select group by having clause, insert into, update, delete) DDL commands of SQL (Rollback, revoke, grant). 15 lectures+ Practical

UNIT 2

SQL aggregate functions (sum, avg, max, min, count) SQL Character functions (Lower, upper, length, substring, RPAD, LPAD) SQL arithmetic functions (Round, trunk, sqrt, mod, abs, sine) conversion functions and other miscellaneous functions, Joining Multiple Tables (equi joints), Joining a table to itself (self join), sub queries union, intersects and minus clause. 15 lectures+ Practical

UNIT 3

Report using SQL plus (specifying column heading, formatting columns char formats, break, inserting spaces after every row, break on multiple column with different spacing, page, size, line size, pause). Introduction of PL/SQL data types, Using PL/SQL blocks in the SQL*plus Environment. PL/SQL Syntax – Literals, commands, Variables, Constant PL/SQL Cursors – Explicit Cursor & Implicit Cursor 15 lectures+ Practical

UNIT 4

Basic concepts of networks (LAN, WAN, internet), world wide web, browsers, search engines; utility of internet, viruses, types of viruses, anti viruses Exposure to commercial accounting packages like Tally, Functional & Working aspects. 15 lectures+ Practical

UNIT 5

Concept of Enterprise Resource Planning, Types of ERP, and popular ERP's like SAP, Baan, People Soft, JD Edwards etc. Concepts of E-Customer Relationship Management. Concepts of E-commerce and E-business, other business applications of IT, Elementary Concepts of Software Project Management.

15 lectures+ Practical

Recommended Books:

Introduction to MS Access- Trotsky

Access programming for dummies-Bob Krumon

Tally Manual

Fundamentals of Computers-Raja Raman.

Oracle 8i – Freeman & Blomberg.

BBA 305
Business Statistics

Maximum Marks: 40

Pass Marks: 16

Duration: 3 hours

UNIT 1

Meaning and definition of statistics, statistical investigations, laws of statistics, Scope of statistics, limitations of statistics, collection of data, and presentation of data. Primary and Secondary data, frequency distribution.

15 lectures

UNIT 2

Measures of Central Tendencies; Mean(Arithmetic mean, geometric Mean, harmonic Mean), Median, Mode.

15 lectures

UNIT 3

Measures of Variation: Mean Deviation, Standard Deviation, and skew ness. Interpolation and Extrapolation by Binomials, Newton(simple), and Lagrange's' method

15 lectures

UNIT 4

Basic Concepts of Sampling and Sampling Distribution, Index Numbers-it's construction, utility and different forms.

15 lectures

UNIT 5

Correlation & Regression Analysis., Karl Pearson's Coefficient of Correlation, Spearesman's Rank Correlation, Coefficient of Concurrent deviations, Regression.

15 lectures

Reference Books: Statistics for Management-Levin and Rubin

Statistics- El Hance

Business Statistics- S.P. Gupta.

Business Statistics: Jain & Narang