

UNIVERSITY OF LUCKNOW

BBA Programme

BBA Semester I (Syllabus)

BBA 101 BUSINESS MATHEMATICS

The course aims to develop basic skills for quantitative application in business situations.

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, Co-factor 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)

SUGGESTED READINGS

Mongia -Mathematics for Business and Economics

Zamiruddin- Business Mathematics

Sunderasam and Jayseelam - An Introduction to Business Mathematics

Raghavachari - Mathematics for Management

Sancheti & Kapoor - Business Mathematics

BBA 102 COMPUTER FUNDAMENTALS

The course aims to familiarize the students with computers & its applications in the field of business.

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

SUGGESTED READINGS

1. Govindraju, S. - Introduction to Computer Science

2. Jain, V.K. - Computer and Beginners

3. Sinha, P.K. - Fundamentals of Computers

4. Norton, Peter - Dos 5.0/6

5. Ram, B. - Computer Fundamentals

BBA 103 FINANCIAL ACCOUNTING

The course aims to build the competency for preparing, analyzing and interpreting financial statements.

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.

SUGGESTED READINGS

Grewal, T.S. - Double Entry Book-keeping
Agarwal, B.B. - Higher Accountancy
Shukla, M.C. - Advanced Accountancy
Maheshwari, S.N. - Introductions to Advanced Accountancy

BBA 104 MANAGERIAL ECONOMICS

The course aims to acquaint the students with micro and macro economic fundamentals required for business analysis.

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 ó 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.

SUGGESTED READINGS

1. Stonier & Hague -Test Book of Economics
2. Sundaram & Vaish - Principles of Economics
3. K.K. Dewett - Principles of Economics

BBA 105 MARKETING FUNDAMENTALS

The course aims to build foundation of marketing concepts.

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.

SUGGESTED READINGS

Marketing Management -Ramaswamy & Namakumari, Macmillan
Marketing Management - Arun Kumar & Meenakshi, Vikas
Principles of Marketing - Philip Kotler, Armstrong, Pearson Education

BBA 106 PRINCIPLES OF MANAGEMENT

The course aims to provide fundamental exposure and understanding of the concepts, theories and practices 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.

SUGGESTED READINGS:

Essentials of Management : Harold Koontz, Heiriz, Weihrich.
Management, Tasks Responsibility and Practices : Peter F Druckers.
Principles and Practice of Management: L.M Prasad

BBA Semester II (Syllabus)

BBA 201 BUSINESS COMMUNICATION

The course aims to develop written and verbal communication skills for effective business communication.

Unit I : Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.

Unit II : Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, Mal-functions of communication, Business Etiquettes,

Unit III : Forms of Business Communication, Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management. **Unit IV:** Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.

BBA 202 BUSINESS STATISTICS

The course aims to build skills for statistical inference of business data

Unit I: Definition of statistics: Primary and secondary data, classification and tabulation of data. Measures of central tendency- Arithmetic mean, geometric mean and harmonic mean, mode, median.

Measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, absolute and relative measures of dispersion, Coefficient of variation.

Unit II: Correlation Analysis-Introduction, Importance of correlation, Analysis, Types of correlation- Positive and Negative correlation, linear and non-linear correlation, Measures of correlation-scatter diagram method, Karl Pearson's co-efficient of correlation (Grouped data also), Spearman's Co-efficient of Rank Correlation.

Regression Analysis: Difference between correlation and regression, Lines of regression. Methods of least squares, Fitting straight lines, Properties of regression line, Regression Co-efficient and their properties.

Unit III: Probability-Definition of probability, Classical and empirical probability, Addition and Multiplication rule of probability. Conditional probability, Simple problems.

Unit IV : Time series analysis: Utility of time series, Components of time series, Time series models- Addition and Multiplication model, Measurement of trend- Graphic method, Moving average methods, Method of least squares, fitting a straight line trend, seasonal variations- Estimation of seasonal variations, Method of simple average, ratio to trend method, ratio to moving average method, cyclical variations.

SUGGESTED READINGS :

Gupta S.P. and Gupta M.P. : Business Statistics.

Elhans, D.N. : Fundamental of Statistics.

Gupta C.B. : Institutional of Statistical Methods.

Sancheti & Kapoor : Statistics- Theory methods & Applications.

BBA 203 FOREIGN TRADE OF INDIA

COURSE OBJECTIVE: This course aims to equip students with a broad based knowledge of trade practices in India.

Unit –I: Introduction of Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. India's Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade : Terminology and abbreviations.

Unit-II: Foreign Trade of India of Before independence, During Planning Period, Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

Unit –III: Free Trade and Protective trade policies, India's Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTC, SEZ and EPZ. Export promotions.

Unit –IV: Strategy for Trade Policy in India of General Developments during planning period. Recent World trade Scenario, Recent changes in trade policy, Trade agreements of Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India's Balance of Trade and Balance of Payments.

Books Recommended:

- 1) Bhagwati J. Srinivasan of Foreign Trade regimes and Economics development
- 2) Jaiswal Bimal & A.K.Singh of Foreign Trade of India
- 3) Plaekar of Trade of India
- 4) Salvi P.G. of New Directions on India's Trade policy.
- 5) Cherrunilam F. of International Trade Export Management
- 6) Singh, M of India's Export trends
- 7) Varshney R.L. of India's Foreign Trade

BBA 204 ENVIRONMENTAL STUDIES

The course aims to make students conscious of environmental concerns and understand the consequences and impact of

environmental trends on human life and business.

Unit I: Introduction to Environmental studies, Sustainable development, Realm of Ecology, Environmental Management System (EMS), Biodiversity, Business and Environment, Environmental Ethics

Unit II: International Efforts for Environmental protection, India's efforts for Environmental protection, Public Policy, Role of NGOs, Environmental clearance for establishing and operating Industries in India

Unit III: Global Environmental Problems, Global Warming, Ozone depletion, Air & Noise Pollution, Water Resources, Land Management & Soil Pollution, Waste Management, Forest & Wild life Management,

Unit IV: Indian Environmental Laws, Wild Life (Protection) Act, 1972, Water (Prevention & Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981. Functions of CPCB and SPCB, ISO-14000.

BBA 205 FINANCIAL MATHEMATICS

This course aims to develop the competency of understanding the impact of time value of money on valuation of financial assets and liabilities.

Unit I Basic Concepts, Simple and Compound Interest, Kinds of interest rates- effective rate of interest, Nominal rate of interest and force of interest, Relationship between effective and nominal rate of interest.

Unit II Present value and discount rate, Effective and nominal rate of discount, Relationship between interest and discount, Equation of payment.

Unit III Valuation of annuities- Certain, Present value of an annuity, Present value of an annuity payable p times a year, Present value of deferred annuities, perpetuities. Accumulated value of an annuity, Accumulated value of annuities payable p times a year.

Unit IV Valuation of securities, Present value of bonds, Present value of preference shares, Present value of equity shares, growth in dividends - Normal growth and super normal growth, Relationship between price, earnings and dividends.

BBA 206 INDIAN VALUE SYSTEM

This course aims to provide familiarity with aspects of Indian Values emanating from our social and cultural background impacting the quality of decision making.

Unit I: Features of Indian Social System and Social Institution affecting values: Cultural History of India, Characteristics of Indian Social System and Important Social Institutions, Indian Education systems (In Ancient, Medieval and Modern India) **Unit II:** Indian Value System: Indian Values in management, Four ashrams, Purushartha, Varna and Caste system

Unit III: Indian Ethical Theories: Nature and Scope of Ethics, Psychological Basis of Ethics, Indian Ethical Theories (a) Kautilya (b) Manu, An outline of Ancient Legal System and its utility in present, in India

Unit IV: Impact of Social and Cultural Factors on Business: Guilds (Shreni) and their role in business promotion in Ancient India, Role of Indian Culture in Business Promotion, Indian traditions for decision-making and management of stress, Philosophy of Yoga and its modern relevance.

SUGGESTED READINGS

Indian Ethos and Modern Management, by B L Bajpai

The Present Crises of Faith, by S. Radha Krishnan

Ethics and the Conduct of Business, by Boatright (Pearson Education)

Human Values and Professional Ethics, by R R Gaur and G P Bagaria

Break-free, by Debashish Chatterjee (Penguin)

Teach Yourself Philosophy of Religion, by Mel Thompson