

B.B.A. PART I (Examination 2022) FOUNDATION COURSE

BUSINESS COMMUNICATION SKILLS

- Unit-1:** Principles of Communication: Types of communication, personal space, Gesture and posture, Facial expression, language affecting behaviour, personal qualities. Nonverbal communication. Listening skills, Requisites of an effective Letter. Use of words, phrases, clauses and balanced sentences
Business Letters : Formal and style; the heading, the date line Inside address, attention line, the opening, salutation, the body, the subject line, the message, the complementary closing signature, reference, initials, enclosure, notation, post script, spacing, continuation, page-punctuation style.
- Unit-2:** Kinds of Business letters, planning the letter characteristics. Brevity, Completeness, tact and courtesy, routine request, requesting appointments, letters, responses to letters with sales potentials, refusal letters, claim letters, collection letters, mild and strong appeals
- Unit-3:** Sales letters, public relations, memos and other form of messages, informal and analytical reports, agenda and minutes of meetings, preparing classified advertisement, direct mail advertising, press release.
- Unit-4:** Spoken communication: Telephone Techniques, interview applying for employment, grievances, handling complaints from customers, answering enquiries, preparation for giving talk, information technology and the future uses of word processor, telex and FAX.
- Unit-5:** Letters for handling complex business situations e.g. transported goods held up at a check-post, conflicting views about taxability of the goods, asking extension of time for repayment of loan installment, asking an increase in the OD, limit sanctioned by the bank, replying to industrial customer who received goods not ordered for etc. (Assignments to be given on case situations), Management Communication, Time Management.

Suggested Readings:

- Rao, Nageshwar: Business Communication.
- Dr. S.C. Sharma: Business Communication.
- Dr. V.S. Vyas: Business Communication.
- Pal Rajendra and Korlahali J.S.: Essentials of Business Communication

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PAPER- 1

ORGANISATION AND MANAGEMENT

- Unit-1:** Introduction: Concept, nature, process and significance of management; Managerial roles (Mintzberg); An overview of functional areas of management, Development of Management Thoughts - Classical, Neo-classical and Contingency approaches.
- Unit-2:** Environment analysis and diagnosis. Planning: Concept, process, types, Levels, advantages, disadvantages and principles. Decision making- concept and process; Bounded rationality; Management by objective (MBO).
- Unit-3:** Organizing: Concept, nature, process and significance. Authority and responsibility relationships. Centralization and Decentralization; Span of Management. Departmentation; Organisation Structure-forms and contingency factors.
- Unit-4:** Direction: Meaning & Principles. Motivation and Leading people at work: Motivation- concept; importance, Theories of - Maslow, Herzberg, McGregor and McClelland: Financial and Non-Financial incentives.
Leadership- concept and leadership styles; leadership theories, Greatman theory, Trait theory. Managerial Grid, Likert's System of Management.
Communication - Nature, process, networks and barriers; effective communication.
- Unit-5:** Managerial control: concept and process; Effective control system; Techniques of control. Coordination: Meaning, Importance, Principles and Techniques

Suggested Books

- Harold Knootz & Heinz Wehrich: Essentials of Management, Tata McGraw Hill, New Delhi
- Louis A. Allen : *Management and Organisation*, McGraw Hill, Tokyo
- Ansoff, H.I. : *Corporate Strategy*, McGraw Hill, New York
- Hampton David R. : *Modern Management*, McGraw Hill, New York
- James A.F. Stoner, R. Edward Freeman, Daniel R. Gilbert, Jr.: *Management*, Prentice Hall, New Delhi.
- Harsey, Paul and Blanchard Kenneth H: *Management of Organizational Behaviour-Utilizing the Human Resources*, Prentice Hall of India, New Delhi
- John M. Ivancevich, James H. Donnelly, Jr. James L. Gibson,: *Management Principles and Functions*. AITBS Publishers and Distributors, New Delhi.
- George R. Terry, Stephgen G. Franklin: *Principles of Management*, AITBS Publishers and Distributors, New Delhi.
- R.D. Agarwal: *Organization and Management*, Tata McGraw Hill, New Delhi

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PAPER- 2

ECONOMIC ENVIRONMENT

- Unit-1:** Political Economy : Trends and structure of Indian Economy, Economic & Political Dimensions, Legal Dimensions, Government Role in shaping business environment. Development Programmes under five year plans in India.
- Unit-2:** Economic reforms and Recent growth strategies Programme of Industrialisation and Rural Development poverty and steps in India to remove poverty, Inequalities of income
- Unit-3:** New Industrial Policy International investment in India, Foreign Direct Investment, Rural industrialization.
- Unit-4:** Public sector, small business and cottage industries Economic Planning in India, Latest five year plan, objective, target and strategies
- Unit-5:** Different Economic Policies namely Exim policy, Employment policy Population policy Industrial relation policy, Monetary policy, Fiscal policy.

Suggested Books

- Raj. K.N.: Indian Economic Growth, Performance and Perspective
- Chaudhary Primit: Indian Economy, Poverty and Development
- Uppal J.S: India's Economic Problems
- Sengupta, N.K: Government & Business
- Verma, M.L.: Foreign Trade Management in India
- Govt. of India: Economic Survey Budget Speech

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PAPER- 3

BUSINESS LAWS

Unit-1: The India Contract Act 1872, Section 1 to 36

Unit-2: The Indian Contract Act, 1872, Section 37 to 75

Unit-3: Special Contracts: Indemnity and Guarantee, Bailment, Agency, Pledge.

Unit-4: The Sale of Goods Act, 1930.

Unit-5: Arbitration and Reconciliation Act, 1996

Suggested Book

- M.C. Kuchhal: Mercantile Law.
- N.D. Kapoor: Elements of Mercantile Law
- S.R. Davar: Elements of Mercantile Laws.
- Pandia, R.H.: Mercantile Law
- Avtar Singh: Mercantile Law.
- Relevant Bare Acts.

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PAPER- 4

FUNDAMENTALS OF ACCOUNTING

- Unit-1:** Fundamentals of Accounting : Introduction and meaning, Accounting Concepts and conventions, Accounting Procedure; Self-balancing and sectional balancing system, Single entry system
- Unit-2:** Branch Accounts : Accounting for dependent and independent branches including Foreign branch, Departmental Accounts
- Unit-3:** Accounting for insurance claims-insurance of stock, insurance of consequential losses and comprehensive insurance, Hire purchase and instalment payment system.
- Unit-4:** Accounting for Partnership Firm : Introduction, admission, retirement and death of a partner, Dissolution of a firm, Insolvency of partners, Cash, Distribution, Sale of firm to a company
- Unit-5:** Company Accounts : Issue of shares, bonus and right issue, Book building process, Buy back of shares, Underwriting and Redemption of preference shares

Suggested Books

- Agarwala, A.N. & Agarwala, K.N. : Higher Science of Accounting, Kitab Mahal, Allahabad
- Anthony, R.N. and Reece, J.S. : Accounting Principles, Rich Irwin Inc.
- Compendium of Statement and Standards of Accounting, the Insttt. of Chartered Accountants of India, New Delhi.
- Gupta, R.L. and Radhaswamy, M: Financial Accounting, Sultanchand and Sons, New Delhi.
- Maheshwari S.N: Financial Accounting, Vikas Publishing House, New Delhi.
- Monga, J.R. Ahuja, Girish, and Sehgal, Ashok: Financial Accounting, Mayur paper Book, Nodia.
- Shukla, M.C. Grewal, T.S. and Gupta, S.C.L.: Advanced Accounting, S. Chand & Co. New Delhi.
- Jain, Khandelwal and Pareek: Financial Accounting, Ajmera Book Company, Jaipur.

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PAPER- 5

BUSINESS STATISTICS

- Unit-1:** Introduction, definition, scope, limitations, collection of data, methods of statistical investigation, Laws of statistical regularity and inertia of large numbers, Diagrammatic and Graphic presentation, Measures of Central tendency-Mean, Median, Mode of Geometric Mean, Harmonic Mean, Weighted Average and Other Averages
- Unit-2:** Measures of Dispersion : Absolute and relative measures of dispersion Range, Quartile Deviation, Mean and Standard Deviation and Coefficient; Skewness : first and second measures of skewness and their co-efficients
- Unit-3:** Correlation : Meaning and significance, Scatter Diagram; Karl Pearson's coefficient of correlation in ungrouped and grouped data by direct and shortcut methods co-efficient of Correlation, concurrent deviation Method, Rank Correlation, Probable Error, Regression analysis of bivariate distribution only, Partial Correlation, Multiple Correlation and Multiple Regression
- Unit-4:** Index Number : Meaning, methods of construction, Selection of items : base year, fixed base and chain base; Analysis of Time Series - meaning and components of time series; Interpolation and Extrapolation - Need and assumptions, Various methods of interpolation, Binomial, Newton's methods of finite difference, lagrange and parabolic curve method of finite difference, lagrange
- Unit-5:** Association of Attributes (Study of Two Attributes), Yule coefficient of Association; Theory of Probability : Addition and Multiplication Theorems, Types of Events, Theoretical Frequency Distribution, Binomial, Normal and Poisson Distribution

Suggested Book

- Levin, El & Rubin, D.S: Statistics for Management Chandan, J.S, Singh, J. and Khanna, KK. : Business Statistics Gupta, S.C: Fundamentals of Statistics Saha S. : Business Statistics Sancheti, D.C. & Kapoor, V.K. : Statistics (Theory, Methods and Applications) Venugopal, J.: Business Statistics
- Gupta and Goyal : Business Statistics, Ajmera Book Company, Jaipur.

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PAPER- 6

MANAGERIAL ECONOMICS

- Unit-1:** Introductory Profile : Definition, managerial issues, scope of managerial economics- economic theories applied to business analysis, some other topics in managerial economics- Utility Analysis, Law of Diminishing Marginal Utility and Consumer surplus
- Unit-2:** Demand Analysis : Meaning, Law, Exceptions, Elasticity of Demand, Importance of Elasticity of Demand, Concepts, Measuring Demand Elasticities, Techniques of Forecasting Demand. Indifference Curve Analysis, Equilibrium.
- Unit-3:** Cost Analysis : Actual and opportunity cost, short and long run costs; fixed and variable costs average, marginal and total costs, cost inter-relationships and cost output relationships, cost data for business decisions. Revenue Analysis and pricing practices- average, marginal and total revenue, relationship of price elasticity with average and marginal revenue, marginal cost pricing, Theory of price determination : Price determination under perfect competition, time element.
- Unit-4:** Price determination under monopoly, necessary conditions for price discrimination, pricing under monopolistic competition, pricing under oligopoly.
- Unit-5:** Pricing Strategies : Cost-plus pricing or mark- up pricing and marginal rule, multiple product pricing, pricing in lifecycle of a product, pricing in maturity period, pricing product in decline, transfer pricing, competitive bidding of price. Pricing in relation to established products.

Suggested Book

- Joel Dean : Managerial Economics
- Small & Savage : Introduction to Managerial Economics
- Brisgham & Pappas : Managerial Economics
- G.S. Gupta : Managerial Economics