



Department of Business Administration

Faculty of Management

MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

BBA - I Semester

Business Economics

State Paper code: F010101T -A

MJPRU Paper code: RU-BBA101

Course outcomes:

- *Understanding of basic concepts of business economics in students.*
- *Understanding of Demand Analysis in students.*
- *Understanding Production and cost analysis in students.*
- *Understanding of pricing and profit management in students.*

UNIT-I

Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, Discounting principle and Equi-marginal principle. Role of business economics in decision making. Functions, role and responsibilities of business economist.

UNIT-II

Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting. Indifference curve technique: scale of preference, indifference curve and property of Indifference curve Law of supply and Elasticity of Supply.

UNIT-III

Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.

UNIT-IV

Pricing Techniques: Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Price discrimination Oligopoly and Monopolistic competition.

UNIT-V

Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break Even Analysis. Elementary idea of Inflation

Suggested Books :

1. Varsney & Maheshwari, Managerial Economics
2. Mote Paul & Gupta, Managerial Economics: Concepts & cases
3. D.N. Dwivedi, Managerial Economics
4. D.C. Huge, Managerial Economics
5. Peterson & Lewis, Managerial Economics




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BBA - I Semester

Basic Accounting

State Paper code: FO10101T -B

MJPRU Paper code: RU-BBA102

Course outcomes:

- *Understanding to record business transactions by students.*
- *Understanding of basic concepts by students.*
- *Understanding of Depreciation Accounting & Stock Valuation Accounting by students.*
- *Understanding of preparation of Final Accounts by students.*
- *Understanding of the basic mechanism of recording issue of shares & debentures and their redemption.*

UNIT-I

Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts. Revenue and capital income and expenses. Financial Accounting Standards (Including IFRS): Process of Standard setting, objectives and its advantages.

UNIT-II

Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit. Accounting process: Happening of event, Journal, ledger, closing of ledger and trial balance. Subsidiary books of accounts. Cash book with 2 & 3 Column. Subsidiary book of account. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.

UNIT-III

Valuation of stocks, Accounting treatment of stocks, Depreciation and its different methods, Depreciation Accounting.

UNIT-IV

Preparation of final accounts along with adjustment entries of non corporate Entities.

UNIT-V

Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.

Suggested Books :

1. Agarwal B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti K.S., Advanced Accounts.
4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting
5. Jain & Narang, Advanced Accounts



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BBA - I Semester
Business Statistics

State Paper code: FO10102T -A

MJPRU Paper code: RU-BBA103

Course outcomes:

- *Understanding & Application of basic concepts of Statistics by students.*
- *Understanding & Application of various measures of data description by students.*
- *Understanding & Application of correlation and regression analysis by students.*
- *Understanding & Application of the sampling and probability by students.*

UNIT-I

Introduction: Concept, features, significance & limitations of statistics.
Types of data, Classification & Tabulation, Frequency distribution & graphical representation.

UNIT-II

Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), significance & properties of a good measure of central tendency variation.
Measures of Skewness & Kurtosis.

UNIT-III

Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.

UNIT-IV

Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal.

UNIT-V

Sampling: Methods of sampling, Sampling and non-sampling errors, Testing of hypothesis, Type-I and Type-II Errors, Test of hypothesis: Z, t and f tests.

Suggested Books :

1. Levin, R.I. : Statistics for Management (PHI)
2. Gupta, S.P. & Gupta, M.P. : Business Statistics
3. Lapin, Lawrence : Statistics for Modern Business Decisions (HBJ)
4. Shenoy, G.V. & Pant, M : Statistical Methods in Business and Social Sciences
5. Feud, J.E., Modern Elementary Statistics
6. Elhance, D.N., Fundamentals of Statistics



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BBA - I Semester

Principles of Management

State Paper code: FO10102T -B

MJPRU Paper code: RU-BBA104

Course outcomes:

- *Understanding of basic concepts of management in students.*
- *Understanding about management thinkers and their contributions.*
- *Understanding of management principles in students.*
- *Understanding of managerial functions in students.*

UNIT-I

Introduction: Concepts, objectives, nature, scope and significance of management. Level of management. Kautilya's contribution to Management, Principal of Scientific Management. Taylor, Weber and Fayol in Management Vs administration. Hawthorne experiments and Human Relation approach. Challenges for managers in 21st century.

UNIT-II

Planning: Concept, objectives, nature, importance and limitations of planning, planning process, Concept of Decision Making and its importance, forms, techniques and process.

UNIT-III

Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control. Organization structure concept and its different forms.

UNIT-IV

Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept & types of leadership, Supervision, Motivation and Communication.

UNIT-V

Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling

Suggested Books :

1. Pagare Dinkar, Principles of Management
2. Prasad L.M., Principles and Practice of Management
3. Satya Narayan and Raw VSP, Principles and Practice of Management
4. Srivastava and Chunawalla, Management Principles and Practice



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BBA - I Semester

Business Ethics and Governance

State Paper code: FO10103T -A

MJPRU Paper code: RU-BBA105

Course outcomes:

- *Understanding of basic concepts of Business Ethics in students.*
- *Understanding of values & morals in students.*
- *Understanding of relationship between ethics and corporate excellence in students.*
- *Understanding of Gandhian philosophy and social responsibility in students.*

UNIT-I

Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments for & against business ethics.

UNIT-II

Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.

UNIT-III

Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.

UNIT-IV

Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.

UNIT-V

Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

Suggested Books:

1. Chakraborty S.K., Human values for Managers
2. McCarthy, F.J., Basic Marketing Velasquez, M.G. : Business Ethics
3. Sekhar, R.C. : Ethical Choices in Business.
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.



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BBA - I Semester

Computer Applications

State Paper code: F010103T-B

MJPRU Paper code: RU-BBA106

Course outcomes:

- *Understanding of basic knowledge and applications of computers*
- *Understanding of operating systems of computers*
- *Understanding MS office for official work and data base management system.*
- *Understanding of computer networks and data transmission.*

UNIT-I

Computer: An Introduction, Components of Computer system, Indian computing Environment, Computers in Business. Management of data processing systems in Business organizations, Program development cycle, flow charting, Input Output analysis, Programming Concept, Software Development process.

UNIT-II

Classification of digital Computers, Characteristics and advantages of computers. Computer languages, personal computers in Business, Introduction to various Operating systems. Windows operating system-features and advantages. CUI & GUI, Other system software..

UNIT-III

PC-software Packages, MS office: Text Processing software, Introduction to spreadsheet software, creation of spreadsheet, application, Range, formulas, function, data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.

UNIT-IV

Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming.

UNIT-V

Relevance of Data base management system, data base manager, data communication, networking, Types of networks-LAN; WAN, MAN, Networking topologies. Real Time Sharing, On line & off line processing.

Suggested Books :

1. P. K. Sinha & P. Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman, Computer Fundamentals, PHI
3. Tannenbaum, Computer Applications and Networks
4. 'O' Brien, Management Information Systems

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