

**Group C**  
**MAJOR**

**Part A Introduction**

<b>Program: Certificate</b>	<b>Class: BBA I Year</b>	<b>Year:2022</b>	<b>Session:2022-2023</b>
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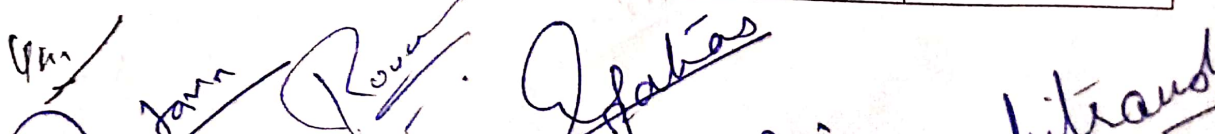
**Subject: BUSINESS MATHEMATICS**

<b>1</b>	<b>Course Code</b>	<b>MI -BBAC2T (Group-III)</b>
<b>2</b>	<b>Course Title</b>	<b>BBA</b>
<b>3</b>	<b>Course Type (Core Course/Elective/General Elective/Vocational/. )</b>	<b>(Core Course)</b>
<b>4</b>	<b>Pre-requisite (if any)</b>	<b>Not Required (Open for All)</b>
<b>5</b>	<b>Course Learning outcomes (CLO)</b>	Students will learn to prepare and calculate Invoice, Ratio, Simultaneous equation in two or three variables, Matrices, Logarithm, formulate word problems in order to solve the problems using various methods, Commission, Discount, and Brokerage, Profit and Loss,
<b>6</b>	<b>Credit Value</b>	<b>(Credit) 6</b>
<b>7</b>	<b>Total Marks</b>	<b>Max. Marks:40+60      Min. Passing Marks: 33</b>

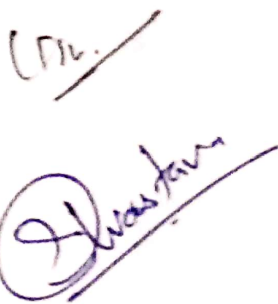

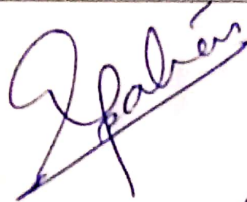
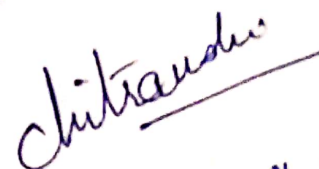
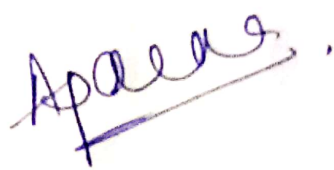
**PART A : CONTENT**

**Total No. of Lectures-Tutorials-Practical (in hours per week):3**  
**Hours L-T-P: 90**

<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
<b>1</b>	Ratio ,Gaining and Sacrifice Ratio, Proportion, Percentage, Average -Simple Average and weighted Average	<b>20</b>
<b>2</b>	Simultaneous equation-Meaning, Characteristics, Types and calculations, Preparation of Invoice	<b>20</b>
<b>3</b>	Determinants and Matrices, Matrix- Definition. Types, Basic Operations on Matrices, Transpose of Matrix. Determinants- Minors and Co factor. Adjoint and Inverse of Matrix.	<b>20</b>
<b>4</b>	Practical approach and application of Vedic Maths. Logarithms and Antilogarithms — Principles and Calculations. Simple and Compound Interest.	<b>20</b>



5	Commission, Discount, Brokerage and Profit and Loss	17
<b>Part C-Learning Resources</b>		
<b>Text Books, Reference Books, Other resources</b>		
<b>Suggested Readings:</b> <ul style="list-style-type: none"> <li>• Spooner H.A. and D.A.L Wilson, The essence of Mathematics for Business, Prentice Hall of India Private Limited, New Delhi latest edition</li> <li>• S.M. Shukla: Business Mathematics, Sahitya Bhawan, Agra latest edition (Hindi and English Medium)</li> <li>• V. Sundaresan and S.B. Jeysoelan: An Introduction to Business Mathematics, S.Chand&amp;Co_Pvt. Ltd, New Delhi Latest edition</li> <li>• M. Raghavanchari: Mathematics for Management, An Introduction Tata McGraw Hill Publishing company Ltd. New Delhi latest edition</li> </ul>		



# MINOR

Program Certificate		Class BBA I Year	Year: 2022	Session : 2022-23
Subject : BUSINESS MANAGEMENT				
1	Course Code	M 1 – BBAAIT ( Group-I)		
2	Course Title	BBA		
3	Course Type (Core Course/ Elective/Generic Elective/ Vocational/.....)	(Core Course)		
4	Pre-requisite (if any)	Not Required ( Open for All)		
5	Course Learning outcomes (CLO)	1. Student will be able to assess the global context for planning coordinating, and monitoring managerial behaviour. 2. Through various planning and decision-making techniques, students can learn about how businesses ensure to remain in a competitive market. 3. Students will understand various forms of organizational structures and their importance. 4. Students can learn about various strategies used by businesses to maintain and improve employee efficiency. 5. Students will be able to understand how organizations use different leadership styles to stay competitive.		
6	Credit Value	(Credit) 6		
7	Total Marks	Max. Marks; 40+60	Min. Passing Marks:33	
Part B – Content of the Course				
Total No. of Lectures- Tutorials-Practical ( in hours per week):3 Hours				
L-T-P:90				
Unit	Topics			No. of Lectures
1	Management in Indian Culture and Tradition, Definition and Meaning of Management, Functions and Responsibilities of Management, Role of manager, Principles of Management School & Thoughts of Management.			18
2	Planning: Process, Types and Significance, Planning vs. Forecasting Objective, Strategies and Policies, MBO. Decision Making: Process & Significance, Planning for Start-ups.			18
3	Organization: Nature and Purpose of organization. Importance and process of Organization. Departmentalization, Organizational structures: types and relevance, Line and Staff relationship.			18
4	Authority- Delegation, Decentralization - Difference between Authority and power- Responsibility, Recruitment- Sources, Selection, Training, Direction -Nature and Purpose.			18
5	Leadership: Meaning, Importance, Types of Leadership, Leadership Styles, Motivation: Types & significance, Maslow's			

Need Hierarchy, Theory X&Y of Motivation. An overview of Strategic Management, SWOT Analysis, Strategic Analysis, Alternative-Choice & Evaluation. Future Management-Challenges and Skills	18
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Part C- Learning Resources			
Text Books References Books Other resources			
<b>Suggested Readings</b> <ul style="list-style-type: none"> <li>• Management-James A.F. Stoner, R. Edward Freeman-Pearson Prentice Hall-6<sup>th</sup> Edition</li> <li>• Principles of Management- PC Tripathi &amp; PN Reddy-TMH-5<sup>th</sup> Edition-2012.</li> <li>• Koontz D and Welhrich: Management, International Student Edition, Tokyo 1980.</li> <li>• .R.D. Agrawal: Organization &amp; Management MC Graw Hill, New Delhi 1982.</li> <li>• Newman and Warran: The Process of Management: Concepts, Behaviour and Practices, PHI.</li> <li>• S. M. Shukla: Principles of Management, Sahitya Bhawan, Agra (UP) (Latest Edition (Hindi and English Medium).</li> <li>• Dr. Rajeev Kumar Jhalani &amp;Dr. Yogita Chandel, Principles of Management, Devi AhilyaPrakashan, Indore (Hindi Medium)</li> <li>• Dr. C. M. Mehta, Business Organization, Ram Prasad and Sons, Bhopal. (Hindi Medium)</li> </ul>			
<b>Suggested Web Links</b> <a href="https://www.dphu.org/uploads/attachments/books/books_5284_0.pdf">https://www.dphu.org/uploads/attachments/books/books_5284_0.pdf</a> <a href="https://education.stateuniversity.com/pages/ewlev9e9ib/An-Introduction-to-the-Principles-of-Management.htm">https://education.stateuniversity.com/pages/ewlev9e9ib/An-Introduction-to-the-Principles-of-Management.htm</a>			
<b>Suggested equivalent online courses:</b>			

CPM  
 (Wastan) (Ravi)  
 Jhalani  
 Rashmi  
 Chitkaush  
 Aparna



OPEN ELCTIVE			
Part A Introduction			
Program: Certificate		Class: BBA I Year	Year:2022 Session:2022-2023
Subject: MICRO ECONOMICS			
1	Course Code	MI-BBAB1T (Group-II)	
2	Course Title	BBA	
3	Course Type (Core Course/Elective/Gener ic Elective/Vocational)	(Core Course)	
4	Prerequisite (if any)	Not Required (Open for All)	
5	Course Learning outcomes (CLO)	1. Students will understand the importance of basic principles of micro economics. 2. Students will be able to understand the basics of demand-supply rules and elasticity. They will also learn how to implement it. 3. Utility, utility analysis and market surplus, students will be able to understand. 4. Students will be able to understand production principles, classify costs and incomes. 5. Students will be able to understand the comparison of different market systems. 6. Students will be able to understand how national income is calculated.	
6	Credit Value	(Credit) 4	
7	Total Marks	Max. Marks: 40+60	Min. Passing Marks:33
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week):3 Hours L-T-P: 90			
Unit	Topics	No. of Lectures	
1	Introduction to economics, Definitions of economics, Nature and Scope of Economics, Significance and Evolution of Micro Economics, Functions of Managerial Economics.	10	
2	Concept of Law of Demand, Law of Supply, Concept of Market Equilibrium, Elasticity of Demand, Demand Determinants.	15	
3	Utility Analysis, Marginal Concept of Utility, Law of Diminishing Marginal Utility, Indifference Curve Analysis: Assumptions, Properties of Indifference curve, Theories of Consumer Surplus.	20	

4	Elements of Cost, Factors of Production, Average Cost, Marginal Cost, Total Cost, Modern Theory of Rent, Modern Theory of Interest, Modern Theories of Profit, Modern Theory of Wage. Types of Market Structure, Perfect v/s Imperfect Market,	20
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### Part C-Learning Resources

#### Text Books, Reference Books, Other resources

#### Suggested Readings:

- Maddala & Miller, Microeconomics Theory and Applications, 13th Reprint 2017
- Sinha V. C., Principles of Economics, Sahitya Bhawan Publication, Agra
- Adhikary, M., Business Economics, Excel Books, New Delhi.
- Chopra, N. P, Managerial Economics, New Delhi, TMH, 1985.
- Koutsoyiannis, A., Modern Micro Economics, Mac Milian, New York
- Jhingan, M. L. Micro Economics

CS

Dr. Anshu Kumar

Shalini

Rashmi

Chitranshu

Aparna