

Maharshi Dayanand University Rohtak



Ordinances, Syllabus and Courses of Reading for B.B.A. I&II Part Examination

Session—1998-99

Available from :

Asstt. Registrar (Publication)
Maharshi Dayanand University
Rohtak-124 001 (Haryana)

Price :

At the Counter : Rs. 50/-
By Regd. Parcel : Rs. 75/-
By Ordinary Post : Rs. 60/-

ORDINANCE : BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

1. The duration of the Bachelor of Business Administration Programme (BBA) shall be three Academic Years. Each year shall be divided into two semesters. Thus the BBA programme shall be comprising of six semesters spread over to three years. Each semester shall have atleast 90 teaching days. On the completion of all the six semesters, the students will be awarded the Bachelor's degree in Business Administration. A candidate shall complete all the six semesters within a maximum period of 6 years, thus the maximum duration of the BBA programme shall be 6 years.
2. The Examination for the 1st, 3rd and 5th semesters shall ordinarily be held in the month of December/January and for the 2nd, 4th and 6th semesters in the month of April/May or on such dates every year as may be fixed by the Vice-Chancellor. A special examination for the sixth semester may be held in December/January.
3. (i) The last date for receipt of the admission to examination shall be notified by the Controller of Examinations from time to time. A supplementary examination for the 1st, 3rd and 5th semesters shall be held alongwith their main semester examinations which will be normally held during the month of December/January and Supplementary examinations for 2nd, 4th and 6th semesters will also be held alongwith their main semester examinations which will normally be held during the month of May/June.
(ii) A regular candidate or an ex-student shall submit his application for admission to an examination on the prescribed form with the requisite certificate duly countersigned by the Principal or a senior member of the teaching staff authorised by him.
(iii) The Principal of the concerned college shall forward to Controller of Exams. a list of the students alongwith examination forms who have satisfied the requirement of rules and are eligible to appear in the examination atleast two weeks before the commencement of the examination of each semester.
4. Admission to the First Semester of the BBA programme shall be open to candidates who have passed Senior Secondary Examination on the pattern of 10+2+3 with 50% marks in aggregate from a recognised Board of Education or an

(ii)

equivalent examination recognised by the University. In case of SC categories, the candidate should have secured minimum pass marks in the qualifying examination.

EXPLANATION: In determining the eligibility, the fraction of percentage of marks of 0.5 or more shall not be raised to the next higher percentage.

5. Each candidate shall be examined in the subject(s) prescribed by the Academic Council from time to time.
6. 25% marks in each written paper excluding Training Report, Project Report and Viva-Voce shall be assigned for internal assessment. The question papers will be set by external examiners and each question paper will contain eight questions out of which the candidate shall be required to attempt five questions.
7. The answer books will be examined only by the external examiner. The Principal of the College shall forward the internal assessment marks obtained by the students in each paper to the Controller of Examinations atleast 2 weeks before the commencement of the semester examination. The assessment will be done in different courses by the concerned teachers in the following manners.
 - i) 5 marks for written case analysis (WCA)/written assignment in each subject.
 - ii) 5 marks for participation in the class room.
 - iii) 5 marks for the presentation of seminar/participation in role playing.
 - iv) Minimum 2 internal assessment tests carrying 5 marks each.

The concerned teachers shall preserve records on the basis of which the internal assessment awards have been given atleast till the end of one month from the date of declaration of the semesters examination results. If needed, the same could be inspected by the University Authorities.
8. The Ist Semester's Examination shall be open to a regular student who:

(iii)

- i) has been on the rolls of the College during the first semester;
 - ii) has attended not less than 75% of the lectures in the semester; and
 - iii) has obtained pass marks in the internal assessment in the papers for which he/she is a candidate.
9. The 2nd, 3rd, 4th, 5th and 6th semesters examination shall be open to a regular student who:-
- i) has attended not less than 75% of lectures in the respective semester;
 - ii) has been on the rolls of the college during the semester preceding the respective semester examinations;
 - iii) has obtained pass marks in the internal assessment in the papers of the relevant semester of which he is a candidate.
 - iv) has passed atleast 50% of the written papers in the preceding semester examinations.

EXPLANATIONS:

50% of 7 papers will be taken as 4.

10. The medium of instruction and the examination shall be English.
11. The minimum percentage of marks to pass the examination in each semester shall be:-
- i) 40% in each written paper and internal assessment separately;
 - ii) 40% in external and internal evaluation in case of Training Report;
 - iii) 40% in Viva-Voce examination;
 - iv) 50% in the aggregate in each semester examination
12. A candidate who has completed the prescribed course of instructions in the college for any semester examination but does not appear/re-appear in the concerned paper or having appeared fails may be allowed, on the recommendations of the Principal of the college to appear/re-appear in the concerned paper(s) as the case may be at the next regular examination when held without attending the classes. While re-appearing in the exam. the candidate shall be exempted

(iv)

from re-appearing in the paper(s), Project Report, Viva-Voce in which he has obtained atleast 50% marks including the marks for internal Assessment, where prescribed. Such a candidate, in the meantime, may persue his studies for the next higher semesters and appear in the examination(s) for the same alongwith the examination for lower semester(s). If a candidate fails to pass, in any Semester Examination even in the 3rd chance as mentioned above, he will have to repeat the paper(s) concerned as a regular student in the college whenever, the relevant paper(s) is/are offered in future. Such repetition shall be allowed only once in the concerned paper(s).

Provided that a candidate shall have to secure exemption (as per rule mentioned above i.e. 50% marks jointly in theory and internal assessment) in not less than 50% of the papers prescribed in that semester failing which he shall not be permitted to continue his studies for the next higher semester and shall be required to repeat all papers of the concerned semester as a regular student as and when these paper(s) is/are offered. In such a case, the repetition of paper(s) will be allowed.

13. The examination fee to be paid by a candidate for each semester examination shall be Rs. 150/- for full papers, Rs. 200/- for special and re-appear examinations.
14. A candidate whose result is declared late without any fault on his part, may attend classes for the next higher semester provisionally at his own risk and responsibility subject to his passing the concerned semester examination. In case, a candidate fails to pass the concerned semester examination, his attendance/internal assessment in the next higher semester in which he was allowed to attend classes provisionally will stand cancelled.
15. The Internal Assessment award of a candidate who fails in any semester examination, shall be carried forward to the next examination provided that a candidate who has not obtained the pass marks in the internal assessment of any paper(s) will not be allowed to take examination in the said paper(s) in the relevant semester unless he repeats the course in the paper(s) concerned and obtains minimum pass marks in internal assessment.
16. As soon as possible, after the termination of the semester examination, Controller of Examinations shall publish the result of the candidates.

(v)

17. Every student of BBA shall be required to undergo a practical training in an organisation approved by the college for eight weeks, normally in the summer vacation after the end of the fourth semester.

The candidate shall be required to have an exposure of the actual functioning of the organisation concerned and complete the specific project of his training. The work done by the candidate during the period of training shall be submitted in the form of a Training Report. The candidate shall be required to submit three copies of the Training Report (type written) in double space to the office of the Controller of Examinations through the Principal. The last date for the receipt of Training Report in the office of the Controller of Examinations shall be six weeks after the date of completion of training provided that in exceptional cases, the Principal may extend the last date of the receipt of the training report refer upto four weeks.

The report shall carry 100 marks and the evaluation shall be done as under :-

- 1) External evaluation consisting of 50 marks will be undertaken by the External Examiner to be appointed by the Vice-Chancellor on the recommendations of Board of Studies in Management Sciences.
 - 2) Internal evaluation consisting of 50 marks will be based on presentation of training report by the candidate before the Faculty members of the college. The marks will be awarded by a Board of three examiners to be appointed by the Principal of the College from its faculty who will act as Chairperson.
18. i) Each student will be required to under take the course on Project Report in VIth semester. The topic for these Projects will be assigned and approved by the Principal in consultation with the Supervisor.
- ii) Each candidate will have to submit three copies of the Project Report in the office of the Principal atleast one month before the commencement of the 6th semester examination. Provided that, in exceptional cases, the Principal may extend the last date of receipt of the Project Report.
 - iii) Each report will be evaluated by one internal examiner and the one external examiner to be appointed by the

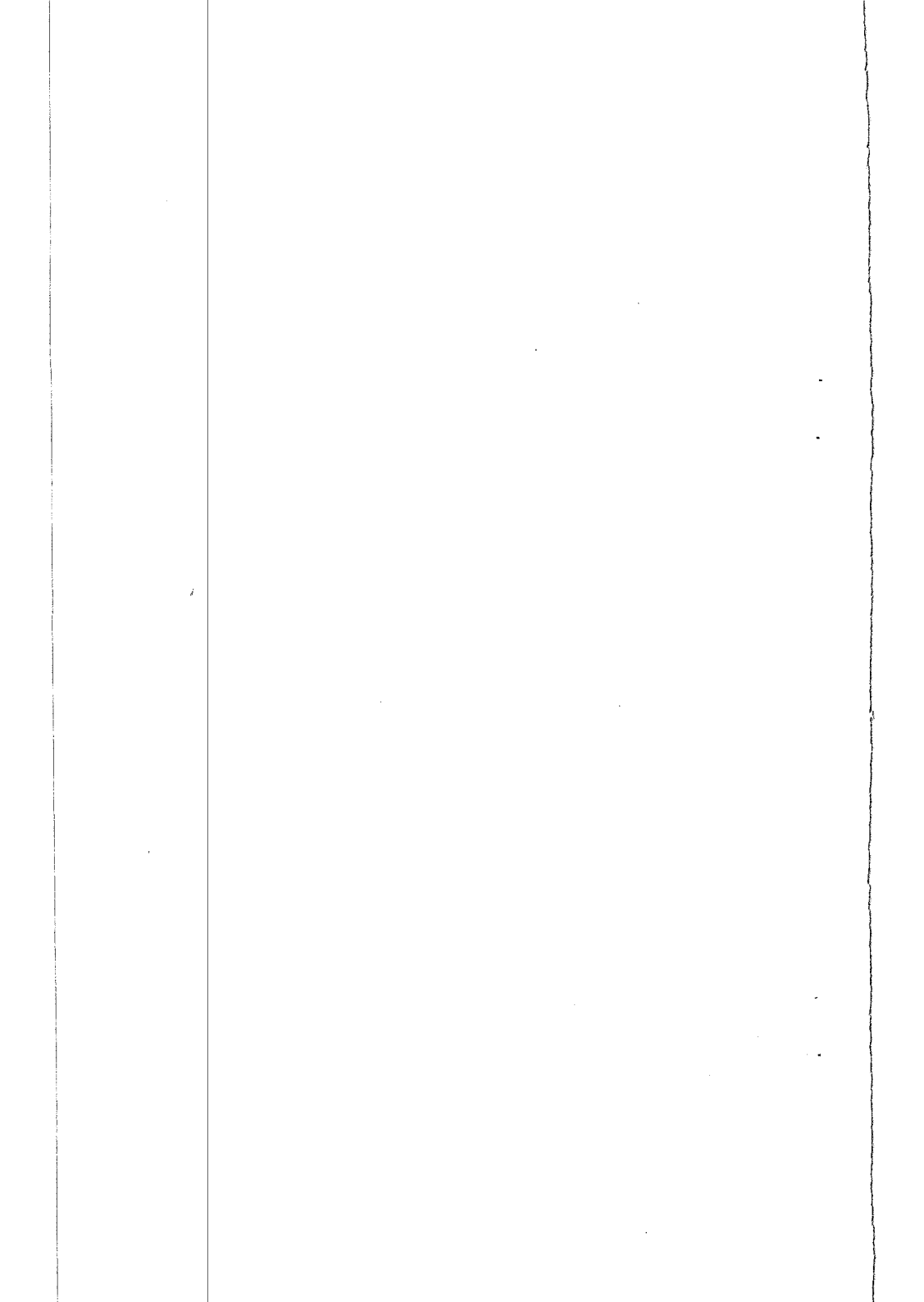
(vi)

Vice-Chancellor on the recommendations of the Board of Studies. In case, the difference in marks awarded by them is less than or equal to 30% of the maximum marks, the average of the two will be taken as final awards. In case the difference is more than 30% of the maximum marks, the Project Report will be sent to a third examiner. The awards given by third examiner will be taken as the final awards.

- iv) The marks obtained by the candidate in the Project Report will be taken into account when he appears in any future examination.
19. The viva-voce examination shall be conducted by a Board of Examiners to be appointed by the Vice-Chancellor on the recommendations of the Board of Studies, comprising the following members :-
- a) Principal
 - b) External Academician pertaining to the discipline of Management.
 - c) One Business Executive/Administrator from reputed Organisation.
20. The list of successful candidates after the sixth semester examination shall be arranged, in two divisions on the basis of the aggregate marks obtained in his Bachelor's Degree of Business Administration as under :-
- | | |
|---|-----------------|
| a) those who obtain 60% or more marks | First Division |
| b) those who obtain 50% or more marks but less than 60% | Second Division |
| c) candidates who pass all the six semesters examination at the first attempt obtaining 75% or more marks of the total aggregate shall be declared to have passed with distinction. | |
21. No improvement facility shall be provided to students of B.B.A. Programme. However, the grace marks will be allowed as per university rules.

VII

22. Notwithstanding the integrated nature of this course which is spread over more than one academic year, the ordinance in force at the time of a student joins the course shall hold good only for the examination held during or at the end of the academic year and nothing in this ordinance shall be deemed to debar the University from amending the ordinance and the amended ordinance, if any, shall apply to all students whether old or new.



SCHEME OF EXAMINATIONS OF B.B.A. COURSE 1998-99

FIRST—YEAR

Paper No.	Title of the paper	Total No. of Credits	External Marks	Internal Marks	Duration
FIRST SEMESTER					
bba 101	Indian System of Business & Banking	3	75	25	3 hrs.
bba 102	Business Mathematics	3	75	25	3 hrs.
bba 103	English Language	3	75	25	3 hrs.
bba 104	Indian Social System	3	75	25	3 hrs.
bba 105	Computer Concepts & Management Software	3	75	25	3 hrs.
bba 106	Financial Accountancy	3	75	25	3 hrs.
SECOND SEMESTER					
bba 201	Business Communications	3	75	25	3 hrs.
bba 202	Introduction to Psychology	3	75	25	3 hrs.
bba 203	Theory & Practice of Mgt.	3	75	25	3 hrs.
bba 204	Statistics	3	75	25	3 hrs.
bba 205	Business Law	3	75	25	3 hrs.
bba 206	Economics	3	75	25	3 hrs.

Note : In each course of Studies of B.B.A. Course, Eight questions, in all spread over the entire syllabi, shall be set by the External Examiner and out of 8 questions, the students will be required to attempt any five questions.

(2)

B.B.A. FIRST SEMESTER

Paper-No. bba-101-INDIAN SYSTEM FOR BUSINESS AND
BANKING

Theory Marks : 75

Internal Assessment : 25

Time : 3 hrs

COURSE CONTENTS

- UNIT-I** Introduction : Concept of Business & Business Organisation; Forms of Business organisation ; Sole Proprietorship; Partnership, Joint Hindu Family.
- UNIT-II** Cooperative Societies and Joint Stock Companies, Multi-National Corporations.
- UNIT-III** Distribution and Insurance System : Distribution Channel; Life Insurance Corporation of India and General Insurance Corporation of India.
- UNIT-IV** Indian Banking System : Reserve Bank of India, Commercial Banking System.
- UNIT-V** Industrial Financing Institutions; Export-Import Bank and India.

Note : In each course of Studies of B.B.A. Course, eight questions, in all, spread over to entire syllabi shall be set by the External Examiner and out of 8 questions, the students will be required to attempt any five questions.

BOOKS RECOMMENDED

List will be recommended later on.

Paper No. bba-102 BUSINESS MATHEMATICS

(Theory) Marks : 75

Internal Assessment : 25

Time : 3 hrs.

OBJECTIVES : The objective of this paper is to acquaint the students with various mathematical models and tools used for managerial decision making.

- UNIT-I** Theory of sets : Elements, types and presentation of a set, Venn Diagrams, Inter- Section Union and Compliments of Sets, Set relations.
- UNIT-II** Indices, Surds and Logarithms, Sequence and Series Arithmetic, Geometric, Harmonic Progression.
- UNIT-III** Permutations, Combination and Binomial Theorems.
- UNIT-IV** Determinants and Matrices;
- UNIT-V** Elementary Knowledge of Differential and Integral Calculus.

Note : In each course of Studies of B.B.A. Course, Eight questions, in all spread over the entire syllabi, shall be set by the External Examiner and out of 8 questions, the students will be required to attempt any five questions.

Suggested Readings

1. Business Mathematics, DC Sancheti, AM Malhotra and V.K. Kapoor, Sultan Chanu & Sons, New Delhi.
2. Mathematics For Modern Management, B.V. Dean, MW Sasieni and SK Gupta, Wiley Eastern Ltd., New Delhi.
3. Business Mathematics, Qazi Zameeruddin, V. K. Khanna, S.K. Bhambri, Vikas publishing House, Pvt. Ltd. New Delhi.
4. Mathematics for Business and Social Sciences : An applied approach by the Mizrahi and Sullivan Michael John Wiley & Sons, Inc. New York, London, Sydney and Toronto.
5. A Text Book of Business Mathematics by Dr. R. Jaya Parkash Reddy and Y. Mallikarjuna Reddy Published by Ashish Publishing House, New Delhi-110026.
6. Mathematics for Business & Economics-RICHID J ELIAS, Published by D. Van Nostrand Company, New York'Cincinmati, Toronto, Malbourne.

Paper No. bba-103 ENGLISH LANGUAGE

Theory Marks: 75

Internal Assessment: 25

Time: 3 hrs

COURSE CONTENTS

- UNIT-I** Essay writing 15 marks.
(on a topic of General interest)

(4)

UNIT-II Preci writing, Summarising and Briefing 15 marks

UNIT-III Compositon skill:

a) Translation from English to Hindi
and Vice-Versa 15 marks

OR

b) Paragraph writing 15 marks

OR

c) Detailed Comprehension of a unseen passage

UNIT-IV Vocabulary: 15 marks

a) Foreign words and phrases (5 marks)

b) One sentence definition (5 marks)

c) One word sudstitution (5 marks)

OR

d) Words of ten confused (5 marks) .

UNIT V Current English for Language skills 15 marks

(Ed. by M.L Tickoo & A.E. Subramaniam

Mc Millan & Co.)

Note : In each course of Studies of B.B.A. Course, Eight ques-
tions, in all spread over the entire syllabi. shall be set by
the External Examiner and out of 8 questions, the students
will be required to attempt any five questions.

BOOKS RECOMMENDED :

- a) "Current English for Language Skills."
(Ed. M.L. Tickoo. and A.E. Subramaniam)
- b) Green, Dand; English Grammar & Composition,
- c) Tickoo M.L. : Intermediate Grammar and Composition.

Paper No.bba-104 INDIAN SOCIAL SYSTEM Theory Marks : 75

Internal Assessment : 25

Time : 3 hrs.

UNIT-I Basic concepts : Social structure, social systems, social
community, institution, association, status and role of
social Groups, organisation, culture and civilization.

UNIT-II Traditional Basis of Indian Social Structure : Varna,
Ashramas and Sanskaras Caste, Village, Tribe, Joint
Family, Major religious, groups, Hinduism, Islam,
Christianity, Sikhism, Jainism and Budhism.

UNIT-III Social change in India : Sanskritisation, Westernization, Modernization, Secularization and changing status of Women.

UNIT-IV Social Problems : Casteism, Regionalism, communalism, Atrocities on weaker sections, forces of tradition illiteracy and population explosion.

Note : In each course of Studies of B.B.A. Course, Eight questions, in all spread over the entire syllabi, shall be set by the External Examiner and out of 8 questions, the students will be required to attempt any five questions.

SUGGESTED READINGS

1. Milton Singer & Bernard S Cohn (ed.) Structure and change in Indian Society Aldin Publishing Co. 1968 Chicago.
2. Prabhu D.H. Hindu Social Organisation Popular Prakashan 1963, Bombay
3. Majumdar D.N. Caste and Communication in an Indian Village, Asia Publishing House, 1958 Bombay.
4. M.N. Srinivas & A.M. Shah Hinduism in International Encyclopedia of Social Sciences, 1968, New Delhi.
5. Vidyarthi M.L. India's Culture through the Ages Meenakshi Prakashan 1970, Meerut.
6. McIver R.M. & H Page Society An Introductory Analysis, Delhi Macmillan Co. 1974.
7. Prabhu P.N. Hindu Social Organisation, Popular Prakashan, Bombay, 1963
8. Mandolbum D.C. Society in India, Popular Prakashan, Bombay, 1972.
9. Sharma, K.L. Indian Society, NCERT 1987 New Delhi.
10. Srinivas M.N. Caste in Modern India and other Essays, Asia Publishing House 1966, Bombay.
11. Yogender Singh Essays on Modernisation, Manohar Publications, 1978, Delhi.

12. Kuppaswamy Social change in India, Vikash
Publishing House, 1979 Delhi.
13. Myron Weiner Sons of the Soils : Migration &
Ethnic Conflict in India, Oxford
University Press, 1978 Oxford.
14. Ramesh Thapar Tribe Caste & Religion in India
Macmillan Press India 1947
Delhi.-
15. Indian Council for Social Status of Women in India Allied
Sciences Research Publisher Ltd. 1975 Delhi.

**bba-105— COMPUTER CONCEPTS AND MANAGEMENT
SOFTWARE**

Theory Marks : 75
Internal Assessment : 25
Time : 3 hrs

COURSE CONTENTS

UNIT-I An Overview of functioning of Computer System, Stored Program Execution, Components of a Computer System, I/O & Auxiliary Storage Devices.

UNIT-II Program Analysis, Flow Charts, Decision Tables and Algorithms, Computer Memory, Operating System.

UNIT-III P.C. SOFTWARE

Word Processing : Creation, Editing, Formating of Documents, Global Search and Replacement of Text, Special print Features, Mail Margo Spelling Checker.

UNIT-IV Data Base Management System : Creating and Editing Data Base Files, Report Generation, Lable Generation, Building Menu-based applications.

UNIT-V Spread-sheets Building a complex spread sheet applicational conditional calculations and plotting graphs etc.

Note : In each course of Studies of B.B.A. Course, Eight questions, in all spread over the entire syllabi, shall be set by the External Examiner and out of 8 questions, the students will be required to attempt any five questions.

SUGGESTED READINGS :

1. Manuals of the P.C. Software.
2. Rajaraman V. : Fundamentals of Computers, Prentice Hall of India.

bba-106 FINANCIAL ACCOUNTING

Theory Marks : 75
Internal Assessment : 25
Time : 3 hrs.

OBJECTIVES : The objectives of this course is to acquaint the students with various aspects of accounting which will be helpful to them in their day to day decision making process.

UNIT-I Financial Accounting : Meaning, functions, limitations, Concepts and conventions.

UNIT-II Review of accounting cycle : Recording, Posting and preparation of Trial Balance.

UNIT-III Preparation of Final Accounts alongwith adjustments.

UNIT-IV Receipt and Payments and Income and Expenditure Accounts.

UNIT-V Depreciation Accounting : Meaning, methods and depreciation policy, inflation accounting.

Note : In each course of Studies of B.B.A. Course, Eight questions, in all spread over the entire syllabi, shall be set by the External Examiner and out of 8 questions, the students will be required to attempt any five questions.

SUGGESTED READINGS

1. Principles and Practice of Accounting : R.L. Gupta and V.K. Gupta, Sultan Chand & Sons, Delhi.
2. Double Entry Book-Keeping : T.S. Grewal, Sultan Chand & Sons Delhi.
3. Inflation Accounting : Kirkman.
4. Advance Accounting: R.L. Gupta & M. Radhaswami; Sultan Chand & Sons, Delhi.
5. Principle of Management Accounting : R.N. Anthony & Reace.

SECOND SEMESTER

bba-201 BUSINESS COMMUNICATION

Theory Marks : 75
Internal Assessment : 25
Time : 3 hrs.

COURSE CONTENTS

UNIT-I Introduction to Communication : Basic Concepts of communication; need for communication; communi-

cation process; principles: interpersonal communication; business communication.

UNIT-II Introduction to Business communication : Meaning; Characteristics; discipline of business communication; objectives & importance of business communication; types; media of business communication, principles of B.C., Barriers to business communication.

UNIT-III APPLICATION OF BUSINESS COMMUNICATION-I
Official communication : Drafting, preparing official communication, writing proposals; agenda and minutes, of meetings; dictating, giving instructions and demonstrations; preparing rules; charts; graphical displays, audio & visual/ vide tapes: (Role of Computers in Modern Official Communication).

UNIT-IV APPLICATION OF BUSINESS COMMUNICATION-II
Communicating with one interviewing; Communicating within groups Discussion & Conferences, Communicating with groups Presentational speaking; Business letters : General principles, techniques, Business Reports : Purpose, Types, Reporting visiting Format, Report visiting style.

UNIT-V APPLICATION OF BUSINESS COMMUNICATION-III
Mass Communication : Business & Mass Communication, developing a Mass Communication model; the variables of mass communication; Role of advertising & Public Relation in Business Communication.

Note : In each course of Studies of B.B.A. Course, Eight questions, in all spread over the entire syllabi, shall be set by the External Examiner and out of 8 questions the students will be required to attempt any five questions.

SUGGESTED READINGS

1. Communication in Business-S. Bernard Rosenblat, T. Richard Cheatham, James T. Watt, Prentice Hall Publication, Inc.
2. Effective Business Communication-Herta A. Murphy, Mccgraw Hill Publishing Co. Ltd. New Delhi.

3. **Bussiness Communication : A modern Approach**-Keval J. Kumar, Jaico Publishing House, Bombay.
4. **Successful Communication in Business**-Joel P. Browman, Bernardine P. Branchaw, Harper and Row Publishers San Francisco.
5. **Communication for Business & Professionals**-Malra Treece, Allyn & Becon, Inc. Boston, London, Sydney, Tor onto.
6. **Executive's Guide to Effective Letters and Reports**—William M. Parr. Parkar Publishing Co., Inc. Bombay.

bba-202 INTRODUCTION TO PSYCHOLOGY

Theory Marks : 75

Internal Assessment : 25

Time : 3 hrs.

COURSE CONTENTS

- UNIT-I** Nature of Psychology : Approaches to Psychology; scope of contemporary psychology; Research Methods in Psychology; Measurement in Psychology. Biological Foundations of Behaviour. Central nervous system; peripheral nervous system; Endocrine System; Genetic Influence on Behaviour.
- UNIT-II** Learning and Memory : Classical conditioning, operant conditioning; concept of reinforcement; cognitive learning; Short term memory; Long term memory; Forgetting; Improving Memory; Language and Thought; Language and communication; Visual Thinking; problem solving.
- UNIT-III** Personality and its Assessment : Shaping of personality Trait approach; Social learning approach; Psycho analytic approach; phenomenological approach; Personality assessment.
- UNIT-IV** Emotion : Theories of Emotions; Optimal level of arousal. Conflict and Stress; Frustration; Reaction to Frustration; Anxiety, Defence Mechanism Stress.
- UNIT-V** Human Social Behaviour. Individual Social Behaviour Social information processing; Attitude Formation

and Change. Social Influence-Presence of others; Conformity and Obedience, Persuasion; Environmental Psychology; Social Norms and Roles.

Note : In each course of Studies of B.B.A. Course, Eight questions, in all spread over the entire syllabi, shall be set by the External examiner and out of 8 questions, the students will be required to attempt any five questions.

References :

1. Atkinson, R.L.; Atkinson, R.L. Hilgard E.R.; Introduction to Psychology, New York; Harcourt Brace, Jovanovich.
2. Smith R.E., Sarason I.G., Sarason B.R., Psychology. The Frontiers of Behaviour, New York, Harper & Row, Publishers.
3. MC Connell, J.V. Understanding Human Behaviour, New York, Helt Rinehart and Winston.
4. Hotersall, D. Psychology, London, Charles & Merrill.

Paper No. bba-203

THEORY AND PRACTICE OF MANAGEMENT

Theory Marks : 75

Internal Assessment : 25

Time : 3 hrs.

COURSE CONTENTS

UNIT-I Nature and Functions of Management. Concept, functions and process of management; Levels of Management; Managerial skills, Management a Science or an Art or a profession; Evaluation and development of management thought; scientific approach--F.W. Tayler, Functional approach Henry Fayol, Human Relations approach and contingency approach to management.

UNIT-II Planning—Meaning, nature and importance of planning, process of planning, Types of plans, planning promises, making planning effective, Decision making, types of decisions, process of rational decision making Management by objectives, Strategic planning.

UNIT-III Organisation—Meaning, importance and process of organisation, principles of organisation, Departmentalisation and its basis, delegation and decentralisation, span of management, Committees.

UNIT-IV Leading—Coordination, its need, Techniques, Difficulties and Requisitions for excellent coordination. Communication—its importance, process, barriers and principles of effective communication. Leadership—approaches to leadership, leadership styles and effective leadership. Motivation—meaning, theories and modes of motivation.

UNIT-V Control—Concept, necessity and control process; Control techniques, requirements of a good control system.

Note:—In each course of Studies of B.B.A. Course. Eight question, in all spread over the entire syllabi shall be set by the External Examiner and out of 8 questions the students will be required to attempt any five questions.

BOOKS RECOMMENDED

1. Koontz & O'Donnel, Principles of Management.
2. Drucker Peter F.-Management-Tasks, Responsibilities, Practice Allied Publishers (P) Ltd. New Delhi 1978.
3. Stoner J.F.—Management.
4. O'Donnel etc. Management.
5. G.R. Terry—Principles of Management.
6. Newman & Warren—The Process of Management.
7. Louis Allen—Management & Organisation.

Unit-I Data Classification, Tabulation and Presentation

Meaning, objectives and types of classification, formation of frequency distributions, Role of tabulation, types of tables significance of diagram and graphs, Rules for construction and types of diagrams and graphs.

Unit-II Measures of Central Tendency and Dispersion

Meaning, and objectives of measures of central tendency, different measures viz. Arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures. Measures of variation viz. Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation and skewness.

Unit-III Correlation and Regression

Meaning of Correlation, types of Correlation : positive and negative Correlation, simple partial and multiple Correlation. Methods of studying Correlation; Scatter diagram, graphic and direct method. Properties of Correlation Co-efficient, Rank Correlation, Co-efficient of determination, lines of Regression, Co-efficient of Regression, Standard Error of Estimate.

Unit-IV Index Numbers and Time Series

Index number and their uses in business, construction of simple and weighed price, quantity and value index numbers Test for an ideal index numbers, Components of Time Series viz.-secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend. Seasonal and cyclical indices, its use in business Forecasting and Limitations.

Unit-V Probability and Probability Distributions

Basic concepts of probability, Theorems of addition and multiplication, simple, joint, conditional and marginal Pro-

babilities, Baye's Theorem, Binomial, Poisson and Normal Distributions.

Note : In each course of Studies of B.B.A. Course, Eight questions, in all spread over the entire syllabi, shall be set by the External Examiner and out of 8 questions, the students will be required to attempt any five questions.

BOOKS RECOMMENDED

1. Modern Business Statistics : Fraud and Williams
2. Statistics-An Introductory Analysis: Allen Tara Yamone.
3. Business Statistics : S.P. Gupta & M.P. Gupta
4. An Introduction to Statistical Methods. : C.B. Gupta
5. An Introduction to Modern Statistics : B.N. Gupta
6. Fundamentals of Statistics : D.N. Ellhans
7. Statistical Methods : S.C. Sancheti & V.K. Kapoor
8. Fundamentals of Statistics : D.N. Ellhans
9. Malik & Mullen : A First Course in Probability and Statistics.

Paper No. bba-205 BUSINESS LAW Theory Marks. : 75
Internal Assessment : 25

OBJECTIVES : Time : 3 Hrs.

The course is designed to assist the students in understanding basic laws affecting the operations of a business.

CONTENTS :

The Indian Contract Act., 1872. Essentials of a valid contract. Void Agreements. Performance of Contracts. Breach of contract and its remedies. Quasi-contracts. The sale of Goods Act, 1930. Formation of contract Conditions and warranties. Transfer of property. Performance of Contract. Rights of an unpaid seller. The Negotiable Instruments Act, 1881. Nature and

Types. Negotiation and Assignments. Holder-in-Due Curve Dishonour and Discharge of a Negotiable Instrument. The Companies Act, 1956. Nature and Types of Companies. Formation, Memorandum and Articles of Association, Prospectus. Allotment of Shares. Shares and Share capital. Membership. Borrowing Powers. Management and meetings. Winding up.

Note—In the Question paper in all 8 questions will be set out of which the students are expected to attempt 5 questions.

SUGGESTED READINGS :

1. N.P. Kapoor : Commercial Law
2. Avtar Singh : Company Law
3. M.C. Sukla : Mercantile Law

Paper No. bba-206 ECONOMICS

Theory Marks : 75

Internal Assessment : 25

Time : 3 Hrs.

Unit-I : Economics : It's definition, nature & scope, Basic Elements of supply & demand—the demand & supply curves; equilibrium with supply and demand curve; elasticity of demand, supply; utility & equimarginal utility, Doctrine of consumer surplus; Indifference curves—price, Income & substitution effects.

Unit-II : Theory of Production : Production function, Total average in marginal product; The law of diminishing returns; analysis of costs—fixed and variable cost, Marginal cost, Average cost, and the link between production & cost.

Unit-III : Supply and allocation in competitive markets : imperfect competition and the monopoly problems, determination of price under oligopoly and monopolistic competition.

Unit-IV : Distribution—Rent and it's nature, Ricardian and Modern theory of Rent, Theory of Capital, Interest and Profits.

Unit-V : Macro Economics; Fundamental Concepts-Micro Economics; Vs Macro Economics; objectives and instruments of Macro Economics; National Income and product accounts, the basic multiplier model.

Note :—Books will be recommended by the concerned Faculty Member.

