

SEMESTER-I

| COURSE CODE | D21BBA11 | FUNDAMENTALS OF MANAGEMENT | L | T | P | C |
|--------------------------|----------|---|---|---|---|---|
| CORE -I | | | 5 | - | - | 4 |
| Cognitive Level | | K1: Recall K2: Understand K3: Apply K4: Analyse | | | | |
| Course Objectives | | The course aims to 1. introduce students to the basic principles and practices of management. 2. build a base for learning management knowledge and to acquire prerequisite skills. 3. provide a basis of understanding to the students concerning working of a business organization through the process of management. 4. present new perspectives in management 5. examine and explain the management evolution and how it will affect future managers. | | | | |

Unit-1: Management:

Management: Definition – Nature – Scope – Importance – Process – Skills required of a manager – Administration Vs Management – Management functions – Theories of Management.

Unit-2: Planning

Planning: Nature and Importance – Principles and Process – Types of Plans – Steps in planning – Management by Objectives (MBO) – Decision making.

Unit-3: Organization:

Organization: Principles and process – Organization structure – Formal & Informal organization – Meaning of Delegation – Authority and Responsibility – Centralization and Decentralization

Unit-4: Direction and Control

Direction and Control: Meaning – Principles – Importance – Techniques – Control: Meaning – Objectives – Types of control – Control process – Control techniques – Coordination: Need – Techniques.

Unit-5: Motivation & Leadership

Motivation & Leadership: Meaning – Types – Theories of Motivation: Maslow, Herzberg, X, Y Theories – Leadership: Meaning – Styles.

Text Book:

1. K.Natarajan & K.P.Ganesan, Principles of Management, Himalaya Publishing House, 2015.
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Reference Books:

1. C.B.Gupta, Management Theory &Practice, S. Chand Company, 2017.
2. Koontz and O'Donnell, Principles of Management, Tata McGraw Hill Publication, 2004.
3. L.M. Prasad, Essentials of Management, S. Chand Company, 2015.
4. P.C. Tripathi and P.N.Reddy, Fundamentals of Management, McGraw Hill Education, 2017.
5. R.S.N.Pillai and S.Kala, Principles and Practice f Management, S. Chand Company, 2013.

Note: Question Paper shall cover 100% Theory

Expected Course Outcomes:

On the successful completion of the course, student will be able to:

| Number | Course outcome | Knowledge Level (According to Bloom's Taxonomy) |
|--------|--|--|
| CO1 | examine and explain the management evolution and how it will affect future managers. | K1 |
| CO2 | estimate the conceptual framework of planning and decision-making in day to day life. | K2 |
| CO3 | explain the various managerial functions to achieve the goals and objectives of the organization. | K1 |
| CO4 | analyze the theories of motivation, leadership and communication in a variety of circumstances and management practices in organizations. | K4 |
| CO5 | identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice. | K3 |

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze;

Mapping of COs with POS & PSOs

| CO/ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----------|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | S | S | S | S | M | S | S | S | S | M |
| CO2 | M | S | M | S | S | S | M | S | S | S |
| CO3 | S | S | M | M | S | S | M | M | M | S |
| CO4 | S | M | S | S | S | M | S | S | S | S |
| CO5 | S | S | S | S | M | S | S | S | S | M |

Strongly Correlating (S) - 3 marks
 Moderately Correlating (M) - 2 marks
 Weakly Correlating (W) - 1 mark
 No Correlation (N) - 0 mark

| COURSE CODE | D21BBA13 | MANAGERIAL ECONOMICS | L | T | P | C |
|-------------------|---|----------------------|---|---|---|---|
| ALLIED-I | | | 6 | - | - | 4 |
| Cognitive Level | K2: Understand K4: Analyse K5: Evaluate K6: Create | | | | | |
| Course Objectives | The Course aims to <ol style="list-style-type: none"> 1. expose basic micro economic concepts. 2. apply economic analysis in the formulation of business policies. 3. use economic reasoning to problems of business. 4. build a wide knowledge about basic Indian economic system. 5. identify the effective applications of factors of production and BEP Analysis | | | | | |

Unit 1: Managerial Economics

Managerial Economics: Definition, Nature and Scope - Role of Managerial Economics – Concept of Utility – Law of Diminishing Marginal Utility

Unit 2: Theory of Demand:

Theory of Demand: Determinants – Law of demand – Demand functions – Demand curve – Types of demand – Elasticity of demand – Supply: Law of supply – Elasticity of supply.

Unit 3: Production Function

Production Function: Laws of Production function – Law of Variable Proportion – Isoquants – Marginal rate of substitution – Economies of Scale – Law of Returns to Scale – Cobb Douglas Production function.

Unit 4: Cost Concepts

Cost Concepts: Cost and output relationship – Total, Average and Marginal cost analysis – Short run and Long run – Break even analysis.

Unit 5: Market Structure

Market Structure: Different types of market – Pricing under Perfect competition – Monopoly: Meaning – Methods of pricing.

Text Book:

1. R.L. Varshhney & K.L. Maheswari, Managerial Economics, S. Chand, 2018

Reference Books:

1. S.Sankaran, Managerial Economics, Margham Publication, 2015
2. K.P.M. Sundaram, Economic Analysis, S.Chand Company, 2015
3. G.S. Gupta , Managerial Economics, McGraw Hill Education, 2012.
4. VanithaAgarwal, Managerial Economics, Pearson Education, 2013

Note: Question Paper shall cover 100% Theory

Expected Course Outcomes:

On the successful completion of the course, students will be able to:

| Number | Course outcome | Knowledge Level (According to Bloom's Taxonomy) |
|--------|---|--|
| CO1 | understandthe concepts of utility | K2 |
| CO2 | applythe objectives of business firms, demand analysis and elasticity of demand in daily life and their career. | K6 |
| CO3 | understandthe production function. | K2 |
| CO4 | identify the effective applications of factors of production and BEP Analysis | K4 |
| CO5 | evaluatethe performance of different market structures. | K5 |

K2 – Understand; K4 - Analyze; K5 - Evaluate; K6 – Create

Mapping of COs with POS & PSOs

| CO/ PO | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-----------|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | S | S | S | M | S | S | S | S | M | S |
| CO2 | S | S | S | S | S | S | S | S | S | S |
| CO3 | S | M | M | S | S | S | M | M | S | S |
| CO4 | M | S | M | S | M | M | S | M | S | M |
| CO5 | S | S | S | S | M | S | S | S | S | M |

Strongly Correlating (S) - 3 marks

Moderately Correlating (M) - 2 marks

Weakly Correlating (W) - 1 mark

No Correlation (N) - 0 mark

| COURSE CODE | D21BBA12 | FINANCIAL ACCOUNTING | L | T | P | C |
|-------------------|---|----------------------|---|---|---|---|
| CORE –III | | | | 5 | - | - |
| Cognitive Level | K1: Recall K2: Understand K3: Apply K5: Evaluate | | | | | |
| Course Objectives | The Course aims to <ol style="list-style-type: none"> 1. acquire knowledge of accounting concepts, principles and practices. 2. apply financial concepts in business administration to manage and be effective in decision making in functional areas like finance and accounting transactions. 3. provide wide knowledge about final accounts. 4. inculcate basic depreciation accounting concepts. 5. illustrate the accounts for non-trading institutions through income and expenditure, receipts and payments accounts. | | | | | |

Unit 1: Accounting

Accounting: Definition – Nature of Accounting – Accounting Concepts and Postulates –Double Entry Vs Single entry – Books of Accounts: Journal – Ledger – Subsidiary Books: Cashbook – Purchase book – Sales book – Sales return book – Purchase return book.

Unit 2: Rectification of Errors

Rectification of Errors: Trial Balance – Errors – Verifications of Errors – Bank reconciliation statement.

Unit 3: Final Accounts

Final Accounts: Preparation of Trading & Profit and Loss Account and Balance Sheet with simple adjustments.

Unit 4: Depreciation:

Depreciation: Meaning – Causes – Methods of Depreciation: Straight Line Method – Written Down Value Method – Annuity Method.

Unit 5: Capital and Revenue Account

Capital and Revenue Account: Accounts of Non-trading organizations – Income and Expenditure Account – Receipts and Payments Account

Text Books

1. Dr. S. N. Maheswari, Financial Accounting, Vikas Publishing House, 2018

Reference Books:

1. S.P.Jain&K.L.Narang, Advanced Accountancy, Kalyani Publishers, 2014
2. M.C.Shukla, T.S.Grewal&S.C.Gupta, Advanced Accountancy, S.Chand& Sons, 2016
3. R.L.Gupta&Radhasamy, Advanced Accountancy, S.Chand& Sons, 2014
4. P.C.Tulsian, Financial Accounting, S.Chand Publications, 2016

Note: Question Paper shall cover 40% Theory and Problems 60%

Expected Course Outcomes:

On the successful completion of the course, students will be able to:

| Number | Course outcome | Knowledge Level (According to Bloom's Taxonomy) |
|--------|--|--|
| CO1 | recall the accounting concepts and understand the rules of the double entry system, journalizing and posting to the ledger in the business transactions. | K1 |
| CO2 | interpret the trial balance; identify the errors and reconcile the bank statement by cash book. | K2 |
| CO3 | summarizes the trading, profit & loss account and balance sheet with the support of financial and accounting transactions. | K5 |
| CO4 | illustrate the different methods of depreciation. | K3 |
| CO5 | classify the revenue and capital items, understand accounting statements of a non-trading concern | K2 |

K1 - Remember; K2 - Understand; K3 - Apply; K5 - Evaluate

Mapping of COs with POS & PSOs

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 |
|-------|-----|-----|-----|-----|-----|------|------|------|------|------|
| CO1 | S | S | S | S | S | S | S | S | S | S |
| CO2 | S | S | M | S | M | S | S | M | S | M |
| CO3 | M | S | S | S | S | S | S | S | S | S |
| CO4 | S | S | S | S | S | S | S | S | S | S |
| CO5 | S | S | S | S | M | S | S | S | S | M |

Strongly Correlating (S) - 3 marks
Moderately Correlating (M) - 2 marks
Weakly Correlating (W) - 1 mark
No Correlation (N) - 0 mark
