

BBA II Semester
BBA 1077
Organisational Behaviour

Unit 1

Organisational Behaviour – What is O.B., Nature and Structure and Structure of O.S. approaches to O.B. behaviorists frame work, social learning frame work. Basic understanding of Individual behaviors:- personality – meaning, development, Freudian stage, Neo Freudian stage.

Unit 2

Perception-nature, Importance, meaning, learning & perception. Attitudes & satisfaction:- nature, dimensions of attitudes, meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – meaning, causes & effects. Group dynamics:- Nature of Groups, types- committee organization, its nature & functions. Informal Organization structure, Informal communication system.

Unit 3

Conflicts – Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control:- Nature and meaning of decision making, phases of decision making process, Meaning of Control, elements of control process.

Reference:

Business Organization and Management by Bhushan Y.K.
Business Organization by Gupta C.B
Organizational Behaviour by L.M. Prasad

BBA 1078
Business Environment

Unit 1

Environment –. Meaning, concept & scope of environment Business & its environment for effective performance, Indian performance, Indian economy-its main feature, macro environment- Economic consideration, political & government setup, socio cultural factors, social responsibility of business towards employee, community share holders consumers, business & economy;- meaning of business economy, Types of Economies-free, capitalization, socialistic, socialistic & mixed economy, salient features of USA & Japan Economy, Role of Government Economic, Regulatory, Interpersonal, Promotional & Planning. Constitutional Environment in Expansion state interception.

Unit 2

Economic Growth & Development – Meaning of economic growth, factors affecting economic growth, impact of circular flow of money on business, large scale & small scale business. Role of foreign Investments, private foreign investment limitations & degree of foreign investments, Govt. policy, event changes, Business & Law _ Business cycle, Inflation - Meaning, causes& Measures to check inflation and price spiral.

Unit 3

Multinational – Definition, Investment motives, Benefits, Demerits, Recent trends, Multinational in India- Introduction, public, Private joint & co-operative sectors, village, small & ancillary industry. Business & Society:- Business & social responsibility, pollution threat, Ecology balance, environmentalist movement, values & ethics in management, Brief intro of stock exchange & its control, MRTP, FERA, Monetary & fiscal policy, Company law, Money & Capital market. Financial Institutions - an overview.

Reference:

Economic Environment of Business by M. Ashikary.
Business Environment by Francis Cherrinulam

BBA 1079
Business Mathematics

Unit 1

Set theory – Introduction, definition, set operation, fundamental laws of set operation, set construction. Cartesian product (Numerical) Functions and their application – definition, construction of function, linear and quadratic functions. Differentiation of linear function (An)- maxima & Minima of functions, application of functions.

Unit 2

Progression & Annuity – Arithmetic, geometric, Annuity, Investment compounded continuously. Matrices – Operations & Matrix, Inverse of square matrix, Data Analysis. Measurement, Data reduction, Measures of dispersion, Vicariate data, sampling.

Unit 3

Linear Programming – Marginal analysis & duality, elementary linear programming, extensions elementary transportation problems. Profanity, Permutations, combinations, conditional probability, Discrete random variables, application of probability, correlation coefficient & regression.

Reference:

Business Mathematics by B.M. Agarwal.

Problems & Solution in Business Mathematics by B.M. Agarwal

Liner Programming by S.S. Narang

BBA 1080
Environmental Management

Unit 1

Renewable & Non Renewable Resources – Use & over utilization, Deforestation and its effects on forest & tibia people, Water Resources:- Use & over utilization of surface & ground water, flood, drought dams, benefits & problem, Mineral Resources:- Use & explanation, Food Resources:- World food problem, change causes by agriculture & over grazing effects of modern agriculture fertilizer, pesticide problem, change caused by Agriculture & over gazing effects of modern Agriculture fertilizers, pesticide problem. Energy Resources:- Growing energy needs use Alternate energy source, Land Resource:- Land as resource, land degradation, landside, soil erosion & desertification. Ecosystem:- concepts, function, structure, food chain, food webs, in following ecosystem, Forest Ecosystem, Grass land, Desert Land, Aquatic land.

Unit 2

Biodiversity & its Conservation:- Introduction, definition genetic species & ecosystem diversity, biodiversity it global, national & local levels, India as a mega diversity nation, threats to Biodiversity, Conservation of Biodiversity, Environmental pollution :- Definition , Causes, effect & control measure of Air pollution, Water, soil & marine, noise, thermal, nuclear hazards, Role of and Individual in prevention of pollution, Disaster management, Flood Earthquake land, Slide, Cyclone.

Unit 3

Social Issues in Environment:- From unstable to sustainable Development urban Problem related to energy, Resettlement & Rehabilitation of people, Environment ethics , Consumerism, Environment Protection Act, Climate change, global warming, acid rain, ozone-layer depletion & nuclear accidents, Air Act, Waters Act, wild life protection Act, Issues involved in enforcement of environmental legislation for public Awareness, Human population & Environmental:- Population growth, variations among national, population explosion- family welfare program, Environmental & Human health, Human Right, HIV/AIDS women's & child welfare, Role of Information Technology in environment.

Reference:

Environment Management by N.K. Oberai

Ecology, Environment & Development by K.L. Narsimha Murthy

Air Pollution – Causes & Effective Control by R.K. Arora

BBA 1081
Management Accounting

Unit 1

Management Accounting – Meaning, need and characteristics of Management accounting. Functions of Management accounting, Scope and Relation of Management Accounting with Financial Accounting, Tools and Techniques of Management Accounting, Organization of Management Accounting.

Unit 2

Marginal Costing – Concept of Marginal Costing, Scope and Characteristic of Marginal Costing, Assumptions and Limitations of Marginal Costing, Marginal Costing Vs Absorption costing, Contribution, Marginal Cost equations, Profit Volume ratio Introduction of cost Volume Profit analysis, methods of determination of Break even point, Margin of safety, Angle of Incidence, Assumptions & Limitations of Break even point.

Unit 3

Standard Costing – Meaning and need of Standard Costing, Steps involved in Standard Costing, Standard Cost Vs Estimated cost, Establishing a system of Standard Costing, Variance Analysis, Classification of Variances, Introduction of direct material Variances and direct labor Variances. Meaning of Budget, Characteristics of Budgeting, Objectives of budgetary control, Budgeting Vs Forecasting, Limitation of Budgetary control.

Reference:

Management Accounting by S.N. Maheshwari
Management Accounting by Grewal & Ramanathan

BBA 1082
Profit Planning & Control

Unit 1

Profit Management – Meaning, nature and concept, Kinds of profit theories of profit. Dynamic Surplus theory of profit, Risk and uncertainty theory, Monopoly theory Accounting profit and economic profit, role of profit, Profit policy, Profit limitation factor to set profit Standard.

Unit 2

Profit Planning and Control – Break even Analysis, Affects of cost change on B.E.P. Contribution Margin, Margin of safety. How to apply concept of Break even in Profit Management, P/V ratio Analysis, Standard Costing – Meaning, concept and nature, Advantages of standard costing, Limitations of standard costing. Procedure of cost control through standard costing, How to set standard, computation and Analysis.

Unit 3

Inventory Management, nature & concept of inventory control, Objective of inventory, objectives of inventory control barriers. Importance of Inventory control, factors affecting inventory control policy, Limitations. Reporting to management Reporting needs of different Management levels. Types of Reports, General Principles of Reporting, Report to the Board of Directors, Report to Top Management, Report to top divisional Management. Preparation of Reports, Reports to junior management level, use of Reports by management.

Reference:

Managerial Economics by P.L. Mehta
Financial Accounting and Management by R.K. Sharma & Shashi Kumar Gupta
Management Accounting by S.N. Maheshwari.