

Veer Narmad South Gujarat University

F.Y.B.B.A. Semester-I

Effective from June 2011

ELEMENTS OF ECONOMICS- I

OBJECTIVES:

The course has been so designed to expose the students to the fundamentals & essentials of economics & develop in them the skills to apply the same in this age of globalization & economic dominance.

PADAGOGIC TOOLS: Lectures, Practical examples from corporate & business world, assignments & presentations.

COURSE CONTENT:

| Topics | Weightage |
|--|-------------------|
| <p><u>I NATURE & SCOPE OF ECONOMICS</u></p> <ul style="list-style-type: none"> ➤ Meaning of an Economic Problem ➤ The problem of Scarcity ➤ The problem of Choice ➤ The problem of Efficiency <ul style="list-style-type: none"> Economic & Non-economic activities ➤ Early definition of Economics ➤ Economics as a science of Wealth: evaluation <ul style="list-style-type: none"> & criticism of wealth definition of economics ➤ Economics as a science of Material Welfare: <ul style="list-style-type: none"> evaluation & criticism of welfare definition of Economics ➤ Economics as a science of Scarcity: evaluation <ul style="list-style-type: none"> & criticism of scarcity definition of economics ➤ Economics as a science of Growth & Development ➤ Micro Economics <ul style="list-style-type: none"> • Meaning • Subject matter • Advantages • Limitations ➤ Macro Economics <ul style="list-style-type: none"> • Meaning • Subject matter • Advantages • Limitations ➤ Interdependence between Microeconomics and Macroeconomics | <p>30%</p> |

| | |
|--|-------------------|
| <p>➤ Nature of Economics</p> <ul style="list-style-type: none"> • Economics as a science & as an art • Economics as positive science & normative science <p>➤ Scope of Economics</p> <p>➤ Relationship of economics with other disciplines</p> <p>II <u>DEMAND ANALYSIS</u></p> <p>➤ Meaning of Demand</p> <p>➤ (A) Types of demand</p> <ul style="list-style-type: none"> • Price demand • Income demand • Cross demand <p style="padding-left: 40px;">(B) Demand distinctions</p> <ul style="list-style-type: none"> • Demand for consumer’s goods & producer’s goods • Demand for perishable goods & durable goods • Firm & Industry demand • Derived & autonomous demand • Short-run & long-run demand • Individual & market demand <p>➤ Law of demand</p> <ul style="list-style-type: none"> • Demand function • Demand schedule • Market demand schedule • Demand curve • Assumptions of the law of demand • Reasons for the law of demand. Why does the demand curve slopes downward? • Exceptions to the law of demand or Perverse demand curve • Change in demand & shift in demand • Determinants or factors affecting the demand schedule <p>➤ Demand forecasting</p> <ul style="list-style-type: none"> • Meaning & significance • Types of forecasting • Steps in forecasting • Objectives of demand forecasting • Approaches to demand forecasting: Criteria of a good forecasting method • Methods of demand forecasting : Survey & Statistical method • Importance of demand forecasting <p style="padding-left: 40px;">Forecasting demand for new products</p> | <p>30%</p> |
| <p>III <u>SUPPLY ANALYSIS</u></p> <p>➤ Meaning of supply</p> <ul style="list-style-type: none"> • Stock & supply <p>➤ Law of supply</p> <ul style="list-style-type: none"> • Supply function • Supply schedule | <p>20%</p> |

| | |
|--|------------|
| <ul style="list-style-type: none"> • Supply curve • Assumptions of the law of supply • Exceptions to the law of supply • Determinants or factors affecting supply • Change in supply & shift in supply <p>IV BUSINESS CYCLE</p> <ul style="list-style-type: none"> ➤ Definition of a Business Cycle ➤ Features of a Business Cycle ➤ Classification of a Business Cycle ➤ Phases of a Business cycle <ul style="list-style-type: none"> • Prosperity • Recession • Depression • Recovery ➤ Theories of Trade cycle <ul style="list-style-type: none"> Control of Trade cycle | 20% |
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Text and Reference Books:

- 1) Modern Microeconomics: Theory & Application-H.L. Ahuja , Publisher Sultan Chand.
 - 2) Advanced Microeconomics Theory-M.J.Kennedy , Himalaya Publishing House.
 - 3) Principles of Economics-Prem Bhutani , Taxmann Allied Services (P) Ltd.
 - 4) Economics-Paul Samuelson William Nordhaus , Tata MacGraw-Hill.
 - 5) Introduction to Positive Economics-Richard Lipsey , Oxford University press.
 - 6) Principles of Economics – D. M. Mithani, Himalaya Publishing House.
 - 7) Introduction to Economics – Stephan Dobson, MACMILLAN.
 - 8) Managerial Economics – Analysis, Problems and Cases – P. L. Mehta Sultan Chand & sons.
 - 9) Essentials of Managerial Economics – P. N. Reddy, Himalaya Publishing House.
 - 10) Business Economics – H. L. Ahuja, Sultan Chand.
 - 11) Indian Economy – S. K. Misra, V. K. Puri, Himalaya Publishing House.
 - 12) Economics, The ICFAI University.
 - 13) Principles of Economics – M. L. Seth.
 - 14) Principles of Economics – N. Gregory MANKIW, Thomson South Western.
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F.Y.B.B.A. Semester-I**Effective from June 2011****Communication Skill-I****Objectives:**

1. To familiarize students with basic knowledge of English language and its use in daily life and at work place.
2. Unit 1 will help in developing the basic grammar and its working in written texts. It will develop skills for comprehending simple texts and prepares them to handle difficult prose writings later on.
3. Unit 2 will focus on different situations where English is used. It will help the students to develop basic vocabulary and sentence structure to speak in English.
4. Unit 3 is designed to equip students to write different kinds of formal letters with simple vocabulary.

| Unit | Topic | Wheightage |
|-------------|---|-------------------|
| 1 | Text: <i>Configurations</i>. Eds. N.K Dakorwala, M.F. Salat, and S.P. Sylvester. Mumbai: Macmillan, 1995 | |
| | Chapter number 1 to 7 , Questions from these chapters, Vocabulary, Grammar & Composition of the same | 30% |
| | Chapter number 8 to 15, Questions from these chapters, Vocabulary, Grammar & Composition of the same | 30% |
| 2 | Comprehension of the text | 20% |
| 3 | Use of Tenses in various situations | 20% |
| | Subject-Verb concord | |
| | Punctuations | |
| | Use of articles | |
| | Types of sentences | |

Reference Book:Gokhle et al. Eds. ***Developing your English***. Pune: Frank Brothers & Company.

F.Y.B.B.A. Semester-I

Effective from June 2011

Computer Application-I

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|---|-----|
| 1. Introduction to Hardware | 20% |
| a. Computer Introduction | |
| b. Characteristics and limitation of computer | |
| c. Block diagram of computer | |
| d. Input/Output/Storage Devices | |
| 2. Introduction to Software | 20% |
| a. Types of software(System s/w and Application s/w) | |
| b. Computer Languages(Low level and High level) | |
| c. Operation system (Functions, Features and types of OS) | |
| 3. Introduction to Windows | 20% |
| a. Windows objects (Title bar,Menu bar, Tool bar, Status bar, Scroll bar) | |
| b. Desktop Component (Task bar, My computer, My n/w place, Recycle bin) | |
| c. File Manager and Print Manager | |
| 4. Word Processing package | 20% |
| a. Features | |
| b. Formatting text and paragraph | |
| c. Working with tables | |
| d. Bullets and numbering | |
| e. Graphics | |
| f. Hyperlink and bookmark | |
| g. Macro | |
| h. Mail merge | |
| 5. Presentation package | 20% |
| a. Creating and editing slides and objects | |
| b. Custom animation effect | |
| c. Slide transition effect | |
| d. Design templates | |
| e. Running slide show | |

References:

1. Computer Application in Management By A.K.Saini
2. Fundamental of Computer By P.Mohan
3. Information Technology By Sushila Madan
4. Computer Fundamentals By Ashok Arora & Sefali Bansal
5. How Computer Works By Ron White, Techmedia

Communication and Soft Skills-I**Objectives:**

1. To introduce students to higher level of comprehension, develop oral and written communication skills, bring awareness about personality development, time management and how to work in groups to achieve a desired goal.
2. The course is designed to prepare students to use language and skills in real life and work situations.
3. To prepare students to give presentations in effective manner.

| Unit | Topic | Weightage |
|-------------|--|------------------|
| 1 | <p>Text: Nilanjana Gupta. Ed. <i>English for All</i>. India: Macmillan, 1998.</p> <p>Five prose pieces given below are to be used for advance level of comprehension, dictionary and reference skills, and punctuations, note-taking and note-making.</p> <ol style="list-style-type: none"> 1. Dear as the Moon by Verrier Elwin 2. Scientific Research for Amateurs by J.B.S. Haldane 3. Shakespeare's Sister by Virginia Woolf 4. After Twenty Years by O' Henry 5. The Barber's Trade Union by MR Anand <p>(Note: Teachers need to develop their own questions for comprehension for the above chapters.)</p> | 30% |
| 2 | <p>Grammar: Adjectives, Adverbs, and Prepositions</p> | 30% |
| 3 | <p>Theory of Oral Communication:</p> <p>Telephonic Communication, Telephonic Messages</p> <p>Dialogues/Conversations, Presentations and Speeches</p> <p>Interview skills</p> | 20% |
| 4 | <p>Illustrations for the above Theory</p> | 20% |

Reference Books: 1. Rajendra Pal and J.S. Korlahalli. *Essentials of Business Communication*. Sultan Chand & Sons, 2004.

2. Asha Kaul. *Effective Business Communication*. New Delhi: Prentice-Hall of India, 2001

F.Y.B.B.A. Semester-I

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Financial Accounting-I

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|----------|---|------------|
| 1 | Introduction of financial Accounting AND ITS CONCEPTS | 15% |
| | <ul style="list-style-type: none"> • Meaning, Function and Limitation of Financial Accounting • Meaning of Accounting Concepts and Conventions • Basic Accounting Concepts and Conventions • Fundamental Accounting Assumptions | |
| 2 | Stock/inventory valuation | 20% |
| | <ul style="list-style-type: none"> • Methods of Valuation of Inventory • FIFO, LIFO and Average Method of Stock/Inventory Valuation | |
| 3 | Depreciation | 30% |
| | <ul style="list-style-type: none"> • Meaning, Objectives and Methods of Depreciation • Examples of Depreciation calculation (only Straight Line and Diminishing Balance Method) | |
| 4 | Book Keeping | 35% |
| | <ul style="list-style-type: none"> • Journal • Ledger • Various Subsidiary Books • Bank Reconciliation Statement • Trial Balance | |

NOTE:

1. Problem carrying not less than 70% of marks shall be asked.
2. Practical in the Computer accounting is prescribed i.e. one period per week

BOOKS FOR REFERENCE:

| BOOKS | AUTHORS |
|------------------------------|--------------------------------------|
| ➤ Introduction of Accounting | T.S.Grewal, Sultan Chand & Co. |
| ➤ Principles of Accounting | Rupram Gupta, Sultan Chand & Co. |
| ➤ Modern Accounting | Hanif and Mukharjee, Tata MacGrohill |
| ➤ Financial Accounting | Shukla & Grewal |
| ➤ Advanced Accountancy | S.N.Maheshwari |

F.Y.B.B.A. Semester-I

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Quantitative Methods-I**(Mathematics Oriented)**Objectives:

1. The course is designed to impart the basic knowledge of mathematics, to acquaint the students with the practical utility of the subject with special reference to business and commerce and equip them with those mathematical tools and techniques which shall provide them the necessary background for the applications of these techniques in different areas of management.

Pedagogic Tools:

Lectures, Practical examples from business world, assignments & presentations.

| Chapter No | Chapter Title | Sub Topic | Weightage |
|------------|---------------------------|--|------------|
| 1. | Matrix | 1. Definition of Matrix and Different types of Matrix. 2. Addition, Subtraction, Multiplication of two Matrices 3. Examples | 25% |
| 2. | Determinant | 1. Determinant of Matrix and its properties (without proof) 2. Minors, Inverse of a Matrix 3. Cramer's Rule 4. Practical Examples | 25% |
| 3. | Operation Research | A) <u>Linear Programming Problem</u> 1. What is LPP and different Definitions 2. Graphical Method | 15% |
| | | B) <u>Transportation Problem</u> 1. What is Transportation Problem? 2. Matrix notation of Transportation Problem 3. N-W Corner Rule 4. Vogel's Method 5. Modified Method | 20% |
| | | C) <u>Assignment Problem</u> 1. Solution of simple assignment problems in production function of management by Hungarian Method | 15% |

Reference Books:-

1. Business mathematics - D.C.Sancheti, V.K.Kapoor
2. Operation Research - Goyal & Mittal
3. Mathematics for Business Studies - J.K. Thakral
4. Operation Research - J. K. Sharma

F.Y.B.B.A. Semester-I

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MANAGERIAL ECONOMICS-I

OBJECTIVES:

To give a complete and rigorous introduction to basic principles of microeconomics and to demonstrate how applications of economic theory can improve decision making.

PADAGOGIC TOOLS: Lectures, Practical examples from corporate & business world, case studies, assignments & presentations.

COURSE CONTENT:

| Topics | Weightage |
|--|-------------------|
| <p>I <u>NATURE & SCOPE OF MANAGERIAL ECONOMICS</u></p> <ul style="list-style-type: none"> ➤ Introduction – What Managerial Economics is about <ul style="list-style-type: none"> • Definition of Managerial Economics • Managerial Economics and Economic Theory • Managerial Economics and Decision Sciences ➤ Decision Making and Forward Planning <ul style="list-style-type: none"> • The Nature and Types of Business Decisions • Managerial Decision Making Process ➤ Nature & Scope of Managerial Economics ➤ Chief Characteristics of Managerial Economics ➤ Significance of Managerial Economics ➤ Fundamental concepts in Managerial Economics ➤ Role & Responsibilities of a Managerial Economist in Business | <p>30%</p> |
| <p>II <u>MARKET STRUCTURE ANALYSIS</u></p> <ul style="list-style-type: none"> ➤ Introduction to Theory of Market Structure <ul style="list-style-type: none"> • Features of Market • Classification of Market • Factors affecting size of Market ➤ Price Determination under Perfect Competition <ul style="list-style-type: none"> • Features of a Perfectly competitive market • Demand curve facing the Firm & Industry under Perfect competition • Equilibrium of the Firm & Industry under Perfect competition in Short-run & Long-run ➤ Price Determination under Monopoly <ul style="list-style-type: none"> • Features & causes of Monopoly • Nature of Demand curve & Marginal revenue curve under Monopoly • Price & output under Monopoly in Short-run & Long-run • Price Discrimination <ul style="list-style-type: none"> Meaning of Price discrimination Forms of Price discrimination Degrees of Price discrimination Conditions under which Price discrimination is possible & profitable Effects of Price discrimination | <p>30%</p> |

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|---|-------------------------------------|
| <ul style="list-style-type: none"> • Dumping Meaning of Dumping Motives of Dumping ➤ Price Determination under Monopolistic Competition • Features of Monopolistic competition • Nature of Demand curve • Concept of Group Equilibrium • Price & output determination in short-run & Long-run under Monopolistic competition • Selling cost ➤ Pricing under Oligopoly • Features of oligopoly • Kinky Demand curve • Price Leadership <p>III <u>PROFIT PLANNING</u></p> <ul style="list-style-type: none"> ➤ Introduction on Profit planning & Investment ➤ Gross profit, Net profit, Normal profit, Supernormal profit, Accounting profit, Economic profit • Characteristics of profit • Profit Management , Profit Policy, Profit Forecasting • Concept of Risk & Uncertainty • Theories of Profit <p>Francis Walker, FB Hawley, JB Clark, FH Knight, JA Schumpeter, Prof. Taussig</p> <p>IV <u>CASE STUDIES</u></p> | <p>30%</p> <p>10%</p> |
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Text and Reference Books:

- 1) Managerial Economics in a Global Economy – Dominick Salvatore, *Thomson South-Western*
- 2) Managerial Economics : Application, Strategy & Tactics – Moyers, Harris
- 3) Managerial Economics – D M Mithani, *Himalaya Publishing House*
- 4) Managerial Economics – Analysis, Problems and Cases – P. L. Mehta, *Sultan Chand*
- 5) Essentials of Managerial Economics – P. N. Reddy, *Himalaya Publishing House*
- 6) Managerial Economics – G S Gupta, *Tata McGraw-Hill*
- 7) Modern Microeconomics: Theory & Application – H L Ahuja, *Sultan Chand*
- 8) Advanced Economic Theory: Microeconomic Analysis – H L Ahuja, *Sultan Chand*
- 9) Principles of Microeconomics-H L Ahuja, *Sultan Chand*
- 10) Business Economics – H. L. Ahuja, *Sultan Chand*
- 11) Advanced Microeconomic Theory – M J Kennedy , *Himalaya Publishing House*
- 12) Economics – Paul Samuelson, William Nordhaus , *Tata McGraw-Hill*

Principles of Management-I

1. Introduction, Nature & Scope of Management (25 %)

1. Definition of management
2. Introduction of management
3. Features of management
 - Management has objectives
 - Management is working with & through people
 - Management involves decision making
 - In management, there are organized activities
 - Management involves exploitation of resources which are related with each-other
 - Management is both science & art
 - Management is a profession
 - Management is multi-disciplinary
 - Management theories & principles are universal but techniques & practices are not.
 - Management principles are dynamic
4. Management as science & art
 - Management as science
 - Management as art
 - Conclusion : Management is both Science & art.
5. Management as a profession
 - Features of profession like: Existence of knowledge , Acquisition of knowledge, Professional associations,. Ethical Codes, Service Motive.
 - Management as an emerging profession
6. Universality of Management
 - Arguments in favour of universality
 - Arguments against universality
 - Conclusion that management theories are universal & techniques & practices are not
7. Professionalism of Management in India
8. All India Management Association & its codes of conduct
9. Empirical Approach
10. Human Behaviour Approach
11. Social Systems Approach
12. Decision theory Approach
13. Systems Approach
14. Contingency Approach
15. Management Process of five functions. POSDCORB classification.

2. Planning **(30 %)**

1. Definition of planning & introduction
2. Features & importance of planning
3. Process of planning.
4. Management by Objectives (MBO)
5. Planning Premises:
 - Various external premises & Internal premises.
 - Classification of premises among three classes: Un-controllable, Semi-controllable & controllable premises
 - Concept of environment. Components of external & Internal environment.
6. Types of plan
 - Classification of plans as per hierarchy (scope)
 - Classification of plans as per time
 - Classification of plans as per functions
7. Forecasting
 - Definition
 - Importance to planning
 - Techniques of forecasting. (only name)
8. Decision Making
 - Definition
 - Process of decision making
 - Qualities of effective decisions
 - Individual v/s group decisions, their merits & de-merits
 - Techniques of decision making
9. Limitations of planning

3. Organizing **(25%)**

1. Definition of organizing & introduction
2. Process of organizing
3. Principles of organizing
4. Types of organizations OR types of organization structure (Line, Staff , functional, Line & staff, matrix & Committee). Merits & demerits of various structures
5. Departmentation & basis of departmentation: Functional, Territorial (Geographical), Product wise, Customer wise, Process wise, Time wise
6. Centralization V/s decentralization. Factors affecting centralization & decentralization
7. Concept of informal organizations. Examples of informal groups. Difference between formal and informal groups.
8. Delegation of authority. Definition , meaning, process and principles of delegation.
9. Blocks to effective delegation & measures of effective delegation.

4. Case Study **(20%)**

Books:

1. Principles of Management – L.M. Prasad, Publisher: M/s. Sultan Chand. (Text Book)
2. Management: Text & Cases - VSP Rao & V. Harikrishna, Excel Books (Text Book)
3. Management - Harold Koontz , Tata McGraw Hill
4. Management - Robbins & Coulter, Prentice Hall