Dr. A.P.J ABDUL KALAM UNIVERSITY, INDORE

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program **: BBA –I Semester**	**Program Code: 101**
Name of Group **: MAJOR**	
Name of the Course**: Business Management**	
Course Code: BBAA-101T	**Max. Marks :100** **(External :80 + Internal 20)**

Syllabus

Unit I:
Management concepts & Evolution: Definition - nature - scope and functions of management. Importance of management, role of manager, management and administration, functional areas of management, POSDCORB-Evolution of management thought - Relevance of management to modern industry, Govt., University, hospital & other institutions.
Unit II:
Planning : Meaning, features, nature and importance of planning. Procedure, types of planning, Techniques.Elements of planning, principles of planning, planning and control, types of plans.Objectives, MBO.
Unit III:
Organizing: Nature - purpose - organizational structure - Theories of organization - span of control - Line & staff functions. Authority & Responsibility - centralization and decentralization - delegation of authority.
Unit IV:
Staffing:Staffing nature and purpose, selection, PA and Creer planning
Unit V:
Directing: Nature of directing - leadership qualities - styles - motivation - morale and discipline.
Unit VI:
Controlling: The objectives and process of control - Role of information in controlPerformance standard – Measurement of performance, remedial act – Integrated control system in an organization. Control techniques.

Text Books

1. Koontz, Weihrich Essentials for Management :An International Perspective TMH8e 2. V S P Rao & Hari Krishna Management text and cases Excel Books, New Delhi 3. Kreitner, Management Theory and Applications, Cengage Learning,India, 2009 4. Robbins, Management, 9th edition Pearson Education, 2008, Suggested Readings 1. Parag Diwan Management principles and practice, Excel Books, New Delhi 2. Anil Bhat & Arya Kumar Principles Proccesses and Practices 1 st E 2008 Oxford 3. Satyaraju&Parthsarthy,Management Text and Cases, PHI Learning, 2009 4 KanishkaBedi, Management and Enterpreneurship, 1st Edition 2009 Oxford.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program **: BBA- I Semester**	**Program Code: 102**
Name of Group**: Minor**	
Name of the Course**: Business Statistics**	
Course Code: BBAS-102T	**Max. Marks :100** **(External :80 + Internal 20)**

Syllabus

Scheme:

Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions. Syllabus

Unit : I

Introduction to statistics – purpose of statistics – kinds of numbers, measurements, variables, attributes, UNITs, discrete and continuous data. Frequency distributions – continuous frequency distribution – graphic representation – Histogram – frequency polygon and their uses.

Unit :II

Measures of central tendency – Mean, Median, Mode merits and demerits – Measure of Dispersion – Range, mean deviation, standard deviation, coefficient of variations

Unit :III

Concept of probability – Law of Addition – Law of Multiplication and conditional probabilities – Random variables – Its expectation and variances – Applications in Management.Probability distributions:- Binomial distribution, Poisson distribution and normal distribution.

Unit : IV

Population parameters and sample statistics – standard error – sampling distributions of statistics – large sample tests – single mean, Difference of means, single proportion – Difference of proportions –

Unit : V

Correlation and regression – Scatter Diagram – Coefficient of correlation – Rank Correlation – Regression – Lines of Regression index nos. Simple, weighted – consumer price index – wholesale price index.

Unit : VI

Time Series: Components – Trends – Seasonal – cyclical – irregular variables – Measurement of trend – Method of semi averages and method of moving averages principle of least squares – Measurement of seasonal fluctuations – simple averages – Ratio to trend method – Ratio to moving average method – simple problems.

Text Books

1. T.N.Srivastava, Statistics for Management, TMH, 2008
2. Agrawal D.R, Business Statistics, 2010,Vrinda Publication
3. S.P. Gupta, "Statistical Methods", New Delhi, Sultan Chand and Sons, 2007
4. S.C. Gupta, Business

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Name of Program **: BBA-I Semester**	**Program Code: 103**
Name of Group**: Elective**	
Name of the Course**: Computer Application**	
Course Code: ELCF-103T	**Max. Marks :100** **(External :80 + Internal 20)**

Syllabus

Unit 1:

Introduction to Computer Hardware: Input / Output devices, storage devices and memory. Software:System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features.Generation of Computer (Phases of development of computers). Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system. HTML:-Basics of HTML Tags

Unit2:

Operating Systems DOS: External and Internal Commands and Features. WINDOWS 7: Basic Operations, utilities and features

.Unit 3:

UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc.).

Unit 4:

MS Word 2007: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros. MS Access 2007: Database creation, screen/form design, report generation using wizard

Unit 5:

MS Excel 2007: Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel's chart features, working with graphics, using worksheet as databases, automating "what-if" projects. MS PowerPoint 2007: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point

Unit6:

Information Technology: Introduction to IT and its development, Impact and Future of IT in Business Organisation, Overview of the following: 4 GL, Image processing, Virtual Reality, Video Conferencing, Decision Support System, Expert System, Artificial Intelligence, and Information Super Highways.

Unit 7: TALLY: Basic functions & Overview

Text Readings

1. Balagurusamy Fundamentals of Computer 1e,TataMacGrawHill.
2. Deepak Bharihoke Fundamentals of Information Technology Excel books.
3. Manish Mahajan IT Infrastructure & Management Acme learning.
4. Rashi Agarwal Computer Organisation and Design, Acme learning.

Suggested Readings

1. Basu, M. and Xavier, S., Fundamentals of Environmental Studies, Cambridge University Press, 2016.
2. Mitra, A. K and Chakraborty, R., Introduction to Environmental Studies, Book Syndicate, 2016.
3. Enger, E. and Smith, B., Environmental Science: A Study of Interrelationships, Publisher: McGraw-Hill Higher Education; 12th edition, 2010.
4. Basu, R.N, Environment, University of Calcutta, 2000