Government Degree College Baramulla

Subject: Business Administration

Title: Business Economics   **Code: BBA22C201**

Credit: (4+2) (Theory: 04; Tutorial: 02)   Contact Hours: 64 (T) + 64 L)

Course Objective: The objective of this course is to acquaint the students with economic concepts and techniques and enable them to apply this knowledge in business decision making.

Theory (4 Credit)

Unit-I: Business Economics - Concept and its role in Business decisions; law of Demand and supply: Concept and significance. Determinants of demand. Elasticity of Demand: Types and its measurement. Demand Forecasting: concept and significance for business practitioners. Utility-Cardinal & Ordinal; Law of equi-marginal utility, Indifference curve; Consumer Surplus. Budget Line.

Unit-II: Production- Laws of Production (Short run, Long run). Cost- Classification of costs, Basic cost curves, long-run and short–run cost functions. Law of Diminishing Returns, Economies of scale.

Unit-III: Market Structures- perfect competition and its features; Imperfect market structure and its forms, Price-output equilibrium in different market types (Short Run and Long Run); Discriminating Monopoly.

Unit-IV: National income: concept, measurement and problems in measurement, Circular flow of national income. Inflation: causes, consequences and methods of control, Business cycle: features and phases, causes and control of business cycle.

Tutorials/Practical (2 credits)

Tutorials shall be conducted by the concerned teacher which can comprise of case studies/presentations/discussion/ brainstorming sessions/ project assignments/ or any other assignment that the teacher may deem fit can deepen the students understanding about business economics concepts and its applicability.

SUGGESTED READINGS

1. Managerial Economics – D. N. Dwivedi
2. Managerial Economics – Varshney & Varshney
3. Principles of Microeconomics/ H L Ahuja, S Chand & Sons, New Delhi
4. Koutosyannis-Modern Microeconomics, Palgrave MacMillan Publishers

5. Managerial Economics/ Choptra, TATA McGraw Hill, New Delhi.
6. Principles of Microeconomics, Dominick Salvatore-Oxford University Press

Government Degree College Baramulla

Subject: Business Administration

Title: Business Statistics   **Code: BBA22C202**

Credit: (4+2) (Theory: 04; Tutorial: 02)   Contact Hours: 64 (T) + 64 L)

Course Objective: The purpose of this paper is to inculcate an analytical ability among the students.

THEORY (4 Credits)

UNIT-I Statistics: Concept, functions and scope. Nature and classification of data, graphical representation of data; Measures of central tendency: concept, features and computation of mean, median and mode.

Measures of Dispersion: range, quartile deviation, mean deviation, variance and standard deviation. Skewness and Kurtosis.

UNIT-II Correlation: Concept, types and uses; calculation methods –Karl Pearson's correlation coefficient – Spearman's Rank correlation.

Regression analysis: Correlation vs Regression; Principle of least squares and regression lines; Regression Equation and estimation; properties of Regression Coefficients. (Problems on simple regression only)

UNIT-III Probability-Basic concepts, Probability estimation approaches; Addition and multiplication laws of probability (simple situation problems only); Conditional probability and Bayes' theorem;

Probability Distribution: Binomial, Poisson and Normal distribution functions Elementary characteristics and simple situation applications.

UNIT-IV: Time series analysis: concept and its application in business decision making; Index Number: Concept and its uses; Method of constructing index number. Fitting of trend line.

TUTORIAL / PRACTICAL (2 CREDITS)

It will be done on the basis of Practical work, case studies & other assignments that will be provided by the concerned faculty in the class as regards to Data collection, Data Handling, editing, coding, classification, tabulation, Data Processing; Tabular, Diagrammatic and graphic presentation of data & use of computer (MS Excel).

SUGGESTED READINGS:

1. Beri-Statistics for Management, Tata McGraw-Hill.
2. Gupta C B-An Introduction to Statistical Methods Vikas
3. Levin Rubin-Statistics for Management Pearson, New Delhi.
4. D.N Elhanas-Fundamentals of Statistics, Kitab Mehal Publishers
5. E-Text books: http://bookboon.com/en/statistics-and-mathematics-ebooks.

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SEMESTER 1st   **Multi-Disciplinary Course**
Subject: Business Administration
Title: Managerial Skills   **Code: BBA22M103**
Credit: (3) (Theory: 03)   Contact Hours: 48 (T)

OBJECTIVE: To acquaint the students with the basics of managerial skills and their application in managing the business more effectively and more efficiently. The subject also aims to provide students the understanding about the importance of socio-psychological setup in becoming dynamic managers.

UNIT-I   **16 Contact Hours**

Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills. Coordination and Interpersonal roles. Management functions-basic concepts.

UNIT-II   **16 Contact Hours**

Communication, Process of communication, Need and Importance of communication skills, Barriers to Effective Communication, Types of communication, conduct of meetings, Interview, building self-confidence, Role of motivation skills in developing managers; Managing ICT.

UNIT-III   **16 Contact Hours**

Team Building, Group Dynamics & Group Behaviour, Brain Storming, Sensitivity Training; Managing diversity; Managing Change, Case study, Case Analysis. Leadership & competence development.

SUGGESTED READINGS

1. Management by James A.E.Stoner , Freeman,Gilberth,Pearson Publishing House.
2. Management by Robbins, Coulter, Fernandez Pearson Publishing House.
3. Essentials of Management by Herald Koontz, Weihrich and Cannice, Tata-McGraw Hill Publishing House.
4. Richard L. Daft: Principles of Management, Cengage Learning India.
5. Robbins Stephen P: Organisational Behaviour, Pearson.