**UNIVERSITY OF LUCKNOW**

**BBA(I.B.) Semester –1**

**Syllabus**

**BBA(IB)-101 FOREIGN TRADE OF INDIA**

**COURSE OBJECTIVE:** This course aims to equip students with a broad based knowledge of trade practices in India.

**Unit –I**

Introduction – Trade its meaning and types. Difference between internal and international trade. Theories of International Trade.India’s Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade: Terminologyand abbreviations.

**Unit-II**

Foreign Trade of India – Before independence, During Planning Period, Recent trends in India’s Foreign Trade. Major Items ofExports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

**Unit –III**

Free Trade and Protective trade policies, India’s Major trading partners. Financing of foreign trade, National Level FinancingInstitutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTC, SEZ and EPZ. Export promotions.

**Unit –IV**

Strategy for Trade Policy in India – General Developments during planning period. Recent World trade Scenario, Recent changes intrade policy, Trade agreements – Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India’s Balance of Trade

and Balance of Payments.

**Books Recommended:**

1) Bhagwati J. Srinivasan – Foreign Trade regimes and Economics development

2) JaiswalBimal&A.K.Singh – Foreign Trade of India

3) Plaekar – Trade of India

4) Salvi P.G. – New Directions on India’s Trade policy.

5) Cherrunilam F. – International Trade Export Management

6) Singh, M – India’s Export trends

7) Varshney R.L. – India’s Foreign Trade

**BBA(IB)-102 BUSINESS MATHEMATICS**

**COURSE OBJECTIVE:** This course aims to equip students with a broad based knowledge of mathematics with emphasis onmanagement applications.

**Unit I:**Arithmetical progression and geometrical progression. Permutation and Combination. Bionomial theorem for a positiveintegral index. Matrix Algebra: Matrix operations – Addition, Subtraction and Multiplication. Transpose a matrix, Determinant of asquare matrix. The inverse of a matrix. Solution to a system of equations by the adjoint matrix method.

**Unit II:** Differential Calculus :Functions, limits and continuity. Differentiation Derivative of a function of one variable. Derivative ofa power function. Derivative a product of two functions. Derivative of a quotient of two functions; Derivative of a function of afunction; Derivatives of Logarithmic functions. Logarithmic Differentiation. Implicit functions. Local maxima and minima.Optimisation using calculus.

**Unit III:** Business applications: Derivative as a rate measure, elasticity of a function. Price elasticity of demand, price elasticity of supply. Marginal cost and marginal revenue.

**Unit IV:**Rules of integration: Integration by substitution, Integration by parts, Integration by partial fractions, Definite integral

**SUGGESTED READINGS**

Mongia • Mathematics for Business and Economics

Zamiruddin • Business Mathematics

Sunderasam and Jayseelam • An Introduction to Business Mathematics

Raghavachari • Mathematics for Management

Sancheti&Kapoor • Business Mathematics

**BBA(IB)-103 BUSINESS ECONOMICS**

**COURSE OBJECTIVES**

The objective of this course is to impart a knowledge of the concept and tools of Economic Analysis as relevant for BusinessDecision-Making.

**Unit- I**

Definition of Economics – Adam Smith, Marshal, Robbins and Samnelson’s view. Nature and scope of Economics; Economics as ascience, as an art, positive and normative science.Inductive and deductive methods of economics. Micro Vs. Macro Methods of Economics study. International Economics.

**Unit· II**

Theory of Consumption: Utility analysis–law of diminishing marginal utility, law of equi– marginal utility, law of demand, elasticityof demand. Indifference curve, analysis consumer’s equilibrium, price, income and substitution effect, consumer’s surplus.

**Unit - III**

Theory of production: Production function, Isoquant Curves, producer’s equilibrium, laws of returns. Cost curves–short period andlong–run cost curves. Product pricing and firms equilibrium under perfect, Imperfect competition and monopoly. Discriminatingmonopoly.

**Unit - IV**

Theory of Distribution: Concept of Marginal productivity. Theories of rent, interest, wages and profit.

**SUGGESTED READINGS:**

1. Modern Microeconomics – A. Koutsoyiannis

2. Micro Economic Analysis – R.R. Barthwal

3. Modern Economic Theory – K.K. Dewett

4. Principle of Economics – M.L. Seth

5. Business Economics – S.K. Singh

6. Micro Economics Theory – J.V. Vaishampayan

7. Principles of Economics – D.N. Dwivedi.

**BBA(IB)-104 ESSENTIALS OF MANAGEMENT**

**COURSE OUTLINE**

The objective for this course to provide an understanding of the tasks and functions of management and to acquaint the Participantswith the developments in concept. Theories and practices in the overall field of management.

**Unit I:**Planning: Nature and significance of Management, Contributions of Management though, Approaches of management,Contributions of Taylor, Fayol and Barnard to Management Science Functions of a Manager Social responsibility of Managers,Values in management. The Nature of significance of Planning, Objectives, Steps of Planning, Decision making as key step inplanning.The process and Techniques of Decision Making. Long Range Planning, Strategies and Policies.

**Unit II:** Organisation: Nature and significance, Approaches, Departmentation, Line and staff relationships, Delegation andDecentralisation, Committee system, Department of effective organising, Staffing, nature and Significance, Selection, Appraisal andDevelopment of Managers.

**Unit III:**Directing: Issues in managing human factors, Motivation, nature and Significance’s, Theories and Techniques,Communication Definition and Significance, The process of Barriers, Building effective communication system.

**Unit IV:**Controlling: Definition and Elements Control Techniques, Coordination, Determinants of an Effective Control system,Managerial Effectiveness.

**SUGGESTED READINGS:**

Essentials of Management : Harold Koontz, Heiriz, Weihrich.

Essentials of Management :R.k.Maheshwari&BimalJaiswal

Management, Tasks Responsibility and Practices : Peter F Druckers.

Principles and Practice of Management: L.M Prasad

**BBA(IB)-105 FINANCIAL ACCOUNTING**

**COURSE OBJECTIVE**

The course aims to make a conceptual orientation and equip the students in the maintenance of financial records as well as preparethem for management applications.

**Unit I**

Modern concept, objective and functions, accounting concepts and functions, accounting process

a) System of Accounting

b) Recording and classifying.

**Unit II**

Trial Balance, Accounting errors and their rectification’s

i) Preparation of Final Accounts

ii) Adjustments in recorded transactions of :

a) Inventories

b) Depreciation

c) Bad and Doubtful Debts

d) Accruals and pre-payments

iii) Problems in Financial Statements.

**Unit III**

Preparation of accounting records and financial statements of companies.

**Unit IV**

Analysis and Interpretation of Financial Statements.

**SUGGESTED READINGS**

Grewal, T.S. - Double Entry Book-keeping

Agarwal, B.B. - Higher Accountancy

Shukla, M.C. - Advanced Accountany

Maheshwari, S.N. - Introductions to Advanced Accountancy

**BBA(IB)-106 BUSINESS COMMUNICATION**

**COURSE OBJECTIVE:** This course aims to develop communication skills in equip students with a broad based knowledge businesscommunication.

**Unit I**

Introduction to business communication, characters ties of effective organizational communication, basic forms of communication,process of communication, principles of effective business communication.

**Unit II**

Barriers to communication, facilitators to communication, effective listening, perception & reality, role of opinion, attitudes & beliefs,mal-functions of communication, business etiquettes.

**Unit III**

Forms of business communication, written communication, oral communication, non verbal communication. Technology of businesscommunication, peculiarities of communication in Indian organizations, conflict management.

**Unit IV**

Conduct of meeting – agenda, notice, notes, minutes, office memorandum, office orders, press release, business letter, writing – need.Functions and kinds, layout of letter writing, types of letter writing report writing – problems, organization and techniques of writing.