**UNIVERSITY OF LUCKNOW**

**BBA (I.B.) Semester II**

**Syllabus**

**BBA (I.B.)-201 ECONOMICS FOR MANAGEMENT**

**COURSE OBJECTIVE**

The basic objective of this course is to familiarise the students with the concepts and tools of economics as applicable to decision making in a business environment.

**Unit -1:** Concept of Macroeconomics, Meaning & Measurement of National Income, Classicqal and Keynesian theories of employment.

**Unit-2:** Consumption function theories of consumption, investment function multiplier, accelerator.

**Unit-3:** Business Cycles, IS-LM model of equilibrium, inflation, classical theory of Economic growth.

**Unit-IV:**

National Income and pattern of economics growth in India, economic inequalities in India, saving & Capital formation in India five year plans.

**SUGGESTED READINGS**

1. Stonier & Hague -Test Book of Economics

2. Sundaram & Vaish - Principles of Economics

3. K.K. Dewett - Principles of Economics

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**BBA (I.B.) Semester II**

**Syllabus**

**BBA (I.B.)-** **202 STATISTICS FOR BUSINESS DECISIONS**

Course Objective: The course aims to equip the students with statistical concepts, methods and tools that help in decision making in different spheres. The emphasis is on their applications in business.

Unit-I

Definition, meaning, scope, significance and limitations of statistics. Methods of collection and tabulation of data. Census and Sampling - Concept and methods of sampling, statistical laws, sampling and Non-Sampling errors, Measures of Central Tendency- Arithmatic mean, Geometric Mean and Harmonic Mean, Median and Mode.

Unit-II

Measures of Dispersion- Range, quartile deviation, mean deviation and standard deviation,

Skewness: Concept, tests and measurements

Correlation- Meaning, types, methods of measuring correlation coefficient

Unit III

Regression Analysis- Simple Regression equations, regression coefficient

Time series analysis- Trend value and seasonal

Unit-IV

Probability –Concept and measurement, Permutations and Combinations, addition and multiplication theorem, Conditional probability, Bay’s theorem Probability Distribution- Binomial, Poisson and Normal Distribution

Suggested Readings :

1. Gupta S.P. and Gupta M.P. : Business Statistics.

2. Elhans, D.N. : Fundamental of Statistics.

3. Sancheti & Kapoor : Statistics- Theory methods & Applications.

4. Singh,A.K. and Masood Khalid: Statistical Methods

5. Roy,Ramendu: Statistics

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**Syllabus**

**BBA (I.B.)-203 BUSINESS LAWS**

**COURSE OBJECTIVE:** The objective of the course is to familiarize the participants with legal perspective of the business legal perspectives of the business administration in an enterprise.

**Unit-I** (Law of Contracts –I) :Definition, kinds and Essential Elements of a Valid contract, offer and acceptance ,consideration, capacity of contract, free consent, legality of objects, Performance and discharge of contract.

**Unit-II** (Law of Contracts- II): Contract of indemnity and guarantee: meaning and its distinction, rights and duties of indemnifier, indemnified and surety, discharge of surety's liability. Bailment and pledge :meaning and distinction ,Rights and duties of bailor and bailee, pawnor and pawnee.

**Unit-III** (Law Relating to Sale of Goods) :The sale of Goods Act.1930:formation of contract of sale, conditions and warranties, Caveat empetor, Ownership of goods and transfer, unpaid seller and his rights.

**Unit-IV** (Law relating to patnership and negotiable instrument) : definition and nature of patnership,rights and duties of patners, types of patners,dissolution of patnership,definiton and elements of Negotiable Instruments,Holder and holder in due course.

**SUGGESTED READINGS:**

Gulsan & Kapoor : Business Law including Company Law.

Singh, Avtar : Principles of Mercantile Law

Pandiya , R.S. : Principles of Mercantile Law

Shukla M.C. : A Manual of Mercantile Law

Bare Acts. : Indian Contract Act, 1872. Sale of Goods Act, 1930 Partnership Act, 1932. The Negotiable Instruments Act, 1881 .

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**Syllabus**

**BBA (I.B.)-204 COST ACCOUNTING**

**COURSE OBJECTIVES**

The course aims to provide a working knowledge of the basic Cost Accounting principles to students.

**Unit I**

Basic framework of costing: Definition, Nature, Scope and Significance, meaning of cost and its classification, accumulation and ascertainment of cost centres, cost units. Accounting

**Unit II**

Methods of Costing, unit/single/output costing, job & contract costing, operation/service costing. Process costing, costing methods of Joint products and by-products.

**Unit III**

Cost Accounting, preparation of costing, profit & Loss A/c and its reconciliation with financial profit & loss A/c.

**Unit IV**

Cost reduction, cost control, budgetary control; standard costing.

**SUGGESTED READINGS**

1. Arora M.N. – Cost Accounting

2. Lal Jawahar – Cost Accounting

3. Saxena & Vashishth - Advanced Cost and Management Accounting

4. Prasad, N.K. - Cost Accounting

5. Maheshwari, S.N. - Cost Accounting

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**BBA (I.B.) Semester II**

**Syllabus**

**BBA (I.B.)-** **205 INTRODUCTION TO COMPUTERS**

**COURSE OBJECTIVES**

The objective of the course is to familiarise the students with the basics of the computers and its uses.

**Unit I :** Fundamentals of Computers, Introduction to computer types (Analog, Digital and Hybrid); Characteristics of computers; Evolution of computers (History, generation), Basic components of a computer, their functions and interrelation; stores program

concepts, RAM, ROM; Computer hardware and software and firmware; Computer languages, types of software, processing of a computer program, batch, time-sharing and multi programming; Computer uses, applications and capabilities; concept of data

communication and networking. Types of Computer Systems; Personal, Micro, Mini, mainframe and super computer; differences and capabilities; range of applications.

**Unit II :** Data Representation Binary, Octal and Hexadecimal Number Systems and their inter-conversions; Binary Arithmetic; Internal data representation; Organization of memories; Fixed point and Floating point number representation; representation of Alphanumeric character codes, ASCII codes. Introduction, types and applications of Text Processor, Word Processor, Spread Sheet.

**Unit III :** Data Storage: Primary storage; addressing and capacity; types of secondary storage – magnetic tapes, disks, organization methods (sequential and direct); floppy disk optical disk; CD-ROM. Input/Output Devices: Tape/Disks/diskettes, Light-pen, mouse

and joysticks, character readers, VDU, serial, line-printer plotters.

**Unit IV :** Operating System: Introduction to operating system; types of operating systems with main emphasis on Disk Operating System (DOS); Details of basic system configuration; Important terms like Director, File, Volume, Label, Drive name etc. DOS

Components – I/O Systems, BIOS, COM, IBM, DOSCOM, start-up sequence, file name, hard disk; Use of function keys; File commands; Dir, Copy, Delete, Rename, Type-Print Etc. Disk Commands – Format, Diskcopy Backup, Restore, Chkdsk, Batch Files, Editor; Creating and editing files, commands and special editing keys, Setting up MSDOS; System and autoexec.bat files; use of wild cards, redirecting commands; input/output fitters, pipes.

**SUGGESTED READINGS**

1. Govindraju, S. - Introduction to Computer Science

2. Jain, V.K. - Computer and Beginners

3. Sinha, P.K. - Fundamentals of Computers

4. Norton, Peter - Dos 5.0/6

5. Ram, B. - Computer Fundamentals

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**BBA (I.B.) Semester II**

**Syllabus**

**BBA (I.B.)-206 Business Environment**

**COURSE OBJECTIVES**

The course is designed to provide an insight into the impact of business environment on the performance and profitability of the firm. The course emphasizes the theme that the business prospects may be enhanced by a strong grasp of business including socioeconomic- political factors. Changing nature of government policies and their influence on business prospects will also be emphasized upon.

**COURSE OUTLINE**

**UNIT I**

Concept of business environment, its nature and significance, Environmental Matrix, basic philosophies of capitalism, socialism and mixed economy, evolution of economic policy in India and India’s slow conversion to market economy.

**UNIT II**

Relationship between business and government, introduction to important laws affecting business – like industries (development & regulation) act 1951, monopolies and restrictive trade practices act 1969, changing dimensions of these laws and their impact on business.

**UNIT III**

Philosophy and strategy of planning in India, objectives, achievements and distortions of planning, An Introduction to NITI Ayog, India’s development strategy and economic performance, industrial policy in India, changing roles of public and private sectors, new economic policy and its impact on business, monetary policy, fiscal policy.

**UNIT IV**

Salient features of Indian socio-cultural values and their implications for business environment and growth, corporate social responsibility, multinational corporations, consumerism, foreign direct investment, NTO and its impact on business environment

**Recommended book(s)**

Cherunilum, Francis, Business Environment, Himalaya Publishing House Business Environment by Sheikh Salim, Pearson Mamoria, C.B., Social Problems and Social Disorganization in India, Kitab Mahal Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996.