

Rs. 5/-

**NORTH MAHARASHTRA UNIVERSITY
JALGAON - 425 001**

DEPARTMENT OF MANAGEMENT STUDIES

**SYLLABUS
FOR
BACHELOR OF BUSINESS STUDIES
(B.B.S.)
SEMESTER I & II**

1985-86

COURSE CONTENTS OF BACHELOR OF BUSINESS STUDIES (3 YEAR)

FIRST YEAR (SEMESTER-I)

PAPER	TITLE OF PAPERS	MARKS
1.1	INTRODUCTION TO ^{MODERN} (MODERN) BUSINESS	100
1.2	BASIC STATISTICS	100
1.3	BASIC ECONOMICS	100
1.4	BUSINESS COMMUNICATION	100
1.5	COMPUTER FUNDAMENTALS & PROBLEM SOLVING	100
OSP	SOFTWARE LAB - I	50
TOTAL		550

FIRST YEAR (SEMESTER-II)

PAPER	TITLE OF PAPERS	MARKS
2.1	ORGANIZATION BEHAVIOUR	100
2.2	FINANCIAL ACCOUNTING	100
2.3	BUSINESS ECONOMICS	100
2.4	PRINCIPLES OF MARKETING	100
2.5	MICRO COMPUTER APPLICATIONS	100
OSP	SOFTWARE LAB - II	50
TOTAL		550

1.1 : Introduction to Modern Business

The Indian business System : Characteristics - Organizations in the Mixed Economy The Private Sector : Sole Proprietor, Partnership, Private and Public Limited Companies - The Public Sector : Central Government, Public Corporation Local Government - Organisation in neither the Private nor Public Sector : Clubs and Societies, Cooperative societies, Workers Cooperatives, Building Societies.

Management : Nature, Functions, Skills - Basic Schools of Management thought.

Planning Process : Planning Concepts & Principles - Planning through MBO - Process, background and evaluation.

Organizing Process Organizing Concepts and Organization Structure Organizing Principles, Centralization versus Decentralization - Types of Organizational Structures - Responsibility, Authority, Delegation, Accountability.

1.2. : Basic Statistics

Data - Classification and Presentation of Business data Measures of Central tendency : Mean, Median, Mode, Geometric mean and Harmonic mean.

Measures of Dispersion : Range, Quartile Deviation, Average deviation and Standard deviation - Relative measures of dispersion.

Types of Sampling : Probability vs. Non Probability Sampling, Simple Random sampling, Stratified Random Sampling, Purposive sampling.

Probability Theory.

Probability Distributions : Binomial and Normal.

Bivariate Correlation and Regression with special emphasis on market variables: concept of Partial and Multivariate correlation and Regression. Correlation and Regression of Bivariate grouped data.

Index Numbers : Construction of Price Index Numbers by aggregative and average of price relative methods - Tests of accuracy.

Time Series Analysis : Components of Time Series - Trend analysis using moving averages and regression analysis. Concept of Seasonal, Cyclical and Irregular factors. Statistical elimination of cyclical factor.

1.3 : Basic Economics

Nature of Economics : Meaning of economics; Economic problems; Economic Systems.

Circular Flow of money.

National Income : Measurement of National Income aggregate and their interrelationships; National Income and economic welfare.

Production : Factors of production, Law of diminishing marginal productivity, The "lowest cost" combination of factors.

Structure of Industry : Firm and Industry; Economics of scale, optimum size of the firm. Returns to scale.

Demand : Meaning, Determinants of demand; demand curve, Exceptions to the general law of demand, Derived demand, Increase and decrease in demand, Extension and contractions of demand.

Elasticity of demand : Meaning, measurement, factors determining elasticity of demand.

Supply : Total costs, Law of increasing costs, Average revenue, Marginal Revenue, Meaning of supply, Determinants of supply, The supply curve, Elasticity of supply.

1.4 : Business Communication

Communication Process : Concept and importance.

System of Communication : Formal and Informal, Barrier to effective communication.

Principles of Business Communication : Planning and conducting conversations, interviews and discussion, The preparation of oral statements, Effective listening, Telephonic Communication.

Written Communication : Guide to effective writing, Correspondence including letters and job application.

Memorandum, Office orders, Reports - Types and preparation.

Non Verbal Communication : Importance and Type - Cluster and congruency, Kinetics vocal cues.

Modern forms of Communication - Telex, FAX, Telegram and Teleconferences.

Practices in Business Communication : Reports Writing, Public speaking, Seminar, Presentation, Interview, Group discussion, Effective listening.

1.5 : Computer Fundamentals and Problem Solving

An Introduction to Computers : Early development, modern machines, Computer generations, evaluation of programming languages.

Basic components of a computer system : Functional units and their inter relation.

Types of computer system : Computer categories and classification criteria.

Binary number system and its arithmetic : Octal and hexadecimal number system.

Coding data in storage : EBCDIC, ASCII and EBCDIC others.

Data storage device and media : Primary storage concepts and types of memory, secondary storage devices like magnetic tapes, magnetic disks etc.

Input/Output devices : Paper tape/punched card, printer, keyboard, VDU, OCR, MICR, COM etc. Input validation, transfer of information between I/O devices and CPU.

Algorithms and flowcharts : Steps in problem solving. Introduction to flowcharting and program documentation.

DATAIC language to be taught for problem solving including sequential and random files.

2.1 : Organization Behaviour

Group Behaviour and Informal Organisation : Small groups, functions and Dysfunctions of informal groups, concept of overlays.

Motivation : Meaning, Individual and group motivation, job attitudes.

Leadership : Styles and Theories.

Transactional Analysis.

Conflict : Meaning, process, classes and sources of conflict, resolution of conflict.

Change : Meaning, Resistance to change implementation of change.

2.2 : Financial Accounting

Financial Accounting : Introduction, Importance and scope, Generally Accepted Accounting Principles.

Double Entry framework : The Accounting Equation, Transactions Analysis and rules of debit and credit, Recording, Ledger Posting, Cash and Banking transactions, Bank Reconciliation Statement, Trial Balances, Rectification of Errors, Final Accounts.

Methods of Providing Depreciation.

Interpretation of final accounts and Balance Sheet : Statement of Sources and Applications of Working Capital.

2.3 : Business Economics

The Market : Economists view : The market mechanism - Price and output determination.

Markets : Types and policies perfect competition, Imperfect competition, policies in markets.

Wages : Wages and earnings, marginal productivity theory of wages.

Interest : Nature of interest.

Profit : Risk and uncertainty, meaning of profit, Comparison of accountants and economist profit.

rent : Commercial rent and economic rent.

International trade : Comparative cost. Balance of Payments.

Business Cycles : Meaning and Phases.

2.4 : Principles of Marketing

Marketing - Marketing in a developing economy - Marketing of services.

Marketing Mix - Product (Product decision. PLC, New product development, Branding and Packaging) Price - Policies and practices. Promotion - Advertising, publicity, personal selling and sales promotion. Place - Distribution and strategy. Market segmentation.

2.5 : Microcomputer Applications

Introduction to microcomputers : Factors for the growth of microcomputers: microcomputer family; factors affecting microprocessor speeds; popular microprocessors like Intel 8088, 8086, 80286, 80386.

Microcomputers software categories : System software like OS, interpreters, compilers and DBMS. Operating System commands using MS DOS. Broad concept of single user and multiuser OS (e.g. UNIX/Xenix.) Application software : Prewritten and customized packages. Wordprocessing and Spreadsheets; business graphics. Packages such as LOTUS 1-2-3 and Wordstar to be covered in detail. Distributed processing and networks: Types of distributed systems: microcomputers and networking; effect of distributed computing on Microcomputer hardware and software selection.

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