

DEPARTMENT OF MANAGEMENT

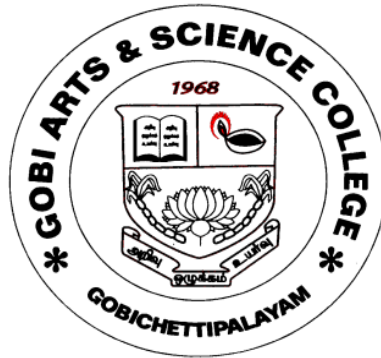
B.B.A. BUSINESS ADMINISTRATION

(Students admitted during 2020-2021 Onwards)

(Under CBCS with Outcome Based Education (OBE) Pattern)

SYLLABUS

I & II SEMESTER



GOBI ARTS & SCIENCE COLLEGE

**(Govt. Aided Autonomous Co-educational Institution, Affiliated to
Bharathiar University, Coimbatore, Accredited with 'A' Grade by NAAC (4th cycle)
and Recognised as a STAR College by DBT, Government of India)**

**KARATTADIPALAYAM POST,
GOBICHETTIPALAYAM - 638453
ERODE DISTRICT.**

GOBI ARTS & SCIENCE COLLEGE (Autonomous)

Vision

Social and Economic upliftment of the people of this area through value based quality Education.

Mission

Committed to serve the society with humility and trust, devoid of exploitation; to impart value based higher education, particularly to the socially and economically deprived sections of this area; to make students of this institution worthy citizens of our glorious motherland.

DEPARTMENT OF MANAGEMENT

Vision

To be a world leader in business education, research and engagement, helping to create better knowledge society.

Mission

Our vision is accompanied by our many-fold Mission statements:

- To transform lives through knowledge, creation and sharing.
- To provide competency driven education and to create best entrepreneurs for industrial development and economic growth.
- To leverage our knowledge and resources to provide experiential learning, immersion and other collaborating opportunities.
- To offer the best professional development and career management opportunities for our students.

GOBI ARTS & SCIENCE COLLEGE (AUTONOMOUS) : GOBICHETTIPALAYAM
SCHEME OF EXAMINATIONS - B.B.A. (ADMINISTRATION) (20 BATCH)

No.	Course Code	Part	Course	Total Hours	Hrs/Exam	Maximum Marks		Total Marks	Credits
						CIA	EOS		
SEMESTER - I									
1	20U1TM01	I	TAMIL - I	90	3	30	70	100	3.0
2	19U2EN01	II	ENGLISH - I	90	3	30	70	100	3.0
3	19UABM01	III	MAJOR CORE : PRINCIPLES OF MANAGEMENT	90	3	30	70	100	4.5
4	19UABM02	III	FINANCIAL ACCOUNTING	90	3	30	70	100	4.5
5	19UBBM03	III	ALLIED CORE : MANAGERIAL ECONOMICS	90	3	30	70	100	5.0
6	19U4HE01	IV	i) HUMAN EXCELLENCE PAPER - I : BASICS OF YOGIC LIFE	15	3	30	70	100	1.0
SEMESTER - II									
7	20U1TM02	I	TAMIL - II	90	3	30	70	100	3.0
8	19U2EN02	II	ENGLISH - II	90	3	30	70	100	3.0
9	19UABM04	III	MAJOR CORE : BUSINESS COMMUNICATION	90	3	30	70	100	4.5
10	19UABM05	III	BUSINESS ORGANISATION AND OFFICE MANAGEMENT	90	3	30	70	100	4.5
11	19UBBM06	III	ALLIED CORE : MATHEMATICS FOR MANAGERS - I	90	3	30	70	100	5.0
12	19U4HE02	IV	i) HUMAN EXCELLENCE PAPER - II : SUBLIMATION AND SOCIAL WELFARE	15	3	30	70	100	1.0
13	19U4HEP1	IV	PRACTICAL - I : YOGA PRACTICAL - I	15		100		100	1.0
14	19U4FN01	IV	ii) FOUNDATION SUBJECT - A : GENERAL AWARENESS		1.5		100	100	1.0
SEMESTER - III									
15	19UABM07	III	MAJOR CORE : PRODUCTION AND MATERIAL MANAGEMENT	90	3	30	70	100	4.5
16	19UABM08	III	COST ACCOUNTING	90	3	30	70	100	4.5
17	19UABM09	III	MANAGEMENT INFORMATION SYSTEM	90	3	30	70	100	4.5
18	19UABM10	III	MARKETING MANAGEMENT	90	3	30	70	100	4.5
19	19UBBM11	III	ALLIED CORE : RISK AND INSURANCE MANAGEMENT	90	3	30	70	100	5.0
20	19U4HE03	IV	i) HUMAN EXCELLENCE PAPER - III : VIRTUES OF LIFE	15	3	30	70	100	1.0
21		IV	ii) FOUNDATION SUBJECT - B		3		100	100	2.0

Contd...

SEMESTER - IV									
22	19UABM12	III	MAJOR CORE : AGRI BUSINESS MANAGEMENT	90	3	30	70	100	4.5
23	19UABM13	III	TAX LAWS & PLANNING	90	3	30	70	100	4.5
24	20UABM14	III	HUMAN RESOURCE MANAGEMENT	90	3	30	70	100	4.5
25	19UACSM1	III	OFFICE AUTOMATION TOOLS & TALLY	60	3	30	70	100	3.0
26	19UACSP7		PROGRAMMING LAB : (OFFICE AUTOMATION TOOLS & TALLY)	30	3	30	70	100	1.5
27		III	ALLIED OPTIONAL :	90	3	30	70	100	5.0
28	19U4HE04	IV	i) HUMAN EXCELLENCE PAPER - IV : PERSONALITY DEVELOPMENT	15	3	30	70	100	1.0
29	19U4HEP2	IV	PRACTICAL - II : YOGA PRACTICAL - II	15		100		100	1.0
30		IV	i) FOUNDATION SUBJECT - B		3		100	100	2.0
31		V	CO-CURRICULAR ACTIVITIES						1.0
SEMESTER - V									
32	19UABM15	III	MAJOR CORE : BUSINESS LAW	90	3	30	70	100	4.5
33	19UABM16	III	RESEARCH METHODS FOR MANAGEMENT	90	3	30	70	100	4.5
34	19UABM17	III	ENTREPRENEURSHIP AND BEHAVIOURAL MANAGEMENT	90	3	30	70	100	4.5
35	19UABM18	III	MATHEMATICS FOR MANAGERS - II	90	3	30	70	100	4.5
36	19U6BM19	III	MANAGERIAL APTITUDE		3	30	70	100	
37	19U6BM20	III	DEVELOPING ENTREPRENEURIAL SKILLS PAPER - I (THEORY)				100	100	
38	19U6BMP1	III	DEVELOPING ENTREPRENEURIAL SKILLS PAPER - II (PRACTICAL)				100	100	
39	19U6BMV1	III	SUMMER PLACEMENT TRAINING				100	100	
40		III	MAJOR OPTIONAL :	90	3	30	70	100	4.0
SEMESTER - VI									
41	19UABM21	III	MAJOR CORE : MANAGEMENT ACCOUNTING	90	3	30	70	100	4.5
42	19UABM22	III	FINANCIAL AND INVESTMENT MANAGEMENT	90	3	30	70	100	4.5
43	19UABM23	III	INTERNET AND E-BUSINESS	90	3	30	70	100	4.5
44	19UEBM01	III	MAJOR SKILL BASED PAPER : DEVELOPMENT OF MANAGERIAL SKILLS	75	3	30	70	100	4.5
45	19UEBMP1	III	MAJOR SKILL BASED PRACTICAL		3	30	70	100	3.0
46	19U6BM24	III	CASE ANALYSIS		3	30	70	100	
47	19UABMV2	III	PROJECT WORK & VIVA-VOCE (Submission of report - Viva-voce jointly by internal and external examiners)				100	100	3.0

CREDITS:

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PART I : 6 PART II : 6 PART III : MAJOR : 100

ALLIED : 20

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PART IV : 11 PART V : 1 TOTAL : 144

BLOOM'S TAXONOMY BASED ASSESSMENT PATTERN

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

I. END OF SEMESTER (EOS) EXAMINATIONS:

1. Part I, II & III-Theory: 70 Marks

Knowledge Level	Section	Marks	Description	Total
K1	A (Answer All)	$15 \times 1 = 15$	MCQ	70
K2	B (Either or Pattern)	$5 \times 5 = 25$	Short answers	
K3 & K4	C (Answer 3 out of 5)	$3 \times 10 = 30$	Descriptive/Detailed	

2. Practical Examinations: 70 Marks

Knowledge Level	Section		Total
	Practical	Record work	
K3	60	10	70
K4			
K5			

II. CONTINUOUS INTERNAL ASSESSMENT (CIA):

1. Test – I & II: 30 Marks (Theory)

Knowledge Level	Section	Marks	Description	Total
K1	A (Answer All)	$10 \times 1 = 10$	MCQ	30
K2	B (Answer 2 out of 3)	$2 \times 5 = 10$	Short answers	
K3 & K4	C (Answer 1 out of 2)	$1 \times 10 = 10$	Descriptive/Detailed	

Components of Continuous Internal Assessment (CIA)

Components		Calculation	CIA Total
Test 1	30	$\frac{\text{Test 1} + \text{Test 2}}{2}$	30
Test 2	30	2	

Programme Specific Objectives

The students will be able to do, on successful completion of programme,

To provide high quality Education in Management and prepare students to join Industry, Business and Non - Profit organizations seek Entrepreneurial venture pursue higher education in Management to enable our student to achieve success, use innovative pedagogical techniques, computer applications, applied information systems technology, team projects, in-depth case analysis, group activities and presentation, class discussion business simulation and internet based studies etc., within the class room.

Programme Specific Outcomes (PSO)

PSO1: Learners and students acquire the strong knowledge on the various function areas of Management.

PSO2: Students developed the basic concepts of Accountability, Tax Laws and Financial Analysis.

PSO3: Learners sharpened the communication and soft skills.

PSO4: Learners applied the techniques and skills in various computing and business practices.

PSO5: Students inculcated the knowledge on Entrepreneurship and Quantitative Aptitude and motivated to start their own business ventures.

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM01	Course Title:	Batch:	2019
Total Hours:	90	Principles of Management	Semester:	I
			Credits:	4.5

Course Objective

The course aims

- To enable the students to acquire knowledge on the principles and functions of management, various forms of business organization and to enhance their managerial skills to effectively implement the various managerial functions.

Course Outcomes (CO)

On the successful completion of the course, students will be able to

Knowledge Level	CO Number	Course Outcome
	CO1	Understand the basic concepts and principles of management.
	CO2	Apply planning and decision making in organizational activities.
	CO3	Analyse various forms of organizational structure.
	CO4	Identify the sources of recruitment, explore selection process and training.
	CO5	Apply directing and control techniques.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Introduction of Management Meaning of Management – Nature – Scope – Functions, management vs administration - <i>Is Management as an Science or an Art*</i> , History of Management thought – Contribution by Henry Fayol, Taylor's Scientific Management	18
II	Planning and decision making: Planning - Nature - Importance - Limitations – Process of Planning - <i>Types of plans*</i> . Decision making –Need - Types of Decisions - process of decision making	18
III	Organization Meaning, Characteristics, Process – Types of Organization – Line, Functional, Line and staff, Matrix, Committee, Project, Free form Organization	18
IV	Delegation and Decentralization Delegation – Meaning – Elements – Principles - Types – advantages – - Barriers to delegation. Departmentation – Basis. Decentralization – Factors – Delegation Vs. Decentralization – Advantages & Disadvantage of Decentralization.	18
V	Directing & Controlling: Directing – Meaning - Elements- Qualities of good supervisor - Span of control – <i>Factors determining span of control*</i> . Controlling – Meaning – Control process – Controlling Techniques	18

<* - Self Study>

Text Book:

Dinkar Bagare, Business management, Sultan Chand & Sons, New Delhi

Reference Books:

1. Rustom S.Davar : Management Process
2. J. Jayashankar : Principles of Management

E-references:

1. https://edurev.in/studytube/Chapter-2-Principles-Of-Management--Class-Notes---/0aeaaf97-ecd0-4fa6-a151-176c2c436a57_t
2. <http://www.businessmanagementideas.com/management/principles-of-management-lecture-notes/7447>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	L	S	S
CO 2	S	M	S	S	S
CO 3	S	S	M	S	S
CO 4	S	S	M	S	M
CO 5	S	S	M	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM02	Course Title:	Batch:	2019
Total Hours:	90	Financial Accounting	Semester:	I
			Credits:	4.5

Course Objective

The course aims

- To impart the basic knowledge of financial accounting concepts, standards, principles and procedures to accounting practices and its techniques with special reference to Sole – proprietorship, Trading and Non – Trading concerns.

Course Outcomes (CO)

On the successful completion of the course, students will be able to know

Knowledge Level	CO Number	Course Outcome
	CO1	Understand the accounting concepts and dual entry framework.
	CO2	Rectify the errors with the help of suspense account.
	CO3	Understand the procedures to prepare final accounts for trading concern.
	CO4	Students will be learnt on depreciation methods.
	CO5	Develop the skills need to prepare final accounts for Non-Trading concerns.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	ACCOUNTING CONCEPTS & CYCLE Meaning – Divisions of accounting – <i>Basic accounting concepts</i> * - Double entry book keeping – Journal – Ledger	18
II	SUBSIDIARY BOOKS & RECTIFICATION OF ERRORS Subsidiary Books – Purchase Book – Sales Book – Purchase Return Book – Sales Return Book – Cash Book - Trial Balance - Rectification of Errors	18
III	FINAL ACCOUNTS Preparation of Trading Account - Profit & Loss Account – Balance Sheet with simple adjustments.	18
IV	DEPRECIATION METHODS Accounting for Depreciation – Meaning – <i>Methods</i> * – Merits and Demerits — Straight Line method – Written Value method – Annuity method.	18
V	ACCOUNTING FOR NON-TRADING CONCERN & BANK RECONCILIATION STATEMENT Preparation of Receipts & Payments A/c - Income and Expenditure A/c - Balance Sheet for Non Trading Concern. BRS (Simple Problems Only) – Causes for difference between Cash Book & Pass Book	18

Note: Theory and problems may be in the Ratio of 20% and 80% respectively.

<* - Self Study>

Text Book:

T. S. Reddy & A. Murthy – Financial Accounting – Margham Publications – 2012

Reference Books:

1. T. S. Grewal – Introduction to accounting
2. K. L. Nagarajan, N. Vinayakam, P.L. Mani – Principles of Accountancy

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	M	S	S
CO 4	S	S	S	S	S
CO 5	S	S	L	S	S

S - Strong, M - Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UBBM03	Course Title:	Batch:	2019
Total Hours:	90	Managerial Economics	Semester:	I
			Credits:	5.0

Course Objective

The course aims

- To understand basic concepts and issues in managerial economics and their application in decision-making.

Course Outcomes (CO)

On the successful completion of the course, students will be able to know

Knowledge Level	CO Number	Course Outcome
	CO1	Understand the relevance of economic concepts to business environment.
	CO2	Understand demand, elasticity of demand and production function.
	CO3	Interpret the cost concepts, revenue and break even analysis.
	CO4	Differentiate the pricing methods under various market structures.
	CO5	Compare and contrast profit theories, concentration economic power and national income.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	MANAGERIAL ECONOMICS Meaning – Nature and scope; Managerial Economics and Business Decision Making; Role of Managerial Economist – Fundamental concepts of Managerial Economics.	18
II	DEMAND AND PRODUCTION FUNCTION Demand Analysis - Demand schedule – Demand curves – Types; Elasticity of Demand – Types; Production Function – Factors of Production, Law of variable proportion – Least cost combination – <i>Economies of scale*</i> .	18
III	COST, REVENUE AND BEP Cost curves – Total, Average and Marginal, Short run and Long run; Revenue curves - Total, Average and Marginal, Under Perfect competition and Imperfect competition; Break Even Point - Determination – Usefulness - Limitations.	18
IV	MARKET STRUCTURE AND PRICING Pricing Under Perfect Competition – Pricing under Monopoly, Price discrimination – Pricing under Monopolistic Competition – Oligopoly, Duopoly; <i>Pricing in Public Utilities*</i> .	18
V	PROFIT, NATIONAL INCOME AND CEP Profit – Concepts and Theories; National Income – Features – Computation – Difficulties; Concentration of Economic Power – Effects – Remedies.	18

<* - Self Study>

Text Books:

1. Sankaran S. : Business Economics, Margham Publications
2. Varshney R.L. & Maheshwari K.L. : Managerial Economics, Sultan Chand Publications

Reference Books:

1. Sundharam K.P.M. & Sundharm K.N.: Business Economics, Sultan Chand & Sons
2. Gupta G.S. : Managerial Economics, Tata McGraw-Hill Education

E-references:

1. <https://corporatefinanceinstitute.com/resources/knowledge/economics/economies-of-scale/>
2. <https://www.tutorsonnet.com/pricing-of-public-undertaking-homework-help.php>
3. <https://www.managementstudyguide.com/managerial-economist-role.htm>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	M	M	S	S
CO 2	S	M	M	S	S
CO 3	S	M	M	M	S
CO 4	S	S	M	M	S
CO 5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM04	Course Title:	Batch:	2019
Total Hours:	90	Business Communication	Semester:	II
			Credits:	4.5

Course Objective

The course aims

- To provide students with the skills and knowledge of communication in the business environment.

Course Outcomes (CO)

On the successful completion of the course, students will be able to

Knowledge Level	CO Number	Course Outcome
	CO1	Understand the concepts, methods and barriers in Business Communication.
	CO2	Develop an awareness of the importance of succinct written expression to modern business communication.
	CO3	Describe the corporate and interpersonal communication.
	CO4	Develop the writing skills of a students to have a better presentation of business reports and issues.
	CO5	Focus on preparing the learners to effectively use various forms of communication with technological developments.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	BASIC CONCEPTS OF COMMUNICATION Process and objectives of business communication, methods of communication-Types- Barriers and Essentials of effective communication.	18
II	BUSINESS CORRESPONDENCE THROUGH LETTERS Communication through letters – Layout of a letter business enquires-offers and Quotations- order- Execution of orders – Letters of Complaints- Collection letters-Letters to agency- Status enquires-Bank Correspondence- Insurance letters.	18
III	SECRETARIAL AND INTERNAL CORRESPONDENCE Correspondence of Company Secretary with share holders and directors – Agenda and Minutes Preparation- <i>Memo</i> * – Circulars – Notices.	18
IV	COMMUNICATION THROUGH REPORTS Communication through Reports: Importance –types – contents – reports by Individuals – Committees -Annual Report - <i>Application for appointment</i> * - Reference and appointment orders.	18
V	ORAL COMMUNICATION AND E-COMMUNICATION Speeches – Debates – Interview – <i>Group Discussion</i> * – Use of Electronic Devices in Modern Communication – Social networks – E-mail – chat –Teleconferencing and Video conferencing.	18

<* - Self Study>

Text Book:

Rajendrapal & Koralahalli J.S. : Essentials of Business Communication,
Sulthan Chand & Sons

Reference Books:

1. Ramesh M.S. & Pattan Shetty : Effective Business English & Correspondence,
RC Publications
2. Balasubramanian : Business Communication, Vikas Publishing
House Pvt., Ltd.,
3. RSN Pillai and Bagavathi : Commercial Correspondence & Office Management.
4. N.S. Rashunathan and B.Santhanam: Business Communication Margham Publications.
5. Chanturvedi : Business Communication Concepts, Case and
Applications, Pearson Education.

E-references:

1. www.businessmanagementideas.com/notes/...notes/communication...notes/notes.com
2. www.simplynotes.in/e-notes/mbabba/business-communication/
3. www.notesdesk.com/notes/business-communications/business-communication-and-its-...

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	M

S-Strong, Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UABM05	Course Title:	Batch	2019
Total Hours:	90	Business Organisation and Office Management	Semester	II
			Credits	4.5

Course Objective

The course aims

- The course aims to provide basic knowledge to the about the organization and office management of a modern business enterprises.

Course Outcomes (CO)

On the successful completion of the course, students will be able to

Knowledge Level	CO Number	Course Outcome
	CO1	Understand the concepts, tools and issues of management in organisation of all types.
	CO2	Analyze the various organisations, identifying their component parts, the relationships and problems between them.
	CO3	Evaluate the small scale and large scale industries.
	CO4	Learn about alternate business combinations.
	CO5	Improve knowledge of modern office, its functions and records management.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** – Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	FOUNDATION OF BUSINESS Business – Meaning – Characteristics of Business – Objectives of Business – India’s Experience of liberalization and globalization – Make in India Movement – Profession and Employment – Organisation – Meaning – Importance of Business organisation. <i>Emerging opportunities in business*</i>	18
II	FORMS OF BUSINESS ORGANISATION Non Corporate Enterprises: Sole Proprietorship – Partnership – Joint Hindu Family Firm - Corporate Enterprise: Joint Stock Companies – Co-operative Society. <i>Basic considerations in setting up a Business Enterprise*</i> .	18
III	SSI AND LARGE SCALE INDUSTRIES Meaning – Need for SSI – Role of SSI in Indian economy – Challenges of SSI – Types of SSI – Large scale industry- Meaning- Advantages and Limitations.	18
IV	BUSINESS COMBINATION Business combination – Causes – Types – Forms – Trade Associations - Functions - Chamber of Commerce – Functions <i>Combination Movement in India*</i> .	18
V	MODERN OFFICE MANAGEMENT Meaning – Functions of Modern Office –Importance of Office –	18

	Office Management – Elements of Office Management - Office Accommodation: Location – Layout - Records Management: Importance - Filing and Indexing.	
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<* - Self Study>

Text Books:

1. Bhusan Y.K. : Business Organisation, Sultan Chand & sons, Newdelhi.
2. Kathiresan Dr. Radha : Business Organisation, Prasanna Publisers & Distributors, Chennai.
3. Chopra R.K. : Office Management, Himalaya Publishing House, Mumbai.

Reference Books:

1. Singh, B.P. & Chhabra, T.N., : Business Organisation and Management, Sun India Publications, New Delhi.
2. Shankar, Gauri., : Modern Business Organisation, Mahavir Book Depot, New Delhi.
3. Tulsian, P.C., : Business Organisation & Management, Pearson Education, New Delhi.
4. Kaul, V.K., : Business Organisation and Management, Pearson Education, New Delhi.

E-references:

1. https://sol.du.ac.in/pluginfile.php/4753/mod_resource/content/1/SM-2%281-3%29.pdf
2. <https://www.toppr.com/guides/business-studies/small-business/meaning-and-nature-of-small-bu>
3. <https://www.toppr.com/guides/business-studies/small-business/meaning-and-nature-of-small-business/>
4. <http://www.yourarticlelibrary.com/business/forms-of-business/business-combination-concept-causes-and-forms/69426>
5. <http://bieap.gov.in/Pdf/OAPaperIIIYR2.pdf>

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	S	S	M	S	S
CO 2	S	S	M	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

S-Strong, M-Medium and L-Low

Programme Code:	B.B.A.	Programme Title:	Business Administration	
Course Code:	19UBBM06	Course Title:	Batch:	2019
Total Hours:	90	Mathematics for Managers - I	Semester:	II
			Credits:	5.0

Course Objective

The course aims

- To introduce some of the ideas of business calculus and financial mathematics, emphasizing the applications of these methods in the business scenario.

Course Outcomes (CO)

On the successful completion of the course, students will be able to

Knowledge Level	CO Number	Course Outcome
K1	CO1	Students will have a sound knowledge of set theoretic language and be able to use it to codify mathematical objects and how to identify the inconsistency of data in business situation
K2	CO2	Apply the knowledge of matrices in solving business problems.
K3	CO3	Analyze real world scenarios to recognize when simple and compound interest, annuities and discounting.
K4	CO4	Understand the business statistics for frequency distributions and measures of dispersions and be able to select which method able to use for different problems.
K1 & K3	CO5	Apply the statistical technique which studies the relationship between two or more variables and correlation and regression analysis involves various methods and techniques.

K1 - Remember; **K2** - Understanding; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate

SYLLABUS		
Unit	Content	No. of Hours
I	Set theory - Types of sets - Set operations - Venn diagrams and its applications - Laws and properties of sets - Number of elements - Inconsistency of data.	18
II	Matrices - Definition - Types - Matrix operations -Determinants - Minor - Co factor - adjoint - Inverse of a matrix (not more than 3rd order) - Solving system of simultaneous linear equations - Cramers rule - Inverse matrix method.	18
III	Mathematics of finance - Simple and compound interest - Effective and Nominal rate of interest - Annuities - Discounting.	18
IV	Statistics - Definition - Characteristics - Scope - Limitations - Measures of central tendency - Arithmetic mean - Median - Mode -Geometric mean - Harmonic mean.	18
V	Correlation - Scatter diagram - Karl Pearson's coefficient of correlation - Rank correlation - Spearman's rank correlation coefficient - Regression lines - Standard error of estimation.	18

Text Book:

1. P.A. Navnitham, Business Mathematics and Statistics, Jai Publishers.

Reference Books:

1. Sundaresan and Jayaseelan : An introduction to Business Mathematics and Statistical Methods.
2. Gupta S.P : Statistical Methods

E-references:

1. <http://www.scribd.com>
2. <https://www.youtube.com/watch?v=SJOTtb1FTfs>
3. www.nabla.hr

Mapping with Programme Specific Outcomes

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	S	M
CO2	S	S	S	S	M
CO3	S	S	S	S	S
CO4	M	S	S	S	S
CO5	S	S	S	M	S

S - Strong; H - High; M - Medium; L - Low

Question Paper Pattern

(Common for Major, Allied, Allied Optional and Major Optional Papers)

For EOS Examinations: 70 Marks

The Question Paper is to be divided into THREE Sections.

Section-A Carries 15 Marks, Section-B Carries 25 Marks and Section-C Carries 30 Marks.

Section-A Contains 15 Multiple Choice Questions. (15 x 1 = 15 Marks)

Three Questions from each unit. (Q. No: 1 to 15)

Section-B Contains 5 Either or Choice Questions. (5 x 5 = 25)

Each Question carries 5 Marks. Both (a) and (b) from the same unit.

Q. No.: 16 (a) or (b) to 20(a) or (b)

Section-C Contains 5 Questions out of which, 3 Questions are to be answered. (3 x 10 = 30)

Each Question carries 10 Marks. One Question from each unit. Q. No.: 21 to 25

For CIA Examinations: 30 Marks

Section-A: 10 Multiple Choice Questions. (10 x 1 = 10)

Section-B: Two Questions out of Three. (2 x 5 = 10)

Section-C: One Question out of Two. (1 x 10 = 10)