



Bachelor of Business Management

Patliputra University, Patna

HONS. 1ST YEAR

GROUP-1: PRINCIPLES & PRACTICES OF MANAGEMENT (75)

1. Definition, Functions and Scope of Management, Process of Management.
2. Development of Management thought, Contribution of F.W. Taylor, Henry Fayol, Elton Mayo and Peter Drucker.
3. Process of planning, Types of policies, Principles of policy making.
4. Definition, Elements and functions of organization, Types of organization, span of control, Necessary elements of organization.
5. Authority, Types & Delegation. Elements of communication, Elements of effective communication.
6. Theories of motivation, Elements and techniques of management by objective (MBO).
7. Types of decision - making.

GROUP-2 : QUANTITATIVE METHODS (25)

1. Measure of central tendency Mean, Median and Mode.
2. Measures of dispersion : Mean, Standard and Quartile deviation.
3. Correlation Techniques - Product moment and rank difference Correlation, Regression, Hypothesis (Significance).
4. Probability, Sampling, Test or T-ratio technique X²-test, F -test.
5. Types of graphs and its utility management.

BOOKS RECOMMENDED

1. Management Analysis : Concepts and Cases - Hayes and Massie
2. Principles of Management : Koontz & O'Donnel
3. Management Principles & Practices : Parag Diwan
4. Principles of Management : Shyamal Mukherjee
5. The Process of Management : R.S. Davar
6. Management Concepts : B.P. Singh & T.N. Chhabra
7. Essential of Management : W.J. Duncav
8. Business Statistics : S.P. Gupta & M.P. Gupta
9. Fundamental Mathematical Statistics : Gupta & Kapoor
10. Fundamental of Statistics : D.N. Elhance



PAPER - II

GROUP-1 : MANAGERIAL ECONOMICS

(50)

1. Objective and need of Managerial Economics, Related disciplines.
2. Demand Analysis : Significance and Concept of Demand, Cardinal Utility, Indifference Curve technique. Demand Forecasting, Elasticity of demand concept and use.
3. Production Functions: Production functions, Laws of return, Return to scale.
4. Cost concepts: Type of cost, short run and long run cost function.
5. Market and pricing: Price determination under different market condition. Classification of market structure. Perfect competition, concepts of discriminating Monopoly, Oligopoly, Duopoly and regulation of monopoly.
7. Concepts of capital budgeting, Decision making under risk & uncertainty Cost and benefit analysis.
7. National income: Concepts, Classification and Accounting.

GROUP-2 : BUSINESS ENVIRONMENT

(50)

1. Structure of Indian Economy, concepts of planning, Economic liberalization.
2. Industrial Policy, Multinational corp public enterprise policy under New Economic Policy, SSI policy.
3. Types of business organization, Characteristics & elements of joint stock company, MRTP, BIFR, Indian companies act, Sales of goods act, Shop and establishment act, FEMA.
4. Financial sector, Role of R.B.I. Financial & investment institution Commercial bank, Reform of financial sector.
5. Poverty eradication measure, NRF, Exit policy, Labour welfare & social security measures.



COLLEGE OF COMMERCE, ARTS & SCIENCE



BOOKS RECOMMENDED

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| 1. | Modern Micro Economics | : | A. Koutsouyiamis |
| 2. | Managerial Economics | : | Mote, Paul and Gupta |
| 3. | Managerial Economics | : | P. L. Mehta |
| 4. | Managerial Economics | : | Varshney and Maheshwari |
| 5. | Indian Industries | : | Q. Ahsan & S. Mukherjee |
| 6. | Economics Survey | : | Govt. of India |
| 7. | Public Enterprise | : | Guru & Q. Ahsan |
| 8. | Indian Economy | : | Mishra & Puri |
| 9. | Indian Economy | : | Alak Ghosh |
| 10. | Indian Economy | : | Vimal Jalan |