

SS.59
M-14

Jiwaji University, Gwalior
Syllabus for BBA: XIV Batch
2009 – 2012

BBA II Semester MANAGERIAL ECONOMICS Paper Code: BBA-201	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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UNIT – I: Nature and Scope of Managerial Economics:
Nature, Scope and Significance of managerial economics, Five fundamental concepts, Role and Responsibility of managerial economists.

UNIT – II: Analysis of Individual Demand:
Theory of demand, Measurement of utility, Consumer's equilibrium, The law of demand, Law of diminishing marginal utility, Indifference curves.

UNIT-III: Theory of Production:
Basic concepts of production, Laws of production, Laws of returns to scale, Laws of returns to scale through production function, Optional input combination.

UNIT-IV: Market Demand and Demand Elasticities:
Meaning of market demand, Types of demand, Determinants of market demand, Demand function, Elasticity of demand.

UNIT-V: Business and Demand Forecasting:
Meaning of demand forecasting, Techniques of forecasting demand-Survey and Statistical methods, Demand estimation for new products.

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BBA II Semester BUSINESS LEGISLATION FOR MANAGEMENT Paper Code: BBA-202	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT – I: Law of Contract:**
Major provisions of contract act with indemnity and guarantee.
Major provisions of contract act with Bailment, Pledge and Agency.
- UNIT-II: Law of Sale of Goods and Arbitration:**
Major provisions of sales of goods act.
Law of Arbitration and Conciliation.
- UNIT – III: Law of Negotiable Instruments:**
Major provisions of negotiable instruments act.
- UNIT-IV: Partnership Act, 1932:**
Major provisions of partnership act.
- UNIT-V: Law of Consumer Protection and Information Technology:**
Major provisions of Consumer protection act.
Information Technology act.

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BBA II Semester BUSINESS STATISTICS Paper Code: BBA-203	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT - I: Introduction:**
Concept, Scope, Nature, Importance and limitations of statistics, Functions of statistics, Distrust of statistics, Misuse of statistics, Planning of statistical enquiry, Collection of data, Editing of statistical data, Classification and Tabulation of data, Census and Sample investigation.
- UNIT - II: Statistical Averages:**
Arithmetic average, Weighted mean, Mode, Median and Geometric mean, Weighted geometric mean, Uses of various averages and Limitations of averages.
- UNIT - III: Dispersion and Skewness:**
Concept of Dispersion, Methods of measuring dispersion, Quartile deviation, Mean deviation and Standard deviation, Coefficient of variation, Co-efficient of skewness - Karl Pearsen's and Bowley's.
- UNIT - IV: Index Numbers:**
Meaning and Uses of index number, Methods of constructing index numbers- Simple, Aggregative method, Weighted aggregative methods, Fisher's ideal method.
- UNIT - V: Correlation Analysis:**
Concept and Importance of correlation, Types of correlation, Co-efficient of correlation method by Karl Pearson's, Spearman's and Concurrent deviation, Probable error.

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BBA II Semester COST ACCOUNTING Paper Code: BBA-204	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT – I: Cost Accounting: An Overview and Material Cost:**
Concept of cost accounting, Nature, Scope, Objectives and Functions of cost accounting, Advantages and Limitations of cost accounting, Methods and Techniques of cost accounting.
Elements and Classification of cost, Concept of material control, Methods of pricing material issues.
- UNIT – II: Labour Cost Control and Overheads:**
Labour cost management, Methods of remuneration, Labour turnover, Labour cost control.
Classification of overheads, Codification of overheads, Sources of collection of overheads, Departmentalization of overhead, Allocation, Apportionment and Absorption of overheads.
- UNIT – III: Cost System:**
Preparation of cost sheet, Statement of cost, Tender price or Quotation price.
Cost audit and Cost reduction.
- UNIT – IV: Process Costing:**
Process Costing- Meaning, Accounting procedure of costing, Wastage, Scrap, Defectives and Spoilage, Treatment of normal, Abnormal losses and Abnormal gain, Oil refinery process, Inter process profit.
- UNIT – V: Operating Costing:**
Concept and Objectives of operating cost, Transport services, Power house costing, Hotel costing, Canteen costing, Cinema costing and Hospital costing.

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BBA II Semester COMPUTER APPLICATIONS Paper Code: BBA-205	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
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- UNIT-I:** Introduction to computer, History and Generation of computers, Classification of computer, Components and functioning of computers, Input – Output devices, Block diagram of computers, Types of memories.
- UNIT-II:** Introduction to operating system, Types of operating system, Development of operating system- Serial processing, Batch processing, Multiprogramming, Real-time, On-line, Multitasking and Multi user system.
- UNIT-III:** **MS-office:**
Word-basics, Template, Creating and Modifying documents, Mail merge.
MS-Excel:
Introduction to MS-Excel, Data-sorting and functions:
Round (), Sort (), Average (), Max (), Min (), Count (), Sum (), IF (), Sum if (), ABS (), Roman (), Upper (), Lower (), Cell (), Today (), Now ().
Introduction of PowerPoint, Parts of PowerPoint window, Changing font, Inserting, Copying, Moving picture & text, Entering data graph and map, Design template, Auto context wizard and Templates.
- UNIT-IV:** **Internet:**
Internet: Concept Types and Advantages, Types of interconnection, modems, Getting registered for email- accounts, Sending and Receiving e-mails, Websites, Search engine, Web browser.
- UNIT-V:** **E-Commerce:**
Introduction to E-Commerce, The E-Commerce triangle, Types of business models in E-Commerce- B2B, B2C, C2B and C2C, E-Marketing.