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

<table>
<thead>
<tr>
<th>BBA II Semester</th>
<th>Max. Marks : 50</th>
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<tbody>
<tr>
<td>MANAGERIAL ECONOMICS</td>
<td>Min. Marks : 20</td>
</tr>
<tr>
<td>Paper Code: BBA-201</td>
<td>External : 40</td>
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<td>Internal : 10</td>
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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:**  

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.
<table>
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<tr>
<th>UNIT – I:</th>
<th><strong>Law of Contract:</strong></th>
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<tr>
<td></td>
<td>Major provisions of contract act with indemnity and guarantee.</td>
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<td>Major provisions of contract act with Bailment, Pledge and Agency.</td>
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<td>UNIT-II:</td>
<td><strong>Law of Sale of Goods and Arbitration:</strong></td>
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<td>Major provisions of sales of goods act.</td>
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<td>Law of Arbitration and Cancellation.</td>
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<td>UNIT – III:</td>
<td><strong>Law of Negotiable Instruments:</strong></td>
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<td>Major provisions of negotiable instruments act.</td>
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<td>UNIT-IV:</td>
<td><strong>Partnership Act, 1932:</strong></td>
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<td>Major provisions of partnership act.</td>
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<td>UNIT-V:</td>
<td><strong>Law of Consumer Protection and Information Technology:</strong></td>
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<tr>
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<td>Major provisions of Consumer protection act.</td>
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<td>Information Technology act.</td>
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BBA II Semester
BUSINESS STATISTICS
Paper Code: BBA-203

Max. Marks : 50
Min. Marks : 20
External : 40
Internal : 10

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
deveiation, Mean deveiation and Standard deviation, Coefficient of
variation, Co-efficient of skewness - Karl Pearson’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.
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.
BBA II Semester
COMPUTER APPLICATIONS
Paper Code: BBA-205

| Max. Marks | 50 |
| Min. Marks | 20 |
| External   | 40 |
| Internal   | 10 |

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, modenis, Getting registered for email- accounts, Sending and Receiving e-mails, Websites, Search engine, Web browser.

UNIT-V: E-Commerce:
Jiwaji University, Gwalior  
A Foundation Course 
in 
Human Values & Ethics   
Syllabus for the Value Education course to be introduced in JU  
Course Code: JU-001  
For MBA (full time), BBA, MBA(PM), MBA(General), MBA(Part time)  

Content for Lectures: 

Module 1: Course Introduction – Need, Basic Guidelines Content and process for Value Education  

1. Understanding the need, basic guidelines, content and process for Value Education  
2. Self-Exploration – what is it ?, its content and process: Natural Acceptance and Experiential Validation – as the mechanism for self-exploration  
3. Continuous Happiness and Prosperity – A look at basic Human Aspirations  
4. Right understanding, Relationship and Physical facilities – the basic requirement for fulfillment of aspirations of every human being with their correct priority  
5. Understanding Happiness and Prosperity correctly – a critical appraisal of the current scenario  
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels  

Module 2: understanding Harmony in the human Being – Harmony in Myself  

7. Understanding human being as a co-existence of the sentient ‘I’ and the material body  
8. Understanding the needs of self (‘I’) and ‘Body’ – Sukh and swadha  
9. Understanding the body as an instrument of ‘I’ (I being the doer, seer and enjoyer)  
10. Understanding the characteristics and activities of ‘I’ and harmony in ‘I’  
11. Understanding the harmony of I with the Body: Sanyam and Swasthya: correct appraisal of Physical needs, Meaning of Prosperity in detail  
12. Programs to ensure Sanyam and swasthya – practice to Exercises and Case Studies will be taken up in practice sessions. 


13. Understanding harmony in the family – the basic unit of human interaction  
14. Understanding values in human–human relationship: meaning of Nyaya and program for its fulfillment to ensure Ubhaya – tripi; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship  
15. Understanding the meaning Vishwas; Difference between intention and competence  
16. Understanding the meaning of Samman. Difference between respect and differentiation: the other salient values in relationship  
17. Understanding the harmony in the society (society being and extension of family): Samadhan, Samridhi, Abhay, Sah–asttiva as comprehensive Human Goals  
18. Visualizing a universal harmonious order in society – Undivided Society (Akhand Samaj). Universal order (Sarvabhaum Vyavastha) - from family to world family! 

[Signature]  
Head  
School of Studies in Management  
Jiwaji University Gwalior (M.P.)
Practice Exercises and Case Studies will be taken up in practice sessions.

**Module 4: Understanding Harmony in the Nature and Existence – Whole existence as Co-existence**

19. Understanding the harmony in the Nature
20. Interconnectedness and mutual fulfillment among the four order of nature – recyclability and self-regulation in nature
21. Understanding Existence as co-existence (Sah–astitva) of mutually interacting units in all Pervasive space
22. Holistic perception of harmony at all levels of existence
   - Practice Exercises and Case Studies will be taken up in practice sessions.

**Module 5: Implications of the above Holistic Understanding of Harmony on professional Ethics**

23. Natural acceptance of Human Values
24. Definiteness of Ethical Human Conduct
25. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
26. Competence in professional ethics:
   a) Ability to utilize the professional competence for augmenting universal human order.
   b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems.
   c) Ability to identify and develop appropriate technologies and management patterns for above production system.
27. Case studies of typical holistic technologies, management models and production systems.
28. Strategy for transition from the present state to Universal Human Order:
   a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
   b) At the level of society: as mutually enriching institutions and organizations

Extracts from *Bhagavadgita, Guru Grantha Sahib, Quran and Bible*

**Text Books and Reference Material**

**a. The text books:**


**b. Teacher's Manual:**

C. Reference Books