

TRUNCATED SYLLABUS BBA (Hons)

Semester I

AECC – 1- PAPER 101

Environmental Studies (AECC–I)

Marks: 100

Common Syllabus to be truncated and notified by the Board of Studies in Environmental Science

PAPER 102

(Core 1)

Principles of Management and Organisation Behaviour

Marks: 75

Course Objective: To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases

Unit I: Theoretical Concept and Evolution of Management Concepts Requirement of future organizations; levels and perspectives of organizational theory; the connecting thread in organizational theory; chronological outline of organizational theories. Approaches to management; Fayol's Process Management theory; Neo-Classical theories - human relations era -Hawthorne studies; Modern Management theories: re-engineering.

Unit II: Task Performance and StructureScientific management; administrative theory; organizational structure; simple structure; hierarchical organization; functional organization; product organization; matrix organization; advantages and disadvantages of structures; differences between hierarchical and flat structure.

Unit III: Concept & Nature of Management and Process ManagementDetermination of nature of work of a manager; universality of the Principles of management; evolution of management thoughts; role of management principles, planning; organizing; staffing; directing; controlling.Social Responsibilities of Managers.

Business Regulatory Framework

Marks: 75

Course Objective: To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also, to understand the applications of these laws to practical commercial situations.

Unit I

The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract- Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

Unit II Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller.

Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

Unit III

The Companies Act 2013:

Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

PAPER 104

Managerial Economics Generic Elective 1

Marks: 75

Course Objective: To apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Unit I Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply : Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply;

Theory of consumer behavior : cardinal utility theory, ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods), revealed preference theory.

Unit II: Producer and optimal production choice : optimizing behavior in short run (geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources)

Costs and scale : traditional theory of cost (short run and long run, geometry of cost curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

Unit III: Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition,