

LECTURE PLAN

BBA

SEMESTER I

FOR PRIVATE CIRCULATION

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LECTURE PLAN

MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR

BBA - 101

COURSE OUTLINE
BBA - I SEMESTER
MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR
BBA – 101

COURSE OUTCOME:

Credits: 4 (L-

4)

The course aims at providing fundamental knowledge and exposure to concepts theories and practices in the field of management. It covers the understanding of functions of management along with fulfillment of both individual and organizational objectives. The ultimate goal of studying this subject is to get a clear knowledge about different aspects of an organization a manager faces in order to bring out maximum productivity.

INTERNAL ASSESSMENT AND ASSIGNMENT

25 Marks

- | | |
|-------------------------------------------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 Marks |
| 2. Class Assessment - (Individual Presentation/Viva-Voice/Report) | 5 Marks |
| 3. Attendance | 5 Marks |

COURSE CONTENTS:

Unit I

- Introduction- Concept, Nature, Process and significance of Management
- Managerial levels, skills, functions and Roles
- Management vs. Administration
- Coordination as essence of management
- Nature, Scope and Objectives of Planning
- Types of Plans, Planning process
- Concepts, Types Process and Techniques of Decision Making
- Bounded Rationality
- Organizing: Concept & Principals of an organization
- Span of control
- Departmentation: Types of an Organization
- Delegation and Decentralization

(14 Hours)

Unit II

- Staffing: Concept, Nature and importance of Staffing
- Motivation and leading: Nature and Importance
- Types of Motivation
- Motivation Theories: Maslow, Herzberg, X and Y And Z
- Controlling- Nature and scope
- Types of Control
- Process of Control
- Control Techniques- Traditional and Modern

(14 Hours)

Unit III

- Concept and Nature of Organizational Behavior
- Importance, challenges and opportunities
- Personality: Determinants and Traits
- Learning theories and process
- Perception: Process and Errors
- Attitudes- formation
- Relationships between individual determinants- personality, attitude and learning
- Attitude with behavior **(14 Hours)**

Unit IV

- Concept of Group and Group Dynamics
- Stages of Group Development
- Theories of Group Formation
- Concept of Team Vs. Group
- Types of Teams; Building and Managing Effective Teams **(14 Hours)**

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for the subject Principals of Management and students are advised to go through the material for thorough understanding of the subject.

➤ **MAIN TEXT BOOKS:**

1. **Author's Name(s):** Gupta, C.B.
Title: Management Theory and Practice
Edition: XIX **Year:** 2017
Publisher: Sultan Chand and Sons (ibid 1)
2. **Author's Name(s):** Singh, Chandrani and Khatri, Aditi
Title: Principles and Practices of Management and Organizational Behavior
Edition: II **Year:** 2017
Publisher: Sage Texts (ibid 2)

➤ **REFERENCE BOOKS :**

1. **Author's Name(s):** Robbins, P., Juge, Timothy and Vohra, Niharika
Title: Organizational Behavior
Edition: I **Year:** 2017
Publisher: Pearson Education (ibid 3)
2. **Author's Name(s):** Chopra, R.K.
Title: Principles and Practices of Management
Edition: X **Year:** 2014
Publisher: Sun India Publication (ibid 4)
3. **Author's Name(s):** T. N Chhabra
Title: Management process & organizational Behaviour
Edition: IIIrd **Year:** 2017
Publisher: Sun India Publication (ibid 5)

➤ **JOURNALS**

1. The IUP Journal of Organizational Behaviour
2. Today's Manager: Who's really in Control?
3. Professional Manager: Serious Leadership, The Chartered Management Institute Magazine
4. Harvard Business Review
5. TM ISSUE
6. Annual Review of Psychology
7. Management of Labour Studies
8. The IUP Journal of Management Research
9. BVIMR Management Edge

LECTURES 1-2

INTRODUCTION TO MANAGEMENT

OBJECTIVE:

Management is an essential part of understanding the working of any kind of an organization. The objective of these lectures is to gain a better understanding of management and other important aspects of an organization.

CONTENTS:

- Management
 - Nature, Concept and Process
 - Functions and Significance
- Managerial skills
 - Technical skills
 - Human Skills
 - Conceptual skills
- Roles and Functions
- Management Vs. Administration
- Coordination as the essence of management

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER QUESTIONS: Q 1, 2, 3

LONG ANSWER QUESTIONS: Q 1, 2

OTHER ASSIGNMENTS:

1. ibid (1) Q 2, 5, 7,11,19,22 page 1.27 – 1.28
2. ibid (2) Q 1, 4, 7,9,10 Pp. 3.11

SUGGESTED READINGS

1. ibid 1 page 1.4 – 3.11
2. ibid 2 page 1-16

ARTICLES:

1. Rappa, A; “Business Intelligence: COE and the Successful Manager”, Today’s Manager: Who’s Really in Control? TM Issue 2//2016, Pp. 8-13.
2. Krishnaveni, R.; Monica R.; “Identifying the Drivers for Developing and Sustaining Engagement Among Employees”, The IUP Journal of Organizational Behaviour, Vol. XV, No. 3, July 2016, Pp. 7-15.

3. Mike Schraeder Dennis R. Self-Troy University Mark H. Jordan University of North Georgia Ron Portis Troy University, The Functions of Management as Mechanisms for Fostering Interpersonal Trust, *Advances in business research* 2014, Volume 5, pages 50-52.
4. Misun, J. (2017). Changes in Management Functions of Control. *International Conference Socio Economic Perspectives in the Age of XXI Century Globalization Proceedings Book* (pp. 204-217). Tirana: University of Tirana, Faculty of Economy, Department of Economics. MPRA Paper No. 83720.
5. Cooper, S., & Kitchener, M. (2019). The role of middle managers in the implementation of national public policy. *Policy & Politics*.
6. Dillen, Y., Laveren, E., Martens, R., De Vocht, S., & Van Imschoot, E. (2019). From “manager” to “strategist” An examination of the evolving role of persistent high-growth entrepreneurs. *International Journal of Entrepreneurial Behavior & Research*, 25(1), 2-28.

LECTURES 3-6

DEVELOPMENT OF MANAGEMENT THOUGHT

OBJECTIVE:

The objective of these lectures is to make the students understand the importance of various theories of management and their application in present day organizations.

CONTENTS

- Management thoughts
- Classical
- Neo- classical
- Behavioral
- Systems and contingency approach

SUGGESTED READING:

1. *ibid* 1 page 1.4 – 3.11
2. *ibid* 2 page 25-44

CASE STUDY

1. *ibid* 1 page 3.12

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER QUESTIONS: Q 18, 19, 20, 21, 22

LONG ANSWER QUESTIONS: Q 16, 17, 18, 19

OTHER ASSIGNMENT

1. ibid (2) Q 2, 5, 7,11,19,22 page 1.27 – 1.28
2. ibid (2) Q 1, 4, 7,9,10 Page 3.11

ARTICLES:

1. Erik Simanis, “Reality check at the Bottom of the Pyramid”, Harvard Business Review, June 2012, Pp. 21-25
2. The Hawthorne Experiments by Frederick J. Roethlisberger, Classic Readings in OB.3rd ed., J. Steven Ott. Sandra Parke, Richard B. Simpson. Pp. 142-150
3. Godwin, A. and Handsome, O., et.al (2017). Application of Henry Fayol Principles of Management In Startup Organization. IOSR Journal of Business and Management (IOSR JBM), Volume 19, Issue 10. (October. 2017), PP 78-85. Doi: 10.9790/487X-1910047885

LECTURES 7-10

PLANNING AND FORECASTING

OBJECTIVE:

The objective of these lectures is to make students understand that planning is the fundamental function of management. It provides the foundation upon which the others functions of management can be successfully implemented

CONTENTS:

- Planning
- Nature, scope, objectives and process
- Types of plans
 - Objectives
 - Strategies
 - Policies
 - Procedures
 - Rules
 - Methods
 - Tactics
 - Budgets
 - Projects
 - Programmes
 - Schedules
- MBO
- Decision making and bounded rationality

SUGGESTED READING

1. ibid 1 page 7.3-8.8

CASE STUDY

1. ibid 1 page 8.39

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER QUESTIONS: Q 8, 9, 10

LONG ANSWER QUESTIONS: Q 6, 7, 8

OTHER ASSIGNMENT

1. ibid (2) Q 2, 11, 19, 22 page 1.27 – 1.28
2. ibid (2) Q 1, 4, 7, 9, page 3.11

SUGGESTED READING

1. ibid 2 page 4.2 – 4.37

CASE STUDY

1. ibid 2 page 4.39

ARTICLES:

1. Yeong, S; “Managing Hiring Managers: Who’s Really in Control, TM ISSUE 2//2016, Pp. 40-46.
2. Mike Schraeder Dennis R. Self-Troy University Mark H. Jordan University of North Georgia Ron Portis Troy University, The Functions of Management as Mechanisms for Fostering Interpersonal Trust, Advances in business research 2014, Volume 5, pages 50-52.
3. Rajnandan Patnaik, “Strategic Planning through Complexity: Overcoming Impediments to Forecast and Schedule”, The IUP Journal of Business Strategy, Vol. IX, No.1, page 27-36, March 2012.
4. Arnold, M., & Artz, M. (2019). The use of a single budget or separate budgets for planning and performance evaluation. Accounting, Organizations and Society, 73, 50-67.

LECTURES 11-14

ORGANIZING

OBJECTIVE:

The objective of these lectures is to make students understand that business organizations work in a specific manner. It is important to understand the work techniques of organizations to ensure success and timely completion of tasks.

CONTENTS:

- Organizing: Concept and principles
- Span of control
- Departmentation
- Authority and responsibility
- Delegation and decentralization

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS QUESTIONS: Q 11, 12

LONG ANSWERS QUESTIONS: Q 14, 15

OTHER ASSIGNMENT

1. ibid 1 Q 2, 11, 19, 22 page 13.22
2. ibid 2 Q 1, 4, 7, 12 page 104

SUGGESTED READINGS

1. ibid 1 page 13.3-14.12
2. ibid 2 page 78-101

ARTICLES

1. The people who make organizations go—or stop, cross, Rob Cross and Prusak, Laurence, Harvard Business Review, June 2014, Vol. 88 Issue 7, Pp. 104-111

UNIT II

LECTURES 15-17

NATURE AND CONCEPT OF STAFFING

OBJECTIVE:

The objective of these lectures is to understand the importance of Staffing. it is that function of management which is concerned with obtaining, utilizing and maintaining the work force in an organization.

CONTENTS:

- Staffing
 - Elements, need and importance
- Principles of staffing
- Concept of manpower planning
- Process of manpower planning
- Manpower gaps
- Manpower programmes
- Motivation
 - Nature and importance
 - Types

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 1, 2, 3, 4, 5

LONG ANSWER TYPE QUESTIONS: 1, 2, 3, 4, 5, 6

OTHER ASSIGNMENT:

1. ibid 1, page 27.8, Q 1-4
2. ibid 2, page 129 Q -1-6

SUGGESTED READING

TEXT BOOKS:

1. ibid 1, page 27.3-27.8, 33.1-33.4
2. ibid 2, page 107-105

ARTICLES

1. Gary P. Latham, "Work Motivation Theory and Research at the Dawn of the Twenty-First Century", Annual Review of Psychology Vol. 56, Pp. 485-51
2. D.D. Mundhra, "Intrinsic Motivational canvass in the Indian Service Sector: An Empirical Study", Vision-The Journal of Business Perspective, Vol. 18, No. 7, October-December-2015, Pp. 285-294.

LECTURES 18-19

MOTIVATION

OBJECTIVE:

The objective of these lectures is to understand the importance of motivation in building a strong and competitive business organization.

CONTENTS:

- Motivation theories
 - Maslow's theory of needs
 - Herzberg's Two factor theory
 - McGregor's Theory X and Y
 - Ouchi's Theory Z
- Leadership
 - Meaning and Importance

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 6-14

LONG ANSWER TYPE QUESTIONS: 6-12

OTHER ASSIGNMENT

1. ibid 1, page 33.34 Q 5-16
2. ibid 2, page 335 Q 1-8

SUGGESTED READING

TEXT BOOKS

1. ibid 1, page 33.5-33.32
2. ibid 2, page 314-332

ARTICLES

1. Ajay Pratap Singh, "Motivation & Managerial Behavior: Study of Managers in Banks", Tecnia Journal of Management Studies, Vol.4, No. 2, October 14-March 2015, Pp. 49-54

LECTURES 20-22

LEADERSHIP

OBJECTIVE:

Good Organizations have strong leaders who support and encourage employees. The objective of these lectures is to make the students understand the importance of leaders and leadership in the context of business organizations.

CONTENTS:

- Leadership
 - Nature, meaning and importance
- Leadership vs. Management
- Styles of leadership
- Likert's Management Systems
- Tannenbaum & Schmidt model of Leadership
- Traits of a leader
- Likert's system of management
- Tannenbaum & Schmidt Model

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 13-20

LONG ANSWER TYPE QUESTIONS: 12-17

OTHER ASSIGNMENT

1. ibid 1, page 35.33, Q 1-17
2. ibid 2, page 307, Q 1-14

SUGGESTED READING:

TEXT BOOK:

1. ibid 1, page 35.1-35.34
2. ibid 2, page no.12.7-13.15

ARTICLES

1. Aggarwal, Jyoti, Venkat, R, “Impact of Transformational Leadership on Follower’s Self Efficacy: Moderating Role of Follower’s Impression Management”, Management of Labour Studies, Vol. 38, No.4, November 2015, Pp. 297-313.

LECTURES 23-25

CONTROLLING

OBJECTIVES:

Every organization faces hurdles in attainment of its goals. The objective of these lectures is to make students understand the importance of controlling in making an organization stronger and competitive.

CONTENTS

- Managerial Grid
- Control
 - Nature and scope
 - Need, importance and significance
- Types of control
 - Feedback control
 - Feed forward control
 - Resistance to control
- Relationship between planning and control

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 20-22

LONG ANSWER TYPE QUESTIONS: 21-23

OTHER ASSIGNMENT

1. ibid 1, page 40.19, Q 3-21

SUGGESTED READING:

TEXT BOOK:

1. ibid 1, page 40.3-40.21
2. ibid 2, page 141-149

ARTICLES

1. Mihaela Ghicajanu, Strategic planning and managerial control,
<http://ideas.repec.org/a/pet/annals/v4y2004p95-98.html>

LECTURES 26-28

TECHNIQUES OF CONTROL

OBJECTIVES:

The objective of these lectures is to make students understand the various techniques through which control can be exercised in a business organization.

CONTENTS:

- Control Techniques
 - Traditional and Modern Techniques
 - Effective control system
- Causes of resistance to control
- Remedies for resistance to control
- Steps in control process
- Essentials of effective control system
- Personal observation as a technique of control
- Types of budgets

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 23-25

LONG ANSWER TYPE QUESTIONS: 22-25

OTHER ASSIGNMENT

- 1 ibid 1, page 41.24, Q 1-15
- 2 ibid 2, page 156, Q 5, 6

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 2, page no. 14.1-14.12

UNIT-III

LECTURES 29-30

CONCEPT AND NATURE OF ORGANIZATIONAL BEHAVIOR

OBJECTIVE:

The objective of these lectures is to make students understand the concept, nature and challenges of organizational behavior.

CONTENTS:

- Definition of Organizational Behaviour
- Nature of Organizational Behaviour
- Variables Affecting Organizational Behaviour
- Contributing Disciplines to Organizational Behaviour
- Role of Organizational Behaviour
- Challenges of Organizational Behaviour

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 1-3

LONG ANSWER TYPE QUESTIONS: 1-6

OTHER ASSIGNMENT

ibid 2, page 216, Q1-4

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 2, page 197-211.

ARTICLES:

1. Upadhyay, Divya “Consideration in Organization: Analysis of Bonds from HR Perspective”, Abhigyan, vol. XXIX, No.3, Pp. 43-51, October- December 2016
2. Patricia Yin Yin Lau, Gary N. McLean, Yen-Chen Hsu, Bella Ya-Hui Lien, Learning organization, organizational culture, and affective commitment in Malaysia: A person–organization fit theory, Human Resource Development International, 2017, 20, 2, 159.
3. Caniëls, M. C., & Veld, M. (2019). Employee ambidexterity, high performance work systems and innovative work behaviour: How much balance do we need? The international journal of human resource management, 30(4), 565-585.

4. Widmann, A., Mulder, R. H., & König, C. (2019). Team learning behaviour as predictors of innovative work behaviour—a longitudinal study. *Innovation*, 21(2), 298-316.

LECTURE 31-33

PERSONALITY DETERMINANTS AND TRAITS

OBJECTIVE:

The objective of these lectures is to make students understand the different determinants of individual behavior and how these can be used for the benefit of the organization

CONTENTS:

- Attitude
 - Meaning, Definition and Types
 - Components
- Attitudes and behavior
- Emotions
- Abilities

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 3-9

LONG ANSWER TYPE QUESTIONS: 4-8

OTHER ASSIGNMENT:

1. *ibid* 2, page no 236, Q1-6

SUGGESTED READING:

TEXT BOOK:

1. *ibid* 2, page no 220-225

ARTICLES:

1. Singh, P.B. and Singh Manjula, An Empirical Study of Work Life Balance with Special Reference to Banking Sector, *Viewpoint*, Vol. 5, No. 2, July- December 2014, Pp. 23-27.
2. Factors Influencing Individual Behavior, Agrawal, Dr. Govind Ram. *Organization Relations*, Kathmandu: M.K. Publishers & Distributors, 2014.

LECTURE 34-35

PERSONALITY DETERMINANTS AND TRAITS

OBJECTIVE:

The objective of this lecture is to make students understand the different traits of an individual personality that makes a person unique in this world along with the different theories of personality explained by various management gurus and psychological experts.

CONTENTS:

- Definition of personality
- Factors in shaping personality
- Psycho –analytical theory of personality
- Traits of personality
- Personality traits influencing organizational behavior

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 11-17

LONG ANSWER TYPE QUESTIONS: 12-19

OTHER ASSIGNMENT:

- 1 ibid 2, page 236, Q5, 6

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 2, page 226-235

ARTICLES:

1. Nangalia Ajay, “Work Ethos Dimensions: A framework to understand cross-cultural differences at the organization level”, FOCUS, Volume:5, No. 1&2, April-October 2009 Pp. 81-98

LECTURE 36-37

PERCEPTION

OBJECTIVE:

The objective of this lecture is to make students understand the implications of perception for the management and different factors that affect the perceptual process of an individual.

CONTENTS:

- Perception
 - Significance and Process
- Perceptual Mechanism
- Factors influencing perception
- Perceptual and decision making
- Characteristics of Perceiver
- Perceptual output
- Implication of Perception for Management

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 16-19

LONG ANSWER TYPE QUESTIONS: 15-18

OTHER ASSIGNMENT:

1 ibid 3, page 190, Q 1-6

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 3, page 161-173
- 2 ibid 2, page 28.12-29.6

LECTURE 38-40

INTERPERSONAL BEHAVIOR

OBJECTIVE:

The objective of these lectures is to understand the importance of inter-personal behavior in an organizational setup so that chances of conflict can be minimized.

CONTENTS:

- Interpersonal Behavior: Johari Window
- Transactional Analysis
- Ego States, Types of Transactions
- Life Positions
- Applications of Transactional Analysis

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 18-25

LONG ANSWER TYPE QUESTIONS: 19-25

OTHER ASSIGNMENT:

1 ibid 1, page 22.11, Q 15-18

SUGGESTED READING

TEXT BOOK

1 ibid 1, page 22.1-22.10

UNIT-IV

LECTURE 41-42

CONCEPT OF GROUP AND GROUP DYNAMICS

OBJECTIVE:

The objective of these lectures is to make students understand the concept of Group, its types and five stages in group development and their performance patterns.

CONTENTS:

- Group and group dynamics
 - Introduction
 - Definitions
- Meaning of group
- Group characteristics
- Group classification
- Group development stages
-

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 1-4

LONG ANSWER TYPE QUESTIONS: 1-3

OTHER ASSIGNMENT:

1 ibid 2, page 262, Q1,2, 3

SUGGESTED READING:

TEXT BOOK:

1 ibid 2, page 245-249

ARTICLES:

1. Ahuja, Jaya, “A Study of Virtuality Impact on Team Performance”, The IUP Journal of Management Research, Vol.9, No.5, July 2010, Pp. 27-56.
2. Jennifer Y. M., Long W. Lam and Simon S. K. Lam, Organizational citizenship behavior in work groups: A team cultural perspective, Journal of Organizational Behavior, Volume 34, Issue 7, October 2013, Pp. 1039–1056

LECTURE 43-44

THEORIES OF GROUP FORMATION

OBJECTIVE:

The objective of these lectures is to make students understand the importance of group formation and its impact on the timely completion of tasks in an organization.

CONTENTS:

- Theories of group formation
- Models of group development
- Group dynamics
- Group behavior
- Impact of individual on group behavior
- Impact of external factors on group behavior

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 13, 14, 15

LONG ANSWER TYPE QUESTIONS: 10, 11

OTHER ASSIGNMENT:

1 ibid 2, page 263, Q 5, 6, 7

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, page 249-261

2 ibid 2, page 34.23-35.28

ARTICLES:

1. Ryan, Kevin, "Building a team of players." Harvard Business Review, Jan-Feb 2012, Vol. 90 Pp. 43-46.
2. Pentland, Alex, "The new science of building great teams." Harvard Business Review, April 2012, Vol. 90 Issue 4, Pp. 60-70

LECTURE 45-46

CONCEPT OF TEAM VS. GROUP

OBJECTIVE:

The objective of these lectures is to understand the difference between a team and a group and ways in which an effective and winning team can be developed.

CONTENTS:

- Nature of teams
- Team characteristics
- Teams vs. groups
- Processes of team work
- Types of teams
- Reasons for team failure
- Creating effective teams

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 23-25

LONG ANSWER TYPE QUESTIONS: 24, 25

OTHER ASSIGNMENT:

1. ibid 2, page 282, Q 1-3

SUGGESTED READING:**TEXT BOOK:**

1. ibid 2, page 268-281

LECTURE 47-48**CONCEPT OF ORGANIZATIONAL CULTURE****OBJECTIVE:**

The objective of these lectures is to understand how organization work on different level , how the culture of organization is formed & how the development of Organisation is important to achieve organizational goals.

CONTENTS:

- Organizational development
 - Definition, nature and characteristics
- Organizational goals development
- Organizational culture
 - definitions
 - Characteristics and functions
 - Types and levels
- Strong vs. weak culture

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 8-12

LONG ANSWER TYPE QUESTIONS: 9-14

OTHER ASSIGNMENTS

1. ibid 1, page 24.15, Q 1-6
2. ibid 2, page 395, Q1-3

SUGGESTED READING:

TEXT BOOKS:

1. ibid 1, page 24.2-24.7
2. ibid 2, page 364-372

ARTICLES:

1. Teik, T.C.;” Clients Prefer Companies with Good Core Values”, Today’s Manager: Who’s really in Control, TM ISSUE2//2016, Pp. 47-49

LECTURE 49-53

ORGANIZATIONAL CULTURE

OBJECTIVES:

The objective of these lectures is to help students understand the impact of organizational culture on employee morale and productivity.

CONTENTS:

- Creating organizational culture
- Changing organizational culture
- Change
 - Nature and characteristics
 - Process of change
 - Resistance to change
 - Managing resistance

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: 13-19

LONG ANSWER TYPE QUESTIONS: 15-18

OTHER ASSIGNMENT:

1. ibid 1, page 24.16, Q 7, 8, 9
2. ibid 2, page 396, Q 7-9

SUGGESTED READING:

TEXT BOOK

1. ibid 1, page no. 24.8-24.14
2. ibid 2, page no 373-388

ARTICLES:

1. Kumar, R; “The Impact of Personal Variables on Job Satisfaction: A Study of Sector Bank Employees in India”, The IUP Journal of Organizational Behavior, Vol. XV, No.3, July 2016, Pp. 40-46

LECTURE 54-56

MANAGING CONFLICT

OBJECTIVES:

The objective of these lectures is to make students understand why employees resist change, why conflict occurs and ways to overcome such resistance and conflict.

CONTENTS:

- Organizational conflict
 - Definition
 - Process
 - levels
- Conflict resolution
- Stress management
 - Causes
 - Types
- Managing stress

ASSIGNMENTS FROM QUESTION BANK

SHORT ANSWER TYPE QUESTIONS: 20-23

LONG ANSWER TYPE QUESTIONS: 22-25

OTHER ASSIGNMENT

1. ibid 1, page 25.13, Q 8-11
2. ibid 2, page 414, Q 1-5, 357 Q 1-3

SUGGESTED READING:

TEXT BOOK

1. ibid 1, page 25.1-25.14
2. ibid 2, page 341-350, 402-410

ARTICLES:

1. Swaminathan, P. S., Kumar, D “Stress Levels in Organizations & their impact on Employee’s Behaviour”, BVIMR Management Edge, Vol. 6. No. 1, January- June 2013, Pp. 79-88.
2. Neelamegam, R and Asrafi, S “Work Stress Among Employees of Dindigul District Central Cooperation Bank, Tamil Nadu: A study”, The IUP Journal of Management Research, Vol. 9, No. 5, July-2015, Pp. 57-69

LECTURE PLAN

BUSINESS MATHEMATICS

BBA - 103

**COURSE OUTLINE
BBA-I SEMESTER
BUSINESS MATHEMATICS
BBA - 103**

COURSE OBJECTIVES:

This course aims at equipping student with a broad-based knowledge of mathematics with emphasis on business applications.

COURSE OUTCOMES:

- To apply the knowledge of mathematics (algebra, matrices, calculus, optimization) in solving business problems.
- To demonstrate mathematical skills required in mathematically intensive areas in commerce such as Finance and Economics.
- To Understand the important role math plays in all facets of the business world.

INTERNAL ASSESSMENT AND ASSIGNMENT 25 Marks

- | | |
|----------------------------------|----------|
| 1. Class Test (Written Test) | 15 Marks |
| 2. Class Assessment + Attendance | 10 Marks |

COURSE CONTENTS:

Unit I

Principle of Counting:

- Concept of factorial
- Principle of Counting

Mathematics Induction:

- Principle
- Arithmetic Progression & Geometric Progression
- Concepts of function

(14 Hours)

Unit II

Matrix Algebra:

- Definition of a matrix
- Types of Matrices
- Equality of matrices
- Matrix Operations
- Transpose of a matrix
- Determinants
- System of Linear equations
- Cramer's rule
- Inverse of a Matrix

Properties of the Inverse Solution to a System of Equations by:

- The adjoint matrix methods
- The Gaussian Elimination method
- Rank of a matrix
- Rank of a system of equations
- The Echelon matrix

Application of Matrices to Business Problems Input Output Analysis

- Preparation of Depreciation Lapse Schedule
- Leontiff I/O Model
- Permutation & Combination

(14 Hours)

Unit III

Differential Calculus:

- Derivative of a Parametric Function
- Logarithmic Differentiation Derivative of an Inverse Function
- Optimization using calculus
- Point of inflexion Absolute and Local-Maxima and Minima
- Optimization in case of Multi Variate function
- Lagrangian multipliers
- Derivative as a rate measure
- Applications in Business

(14 Hours)

Unit IV

Integral Calculus:

- Indefinite Integrals
- Techniques of Integration
- Definite Integrals
- Business application
- Consumer's or Producer's surplus
- Learning Curve

(14 Hours)

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Business Mathematics and students are advised to go through the material for thorough understanding of the subject:

➤ MAIN TEXT BOOKS:

- 1 **Author's Name(s):** Trivedi
 Title: Business Mathematics
 Edition: I Year: 2010
 Publisher: Pearson Education (ibid 1)

- 2 **Author's Name(s):** J.K. Thukral
 Title: Business Mathematics
 Edition: III Year: 2014
 Publisher: MKM Publisher Pvt. Ltd. (ibid 2)

3. **Author's Name(s):** J.K. Thukral
 Title: Mathematics for Business Studies
 Edition: 19, Year: 2018
 Publisher: Mayur Paperbacks (ibid 3)

➤ REFERENCE BOOKS:

- 1 **Author's Name(s):** A.P. Verma
 Title: Business Mathematics and Statistics
 Edition: I Year: 2012
 Publisher: Asian Books Pvt. Ltd. (ibid 4)

- 2 **Author's Name(s):** Tuttle, Michael, D.
 Title: Practical Business Math: An Applications Approach
 Edition: VIII Year: 2010
 Publisher: PHI Learning Private Limited (ibid 5)

➤ JOURNALS:

- 1 Journal of Mathematics Research
- 2 SIAM Journal on Applied Mathematics
- 3 International Journal of Mathematics Trend and Technology

UNIT I

LECTURES 1-4

PRINCIPLE OF COUNTING

OBJECTIVE:

The objective of these lectures is to understand and apply the fundamental principle of Counting.

CONTENTS:

- Introduction
- Concept of Factorial
- Fundamental Rules of Counting
- Theorems on Permutations

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 3, 4, 5, 6, 15, 16, 17, 18, 19

SUGGESTED READINGS:

TEXT BOOKS:

1 ibid 2, Page No. 2.1 – 2.5

REFERENCE BOOKS:

1 ibid 4, Page No.13.1-13.4

LECTURES 5-9

PERMUTATIONS

OBJECTIVE:

The objective is to know the different types of permutations and to solve the problems using permutations.

CONTENTS:

- Permutations
- Problems based on formation of numbers with digits when repetition of digits is not allowed

- Problems based on formation of numbers with digits when repetition of digits is allowed
- Restricted Permutation
- Circular Permutations

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1, 2, 7, 8, 9, 10, 11, 12, 13, 14, 20, 21, 22, 23, 24, 25, 31,32,33,34,35

OTHER ASSIGNMENT:

1 ibid 2, Q 4, 5, 11, 14, 24, 26, 27, 40, 46. Page No. 2.26 - 2.29

SUGGESTED READINGS:

TEXT BOOKS:

1 ibid 2, Page No. 2.4 - 2.26

REFERENCE BOOKS:

1 ibid 4, Page No.13.5 – 13.27

LECTURES 10-14

COMBINATIONS

OBJECTIVE:

The objective is to distinguish between permutations and combinations, to know the different types of combinations and to solve the problems using combinations.

CONTENTS:

- Basic Combination
- Some standards results in Combinations

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 26, 27, 28, 29, 30, 31, 32, 33, 34, 35,

LONG ANSWER TYPE QUESTIONS: Q 31,32,33,34,35

OTHER ASSIGNMENT:

1 ibid 4, Q 2, 5, 13, 15, 21, 25. Page No. 13.35 – 13.39

SUGGESTED READINGS:**TEXT BOOK:**

1 ibid 2, Page No. 2.29 – 2.45

REFERENCE BOOKS:

1 ibid 4, Page No. 13.20 – 13.27

LECTURES 15-18**ARITHMETIC PROGRESSION****OBJECTIVE:**

To objective is to understand the concepts of sequence and series, identify arithmetic progressions, compute any term or the sum of any number of terms of an Arithmetic progression.

CONTENTS:

- Arithmetic Progression
- Nth term of AP
- Sum of a series in AP
- Properties of an AP
- Insertion of Arithmetic Means

LONG ANSWER TYPE QUESTIONS: Q42, 43, 44, 45, 46, 47, 48, 49, 50

SUGGESTED READINGS:**TEXT BOOK:**

1 ibid 2, Page No. 1.4 – 1.36

REFERENCE BOOKS:

1 ibid 4, Page No. 12.1 – 12.11

LECTURES 19-22**GEOMETRIC PROGRESSION****OBJECTIVE:**

To objective is to understand the concepts of sequence and series, identify arithmetic progressions, compute any term or the sum of any number of terms of an Arithmetic progression.

CONTENTS:

- Geometric Progression
- Nth term of GP
- Sum of a series in GP
- Properties of an GP
- Insertion of Geometric Means

ASSIGNMENTS FROM QUESTION BANK:

LONG ANSWER TYPE QUESTIONS: Q 51, 52, 53, 54, 55, 56.

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 1.37 – 1.66

REFERENCE BOOK:

1 ibid 4, Page No. 12.12 – 12.19

UNIT II

LECTURES 23-26

MATRIX

OBJECTIVE:

To objective of these lectures is to identify different types of Matrix, perform operations on Matrix, study inverse of a matrix, understand Echelon concept

CONTENTS:

- Introduction
- Types of Matrix
- Algebra of Matrix
- Adjoint of a Matrix
- Inverse of Matrix
- Elementary Transformations

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS QUESTIONS: Q5, 6, 10, 11, 12, 14, 15, 16, 17, 31,32,34,35

LONG ANSWERS QUESTIONS: Q7, 10,31,32,33,35

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 4.1-4.35

REFERENCE BOOKS:

1 ibid 4, Page nos. 14.1-14.46

LECTURE 27-31

MATRICES

CONTENTS:

- Row Echelon form of a matrix
- Rank of Matrix
- System of Linear equations
- Cramer's Rule
- Gauss Jordan elimination method

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS QUESTIONS: Q 7, 8, 9, 13, 18, 19, 20,33

LONG ANSWERS QUESTIONS: Q 14,34

OTHER ASSIGNMENT:

1 ibid 1, Q 9, 10, 11, 16, 19, 23, 24, 27, 28

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 4.36-4.65

REFERENCE BOOKS:

1 ibid 4, Page nos. 14.1-14.46

LECTURE 32-35

VECTORS

OBJECTIVE:

The objective is to understand the meaning and concept of the vector, identify various types of vectors and perform algebra on them, find the scalar and cross products of vectors, distinction between linearly dependent and linearly independent set of vectors.

CONTENTS:

- Types of Vectors
- Algebra of Vectors
- Scalar Product of Vectors
- Cross or Vector Product of two Vectors
- Linear dependence and Independence
- Preparation of Depreciation Lapse schedule
- Variance Analysis
- Inventory Flow Analysis

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS QUESTIONS: Q 1, 2, 3, 4.

LONG ANSWERS QUESTIONS: Q 1, 2, 3, 4, 5, 6, 8, 9, 11, 12

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 6.1-6.37

UNIT III

LECTURES 36-38

DIFFERENTIATION

OBJECTIVE:

Derivative is a generalized expression for measuring the rate of change or slope of a function.

CONTENTS:

- Introduction to Derivative
- Standard rules of Differentiation
- Some Important rules

- Differentiation of Implicit Function
- Derivatives of Trigonometric Functions
- Derivatives of Logarithmic and Exponential Functions
- Differentiation of Inverse Trigonometric Function

SHORT ANSWER QUESTIONS: Q 1, 3, 5, 8, 9, 16, 17

LONG ANSWER QUESTIONS: Q 3, 4, 6, 7, 8, 10, 11, 12, 13, 15, 16, 17, 19, 20, 21.

SUGGESTED READINGS:

TEXT BOOKS:

1 ibid 2, Page No. 7.1-7.32

REFERENCE BOOKS:

1 ibid 4, Page No. 18.1-18.28

LECTURES 39-42

DIFFERENTIATION

CONTENTS:

- Derivative as a Rate Measures
- Rate of change of Quantities
- Application of Derivatives in Business

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS QUESTIONS: Q 12, 17, 18

LONG ANSWERS QUESTIONS: Q 8, 10, 22, 23, 24, 25, 26

OTHER ASSIGNMENTS:

1 ibid 1, Q 3, 7, 10, 15, 24, 29, 35, 38

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 18.1-18.13

REFERENCE BOOKS:

1 ibid 4, Page No. 20.1-21.18

UNIT IV

LECTURES 43-48

INTEGRAL CALCULUS

OBJECTIVE:

Integral calculus deals with integration, a process which is inverse of Differentiation.

CONTENTS:

- Concept of Integration
- Standard Formulae
- Rules of Integration
- Integration by parts

SHORT ANSWER QUESTION: Q 1, 2, 3, 4, 5, 6, 7, 8, 9,10, 11, 12

LONG ANSWER QUESTION: Q 1, 2, 3, 4, 5, 6, 7, 8, 9, 10.

SUGGESTED READINGS:

TEXT BOOKS:

1 ibid 2, Page No. 11.1-11.28

REFERENCE BOOK:

1 ibid 4, Page No.22.1-22.36

LECTURES 49-52

INTEGRAL CALCULUS

CONTENTS:

- Consumer and Producers Surplus
- The Learning Curve
- Rate of Sales

SHORT ANSWERS QUESTIONS: Q 13, 14, 15

LONG ANSWERS QUESTIONS: Q 11, 12, 13, 14

OTHER ASSIGNMENTS:

1 ibid 1, Q 3, 7, 10, 15, 24, 29, 35, 38

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 12.21-12.32

REFERENCE BOOKS:

1 ibid 4, Page No. 24.1-24.10

LECTURES 53-56

DIFFERENTIAL EQUATIONS

CONTENTS:

- Differential Equations
- Formation of a Differential Equation
- Solving a Differential Equation
- Linear Differential Equation

SHORT ANSWERS QUESTIONS: Q 16, 17, 18, 19, 20, 21, 22

LONG ANSWERS QUESTIONS: Q 15, 16, 17, 18

OTHER ASSIGNMENTS:

1 ibid 1, Q 3, 7, 10, 15, 24, 29, 35, 38

SUGGESTED READINGS:

TEXT BOOK:

1 ibid 2, Page No. 13.1-13.40

REFERENCE BOOKS:

1 ibid 4, Page No. 23.1-23.16

LECTURE PLAN

FINANCIAL ACCOUNTING & ANALYSIS

BBA - 105

COURSE OUTLINE
BBA -I SEMESTER
FINANCIAL ACCOUNTING & ANALYSIS - BBA 105

OBJECTIVES:

The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

COURSE OUTCOME:

- To develop an understanding of nature and importance of Financial Accounting.
- To develop an understanding of various concepts of accounting and their day to day use.
- To gain an insight on accounting policies, principles and standards so, as to assure the consistency and transparency in accounting.

1. INTERNAL ASSESSMENT AND ASSIGNMENT	25 marks
1. Class Test-I - (Written Test)	15 marks
2. Class Assessment + Attendance	10 marks

COURSE CONTENTS:

UNIT I

- Meaning and Scope of Accounting
 - Definition of Accounting
 - Functions of Accounting
 - Objectives and nature of Accounting
 - Book Keeping and Accounting
 - Interrelationship of Accounting with other Disciplines
 - Branches of Accounting
 - Limitations of Accounting
- Accounting Principles and Standards
 - Accounting Principles
 - Accounting Concepts and Conventions
 - Meaning and relevance of GAAP
 - Introduction to Accounting Standards Issued by ICAI

(14 Hours)

UNIT II

- Journalizing Transactions
 - Journal Entries
 - Compound Journal entries
 - Opening Journal Entry

- Ledger and Trial Balance
 - Preparation of Ledger
 - Posting
 - Cash book
 - Sales and Purchase book
 - Trial Balance
- Company Final Accounts
 - Preparation of Final Accounts with adjustments
 - Trading Account, Profit & Loss Account
 - Balance Sheet as per Schedule- III of new Companies Act 2013

(14 Hours)

UNIT III

- Depreciation, Provisions and Reserves
 - Concept of Depreciation
 - Causes of Depreciation
 - Basic Features of Depreciation
 - Meaning of Depreciation Accounting
 - Objectives of providing Depreciation
 - Fixation of Depreciation Amount
 - Method of Recording Depreciation
 - Method of Providing Depreciation
 - Depreciation Policy
 - AS-6 (Revised)
 - Provisions & Reserves
 - Change of Method of Depreciation (By both current and retrospective effect)
- Contemporary Issues & Challenges in Accounting
 - Human Resource Accounting
 - Green Accounting
 - Inflation Accounting
 - Price level Accounting
 - Social Responsibility Accounting

(14 Hours)

UNIT IV

- Shares, Share Capital
 - Introduction to Joint Stock Company
 - Shares
 - Share Capital

- Accounting Entries
- Under subscription
- Oversubscription
- Calls in Advance
- Calls in Arrears
- Issue of Shares at Premium
- Issue of Shares at Discount
- Forfeiture of Shares
- Surrender of Shares
- Right Shares
- Issue of Debentures
- Methods of Redemptions of Debentures
- Overview of Stock Exchanges of India & Role of SEBI

(14 Hours)

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Financial Accounting and students are advised to go through the material for thorough understanding of the subject:

➤ **MAIN TEXT BOOKS:**

- 1 **Author's Name(s):** Maheshwari, S.N. and S. K. Maheshwari
Title: An Introduction to Accountancy
Edition: XI, **Year:** 2015
Publisher: Vikas Publishing House (ibid 1)

- 2 **Author's Name(s):** Gupta, R.L. and V.K. Gupta
Title: Financial Accounting: Fundamentals
Edition: I, **Year:** 2014
Publisher: Sultan Chand Publishers, 2014 (ibid 2)

- 3 **Author's Name(s):** Maheshwari, S.N. and S.K. Maheshwari
Title: Advanced Accountancy (Volume I & II)
Edition: VIII, **Year:** 2014
Publisher: Vikas Publishing House (ibid 3)

➤ **REFERENCE BOOKS:**

- 4 **Author's Name(s):** Monga, J.R.
Title: An Introduction to Financial Accounting
Edition: I **Year:** 2014
Publisher: Mayur Paper books (ibid 4)

➤ **JOURNALS/ MAGAZINES:**

- 1 IUP Journal of Accounting Research & Audit Practices
- 2 Journal of Accounting & Finance
- 3 Chartered Accountant

➤ **WEBSITES:**

- 1 www.mca.gov.in
- 2 www.icai.org
- 3 www.icsi.edu

UNIT I
LECTURES 1-3
MEANING AND SCOPE OF ACCOUNTING

OBJECTIVE:

The objective of these lectures is to provide basic knowledge about accounting including meaning, functions and objectives of accounting.

CONTENTS:

- Need for Accounting
- Development of Accounting
- Meaning & Definition of Accounting
- Functions of Accounting
- Objectives of Accounting
- Book Keeping and Accounting
- Is Accounting Science or Art?
-

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1, 2

LONG ANSWER TYPE QUESTIONS: Q 4

SUGGESTED READING:

TEXT BOOK:

1 ibid 1 Page No.1.1 to 1.5

REFERENCE BOOK:

1 ibid 4 Page No.1.2 to 1.5

ARTICLES:

- 1 Pamela S. Stuerke “Financial analysts as users of accounting information: Evidence about forecast revision activity after earnings announcements”, https://www.researchgate.net/publication/46545442_Financial_analysts_as_users_of_accounting_information_Evidence_about_forecast_revision_activity_after_earnings_announcements
- 2 Musbau Kolawole Kayode “The Users of Accounting Information and their Needs. An Introduction to Accounting and its Branches” <http://www.grin.com/en/e-book/306839/the-users-of-accounting-information-and-their-needs-an-introduction-to>

LECTURES 4-6

MEANING AND SCOPE OF ACCOUNTING:

OBJECTIVE:

The objective of these lectures is to give over-view about relationship of accounting with other disciplines, its branches and various users interested in accounting information.

CONTENTS:

- Interrelationship of Accounting with other Disciplines
- Branches of Accounting
- Difference between Management Accounting and Financial Accounting
- Limitations of Accounting
- End Users of Accounting Information
- Role of Accountants
- Outsourcing of Accounting Function

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 3, 8 to 10, 12, 13, 15

LONG ANSWER TYPE QUESTIONS: Q 3, 7, 8, 10

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1 – Page No.1.5 to 1.11

REFERENCE BOOK:

- 1 ibid 4 – Page No.1.5 to 1.12

ARTICLES:

- 1 Anup Kumar Ghosh and Siddharth Swarup Ray, “Accounting system under GST Regime: A Prologue”, The IUP Journal of Accounting Research & Audit Practices, Vol XV, Jan 2016, pp. 7
- 2 “Academic Accounting System in higher education”, The Management Accountant, Vol L, No. 11, Nov 2015, pp. 213

LECTURES 7-10

ACCOUNTING PRINCIPLES AND STANDARDS

OBJECTIVE:

The objective is to give knowledge about various accounting principles & conventions which guide the future accountants for preparing the accounting statements.

CONTENTS:

- Meaning and Need of Accounting Theory
- Generally Accepted Accounting Principles
- Accounting Concepts
- Accounting Conventions
- System of Book-Keeping
- Accounting Equation

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 6, 7, 11, 14

LONG ANSWER TYPE QUESTIONS: Q 1, 2

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1 - Page No.1.15 to 1.44

REFERENCE BOOK:

- 1 ibid 4 - Page No.1.16 to 1.51

ARTICLES:

- 1 CA R. VenkataSubramani, “Financial Instruments during first time adoption under Ind AS”, The Chartered Accountant, Volume 64, No. 12, pp.1758, June 2016.
- 2 CA (Dr.) SanjeevSinghal, “Convergence to IFRS – Global Opportunities Beckon Indian Chartered Accountant”, The Chartered Accountant, Volume 64, No. 11, pp.1570, May 2016.
- 3 Islam, J., Khan, H. Z., Hughes, M., & Ali, M. (2018). Politicisation of the accounting standard-setting process and the influence of key-players: An investigation into the withdrawal of the mandatory status of the Statement of Accounting Concepts No. 4 (SAC 4) in Australia. *Accounting History*, 23(3), 296-313.
- 4 Barragato, C. A. (2019). The impact of accounting regulation on non-profit revenue recognition. *Journal of Applied Accounting Research*.

- 5 Deb, R. (2019). Accounting Theory Coherence Revisited. *Management and Labour Studies*, 44(1), 36-57.
- 6 Yang, J. G., Poon, W. W., & Lee, J. Z. H. (2018). The Impact Of The New Consolidation Accounting Standards On Financial Statements. *Business Journal for Entrepreneurs*, 2018(4).
- 7 Pandian, J. R., & Sharma, H. (2018). An Overview of IFRS implementation in India. Copyright 2018 by Institute for Global Business Research, Nashville, TN, USA, 176.
- 8 Fontes, A. (2018). The Role of the State and Accounting Transparency–IFRS Implementation in Developing Countries.
- 9 Thomas, A. S., & Lukose, A. (2018). Financial statement effects on convergence to IFRS-A case study of Infosys limited. *research journal of social sciences*, 9(8).

LECTURES 11-12

ACCOUNTING STANDARDS

OBJECTIVE:

The objective is to have knowledge about accounting Standards issued by the Institute of Chartered Accountant of India.

CONTENTS:

- Meaning of Accounting Standards
- Objectives of Accounting Standards
- Preface to the Statements of Accounting Standards' (Revised 2004)
 - Formation of the Accounting Standard Board
 - Objectives and Functions of the Accounting Standard Board
 - General Purpose Financial Statements
 - Scope of Accounting Standards
 - Procedure for Issuing an Accounting Standard
 - Compliance with the Accounting Standards

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 6, 7, 11, 14

LONG ANSWER TYPE QUESTIONS: Q 1, 2

SUGGESTED READING:

TEXT BOOK:

- 1 *ibid* 1 - Page No.1.15 to 1.44

REFERENCE BOOK:

1 ibid 4 - Page No.1.16 to 1.51

ARTICLE:

1. Accounting & Auditing Update, issue no 09/2017, April 2017
<https://assets.kpmg.com/content/dam/kpmg/in/pdf/2017/04/AAU-Issue-IX.pdf>

LECTURES 13-14**ACCOUNTING STANDARDS****OBJECTIVE:**

The objective is to give students the knowledge about International Accounting Standards Board.

CONTENTS:

- International Financial Reporting Standards
- International Accounting Standards

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 6, 7, 11, 14

LONG ANSWER TYPE QUESTIONS: Q 1, 2

SUGGESTED READING:**TEXT BOOK:**

1 ibid 1 - Page No.1.15 to 1.44

REFERENCE BOOK:

1 ibid 4 - Page No.1.16 to 1.51

ARTICLE:

- 1 http://www.iupindia.in/1701/Accounting%20Research%20and%20Audit%20Practices/Adoption_of_Fair_Value_Accounting.html, Jan'17

UNIT II**LECTURES 15-17****JOURNALISING TRANSACTIONS****OBJECTIVE:**

The objective is to make the students capable to pass journal entries.

CONTENTS:

- Journal
- Rules of Debit and Credit
- Compound Journal Entry
- Opening Entry

ASSIGNMENTS FROM QUESTION BANK:**SHORT ANSWER TYPE QUESTIONS:** Q 7,11,13,14**LONG ANSWER TYPE QUESTIONS:** Q 1, 2, 5, 6, 7, 8, 9, 10**SUGGESTED READING:****TEXT BOOK:**

1 ibid 1- Page No.1.55 to 1.70

REFERENCE BOOK:

1 ibid 4 - Page No.1.61 to 1.72, 1.81 to 1.86

LECTURES 18-19**LEDGER****OBJECTIVE:**

The objective is to make the students understand the meaning of Ledger and rules regarding Posting.

CONTENTS:

- Meaning & Features of Ledger
- Proforma of Ledger
- Meaning of Posting
- Relationship between Journal & Ledger
- Rules Regarding Posting
- Balancing of an Account

ASSIGNMENTS FROM QUESTION BANK:**SHORT ANSWER TYPE QUESTIONS:** Q 7,11,13,14**LONG ANSWER TYPE QUESTIONS:** Q 1, 2, 5, 6, 7, 8, 9, 10

SUGGESTED READING:**TEXT BOOK:**

1 ibid 1- Page No.1.55 to 1.70

REFERENCE BOOK:

1 ibid 4 - Page No.1.61 to 1.72, 1.81 to 1.86

LECTURES 20-21**TRIAL BALANCE****OBJECTIVE:**

The objective is to teach the students the meaning of and the objects of preparing a Trial Balance.

CONTENTS:

- Meaning of Trial Balance
- Objects of Preparing a Trial Balance
- Methods of Preparation of a Trial Balance

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 7,11,13,14

LONG ANSWER TYPE QUESTIONS: Q 1, 2, 5, 6, 7, 8, 9, 10

SUGGESTED READING:**TEXT BOOK:**

1 ibid 1- Page No.1.55 to 1.70

REFERENCE BOOK:

1 ibid 4 - Page No.1.61 to 1.72, 1.81 to 1.86

LECTURES 22-24**FINAL ACCOUNTS****OBJECTIVE**

The objective is to give the students knowledge about Financial Statements of a sole proprietor. It includes preparation of Trading A/C, Profit & Loss A/C, Balance Sheet as per schedule III of the new Companies Act 2013.

CONTENTS:

- Meaning & Types & Nature of Financial Statements
- Limitations & Objectives of Financial Statements
- Meaning of Trading Account
- Important Points Regarding Trading Account
- Meaning of Profit & Loss Account
- Important Points Regarding Profit & Loss Account
- Preparation of Balance Sheet

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1, 3

LONG ANSWER TYPE QUESTIONS: Q 22, 23

SUGGESTED READING:**TEXT BOOK:**

- 1 ibid 1- Page No.1.149 to 1.165

REFERENCE BOOK:

- 1 ibid 4 – Page No.1.199 to 1.216

ARTICLES:

- A. Avad Shaker Sultan “Financial Statements Analysis - Measurement of Performance and Profitability: Applied Study of Baghdad Soft-Drink Industry”,
<http://www.iiste.org/Journals/index.php/RJFA/article/viewFile/11276/11593>
- B. Arnold, G & Xiao “FINANCIAL STATEMENT ANALYSIS AND THE RETURN REVERSAL EFFECT”
http://www.bengrahaminvesting.ca/Research/Papers/Arnold/Financial_statement_analysis_and_return_reversal.pdf

LECTURES 25-28**FINANCIAL STATEMENTS****OBJECTIVE:**

The objective is to impart knowledge about adjustments in final accounts of firms and company.

CONTENTS:

- Need for Adjustment Entries
 - Closing Stock
 - Outstanding Expenses
 - Pre-Paid Expenses
 - Accrued Income
 - Income Received in Advance
 - Depreciation
 - Bad Debts, Provision for Bad Debts
 - Provision for Discount on Debtors
 - Reserve for Discount on Creditors
 - Interest on Capital, Interest on Drawing

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 4, 5

LONG ANSWER TYPE QUESTIONS: Q 5, 12, 18

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1 – Page No.1.199 to 1.216

REFERENCE BOOK:

- 1 ibid 4 – Page No. 1.149 to 1.165

ARTICLES:

- A. Mckee, G., & Kagan, A. (2018). Managerial implications of off-balance sheet items in community banks. *Studies in Economics and Finance*, 35(1), 178-195.
- B. Bakkar, Y., De Jonghe, O., & Tarazi, A. (2019). Does banks' systemic importance affect their capital structure and balance sheet adjustment processes?. *Journal of Banking & Finance*.
- C. Axenrod, M., & Kissner, M. (2019). Does Mandatory Recognition of Off-Balance-Sheet Items Affect Capital Structure Choice?. Available at SSRN 3331061.

UNIT III

LECTURES 29-33

DEPRECIATION ACCOUNTING

OBJECTIVE:

The objective of these lectures is to provide knowledge about depreciation accounting and to have practical knowledge about the charging of depreciation on different fixed assets.

CONTENTS:

- Concept of Deprecation
- Causes of Depreciation
- Basic Features of Depreciation
- Meaning of Depreciation Accounting
- Objectives of Providing Depreciation
- Fixation of Depreciation Amount
- Method of Recording Depreciation
- Methods of Providing Depreciation
- Depreciation Policy, AS-6(Revised)

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1 to 9, 21, 23

LONG ANSWER TYPE QUESTIONS: Q 1 to 7, 17, 22, 25

SUGGESTED READING:**TEXT BOOKS:**

- 1 ibid 1 - Page No. 1.248 to 1.279

REFERENCE BOOKS:

- 1 ibid 4– Page No.1.305 to 1.309

ARTICLES:

- A. Hamova, O. V., Kozachok, I. A., & Marchenko, O. S. (2018). Formula accounting system and audit status and movement of fixed assets in the enterprise. *Efektyvna ekonomika*.
- B. Yoo, C. Y., Choi, T. H., & Pae, J. (2018). Demand for fair value accounting: The case of the asset revaluation boom in Korea during the global financial crisis. *Journal of Business Finance & Accounting*, 45(1-2), 92-114.

LECTURES 34-38**PROVISIONS AND RESERVES****OBJECTIVE**

The objective is to have knowledge about difference between the provision and reserve. To gather knowledge about different types of provisions and reserves.

CONTENTS:

- Provisions and Reserves
- Change of method of Depreciation (by both current and retrospective effect)

ASSIGNMENTS FROM QUESTION BANK:**SHORT ANSWER TYPE QUESTIONS:** Q 24, 25**LONG ANSWER TYPE QUESTIONS:** Q 17**SUGGESTED READING:****TEXT BOOK:**

- 1 ibid 1 – Page No.1.281

REFERENCE BOOK:

- 1 ibid 4 – Page No.1.341

LECTURES 39-42**CONTEMPORARY ISSUES & CHALLENGES IN ACCOUNTING****OBJECTIVE:**

The objective is to have knowledge about the contemporary issues which are prevalent in accounting and the new challenges faced by the accountants while doing accounting.

CONTENTS:

- Human Resource Accounting
- Green Accounting
- Inflation Accounting
- Price Level Accounting
- Social Responsibility Accounting

ASSIGNMENTS FROM QUESTION BANK:**SHORT ANSWER TYPE QUESTIONS:** Q 24, 25**LONG ANSWER TYPE QUESTIONS:** Q 17

SUGGESTED READING:

TEXT BOOK:

1. ibid 1 – Page No.1.281

REFERENCE BOOK:

- 1 ibid 4 – Page No.1.341

UNIT IV

LECTURES 43-45

SHARE CAPITAL

OBJECTIVE:

The objective of these lectures is to provide knowledge about accounting treatment of Share capital, pro rata allotment of shares.

CONTENTS:

- Meaning of Joint Stock Company
- Shares
- Share Capital
- Accounting Entries
- Under subscription
- Oversubscription

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 8

LONG ANSWER TYPE QUESTIONS: Q 2

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1 - Page No.2.20 to 2.27

REFERENCE BOOK:

- 1 ibid 4 – Page No.4.24 to 4.31

ARTICLE:

- A. C Vijaya Chandra Kumar “Service Sector IPOs-Factors Influencing Underpricing: An Perspective”,
http://www.iupindia.in/1701/Applied%20Finance/Service_Sector_IPOs.html,
Jan 2017

**LECTURES 46-48
ISSUE OF SHARES****OBJECTIVE:**

The objective of these lectures is to provide knowledge about issue of shares at par, premium and discount. As well as to have knowledge about the treatment of calls in advance and calls in arrears.

CONTENTS:

- Calls in Advance
- Calls in Arrears
- Issue of Share at Premium
- Issue of Share at Discount

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 9, 10, 13, 18, 19

LONG ANSWER TYPE QUESTIONS: Q 3, 4, 19 to 21

SUGGESTED READING:**TEXT BOOK:**

- 1 ibid 1 – Page No.2.30 to 2.35

REFERENCE BOOK

- 1 ibid 4 – Page No. 4.34 to 4.39

**LECTURES 49-51
FORFEITURE AND REISSUE OF SHARES****OBJECTIVE:**

The objective is to have knowledge about entries of forfeiture and reissue of shares.

CONTENTS:

- Forfeiture of Shares
- Surrender of Shares
- Right Shares
- Re-issue of shares

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 11, 12, 15 to 17

LONG ANSWER TYPE QUESTIONS: Q 1, 7, 16

SUGGESTED READING:**TEXT BOOK:**

- 1 ibid 1 – Page No.2.37 to 2.53

REFERENCE BOOK:

- 1 ibid 4 – Page No.4.41 to 4.58

LECTURES 52-53**ISSUE OF DEBENTURES****OBJECTIVE:**

The objective is to make them able to understand about the meaning of debentures, classification of debentures and accounting entries of issue of debentures.

CONTENTS:

- Issue of Debentures
- Different Terms of Issue of Debentures

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 13, 23, 25

LONG ANSWER TYPE QUESTIONS: Q 1, 7, 16

SUGGESTED READING:**TEXT BOOK:**

- 1 ibid 1- Page No.2.83 to 2.92

REFERENCE BOOK:

1 ibid 4 – Page No. 4.96 to 4.97

LECTURES 54-56**REDEMPTION OF DEBENTURES****OBJECTIVE:**

The objective is to give them knowledge about different means of redemption of debentures and how to write off loss on issue of debentures.

CONTENTS:

- Methods of Redemption
- Accounting Entries of Redemption of Debentures

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 21 to 25

LONG ANSWER TYPE QUESTIONS: Q 9, 13, 19, 20, 21

SUGGESTED READING:**TEXT BOOK:**

1 ibid 1- Page No.2.92 to 2.106

REFERENCE BOOK:

1 ibid 4 – Page No.4.106 to 4.123

LECTURE PLAN

BUSINESS ECONOMICS

BBA - 107

**COURSE OUTLINE
BBA-I SEMESTER
BUSINESS ECONOMICS
BBA - 107**

COURSE OBJECTIVES:

The objective of this subject is to give understanding of the basic economic concepts, precepts, tools and techniques related to business economics and their application in business decisions making.

COURSE OUTCOME:

The subject helps students in comprehending the fundamentals of business economics, their significance and application in proper decision-making. It facilitates students to understand the role of managers in firms and to improve their business decision-making skills by integrating the concepts of economics, mathematics and statistics.

1. INTERNAL ASSESSMENT AND ASSIGNMENT 25 Marks

- | | |
|----------------------------------|----------|
| 1. Class Test-I - (Written Test) | 15 Marks |
| 2. Class Assessment + Attendance | 10 Marks |

COURSE CONTENTS:

Unit I

- Nature, Scope, Definitions of Business Economics
- Difference between Business Economics and Economics
- Contribution and Application of Business Economics to Business
- Micro vs. Macro Economics
- Opportunity Costs, Time Value of Money
- Marginalism, Incrementalism
- Market forces and Equilibrium
- Risk, Return and Profits (14 Hours)

Unit II

- Cardinal Utility Approach: Diminishing Marginal Utility
- Law of Equi-Marginal Utility
- Ordinal Utility Approach: Indifference Curves
- Marginal Rate of Substitution, Budget Line
- Consumer Equilibrium
- Theory of Demand, Law of Demand
- Movement along Vs. Shift in Demand Curve
- Concept of Measurement of Elasticity of Demand
- Factors Affecting Elasticity of Demand
- Income Elasticity of Demand, Cross Elasticity of Demand

- Advertising, Elasticity of Demand and Expectation Elasticity of Demand
- Demand Forecasting: Need, Objectives and Methods (in brief) **(14 Hours)**

Unit III

- Meaning and Concept of Production
- Factors of Production and production function
- Fixed and Variable Factors
- Law of Variable Proportion (Short Run Production Analysis)
- Law of Returns to a Scale (Long Run Production Analysis) through the use of ISOQUANTS **(14 Hours)**

Unit IV

- Concept of Cost, Cost Function
- Short Run Cost, Long Run Cost
- Economies and Diseconomies of Scale
- Explicit Cost and Implicit Cost
- Private and Social Cost
- Pricing Under Perfect Competition
- Pricing Under Monopoly, Control of Monopoly
- Price Discrimination, Pricing Under Monopolistic Competition
- Pricing Under Oligopoly **(14Hours)**

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Micro Economics and students are advised to go through the material for thorough understanding of the subject:

➤ MAIN TEXT BOOKS:

- 1 **Author's Name(s):** Dwivedi, D.N
 Title: Managerial Economics
 Edition: VIII **Year:** 2016(reprint)
 Publisher: Vikas Publishing House (ibid 1)

- 2 **Author's Name(s):** Geetika, Piyali Ghosh, Purba Roy Choudhary
 Title: Managerial Economics
 Edition: 3rdYear: 2017(reprint)
 Publisher: Tata Mc-Graw Hill (ibid 2)

➤ REFERENCE BOOKS:

- 1 **Author's Name(s):** Mehta, P. L
 Title: Managerial Economics
 Edition: IX **Year:** 2013
 Publisher: Sultan Chand & Sons (ibid 3)

- 2 **Author's Name(s):** Salvator, Dominick
 Title: Managerial Economics
 Edition: VIII **Year:** 2016
 Publisher: McGraw-Hill Book Company (ibid 4)

- 3 **Author's Name(s):** Dr. Deepashree
 Title: Business Economics-I
 Edition: I **Year:** 2016
 Publisher: Maximax Publishing House (ibid 5)

➤ JOURNALS/ MAGAZINES:

- 1 IUP Journal of Applied Economics
- 2 International Journal of Business Policy & Economics
- 3 Harvard Business Review

UNIT I

LECTURES 1-2

INTRODUCTION TO BUSINESS ECONOMICS

OBJECTIVE:

The objective of these lectures is to understand the nature and scope of business economics and to study the usage of economics in practical life.

CONTENTS:

- Introduction
- Nature of business economics
- Scope of business economics
- Definition of business economics

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS QUESTIONS: Q 1, 6, 28, 37

LONG ANSWERS QUESTIONS: Q 1, 10, 26, 40

SUGGESTED READING:

TEXT BOOK:

1. ibid 1, Page No. 4, 6, 11

REFERENCE BOOK:

1. ibid 3, Page No.4 – 5

ARTICLES:

- 1 Raghuram G. Rajan, “India in the Global Economy”, RBI Bulletin , April 2016, pp.61-68
- 2 “GST- An Update”, Chartered Accountant, May 2017, pp. 1549-1554

LECTURES 3-5

FUNDAMENTAL CONCEPTS OF BUSINESS ECONOMICS

OBJECTIVE:

The objective of these lectures is to get knowledge regarding how to apply business economics theories in business environment.

CONTENTS:

- Difference between Business Economic and Economics
- Contribution of Business Economics
- Application of Business Economics
- Micro Vs. Macro Economics

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 2, 3, 27

LONG ANSWER TYPE QUESTIONS: Q 2, 3, 7, 26

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 8 - 9

REFERENCE BOOK:

1 ibid 3, Page No.5 - 6

LECTURES 6-8

TIME VALUE AND OPPORTUNITY COST

OBJECTIVE:

Money has got value of appreciation and depreciation with time. The objective of these lectures is to provide knowledge about concept of time value of money, marginalism, incrementalism.

CONTENTS:

- Opportunity Costs
- Time Value of Money

- Marginalism

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 4, 5, 7, 9, 28, 36, 39

LONG ANSWER TYPE QUESTIONS: Q 5, 6, 9, 27, 36

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 42, 43, 45

REFERENCE BOOK:

1 ibid 3, Page No.4-5

ARTICLE

1. Posnett, J., & Jan, S. (1996). Indirect cost in economic evaluation: the opportunity cost of unpaid inputs. Health economics, 5(1), 13-23.

LECTURES 9-10

MARKET FORCES AND EQUILIBRIUM

OBJECTIVE:

Equilibrium is the point where market forces interact with each other. The objective of the given lectures is to give the knowledge about the concept of determination of equilibrium of market forces

CONTENTS:

- Incrementalism
- Relationship between Marginalism & Incrementalism
- Market forces of Demand
- Market forces of Supply
- Market Equilibrium

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 11, 30, 38

LONG ANSWER TYPE QUESTIONS: Q 4, 8, 26, 27

SUGGESTED READING:

TEXT BOOK:

1. ibid 1, Page No. 14, 15

REFERENCE BOOK:

- 1 ibid 3, Page No. 17, 555

LECTURES 11-13

RISK, RETURN AND PROFITS

OBJECTIVE:

Equilibrium is the point where market forces interact with each other. The objective of the given lectures is to give the knowledge about the concept of determination of equilibrium of market forces

CONTENTS:

- Meaning of Risk
- Features of Risk
- Components of Risk
- Characteristics of Return
- Concept of Profit

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 12, 13, 31

LONG ANSWER TYPE QUESTIONS: Q 5, 9, 26, 28

SUGGESTED READING:

TEXT BOOK:

1. ibid 2, Page No. 18-22

REFERENCE BOOK:

- 2 ibid 3, Page No. 19, 57

LECTURES 14

REVISION AND PROBLEM SOLVING

UNIT II

LECTURES 15

CARDINAL UTILITY APPROACH

OBJECTIVE:

The objective of this lecture is to understand the meaning of Cardinal Utility Approaches including Diminishing Marginal Utility approaches and Law of Equi-Marginal Utility Approaches.

CONTENTS:

- Meaning of Cardinal Utility Approach
- Components of Cardinal Utility Approach
- Meaning of Law of Diminishing Marginal Utility
- Law of Equi-Marginal Utility

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWERS QUESTIONS: Q 9, 18, 26

LONG ANSWERS QUESTIONS: Q 1, 6, 29, 37, 38

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 109-113

REFERENCE BOOK:

1 ibid 5, Page No. 3.1-3.5

LECTURES 16- 17

ORDINAL UTILITY APPROACH

OBJECTIVE:

The objective of these lectures is to get knowledge regarding Ordinal Utility approaches. It includes studying about features of IC and budget line.

CONTENTS:

- Ordinal Utility Approach
- Indifference Curves
- Marginal Rate of Substitution
- Budget Line

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 4 to 9, 36

LONG ANSWER TYPE QUESTIONS: Q 4 to 6, 8, 37

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 112-113

REFERENCE BOOK:

1 ibid 5, Page No.4.1-4.15

ARTICLES:

1. Dawar Niraj, “A step by step Guide to Winning the Customer”, Strategy + Business, Issue 74, Spring 2017, Pp. 58-63

LECTURES 18

CONSUMER EQUILIBRIUM

OBJECTIVE:

Consumer Equilibrium is the point from where consumer has got maximum satisfaction. The objective is to have knowledge about Consumer Equilibrium diagrammatically and with help of certain assumptions.

CONTENTS:

- Meaning of Consumer Equilibrium
- Consumer Equilibrium with the help of IC approach

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 2, 29

LONG ANSWER TYPE QUESTIONS: Q 2, 3, 10, 26

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 116, 132

REFERENCE BOOK:

1 ibid 5, Page No. 3.5, 4.12

ARTICLES:

1. Tushar Seth “<http://www.economicdiscussion.net/articles/consumers-equilibrium-with-utility-analysis/1459>”

LECTURES 19-20

THEORY OF DEMAND

OBJECTIVE:

Demand and price have got negative relationship. The objective is to provide the knowledge about the theory of demand and law of demand.

CONTENTS:

- Meaning of Demand
- Features of Demand
- Demand Function
- Components of Demand
- Law of Demand

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 11, 27, 37

LONG ANSWER TYPE QUESTIONS: Q 11, 12, 14 to 18, 39

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 118-123

REFERENCE BOOK:

1 ibid 5, Page No. 5.1-5.9

LECTURES 21-22

MOVEMENT VS SHIFT IN DEMAND CURVE

OBJECTIVE:

The objective is to have knowledge about the movement and shifts in demand curves and to study the reasons of shift and movement with the help of illustrations.

CONTENTS:

- Meaning of Movement of Demand Curve
- Reasons of Movement of Demand curve
- Shift of Demand Curve
- Reasons of Shift in Demand Curve
- Movement along Vs. Shift in Demand Curve

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 13 to 15

LONG ANSWER TYPE QUESTIONS: Q 13, 16

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 123

REFERENCE BOOK:

1 ibid 5, Page No. 5.11

LECTURES 23-24**CONCEPT OF ELASTICITY OF DEMAND****OBJECTIVE:**

The objective is to have knowledge about the meaning of demand, measuring elasticity, i.e. responsiveness of demand to different factors.

CONTENTS:

- Meaning of Elasticity of Demand Curve
- Measurement of Elasticity of Demand
- Factors Affecting Elasticity of Demand

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 16, 23, 24

LONG ANSWER TYPE QUESTIONS: Q 19

SUGGESTED READING:**TEXT BOOK:**

1 ibid 1, Page No. 166-177

REFERENCE BOOK:

1 ibid 5, Page No. 6.2-6.22

LECTURES 25-26**TYPES OF ELASTICITY OF DEMAND****OBJECTIVE:**

Elasticity of demand is responsiveness of demand due to changes in factors affecting demand. The objective is to give knowledge about different types of elasticity of demand.

CONTENTS:

- Income Elasticity of Demand
- Cross Elasticity of Demand
- Advertising, Elasticity of Demand
- Expectation Elasticity of Demand

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 17 to 19, 40

LONG ANSWER TYPE QUESTIONS: Q 21

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 178-183

REFERENCE BOOK:

1 ibid 5, Page No. 6.23-6.30

ARTICLE:

1 Auer, J., & Papiés, D. (2019). Cross-price elasticities and their determinants: a meta-analysis and new empirical generalizations. *Journal of the Academy of Marketing Science*, 1-22.

LECTURES 27-28

DEMAND FORECASTING

OBJECTIVE:

The objective is to have knowledge about the forecasting of demand and its importance. Also make students aware about the different methods of demand forecasting.

CONTENTS:

- Need of demand forecasting
- Objectives of demand forecasting
- Methods of demand forecasting

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 20 to 22, 25

LONG ANSWER TYPE QUESTIONS: Q 24, 25

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 191-213

REFERENCE BOOK:

1 ibid 5, Page No. 7.1-7.11

UNIT III

LECTURES 29-30

MEANING AND CONCEPT OF PRODUCTION

OBJECTIVE:

The objective is to have knowledge about the meaning, features of production including importance of production in firms.

CONTENTS:

- Concept of Production
- Features of Production
- Production Function

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 11, 16

LONG ANSWER TYPE QUESTIONS: Q 14

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 227-229

REFERENCE BOOK:

1 ibid 5, Page No. 9.1-9.28

ARTICLES:

- 1 Harun R. Khan, "Global Economic Turmoil: Impact on Indian Economy and the Way Forward", RBI Bulletin, April 2016, pp. 69-76
- 2 Kurz, Heinz & Salvadori, Neri. (1995). Theory of Production. 10.1017/CBO9780511625770.

LECTURES 31-32

FACTORS OF PRODUCTION

OBJECTIVE:

The objective is to have knowledge about the concept of production function including different components of factors of production.

CONTENTS:

- Factors of Production
- Features of Factors of Production
- Production Function
- Components of Production

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 1 to 3, 8 to 12

LONG ANSWER TYPE QUESTIONS: Q 9, 10, 19

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1, Page No. 228

REFERENCE BOOK:

- 1 ibid 5, Page No. 8.1-8.14

LECTURES 33-34

FIXED AND VARIABLE FACTORS

OBJECTIVE:

The objective is to make the students well aware about differences between fixed and variable factors of production.

CONTENTS:

- Meaning of Fixed Factors
- Meaning of Variable Factors
- Differences between fixed and variable factors of production

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 8, 17

LONG ANSWER TYPE QUESTIONS: Q 9, 19, 23

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 229

REFERENCE BOOK:

1 ibid 5, Page No. 9.2

LECTURES35-36

LAW OF VARIABLE PROPORTION

OBJECTIVE:

The objective is to have knowledge about the determination of equilibrium of market forces

CONTENTS:

- Meaning of Law of Variable Proportion
- Determination of Law of Variable Proportion
- Features of short run

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 4, 13, 24, 28

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 233-236

REFERENCE BOOK:

1 ibid 5, Page No. 9.5, 9.6

LECTURES 37-38**LAW OF RETURNS TO A SCALE****OBJECTIVE:**

The objective is to have knowledge about the Law of Returns to Scale operating in long run in firms.

CONTENTS:

- Meaning of Law of Returns to a Scale
- Determination of Law of Returns to a Scale
- Features of long run
- Difference between Law of Variable Proportion and Law of Return To Scale

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 15, 24, 27

LONG ANSWER TYPE QUESTIONS: Q 1, 5, 18, 20

SUGGESTED READING:**TEXT BOOK:**

1 ibid 1, Page No. 252-255

REFERENCE BOOK:

1 ibid 5, Page No. 9.15

LECTURES 39-40**ISOQUANTS****OBJECTIVE:**

The idea is to make students well informed about the concept and features of Isoquants and their determination.

CONTENTS:

- Market forces and Equilibrium
- Features of Risk
- Features of Return
- Features of Profits

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 11, 26

LONG ANSWER TYPE QUESTIONS: Q 4, 8, 14

SUGGESTED READING:

TEXT BOOK:

- 1 ibid 1, Page No. 14, 15

REFERENCE BOOK:

- 1 ibid 5, Page No. 17, 555

UNIT IV

LECTURES 41-42

CONCEPT OF COST

OBJECTIVE:

The objective is to have knowledge about the meaning of Cost, components of cost and to clarify them differentiation between short run and long run cost.

CONTENTS:

- Concept of Cost
- Cost Function
- Short Run Cost
- Long Run Cost

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 14, 26

LONG ANSWER TYPE QUESTIONS: Q 7, 22

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 264-279

REFERENCE BOOK:

1 ibid 5, Page No. 10.1-10.27

LECTURES 43-44

ECONOMIES AND DISECONOMIES OF SCALE

OBJECTIVE:

The objective is to have knowledge about the economies and diseconomies of scale their application in firms.

CONTENTS:

- Meaning of Economies of Scale
- Types of Economies of Scale
- Meaning of Diseconomies of Scale
- Types of Diseconomies of Scale

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 17, 25

LONG ANSWER TYPE QUESTIONS: Q 11, 27

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 282-284

REFERENCE BOOK:

1 ibid 5, Page No. 9.17-9.21

LECTURES 45-46

TYPES OF COST

OBJECTIVE:

The objective is to have knowledge about the different types of cost.

CONTENTS:

- Meaning of Explicit Cost
- Meaning of Implicit Cost
- Difference between Explicit Cost and Implicit Cost
- Concept of Private Cost
- Concept of Social Cost
- Difference between Private Cost and Social Cost

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 8, 26

LONG ANSWER TYPE QUESTIONS: Q 17, 25

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No.264-298

REFERENCE BOOK:

1 ibid 5, Page No. 10.1-10.31

LECTURES 47-48

TYPES OF COMPETITION

OBJECTIVE:

The objective is to have knowledge about the determination of prices under perfect and monopoly competition.

CONTENTS:

- Meaning of Perfect Competition
- Features of Perfect Competition
- Pricing Under Perfect Competition
- Meaning of Monopoly Competition
- Features of Monopoly Competition
- Pricing Under Monopoly
- Control of Monopoly

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 20 to 28

LONG ANSWER TYPE QUESTIONS: Q 4 to 6, 15, 22 to 27

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 344-370

REFERENCE BOOK:

1 ibid 5, Page No. 12.1-13.19

ARTICLES:

1. John F.M. , McDermott, (2015)' Perfect competition, methodologically contemplated'
Journal of Post Keynesian Economics, Vol. 37 Issue 4, pp 687-703

LECTURES 49-52

PRICE DISCRIMINATION

OBJECTIVE:

The objective is to have knowledge about the determination of price in different market structure including monopolistic and oligopoly competition.

CONTENTS:

- Meaning of Monopolistic Competition
- Features of Monopolistic Competition
- Price Discrimination of Monopolistic Competition
- Meaning of Oligopoly Competition

- Features of Oligopoly Competition
- Price Discrimination of Oligopoly Competition

ASSIGNMENTS FROM QUESTION BANK:

SHORT ANSWER TYPE QUESTIONS: Q 9 to 17

LONG ANSWER TYPE QUESTIONS: Q 1 to 3, 24, 28

SUGGESTED READING:

TEXT BOOK:

1 ibid 1, Page No. 371-383

REFERENCE BOOK:

1 ibid 5, Page No. 14.1-15.16

ARTICLE:

1. Lahiri Somdeb, 'Competitive Equilibrium in Generalized Games: A New Interpretation' June2, 2017 Research Article <https://doi.org/10.1177/2321022217696119>

LECTURE PLAN

COMPUTER APPLICATION

BBA-109

**COURSE OUTLINE
BBA-I SEMESTER
COMPUTER APPLICATION
BBA - 109**

Credits: 4 (L- 3)

COURSE OBJECTIVES:

This is a basic paper for students. The objectives are:

- To familiarize with computer and its applications in the relevant fields
- To expose them to other related papers of IT.
- To give exposure to practical applications of computers.
- To prepare students to use various desktop components like MS Office

COURSE OUTCOMES:

After the completion of the course, students will be able to:

- Understand the basics of computers and their components
- Use Word Processor, power point and excel efficiently
- Understand the impact of Information Technology on society

INTERNAL ASSESSMENT AND ASSIGNMENT

25 marks

1. Class Test-I – (Written Test)	15 marks
2. Individual Presentation/Viva-Voce/Group Discussion/Class Participation	05 marks
3. Class Assessment + Attendance	05 marks

COURSE CONTENTS:

UNIT I

BASICS OF COMPUTERS:

- Characteristics of computers
- Input and Output Devices (hardware, software, human ware, firmware)
- Function of different units of computer
- Classification of computers

COMPUTER MEMORY:

- Primary Memory (ROM AND RAM)
- Secondary Memory (Hard disk, Optical disk)

(14Hours)

UNIT II

COMPUTER SOFTWARE:

- Types of Software
- Introduction to Operating System
- Functions of OS
- Types of OS
- Booting Procedure

- Start-up Sequence

WINDOWS OS:

- Introduction to GUI
- Important terms like Directory, File, Volume, Label, and Drive Name.

TRANSLATORS AND LANGUAGES:

- Compiler
- Interpreter and Assembler
- Types of Computer Languages

(14 Hours)

UNIT III**DESKTOP COMPONENTS:**

- Introduction to word processor
- Presentation Software.

ADVANCED EXCEL:

- Introduction, features, applications and advanced functions of Excel
- Creating Tables, Graphs and Charts
- Table Formatting
- Worksheet Management
- Sort and Filter Tools
- Subtotal
- Mathematical Functions
- Statistical Functions
- Date and Time Functions
- Text Functions
- Financial Functions
- Analyze Data with Pivot Tables
- Create and Manage Scenarios and Summaries.

(14 Hours)

UNIT IV**COMPUTER NETWORKS AND ITS APPLICATIONS:**

- Data Communication Concepts
- Types of Communication Media
- Concept of Computer Networks
- Internet, Intranet, Extranet
- Network Topologies
- Networking devices
- OSI models.

INFORMATION TECHNOLOGY AND SOCIETY:

- Application of Information technologies in
- Railways
- Airlines,
- Banking,
- Online Banking System,
- Insurance,

- Inventory control,
- Financial Systems,
- Hotel Management,
- Education,
- Entertainment and health

SECURITY ISSUES IN INFORMATION TECHNOLOGY

(14 Hours)

STUDY MATERIAL FOR THE SUBJECT

Following will be the study material for topics of Computer Application and students are advised to go through the material for thorough understanding of the subject:

➤ MAIN TEXT BOOKS:

1. **Author's Name(s):** Leon and Leon
Title: Introduction to Computers
Edition: II Year: 2013
Publisher: Vikas Publishing House (ibid 1)
2. **Author's Name(s):** V. Rajaraman.
Title: Fundamentals Of Computers
Edition: VI Year: Jan, 2015
Publisher: Prentice Hall of India (ibid 2)

➤ REFERENCE BOOKS:

1. **Author's Name(s):** Pradeep Kr. Sinha, and Preeti Sinha
Title: Foundations of Computing
Edition: VI Year: (updated) 2011
Publisher: BPB Publication (ibid 3)
2. **Author's Name(s):** ITL ESL
Title: Introduction to Information Technology
Edition: II Year: 2013
Publisher: Pearson Education (ibid 4)
3. **Author's Name(s):** Nasib.S.Gill
Title: Essentials of Computers and Network Technology
Edition: I Year: 2000
Publisher: Khanna Publications (ibid 5)
4. **Author's Name(s):** Behrouz A. Forouzan
Title: Data Communication & Networking
Edition: V Year: 2013
Publisher: Tata Mcgraw Hill (ibid 6)

5. Author's Name(s): Nidhi Dhawan
Title: Computer Applications
Edition: I Year: 2017
Publisher: Sun India

(ibid 7)

➤ **JOURNALS:**

- IEEE Communication Magazine
- Journal of Information Technology
- Information and Management
- Journal of the ACM (JACM)

➤ **WEBSITES:**

- www.cs.iit.edu
- www.researchgate.net
- www.nptel.ac.in
- www.networkcomputing.com
- www.ieee.org

LECTURES 1-2

CHARACTERSTISTICS OF COMPUTER & COMPUTER GENERATIONS

OBJECTIVE:

The objective of these lectures is to understand the basics of computers, what is their importance in daily lives along with its history of development with reference to its different generations.

CONTENTS:

- Introduction to computer
- Characteristics of Computers
 - Speed
 - Accuracy
 - Diligence
 - Versatility
 - No I.Q.
 - Power of Remembering
 - Reliability
 - Resource Sharing
 - No Feelings
- Computer Generations
 - First Generation
 - Second Generation
 - Third Generation
 - Fourth Generation
 - Fifth Generation
 - What's next?

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWERS TYPE QUESTIONS: Q 6, 7, 8, 9, 12, 20, 23, 32

LONG ANSWERS TYPE QUESTIONS: Q 1, 6, 7, 13, 16

OTHER ASSIGNMENTS:

1. ibid 2, Q 6, 9, 16, Page No. 13
2. ibid 3, Q2,8,13, Page no. 7

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 1.1-1.6, 2.1-2.7
2. ibid 2, Page No. 4-12

REFERENCE BOOKS:

1. ibid 3, Page No.1-12
2. ibid 4, Page No.1-10

WEBSITES:

1. <https://www.udacity.com/course/intro-to-computer-science--cs101>
2. <http://www.byte-notes.com/five-generations-computers>
3. <https://turbofuture.com/computers/Classification-of-Computers-by-Generation>

ARTICLES:

1. J.-M. Frahm, M. Pantic, “Image and Vision Computing”, SSN: 0262-8856, Elsevier B.V., May 2016.

LECTURE 3

FUNCTIONS OF DIFFERENT UNITS OF COMPUTERS

OBJECTIVE:

The main objective is to explain interconnections between each peripheral to its proper port and what functions they perform.

CONTENTS:

- **Concepts**
 - Hardware
 - Software
 - Firmware
 - Human ware
 - Difference Between Software and Hardware
- **Block Diagram of Computer**
 - Functions of CPU
 - Input Devices
 - Output Devices
 - Functions of Main Memory
 - Functions of Secondary Memory

- Functions of Clock

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWERS TYPE QUESTIONS: Q 8, 13, 32,

LONG ANSWERS TYPE QUESTIONS: Q 6, 12, 14, 21,30

OTHER ASSIGNMENTS:

1. ibid 3, Q 1,2,3,4 ,7,12 Page No. 80
2. ibid 1, Q 1, 2, 3, 4, 5 Page No. 4.5

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No.4.2-4.5
2. ibid 2, Page No. 249-254

REFERENCE BOOKS:

1. ibid 3, Page No.75-78
2. ibid 4, Page No.65-73

WEBSITES:

1. dbis.rwth-aachen.de/~derntl/papers/misc/paperwriting.pdf
2. <http://www.journals.elsevier.com/computer-networks>

ARTICLE:

1. Chen, A.T.-Y.; Wang, K.I.-K. Robust Computer Vision Chess Analysis and Interaction with a Humanoid Robot. Computers 2019, 8, 14

LECTURES 4-5

CLASSIFICATION OF COMPUTERS

OBJECTIVE:

The objective of these lectures is to impart knowledge about classification of computers.

CONTENTS:

- Traditional Classification
 - Microcomputers
 - Minicomputers
 - Mainframes
 - Supercomputers
- Modern Classification
 - Notebook Computers
 - Personal Computers
 - Workstations
 - Mainframe Systems
 - Supercomputers
 - Client and Server Computers
 - Hand-held Computers

ASSIGNMENTS FROM QUESTION BANK:

UNIT I

SHORT ANSWERS TYPE QUESTIONS: Q 14, 21, 23, 33

LONG ANSWERS TYPE QUESTIONS: Q 3, 5, 20, 24, 31, 33

OTHER ASSIGNMENTS:

1. ibid 3, Q 3, 7, 10, 20, 29, 32, 35. Page No. 422-423
2. ibid 2, Q 31, 33, 40, 41, 42, 45, 48. Page No. 264

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 257-261

REFERENCE BOOKS:

1. ibid 3, Page No.410-420
2. ibid 4, Page No. 10-14

LECTURES 6-9

INPUT AND OUTPUT DEVICES

OBJECTIVE:

The objective of these lectures is to understand the various types of I/O devices available for computer systems.

CONTENTS:

- Computer input units:
 - Keyboard
 - Mouse
 - Joystick,
 - Digitizer,
 - Scanner
- Other Input Devices:
 - MICR
 - OCR
 - OMR
 - Light Pen,
 - Touch Screen,
 - Bar Code Reader,
 - Voice Input Device
- Magnetic Media Devices
 - Explain how input devices are suited to certain kinds of data.
- Output devices for different types of data
 - Printers: Inkjet, Drum printers, Chain printers, Line printers, Laser printers
 - Plotters
 - Digitizers

ASSIGNMENTS FROM QUESTION BANK:

UNIT 1

SHORT ANSWERS TYPE QUESTIONS: Q 4, 15, 16, 17, 18, 19, 31, 34

LONG ANSWERS TYPE QUESTIONS: Q 2, 4, 17, 18, 19, 29, 30

OTHER ASSIGNMENTS:

1. ibid 3, Q 1, 9, 14, 22, 30, 31, 35. Page No. 177-179
2. ibid 4, Q 2, 4, 7, 8. Page No. 145-146

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 2, Page No. 31-50

REFERENCE BOOKS:

1. ibid 3, Page No. 156-174
2. ibid 4, Page No. 103-136

LECTURES 10 -11

COMPUTER MEMORY

OBJECTIVE:

The objective of these lectures is to introduce the architecture and type of computer memories.

CONTENTS:

- Primary Storage:
 - RAM
 - ROM
 - PROM, EPROM & EEPROM
 - Memory Cell
- Storage Capacity: Bits, bytes, variable length
 - Cache Memory
 - Registers

ASSIGNMENTS FROM QUESTION BANK:

UNIT- I

SHORT ANSWERS TYPE QUESTIONS: Q 10, 11, 22, 26, 29

LONG ANSWERS TYPE QUESTIONS: Q 9, 15, 25, 27,37

OTHER ASSIGNMENT:

1. ibid 3, Q 29, 31, 43, 44, 46, 47 Page no. 120

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 1, Page No. 8.1-8.3
2. ibid 3, Page No. 113-119

REFERENCE BOOKS:

1. ibid 4, Page No. 67-72
2. ibid 2, Page No.52-61

WEBSITES:

1. http://research.microsoft.com/en-us/um/people/kenh/papers/crc_iochapter.pdf
2. <http://my.unp.edu.ph/claroline/backends/download.php>
3. <http://users.csc.calpoly.edu/~fkurfess/Courses/486/S12/Slides/486-S12-03-IO-Devices.pdf>

ARTICLES:

1. A. K. Jain, G. S. Lloyd, M. B. Gokhale (2018), Microscope on Memory: MPSoC-enabled Computer Memory System Assessments, IEEE International Symposium on Field-Programmable Custom Computing Machines

LECTURES 12-14

SECONDARY STORAGE

OBJECTIVE:

The objective of these lectures is to understand in detail with the architecture and type of secondary storage and its working in association with main memory.

CONTENTS:

- Secondary memory- SASD, DASD Concept
- Magnetic Tape
- Magnetic Disks - Floppy disks, Hard disks, Zip disks,
- Optical disks - CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash Memory)
- Magnetic Bubble Memory
- Physical devices used to construct memories
- Charge –coupled device
- Storage Hierarchy
- Universal Serial Bus – Pen drive, External hard disk drive
- Mass storage devices

ASSIGNMENTS FROM QUESTION BANK:

UNIT- I

SHORT ANSWERS TYPE QUESTIONS: Q 1, 2, 3, 5, 25, 27, 28, 30, 33, 35

LONG ANSWERS TYPE QUESTIONS: Q 8, 10, 11, 22, 23, 25, 26, 28, 32, 34

OTHER ASSIGNMENT:

1. ibid 3, Q 15, 28, 29, 54, 62 Page No. 152-154

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 3, Page No. 123-147
2. ibid 2, Page No. 62-77

REFERENCE BOOK:

1. ibid 1, Page No. 9.1-9.8

UNIT - II

LECTURES 15

COMPUTER SOFTWARE

This lecture introduces the concept of program, software and different types of software.

CONTENTS:

- **System Software**
 - Operating System
 - Utility Program
 - Language translator
 - Communication Software
 - System Utilities
- **Application Software**
 - Word-Processing Software
 - Spreadsheet Software
 - Database Software
 - Graphics Software

- Personal Assistance Software
- Entertainment software
- Education Software

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWERS TYPE QUESTIONS: Q 12, 13, 14, 31, 32, 33, 35

LONG ANSWERS TYPE QUESTIONS: Q 20, 33

OTHER ASSIGNMENT:

1. ibid 3, Q 5, 11, 14, 16 Page No.194

REFERENCE BOOKS:

1. ibid 3, Page No.180-184
2. ibid 4, Page No. 314-324, 329-331

LECTURES 16 -20

OPERATING SYSTEM

OBJECTIVE:

Operating system is the interface between user and the hard ware. The objective of these lectures is to introduce the functions of an operating system and need of an OS in computers.

CONTENTS:

- Operating System
 - Introduction
 - Objectives
 - Evolution
- Types of operating systems
- Function of OS
 - Process Management
 - Life Cycle of a Process
 - Batch processing
 - Multiprogramming
 - Process Scheduling
 - Deadlock
 - Multitasking
 - Multiprocessing

- Time Sharing
- Memory Management
 - Relocation
 - Protection and sharing
 - Virtual Memory
- File Management
 - File Access methods
 - File Operations
 - File Naming
- Device Management
- Security Management
- User Interface
- Details of basic system configuration,
 - Directory
 - File
 - Volume
 - Label
 - Drive name

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWERS TYPE QUESTIONS: Q 1, 2, 4, 5, 6, 7, 15-18, 19, 20-22, 27, 28, 30, 34, 40

LONG ANSWERS TYPE QUESTIONS: Q 1-10, 11, 13, 14, 19, 24, 25, 26, 31, 32, 34,40

OTHER ASSIGNMENT:

1. ibid 3, Page No. 299, Q 13, 21, 23, 44, 45, 79-83

SUGGESTED READINGS:

TEXT BOOK:

1. ibid 3, Page No. 270-294

REFERENCE BOOK:

1. ibid 1, Page No. 13.1-13.6

ARTICLE:

1. Zuo-Ning Chen, Kang Chen, Jin-Lei Jiang, Lu-Fei Zhang, Song Wu, Zheng-Wei Qi, Chun-Ming Hu, Yong-Wei Wu, Yu-Zhong Sun, Hong Tang, Ao-Bing Sun, Zi-Lu Kang. Evolution of Cloud Operating System: From Technology to Ecosystem[J]., 2017, 32(2): 224-241.

LECTURES 21-24**INTRODUCTION TO GUI USING WINDOWS OPERATING SYSTEM****OBJECTIVE:**

The objective of these lectures is to provide an outlook on Microsoft's Window XP, Window 7, Window 8 and explain various tools and features of OS.

CONTENTS:

- Introduction and features of Windows XP and Window 7
- GUI based window 8 and Window 10
- System utilities
- Windows Accessories
- Working with files and folders
- New style of windows:
 - Aero themes
 - Gadgets
 - Taskbar
 - Jump lists
 - Aero effects

ASSIGNMENTS FROM QUESTION BANK:**UNIT II**

SHORT ANSWERS TYPE QUESTIONS: Q 3, 24, 25, 26, 37

LONG ANSWERS TYPE QUESTIONS: Q 21, 22, 23, 27, 28, 29, 30,39

OTHER ASSIGNMENT:

1. ibid 4, Page No. 208, Q 1-10

SUGGESTED READINGS:**TEXT BOOK:**

1. ibid 4, Page No. 170-199 & Page No. 212-220

LECTURES 25-26

TRANSLATORS & LANGUAGES

OBJECTIVE:

The objective of these lectures is to introduce the concept of computer languages and language translators.

CONTENTS:

- **COMPUTER LANGUAGES**
 - Machine language
 - Assembly Language
 - High Level Language
- **LANGUAGE TRANSLATOR**
 - Assembler
 - Compiler
 - Interpreter

ASSIGNMENTS FROM QUESTION BANK:

UNIT II

SHORT ANSWERS TYPE QUESTIONS: Q 8, 9, 10, 11,

LONG ANSWERS TYPE QUESTIONS: Q 12, 15, 16, 17, 18, 35

OTHER ASSIGNMENTS:

1. ibid 1, Q 1, 2, 7, 8, 9. Page No. 15.9

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 15.1-15.9
2. ibid 3, Page No. 220-235,

REFERENCE BOOK:

1. ibid 4, Page No. 295-305
2. ibid 7, Page No. 2.5-2.7

WEBSITES:

1. <https://support.office.com/en-us/article/Basic-tasks-in-Word-2016-5ddb2058-7744-4b53-b14d-976acafbaba6> HYPERLINK "https://support.office.com/en-us/article/Basic-tasks-in-Word-2016-5ddb2058-7744-4b53-b14d-976acafbaba6"6.
2. <https://www.gcflernfree.org/word2016/>

ARTICLES:

1. Dannenberg RB (2018) Languages for Computer Music. *Front. Digit. Humanit.* 5:26. doi: 10.3389/fdigh.2018.00026
2. D. Chopra, N. Joshi, I. Mathur (2018), A Review on Machine Translation in Indian Languages, *Engineering, Technology & Applied Science Research* Vol. 8, No. 5, 2018, 3475-3478.

UNIT – III

MS WORD

LECTURE 29-33

OBJECTIVE:

The objective of these lectures is to give practical exposure to students of word processor and its various features.

CONTENTS:

- **WORD PROCESSOR**
 - Document preparation
 - Parts of word window
 - Document Window
 - Print Preview
 - Saving a document
 - Highlighting text
 - Formatting pages
 - Inserting shapes
 - Working with tables
 - Track changes
 - Adding Bibliography
 - Mail Merge

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWERS TYPE QUESTIONS: Q 3-6, 10, 11, 12, 13, 14, 16, 17, 18, 20, 34, 35

LONG ANSWERS TYPE QUESTIONS: Q 1, 5, 6, 7, 11, 12, 13, 14, 15, 16, 18, 19, 20

REFERENCE BOOK:

1. ibid 7, Page No. 3.1-3.46

WEBSITES

1. https://www.ischool.utexas.edu/technology/tutorials/office/mail_merge/Mail_Merge_Tutorial.pdf
2. <https://www.guru99.com>

LECTURES 34-36

MS OFFICE POWER POINT

OBJECTIVE:

The objective of these lectures is to give practical exposure to students of power point and its various features.

CONTENTS:

- PowerPoint Presentation Software
- Customer Ribbon
- Animations
- Working with tables
- Inserting Graphs

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWERS TYPE QUESTIONS: Q 19, 20, 25, 26, 27, 28, 29, 31,

LONG ANSWERS TYPE QUESTIONS: Q 24, 25, 26, 27, 28, 29, 30, 31,

REFERENCE BOOK:

1. ibid 7, Page No. 4.1-4.37

WEBSITES

1. <https://www.ispringsolutions.com/blog/how-to-create-a-custom-animation-in-powerpoint/>
2. https://www.csun.edu/science/ref/presentation/powerpoint/powerpoint_use_abuse.pdf

LECTURES 37-42

MS OFFICE SPREAD SHEETS

OBJECTIVE:

The objective of these lectures is to give practical exposure to students of the spreadsheet MS-Excel and its advanced features.

CONTENTS:

➤ ADVANCED EXCEL:

- Introduction features, applications and advance functions of Excel
- Creating Tables, Graphs and Charts
- Table Formatting
- Worksheet Management
- Sort and Filter Tools
- Subtotal
- Mathematical Functions
- Statistical Functions, Date and Time Functions
- Text Functions
- Financial Functions
- Analyze Data with Pivot Tables, Create and Manage Scenarios and Summaries.

ASSIGNMENTS FROM QUESTION BANK:

UNIT III

SHORT ANSWERS TYPE QUESTIONS: Q 1, 2, 7, 8, 9, 15, 21, 22, 23, 24, 30, 32, 33

LONG ANSWERS TYPE QUESTIONS: Q 2, 3, 4, 8, 9, 10, 17, 21, 22, 23, 32, 33, 34

REFERENCE BOOK:

1. ibid 7, Page No. 5.1-5.15

WEBSITES

1. https://www.researchgate.net/publication/274635572_Using_Pivot_Tables_in_Excel_2010
2. <https://www.guru99.com>

ARTICLE:

1. Nathan Garrett (2018), What-if Model Games in Excel, Twenty-fourth Americas Conference on Information Systems

UNIT IV

LECTURES 43-49

DATA COMMUNICATION AND NETWORKING

OBJECTIVE:

These lectures will help students to understand the concepts of a data communication system & technologies. They will learn how to use these technologies for building different types of computer networks.

CONTENTS:

- Elements of a communication system
 - Sender
 - Receiver
 - Transmission Medium
 - Message
- Data Transmission Modes
 - Simplex
 - Half Duplex
 - Full Duplex
- Data Transmission speed
 - Bandwidth
- Transmission media
 - Guided Media
 - Co axial cable
 - Twisted pair
 - Fiber optics
- Unguided Media
 - Radio waves
 - Microwaves
 - Satellite Communication
- Network Topologies

- Star
- Mesh
- Tree
- Bus
- Hybrid
- Types of Networks
 - LAN
 - MAN
 - WAN
- Communication Protocols
- OSI Model (7 Layers)
 - Physical Layer
 - Data Link Layer
 - Network Layer
 - Transport Layer
 - Session Layer
 - Presentation Layer
 - Application Layer
- Internetworking Tools
 - Repeaters
 - Hubs
 - Switches
 - Routers
 - Gateways
- Internet, Intranet, Extranet

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWERS TYPE QUESTIONS: Q 1-25, 31-35

LONG ANSWERS TYPE QUESTIONS: Q 1-25, 32, 35

OTHER ASSIGNMENT:

1. ibid 3, Page No. 379, Q 1-55

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 3, Page No. 346-377
2. ibid 2, Page No. 265-284

REFERENCE BOOKS:

1. ibid 1, Page No 19.1-19.11, 21.1-21.9, 35.1-35.6
2. ibid 6, Page No. 1.1-1.18
3. ibid 5, page No. 164-174, 188-193, 200-218, 253-260

WEBSITES:

1. <http://compnetworking.about.com/od/networkdesign/a/topologies.htm>
2. <http://study.com/academy/lesson/types-of-networks-lan-wan-wlan-man-san-pan-epn-vpn.html>

ARTICLES:

1. Liu Z, Huang N, Li D., “An Algorithm for Delay-Reliability in Communication Networks Based on Probabilistic User Equilibrium Model”, in Information Science and Cloud Computing Companion (ISCC-C), page no. 135-141, Dec, 2014.
2. “Algorithmic Nuggets in Content Delivery “, Bruce M. Mags , Ramesh K. Sitharama, ACM SIGCOMM Computer Communication Review , Volume 45, Number 3, July 2015. Page No. 52-66.
3. Sushruta Mishra, Lamboder Jena, Aarti Pradhan, “Networking Devices and Topologies: A Succinct Study” International Journal of Advanced Research in Computer Science and Software Engineering, Volume 2, Issue 11, November 2012, ISSN: 2277 128X.
4. Renée Fontenot, Lydia Blalock, (2000) "Extranets: impacts on business practices and relationships", Journal of Business & Industrial Marketing, Vol. 15 Issue: 6, pp.438-457, <https://doi.org/10.1108/08858620010349510>.

LECTURES 50-52

INFORMATION TECHNOLOGY AND SOCIETY

OBJECTIVE:

The objective of these lectures is to introduce the application of information technology in various industries and services.

CONTENTS:

Application of IT in

- Railways
- Airlines
- Banking
- Online banking system
- Insurance
- Inventory control
- Financial system

- Hotel Management
- Education
- Entertainment and health

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWERS TYPE QUESTIONS: Q 26, 27

LONG ANSWERS TYPE QUESTIONS: Q 29, 31, 34

OTHER ASSIGNMENT:

1. ibid 5, Q 3, 13, 18, 27, 33, 36-38, 44, 45, 49, 53 Page No. 300

REFERENCE BOOKS

1. ibid 5, Page No. 276-277, 283-96

ARTICLES:

1. G.Siva Krishna, S. Venu Gopal, A study on "E-banking to improve Customer Base" with reference to HDFC bank Ltd, International Journal of Research and Computational Technology, Vol. 4, Issue 3,ISSN.0975-5662

LECTURES 53-54

SECURITY ISSUES IN INFORMATION TECHNOLOGY

OBJECTIVE:

The objective of these lectures is to acquaint students with the threats prevailing in IT industry in current scenario.

CONTENTS:

- Threats to internet security
- Types of Threats
- Security Systems on the internet
 - Cryptography
 - Digital Signature
 - Firewall
 - User Identification and Authentication
 - Data Backup and Recovery

ASSIGNMENTS FROM QUESTION BANK:

UNIT IV

SHORT ANSWERS TYPE QUESTIONS: Q 28, 29, 30

LONG ANSWERS TYPE QUESTIONS: Q 26, 27, 28, 30, 33

OTHER ASSIGNMENT:

1. ibid 4, Q 1, 3, 4, 8, 12 Page No. 593

SUGGESTED READINGS:

TEXT BOOKS:

1. ibid 1, Page No. 23.1-23.9, 25.1-25.9

REFERENCE BOOKS:

1. ibid 7, Page No. 10.1-10.3
2. ibid 4, Page No. 566-586
3. ibid 3, Page No. 302-306, 315-322

ARTICLES:

1. Adnan Ahmed Abi Sen, Fathy Albourae Eassa, Kamal Jambi, Mohammad Yasim, (2018), Preserving Privacy in Internet of things: A Survey, International Journal of Information Technology, Vol 10, Issue 2, ISSN-2511-2104
2. Dongpo Zhang(2018), Big Data Security and Privacy Protection, Proceedings of the 8th International Conference on Management and Computer Science (ICMCS 2018).