

Objective: The objectives of this paper is to introduce the student to the principles of economics which will aid them in the decision making process at the organizational level.

Unit I: INTRODUCTION AND BASIC CONCEPTS:

Important economic terms and concepts – goods, utility, value, price, wealth, equilibrium, income. Firm and industry, fundamental problems of an economy – what to produce, how to produce, for whom to produce. Definition, nature and scope of managerial economics, significance of managerial economics for managers, future challenges for managers in the new economic setup.
Alternative objectives of business firms, Importance of Profit making objective

Unit II: DEMAND AND SUPPLY ANALYSIS

Demand concept, demand schedules and demand curves
Price elasticity, concept and measurement of price elasticity. Income elasticity and cross elasticity -meaning only
Consumer equilibrium under Indifference Curve Analysis and Revealed Preference Theory
Demand forecasting – meaning, need, prerequisites of a good forecast, types of demand forecasting, techniques of demand forecasting – consumer survey method and trend projection
Supply concept, supply schedules and supply curves

Unit III: PRODUCTION, COST & REVENUE ANALYSIS

Production function – short run production function – Law of variable proportion, long run production function – Law of Returns to Scale: brief concepts only
Basic Cost concepts, short run and long run cost concepts, reasons for U-shaped short run and long run average cost curves, relationship between Average Cost and Marginal Cost curve
Revenue concepts, relationship between Average Revenue and Marginal Revenue under perfect and imperfect competition.

Unit IV: PRODUCT PRICING

Firm equilibrium, general conditions for a firm's equilibrium
Price and output fixation in the short run and long run under perfect competition
Price and output determination under monopoly
Price and output determination under monopolistic competition for individual firm and group of firms
Oligopoly – interdependence of firms, indeterminateness of the demand curve, collusive oligopoly – cartels and price leadership: brief concepts only

Unit V: FACTOR PRICING

Distinction between personal distribution and functional distribution, distinction between micro and macro view of distribution, Marginal Productivity theory of distribution

Meaning of rent, distinction between contractual and economic rent, distinction between differential rent and scarcity rent [theories of rent are excluded]
Distinction between gross interest and net interest, liquidity preference theory of interest
Wages, distinction between money wage and real wage, wage determination in imperfect competition
Profit – distinction between gross profit and net profit, risk and uncertainty bearing theory of profit

Books recommended:

1. Managerial Economics, D N Dwivedi, Vikas Publishing, New Delhi, latest edition
2. Managerial Economics, Paul Keat & Philip Young, Pearson, 2008 or later edition
3. Managerial Economics, Y Maheshwari, Prentice Hall India, latest edition
4. Business Economics, Chopra, P.N., Kalyani Publishers, latest edition
5. Business Economics, Adhikary, M., Excel Books, latest edition

BBA C 202 : FINANCIAL ACCOUNTING

Objective: The subject is intended as an introduction to accounting principles and procedures. It does not require a fully detailed treatment such as would be given in an accounting course. This paper is meant to enable the student to use and interpret all forms of accounts with knowledge of principles underlying the compilation of accounting statements and reports.

Unit I:

Accounting concepts and conventions (GAAP), double entry system of accounting, journal, ledger – posting, balancing, concept of Trial Balance. . Cash Book - nature and types - single column, double column and triple column cash book.

Preparation of Bank Reconciliation Statement.

Unit II:

Accounting for depreciation – numerical problems on straight line and diminishing balance method, Reserves and Provisions (theoretical concepts only). Capital and revenue expenditure.

Preparation of Trading Account, Profit and Loss account and Balance Sheet of sole proprietorship concerns with adjustments.

Unit III:

Company accounts : accounting for shares - issue, forfeiture and re-issue.

Accounts of non-trading concerns – Preparation of Income and Expenditure account (from Receipts and Payment account) and Balance Sheet.

Unit IV:

Analysis and interpretation of financial statements - meaning, objectives, tools - comparative financial statements, common measurement statements, trends percentage analysis and ratio analysis. Concepts of different items appearing in the company final accounts. Numerical problems only from ratio analysis and restricted to gross profit ratio, net profit ratio, operating ratio, stock turnover ratio, current ratio, quick ratio, proprietary ratio, return on capital employed and return on equity capital.

Unit V:

Financial statement analysis:

- Funds flow Analysis (preparation of statement of changes in working capital and fund flow statement)
- Cash flow Analysis (preparation of cash flow statement)

Books recommended:

1. Jain S. P. and Narang K.L., Advanced Accountancy, Kalyani Publishers, Ludhiana

Other references:

1. Dr. Jawahar Lal, Accounting for Management, Himalaya Publishing House, 2002
2. Hanif and Mukherjee, Corporate Accounting, Tata McGraw Hill, New Delhi, 2006
3. Shukla & Grewal, Advanced Accounts, (S Chand, New Delhi)
4. Juneja, Mohan C, Chawla RC and Saxena KK, Double Entry Book Keeping, Kalyani Publishers, Calcutta.
5. Narayanswamy R, Financial Accounting : A Managerial perspective, Prentice Hall of India, New Delhi, 2005

BBA H 203 : PRINCIPLES OF MARKETING

Objective: To introduce students to the concepts and principles of marketing and its applications.

Unit I:

Introduction of Marketing: definition & functions of marketing:

Core concepts of marketing:- Need, want, desire, benefits, demand, value, exchange; Goods- services continuum, product, market; customer satisfaction, customer delight; Approaches to marketing:- production-product-selling-marketing-societal-relationship; concept of marketing myopia; selling vs. marketing; Holistic marketing orientation & customer value.

Consumer Behaviour:- concept, characteristics of consumer and organizational markets, 5 step Buyers decision process. Marketing Environment:- Analyzing needs and trends Macro Environment- political, economic, socio-cultural and technical environment- PEST analysis, concept of market potential & market share.

Market segmentation:- definition, needs & benefits, bases for segmentation for consumer goods, industrial goods & services, effective segmentation criteria; definition of Target Marketing, evaluating market segments, target market strategies- undifferentiated, differentiated, and concentrated.

Unit II:

Product : classification of products, product-mix decision, product line, product life cycle & marketing strategies at different levels of PLC, New product development process, Strategies used in branding, significance of packaging as a marketing tool, labeling.

Unit III:

Price:- pricing objectives, price determination, factors influencing pricing policy, general pricing methods, price adaptation strategies.

Unit IV:

Channels of distribution:- definition, functions, channel design decision, channel management decision, types of marketing channels (HMS, VMS and MMS), channel conflicts – types, causes and management of channel conflicts

Elements of the Promotion-mix, communication process, integrated marketing communication, steps in developing effective communication, sales promotion campaign

Unit V:

Preparation of a marketing plan, Porter's 5 forces model, competitive strategies for market leaders, challengers, followers and market nichers.

Recommended Books:

1. Philip, Kotler and Keller Kevin Lane, "Marketing management" PHI, New Delhi.
2. Sarangi S.K. Marketing Management, Asian Books Pvt Ltd, New Delhi.

Other Readings:

1. Michael.J.Etzel, Bruce.J.Walker and W.J.Stanton, "Marketing" McGraw Hill, New York.
2. E.Jerome McCarthy,& William D. Perreault, "Basic Marketing" Richard D.Irwin.
3. Charles W. Lamb, Joseph F.Hair & Carl McDaniel, "Principles of Marketing" South Western Publishing, Ohio.
4. Pride, William M & D.C.Farrel, "Marketing" , Houghton-Mifflin, Boston.
5. Majaro Simon," The Essence Of Marketing", PHI, New Delhi.
6. William G. Zikmund & Michael D'Amico, "Marketing; Craeting and Keeping "Customers in an E- Commerce World" , Thomson Learning.
7. T.N.Chabra, and S.K.Grover, " Marketing management" Dhanpat Rai & Company.