

EIILM University

Directorate OF DISTANCE LEARNING

SYLLABUS BOOKLET Semester-II

Bachelor OF BUSINESS ADMINISTRATION PROGRAM

JAN 2010 ONWARDS

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – II**

ORGANIZATION BEHAVIOUR

Sub. Code: BBA - 201

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT-1 INTRODUCTION

Meaning of Organisation Behaviour; Disciplines Contributing to Organisation Behaviour field; Role of Organisation Behaviour in today's business organisations

UNIT-2: UNDERSTANDING SELF

Perception: Nature and Importance; Perceptual selectivity; Social Perception; Personality: Meaning; Personality determinates; Personality characteristics; Personality development theories

UNIT-3: MOTIVATION

Primary and secondary motives; Theories of motivation: Content and process-theories - V room's expectancy theory; Porter-Lawler model; Equity theory of work motivation; Alderfers ERG theory; Mc Clelland's Need theory

BLOCK II

UNIT-4: LEARNING

Theories of learning; principles of learning; Reinforcement and its application in behaviour modification

UNIT-5: GROUP DYNAMICS

Theories of groups; group norms and roles; cohesiveness the dynamics of informal groups

UNIT-6: LEADERSHIP

Leaders versus Managers; Theories of leadership: Trait theory; behavioural theory; Fiedler's contingency theory; Hersey and Blanchard's; Situation theory leadership in 21st century; Leadership styles; Managerial Grid; Likert's systems of leadership; Normative model

BLOCK III

UNIT-7: MANAGEMENT OF CONFLICTS

Reasons and types of conflicts; Management of Interpersonal conflicts and organisational conflicts

UNIT-8: ORGANISATIONAL CHANGE

Major forces of change; Resistance to change; Process of change; Developing support for change; Change Model.

UNIT-9: POWER

Meaning of Power; Source of power; Implications for performance and satisfaction

Suggested Readings:

1. Management and Organisation behaviour by Dr Rajinder Sharma ; Year Of Publication : 2006 ; Edition : First
2. Managing Organisational Behaviour People skills for success S K Bhatia ; Year Of Publication : 2008
3. Organisational Behaviour by S Fayyaz Ahmad and Nazir Ahmad Gilkar and Javid Ahmad Darzi ; Year Of Publication : 2008
4. Organisational Behaviour Text and Cases by Uma Sekaran ; Year Of Publication : 2007; Edition : Second

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – II**

MACRO ECONOMICS

Sub. Code: BBA - 202

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: DEFINITION; NATURE & SCOPE OF MACRO-ECONOMICS

Meaning; nature and scope; Basic concepts used: Stock and flow variables; partial and general equilibrium; static and dynamic analysis

UNIT 2: CIRCULAR FLOW OF INCOME AND EXPENDITURE

Economy as a circular flow of income and expenditure; National income; Concepts and measurement through double entry; sectoral accounting and matrix approaches

UNIT 3: CLASSICAL AND KEYNSIAN THEORY

Classical theory of output and employment; Say's law of markets; Keynesian theory of income determination; determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium

BLOCK II

UNIT 4: CONSUMPTION

Meaning determinants and importance of consumption; Theory of consumption: Absolute income hypothesis; relative income hypothesis; permanent income hypothesis; life cycle hypothesis.

UNIT 5: THEORY OF INVESTMENT

Meaning; Types of investment determinants of investment; marginal; efficiency of capital; net present value; internal rate of return; interest rate determination; classical; neoclassical and Keynesian theories.

UNIT 6: THEORY OF MULTIPLIER

Income generation in a static and dynamic setting; tax multiplier; foreign trade multiplier; balanced budget multiplier; leakages from multiplier; relevance of multiplier to developing countries.

BLOCK III

UNIT 7: INFLATION

Inflation: Meaning; types; and theories of inflation.

UNIT 8: STABILIZATION POLICIES

Stabilization policies: Monetary and fiscal policies.

UNIT 9: MONEY ITS FUNCTION AND ROLE

Quantity theory of money; Fisher and Cambridge equations; Keynes views about money and prices.

Suggested readings:

1. A Concise guide to Macro Economics by David A Moss Year Of Publication: 2007
2. Macro Economics by Dr Abha Mittal Edition : Fourth
3. Macro Economics Analysis and Policy by D D Chaturvedi by Year Of Publication : 2005 Edition : Third Revised

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – II**

COST ACCOUNTING

Sub. Code: BBA - 203

Credits: 04

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: NATURE AND SCOPE OF COST ACCOUNTING

Introduction; Need for Costing; Definitions of Costing and Cost Accounting; Objects of Cost Accounting; Difference between Cost Accounting and Financial Accounting; Advantages of Cost Accounting; Installation of a Costing System

UNIT 2: CONCEPT OF COST AND ITS ASCERTAINMENT

Introduction; Meaning of Cost; Classification of Costs; Cost Unit; Cost Centre; Elements of Cost: Materials; Labour; Expenses; Components of Total Cost; Cost Sheet; Methods of Costing; Types of Costing

UNIT 3: PRICING THE ISSUE OF MATERIAL

Introduction; Direct and Indirect Materials; Material Control: Definition; Objectives; Advantages; Ascertaining the Cost of Materials; Problem in Pricing the Issue of Materials; Methods of Pricing: First in First Out Method; Last in First Out Method; Weighted Average Price Method

BLOCK II

Unit 4: Classification and Distribution of Overheads

Introduction; Concept of Overheads; Classification of Overheads; Collection of Factory Overheads; Allocation and Apportionment of Factory Overheads; Preparation of Overheads Distribution Summary

UNIT 5: ABSORPTION OF FACTORY OVERHEADS

Introduction; Meaning of Absorption; Methods of Absorption: Production Units Method; Direct Material Cost Method; Direct Wages Method; Prime Cost Method; Direct Labour Hour Method;

Machine Hour Method; Requisites of a good method of Absorption; Computation of Machine Hour Rate; Over-absorption and under-absorption of Factory overheads

UNIT 6: TREATMENT OF OTHER OVERHEADS

Introduction; Office and Administration Overheads; Selling and Distribution Overheads; Treatment of Certain Items in Cost Accounts

BLOCK-III

UNIT 7: UNIT COSTING

Introduction; Meaning and Applicability; Preparation of Statement of Cost/Cost Sheet; Preparation of Production Account

UNIT 8: JOB AND CONTRACT COSTING

Job Costing: Definition and Characteristics; practical problems; Contract costing: Definition and Characteristics; practical problems; Difference between Job and Contract Costing;

UNIT 9: PROCESS COSTING

Introduction; Meaning and Application of Process Costing; Difference between Job Costing and Process Costing; Characteristics; Costing Procedure; Process Losses: Normal Process Loss; Abnormal Process Loss; Abnormal Effectiveness

Suggested Readings

1. Cost Accounting by Charles T Horngren Srikant M Datar George Foster; Year Of Publication : 2006
2. Cost Accounting by M Y Khan and P K Khan ; Year Of Publication : 2005 Edition : First
3. Cost Accounting by P C Tulsian ; Year Of Publication : 2007
4. Cost Accounting by R S N Pillai and V Bagavathi; Year Of Publication : 1985 Edition : First

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – II**

DATA COMMUNICATION & NETWORKS

Sub. Code: BBA - 204

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: COMMUNICATION

What is communication; Communication Model; Data Communication; Characteristics Essential to Data Communication System;

UNIT 2: SIGNALS

Introduction; Analog Signal; Digital Signal; Why Digital Communication

UNIT 3: TRANSMISSION MEDIA

UTP cables; STP cables; Coaxial cables; Optic Fiber cables; **Line Configuration; Topologies;** Point to point Communication; Multipoint Communication; Bus topology; Ring topology; Star topology; Tree topology; Hybrid topology

UNIT 4: PROTOCOLS

Introduction; TCP/IP protocol suite and the OSI reference model

BLOCK II

UNIT 5: MODULATION

Need of modulation; Amplitude shift Keying; Frequency shift keying; Phase shift Keying

UNIT 6: DATA MODEMS

Types of Modems; Half Duplex and full Duplex modems

UNIT 7: SERIAL TRANSMISSION:

Synchronous data transmission; Asynchronous data transmission

UNIT 8: ERROR DETECTION: INTRODUCTION

Single Parity Check; Cyclic Redundancy Check

BLOCK III

UNIT 9: MULTIPLEXING

Frequency Division Multiplexing; Time Division Multiplexing

UNIT 10: SWITCHING

Introduction; Circuit Switching; Packet Switching; Message Switching

REFERENCES:

1. **William Stallings**; Data and Computer Communications; Seventh Edition
2. **Andrew S. Tanenbaum**; Computer Networks; Fourth Edition
3. **Larry L. Peterson**; Computer Networks: A Systems Approach; 3rd Edition
4. **Behrouz A Forouzan; Behrouz Forouzan**; Data Communications and Networking
5. **Curt M. White**; Data Communications and Computer Networks; Second Edition

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – II**

BUSINESS STATISTICS

Sub. Code: BBA - 205

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT-1 INTRODUCTION

Defining Statistics; Functions; Importance and Limitations of Statistics; Planning and Execution of a statistical investigation; Census and sample investigation; Descriptive and Inferential statistics

UNIT-2 COLLECTION, EDITING AND PRESENTATION OF DATA

Primary data and Secondary data; Methods of collection; Scrutiny of data; Presentation of data: textual and tabular presentations; Construction of a table and the different components of a table. Diagrammatic representation of data: Histograms and frequency polygon

UNIT-3 FREQUENCY DISTRIBUTIONS

Attribute and variable; Frequency distribution of an attribute; Individual; Discrete and Continuous series; Frequency distributions of discrete and continuous variables; Diagrammatic representation of a frequency distribution

BLOCK II

UNIT-4 MEASURES OF CENTRAL TENDENCY

Definition; Characteristics of a good average; Different measures of average; Arithmetic Mean; Median; Other positional measures – quartiles; deciles; percentiles; Mode; Relation between Mean; Median and Mode

UNIT-5 MEASURES OF DISPERSION

Meaning and objective of dispersion; Characteristics of a good measure of dispersion; Different measures of dispersion – Range; Quartile deviation; Mean deviation; Standard deviation; Comparison of the different measures of dispersion

UNIT-6 MOMENTS; SKEWNESS AND KURTOSIS

Moments; Coefficients based on moments; Sheppard's correction; Skewness; Measures of skewness; Kurtosis and its measures

BLOCK III

UNIT-7 CORRELATION AND REGRESSION

Correlation Analysis – Meaning of correlation; Scatter Diagram; Karl Pearson's coefficient of linear correlation; Calculation of the correlation coefficient from grouped data; Properties of the correlation coefficient.

UNIT-8 REGRESSION ANALYSIS

Two lines of regression; Correlation Coefficient and the two Regression Coefficients; Coefficient of determination; Concept of multiple regression.

UNIT-9 ANALYSIS OF TIME SERIES

Objective of time series analysis; Causes of variations in time series data; Components of a time series; Decomposition – Additive and Multiplicative Models; Determination of trend: Moving averages method and method of least squares; Measurement of secular trend; Seasonal variations

Suggested Readings

1. R.I. Levin & D.S. Rubin: Statistics for Management: Pearson Education
2. Amir D. Aczel & Jayavel Sounderpandian – Complete Business Statistics: Tata McGraw-Hill
3. R.S Bhardwaj; Business Statistics; Excel Books
4. S P Gupta & M.P. Gupta: Business Statistics: Sultan Chand & Sons
5. G. C. Beri – Statistics for Management: Tata McGraw- Hill
6. A.M Goon; M.K Gupta & B; Dasgupta : Basic Statistics : World Press.
7. Hoel & Jessen: Basic Statistics for Business and Economics; John Wiley & Sons; New York.
8. Anderson; Sweeney and Williams – Statistics for Business and Economics; West Publishers