

Bachelor of



Business
Administration (CA)

SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE (Autonomous)

[An Autonomous College Affiliated to Periyar University, Salem, Tamil Nadu]

[Accredited by NAAC with 'A' Grade with CGPA of 3.27]

[Recognized 2(f) & 12(B) Status under UGC Act of 1956]

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BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS (BBA (CA)) CHOICE BASED CREDIT SYSTEM (CBCS)

REGULATIONS AND SYLLABUS FOR

BBA CA PROGRAMME (SEMESTER PATTERN)

(For Students Admitted in the College from the Academic Year 2020-2021 Onwards)



Programme Outcomes (POs)

PO1	Student can acquire comprehensive knowledge in Fundamentals of Management, Accounting, Business Laws, Business Organization, Human Resources Management, Marketing, Economics and Computer Skills.
PO2	Designed for capacity building to various avenues of employment, entrepreneurship and higher education.
PO3	Acquire the core competencies of business acumen, analytical & critical thinking and communication skills and employ empirical approach for effective team building, crisis management and business solutions.
PO4	Apply the knowledge and skills thrive on the evolving challenges of trade & industry.
PO5	Analyze the challenges of the dynamic world with a global outlook.
PO6	Sensitized to ethical and moral issues in business to be more socially responsible.

Programme Specific Outcomes (PSOs)

PSO1	Develop conceptual and practical knowledge in the field of business and management.
PSO2	Provide strong analytical and critical thinking foundation enabling problem solving skills in the various disciplines of management.
PSO3	Demonstrate leadership qualities to take the business/firm to greater heights.
PSO4	Enhance the employability and professional skills to become successful manager/executives in reputed firms.
PSO5	Manage their business more successfully and also to identify new business opportunities and marketing avenues to establish start-ups.
PSO6	Strengthen the ability to learn continuously to adapt to the dynamic challenges of the business world and lead business with conscience-moral, ethical and environmental values.

**SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE****(Autonomous)****Bachelor of Business Administration (BBA (CA))****Course Pattern and Syllabus – CBCS****(For Students Admitted in the College from the Academic Year 2020-2021 Onwards)**

Sl. No	Part	Nature of Course	Course Code	Name of the Course	Hours / Week	Credits	Marks		
							CIA	ESE	Total
SEMESTER I									
1	I	Languages	20UTA1F01	Tamil – I	6	3	25	75	100
2	II	Languages	20UEN1F01	English – I	6	3	25	75	100
3	III	Core - I	20UBX1C01	Principles of Management	5	4	25	75	100
4		Core - II	20UBX1C02	Introduction to Computer Technology	5	4	25	75	100
5		Allied - I	20UBX1A01	Business Mathematics and Statistics	6	4	25	75	100
6	IV	Value Education	20UVE101	Yoga	2	2	25	75	100
Total					30	20	150	450	600
SEMESTER II									
7	I	Languages	20UTA2F02	Tamil – II	6	3	25	75	100
8	II	Languages	20UEN2F02	English – II	6	3	25	75	100
9	III	Core - III	20UBX2C03	Organizational Behavior	5	4	25	75	100
10		Core - IV	20UBX2C04	Office Automation	4	4	25	75	100
11		Practical - I	20UBX2P01	MS – Office Practical	3	2	40	60	100
12		Allied - II	20UBX2A02	Managerial Economics	4	4	25	75	100
13	IV	Common Paper	20UES201	Environmental Studies	2	2	25	75	100
Total					30	22	190	510	700
SEMESTER – III									



14	III	Core - V	20UBX3C05	Business Communication	6	4	25	75	100
15		Core - VI	20UBX3C06	Financial & Cost Accounting	6	4	25	75	100
16		Core - VII	20UBX3C07	E-Business	6	4	25	75	100
17		Allied - III	20UBX3A03	Operations Research	4	3	25	75	100
18	IV	SBEC - I	20UBX3S01	Fundamentals of Insurance	2	2	25	75	100
19		SBEC - II	20UBX3S02	Life Skill Education	2	2	25	75	100
20		SBEC - III	20UBX3SP01	Campus to Corporate - (Viva-Voce)	2	2	-	100	100
21	IV	NMEC – I For Other Department	20UBX3N01	Principles of Management	2	2	25	75	100
Total					30	23	175	625	800
SEMESTER – IV									
22	III	Core - VIII	20UBX4C08	Production and Material Management	4	3	25	75	100
23		Core - IX	20UBX4C09	Management Accounting	5	4	25	75	100
24		Core - X	20UBX4C10	Business Law	5	4	25	75	100
25		Core – X1	20UBX4C11	HTML and Web Design	5	4	25	75	100
26	IV	SBEC - IV	20UBX4S03	Export and Import Documentation	2	2	25	75	100
27		SBEC – V	20UBX4S04	Practice of Business Relations	2	2	25	75	100
28		SBEC - VI	20UBX4SP02	In plant Training – (Viva -Voce)	2	2	-	100	100
29		NMEC - II	20UBX4N02	Human Resource Management	2	2	25	75	100
30		Practical -II	20UBX4P02	HTML and Web Design Practical	3	2	40	60	100
Total					30	25	215	685	900
SEMESTER – V									



31	III	Core - XII	20UBX5C12	Business Policy and Strategy	5	4	25	75	100
30		Core - XIII	20UBX5C13	RDBMS and Oracle	5	4	25	75	100
31		Core - XIV	20UBX5C14	Financial Management	5	4	25	75	100
32		Core-XV	20UBX5C15	Fundamental of Research Methodology	5	4	25	75	100
33		Core- XVI	20UBX5C16	Management Information System	4	3	25	75	100
34		Practical - III	20UBX5P03	RDBMS and Oracle Practical	3	2	40	60	100
35		Electives-I	20UBX5E01	Service Marketing	3	3	25	75	100
			20UBX5E02	Industrial Relations					
			20UBX5E03	Multimedia					
			20UBX5E04	Total Quality Management					
	20UBX5E05		Data Base Management System						
Total					30	24	190	510	700
SEMESTER – VI									
36		Core – XVII	20UBX6C17	Marketing Management	5	4	25	75	100
37		Core – XVIII	20UBX6C18	Financial Institutions and Services	6	4	25	75	100
38		Core - XIX	20UBX6C19	Human Resources Management	5	4	25	75	100
39		Core – XX	20UBX6C20	Visual Basic	5	4	25	75	100
40		Project	20UBX6PR1	Project Work	2	4	-	100	100
41		Practical - IV	20UBX6P04	Visual Basic Practical	3	2	40	60	100
42		Electives-II	20UBX6E06	Retail Marketing Management	4	3	25	75	100
			20UBX6E07	Training & Development					
			20UBX6E08	Entrepreneurial					



				development					
			20UBX6E09	Investment Management					
			20UBX6E10	Merchandising Management					
43	V			Extension Activities		1			
Total					30	26	165	535	700
Grand Total					180	140	1085	3315	4400

Note:

- CBCS – Choice Based Credit system
 CIA – Continuous Internal Assessment
 ESE – End of Semester Examinations
 SWAYAM – Study Webs of Active-Learning for Young Aspiring Minds
 NPTEL – National Programme on Technology Enhanced Learning

Major Elective Courses

1. Financial Accounting
2. Service Marketing
3. Retail Marketing Management

Non-Major Elective Courses

1. Principles of Management
2. Human Resources Management



List of Extension Activities

1. National Cade Corps (NCC)
2. National Service Scheme (NSS)
3. Youth Red Cross (YRC)
4. Physical Education (PYE)
5. Eco Club (ECC)
6. Red Ribbon Club (RRC)
7. Women Empowerment Cell (WEC)



PROGRAMME SYLLABUS



Program: BBA (CA)				
Core – I		Course Code: 20UBX1C01		Course Title: Principles of Management
Semester I	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	100

Course Objectives

1. To enable the students to study the evolution of Management.
2. To study the functions and principles of management.
3. To learn the application of the principles in an organization.
4. To enable the effective and barriers communication in the organization
5. To study the system and process of effective controlling in the organization.

UNIT – I

Management – Definition – Importance – Nature – Scope and Functions – Levels of Management – Roles of a Manager – Managerial Skills – Principles of Management. Evolution of Management Thoughts – Contributions of F.W. Taylor – Henry Fayol – Management Vs. Administration.

UNIT – II

Planning – Meaning and Definition - Importance – Advantage – Steps in Planning – Types of Plans – Management by Objectives (MBO) - Definition – Process – Merits – Limitations. Decision Making – Definition – Types of Decision – Process of Decision Making.

UNIT – III

Organisation – Definition - Need for Organisation – Classification of Organisation – Process – Organizational Structure – Line Functional, Line & Staff Organisation. Span of Management or Control – Factor Determining Span of Control – Delegation – Centralisation and Decentralisation.

UNIT – IV

Directing – Meaning, Elements, Nature, Importance, Principles – Leadership – Definition – Styles of Leadership – Qualities for Effective Leadership. Motivation – Meaning– Theories of Motivation – Maslow’s Need Hierarchy Theory, – Herzberg's Two Factor Theory and their



Comparison.

UNIT – V

Co-coordinating – Definition – Importance – Need – Principles – Approaches to Achieve Effective Co-ordination. Controlling – Meaning – Elements and Significance – Modern Trends in control Process – Control Technique.

Text Books

1. C.B. Gupta, Business Organization & Management, Sultan Chand & Sons, 2006.
2. L.M. Prasad, Principles of Management, Sultan Chand & Sons, 1999.

Reference Books

1. Dingar Pagare, Business Management, Sulthan Chand & Sons, 2006.
2. Koontz and O. Donnel, Essentials of Management, McGraw Hill, 2010.
3. T.Ramasamy, Principles of Management, Macmillan India Ltd., 2005.
4. J. Jayashankar, Principal of Management, Margham Publications, 2009.

Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Students will be able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management.	K1 & K2
CO2	Understand the planning process in the organization.	K2 & K3
CO3	Apply the concept of organization.	K3 & K4
CO4	Demonstrate the ability to directing, leadership and communicate effectively	K5 & k6
CO5	Evaluate isolates issues and formulate best control methods.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create



Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	S
CO2	M	M	M	S	S
CO3	M	S	S	S	M
CO4	S	M	S	S	M
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core – II		Course Code: 20UBX1C02		Course Title: Introduction to Computer Technology
Semester I	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	100

Course Objectives

1. To know the integration and application of business information's through computers.
2. To know about analyze a problem, decide whether it can or should be solved by a computer, and provide an appropriate solution.
3. To know about the major components of applications software in the areas of Data communications, and Internet.

UNIT-I

Introduction to Computer: Definition, characteristics, Importance of computers- Generation of computers- Types of computer systems - Micro, Mini, Mainframe and Super Computers, Analog, Digital and Hybrid computers.

UNIT-II

Computer Organization: ALU, CU, Input, Output, Units. Memory units- Auxiliary Storage Devices - Magnetic Tape - Hard Disk - Floppy Disk- CD-ROM. Memory Organization - RAM, ROM, EPROM and EEPROM.

UNIT-III

Computer Software -Operating System and its functions - Types of Operating System – Computer Networks: Components of a Computer Network - Communication Media - Types of Networks - Network Topologies.

UNIT- IV

Internet and www. Electronic Mail: Introduction - E-mail - Domain Name and Addresses - advantages and disadvantages of Internets – Intranet – Extranet.

UNIT-V

Internet of Things- Introduction – Features of IoT – History of IoT – Applications of IoT – Advantages and Disadvantages of IoT – Components of IoT – Challenges of IoT.

**Text Books**

1. Alexis Leon and Mathews Leon, Fundamentals of Information Technology, Vikas Publishing House Pvt Ltd, 2016.
2. Peter Norton, Introduction to Computer, 2nd Edition, TMH, 2019.
3. JP Tam, Internet of Things Basics: For Beginners: Fast and Easy Way to Learn, Kindle Edition, 2020.

Reference Books

1. S.P. Rajagopalan, Computer Applications in Business, Vikas Publishing House Pvt. Ltd, 2018.
2. Alexis leon and mathews Leon, Fundamentals of Computer Science and Communication Engineering, Vikas Publishing House Pvt Ltd, 2016.

Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Bridge the fundamental concepts of computers with the present level of knowledge of the students.	K2
CO2	Familiarize operating systems, programming languages, peripheral devices, networking, multimedia and internet	K1 & K2
CO3	Identify categories of programs, system software and applications. Organize and work with files and folders.	K4
CO4	Describe the usage of computers and why computers are essential components in business and Society.	K3
CO5	Solve common business problems using appropriate Information Technology applications and systems.	K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create



Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	M	M	M
CO2	M	S	M	S	S
CO3	S	S	M	M	M
CO4	M	S	S	M	S
CO5	S	M	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Allied – I		Course Code: 20UBX1A01		Course Title: Business Mathematics and Statistics
Semester I	Hours/Week 6	Total Hours 90	Credits 4	Total Marks 100

Course Objectives

1. To enable the students to acquire knowledge of business correspondence.

UNIT – I

Series: Sequence – Series – Arithmetic Progression – Geometric Progression – Harmonic Progression (Simple Problems Only).

UNIT – II

Matrices: Fundamental ideas about Matrices and their Operational Rules – Matrix Addition and Multiplication – Inverse of Square Matrices of not more than Order Third – Solving Simultaneous Equations.

UNIT – III

Description Statistics: Meaning and Definition of Statistics – Scope and Limitations Statistical Survey – Source and Collection of Data – Classification and Tabulation – Presentation of Statistical Report.

UNIT – IV

Diagrams and Graphs – Measures of Central Tendency – Arithmetic, Geometric, Harmonic Mean – Mean – Median – Mode – Combined Mean.

UNIT – V

Measures of Variations – Absolute and Relative Measures – Range – Mean Deviation – Standard Deviation. Measures of Variations – Absolute and Relative measures – Range – Mean Deviation – Quartile Deviation – Standard Deviation. Measures of Skewness – Kurtosis – Lorenz Curve.

Text Books



1. S.P. Gupta, Statistical Methods – Sulthan Chand & Sons, 7th Edition, New Delhi, 2014.
2. P.R. Vittal, Business Mathematics and Statistics, Margham Publications, 2016.

Reference Books

1. R.S.N. Pillai & Mrs. Bagavathi, Statistics, Sulthan Chand & Sons, New Delhi, 2019.
2. Dr. P.R. Vittal, Business Mathematics and Statistics, Tata McGraw-Hill, 2016.
3. Sharma, Business Statistics, Margham Publications, 5th Edition, Chennai, 2020
4. Dr. S.P. Gupta & Dr. M.P. Gupta, Business Statistics, Sulthan Chand & Sons, New Delhi, 7th Edition, 2014.
5. RSN Pillai & V. Bagavathi, Statistics, Sulthan Chand & Sons, New Delhi, 2016.

Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn about Arithmetic Progression, Geometric Progression and Harmonic Progression.	K1 & K2
CO2	Apply Fundamental ideas about matrices and their operational rules.	K3
CO3	Understand source, collection of data and apply for practical life.	K3 & K4
CO4	Plot and interpret straight line graphs, apply them to business decision-making and discuss the significant features of non-linear graphs.	K5
CO5	Demonstrate correct usage of measures of central tendency and measures of dispersion to describe data and perform analysis of data based on the results of these measures.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create



Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	M	S	S	M
CO3	M	S	S	M	S
CO4	M	S	S	S	M
CO5	M	S	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core – III		Course Code: 20UBX2C03		Course Title: Organisational Behaviour
Semester II	Hours/Week	Total Hours	Credits	Total Marks
	5	75	4	100

Course Objectives

1. To understand the fundamental concepts of Organisational Behaviour
2. To help the students to develop cognizance of the importance of human behaviour.
3. To enable students to describe how people behave under different conditions and understand why people behave as they do.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

UNIT – I

Meaning – Objectives and Nature of Organizational Behaviour – Disciplines Contribution to Organizational Behaviour. Learning – Meaning – Factors Determining Learning – Perception – Factors Determining Perception – Hawthorne Experiments and their Importance.

UNIT – II

Individual Behaviour – Factors – Personality – Types of Personality – Determinants of Personality – Attitude- Factors Influence Formation of Attitude. Group Behaviour – Meaning – Type of Groups – Formation – Group Dynamics – Group Cohesiveness – Conflict: Types of Conflict – Resolution of Conflict.

UNIT – III

Morale – Meaning – Benefits – Measurement, Job Satisfaction – Meaning and Factors Job – Enrichment – Job Enlargement – Stress – Causes – Managing Stress – Motivation – Financial and Non – Financial Motivation.

UNIT – IV

Organisational Culture – Meaning – Characteristics of Organisational Culture – Types of



Organisational Culture. Organisational Climate – Meaning – Determinants of Organisational Climate - Measures to Develop a Sound Organizational Climate – Types of Organisational Climate.

UNIT – V

Organizational Change – Meaning – Nature – Causes of Change – Resistance to Change – Overcoming the Resistance – Counseling – Importance of Counseling – Types of Counseling – Counseling Guidance.

Text Books

1. LM. Prasad, Organisational Behaviour, Sulthan Chand & Sons, New Delhi, 2012.
2. Khanka, Organisational Behaviour, Sulthan Chand & Sons, New Delhi, 2010.

Reference Books

1. Fred Luthans, Organisational Behaviour, McGrawHill, 2002.
2. J. Jayasankar, Organisational Behaviour, Margham Publications, Chennai, 2013.
3. P. Robbins Stephen, Organisational Behaviour, Prentice Hall, New Delhi, 2009.
4. Keith Devis & John W. Newstrom, OB – Human Behaviour at Work, TMH, 1989.

Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify the study of Human Behaviour in organization.	K1 & K2
CO2	Describe the personality and its determinate of personality.	K2 & K3
CO3	Appreciate different views of how people are motivated.	K3 & K4
CO4	Understand the concept of organisational culture and climate.	K5
CO5	Identify the organization change and steps in managing change.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create



Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	M	S	M
CO2	M	M	S	S	S
CO3	M	M	S	S	M
CO4	M	S	S	S	S
CO5	S	S	S	M	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Core - IV		Course Code: 20UBX2C04		Course Title: Office Automation
Semester II	Hours/Week	Total Hours	Credits	Total Marks
	4	60	4	100

Course Objectives

1. To be proficient in important Microsoft Office programs.
2. To be able to create documents for printing and sharing.
3. To be able to create and share spreadsheet and presentations.
4. To be able to Create and share Databases.

UNIT I

Introducing the 2007 Microsoft Office System: Time for Something New – A new Look – Important Systems: Help and Security.

UNIT II

MS–Word 2007: Exploring Word 2007- Changing the Look of Text – Changing the Look of a Document – Presenting Information in Columns and Tables.

UNIT III

MS–Excel 2007: Setting Up Workbook – Working with data and Data Table – Performing Calculations on Data – Changing Document Appearance – Chart.

UNIT IV

MS–Access 2007: Creating Database – Locating Specific Information – Keeping Your Information Accurate.

UNIT V

MS-PowerPoint 2007: Starting New Presentation – Working with Slide Text – Adjusting Slide Layout – Animation Schemes and Effects - Creating Organization Charts.

TEXT BOOKS

1. 2007 Microsoft® Office System Step by Step Joyce Cox, Joan Preppernau, Steve Lambert, and Curtis Frye. Microsoft Press, 2007.



2. First Look 2007 Office System by Katherine Murray Published by Microsoft Press, A Division of Microsoft Corporation, 2007.

Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Students will create documents that demonstrate proficiency in the use of word processing, spreadsheet, database, and presentation applications.	K1 & K6
CO2	Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.	K3 & K4
CO3	It gives you the ability to use your computer for desktop publishing.	K5
CO4	They can know about menus, toolbars, task panes, and a familiar-feeling design.	K2 & K4

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	M	M
CO2	S	S	M	M	S
CO3	M	S	S	M	M
CO4	M	M	S	S	S

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Practical - I		Course Code: 20UBX2P01		Course Title: MS-Office Practical
Semester II	Hours/Week 3	Total Hours 45	Credits 2	Total Marks 100

Course Objectives

1. To educate MS-office system
2. To train them to work on the comment based activities in MS-office system.

MS-Word

1. a). Starting Ms-Word, Create, Save, Print (with Options), Close and Edit ` Document.
b). Study of Ms-Word, Menu / Tool Bars.
2. a) Create a document, Save it and edit the document as follows,
 - i. Find, Replace options
 - ii. Cut, Copy, Paste options
 - iii. Undo, Redo options
 b). Format the document using Bold, Underling and Italic.
 c). Change Character size using the font dialog box.
 d). Formatting Paragraph Center, Left align, and Right align.
 e). Formatting Paragraph and line spacing using Bullets and Numbering in Paragraphs.
 f). Creating, Hearing Paragraphs.
3. Using tab setting, enhancing the documents (Header, Footer, Page Setup Border, Opening and Closing Toolbars, Print preview)
4. Creating Tables in a document, selecting rows and columns sort the record by using tables, format painter and AutoFormat.

MS-Excel

1. (a) Create a worksheet, Move /Copy/ insert and delete rows & columns. (Usage of Cut, Paste Commands copying a single cell, Copying arrange of data, Filling up cell, Undo command, Inserting a row, column, Deleting rows and columns.)
(b) Formatting worksheets
2. (a) Database concept – Database record file and field name – creating and sorting a



database and maintaining a database(Data Form)

(b) Using auto filter, advanced filter.

(c) Creating subtotals and grand totals – using database functions.

3. (a) Creating Charts.

4. (a) Using date, time and Math Functions.

(b) Maths Functions

MS-PowerPoint

1. Creating a Presentation using Auto Content Wizard.

2. Different Views in PowerPoint presentation.

3. Setting Animations effects/grouping/ungrouping/cropping Power Point objects.

4. Creating an organizational chart in PowerPoint.

MS-Access

1. Create a New Data Base and Table

2. Opening, Entering , Sorting, Deleting Records in Table

Course Outcomes (COs)

On successful completion of the course, the students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Operate MS-Office operations	K3
CO2	Gain practical exposure on Word, Spread sheet, Power point presentation and Access	K4 & K5

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create

Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	S	S	S	S
CO2	S	S	S	M	M

S – Strong

M – Medium

L – Low



Program: BBA (CA)				
Allied - II		Course Code: 20UBX2A02		Course Title: Managerial Economics
Semester II	Hours/Week 4	Total Hours 60	Credits 4	Total Marks 100

Course Objectives

1. To be acquainted with the basic concepts of economics.
2. To identify the applications and limitations of economics laws in decision – making and problem solving.
3. To provide knowledge on different types of markets
4. To help students be equipped with economic tools for business analysis.
5. Understand the roles of managers in firms.
6. Analyze the demands and supply conditions and assess the position of a company.
7. Design competition strategies, including costing, planning, product differentiation and market environment.

UNIT - I

Business Economics- Meaning, Objectives, Nature and Scope of Business Economics – Basic Economic Problems – Relationship between Micro and Macro Economics.

UNIT –II

Demand Analysis- Demand Schedule – Demand Curve- Elasticity of Demand - Types - Measurement - its Importance - Demand Forecasting- Different types of Demand Forecasting and Methods.

UNIT- III

Factors of Production – Law of Returns – Law of Variable Proportions – Law of Returns to Scale – Economics of Large Scale Production.

UNIT -IV

Cost and Revenue Analysis – Different types of Cost and their Relations to each other – Average Cost – Marginal Cost – Various Types of Revenue Curve Short Term and Long



Term – Diagrammatic Representation.

UNIT- V

Market Structure and Pricing – Pricing Under Perfect Competition – Pricing Under Monopoly – Monopolistic Competition.

TEXT BOOKS:

1. S.Sankaran, Business Economics, Margham Publications, Chennai, 2006.
2. M. John Kennedy, Economics for Business, HPH, 2008.

REFERENCE BOOKS:

1. R.L. Varshney & K.L. Maheshhwari, Managerial Economics, Sultan Chand & Sons, 2010.
2. P.L Mehta, Managerial Economics, Sultan Chand & Sons, 2013.
3. R.K.Lekhi, kalyani, Managerial Economic, Kalyani Publishers, Ludhiana, 2014.
4. V.R. Palanivelu & A. Kannan, Business Economics, Himalaya Publishing Pvt Ltd, 2015.

Course Outcomes (COs):

On completion of the course, students should be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about nature and scope of economics and relationship between micro and macro-economics.	K1 & K2
CO2	Gain the knowledge about demand analysis and demand forecast.	K2 & K3
CO3	Understand factors of productions and economics of large scale of productions.	K4
CO4	Understand about cost functions and difference between short run and long run cost functions.	K5
CO5	Acquire knowledge about the market structure and pricing.	K6

K1 – Remember, K2 – Understand, K3 – Apply, K4 – Analyze, K5 – Evaluate, K6 – Create



Mapping of COs with POs

PO CO	PO1	PO2	PO3	PO4	PO5
CO1	M	M	M	S	S
CO2	M	S	M	S	S
CO3	S	S	S	S	S
CO4	M	S	S	M	S
CO5	S	S	S	S	S

S – Strong

M – Medium

L – Low