

**SCHEME OF EXAMINATION
and
SYLLABI
of
BACHELOR OF BUSINESS ADMINISTRATION
(COMPUTER AIDED MANAGEMENT)**



FROM THE ACADEMIC SESSION 2017-18

**YMCA UNIVERSITY OF SCIENCE & TECHNOLOGY
FARIDABAD (HARYANA)**

**CURRICULAM AND SCHEME OF EXAMINATIONS OF
BACHELOR OF BUSINESS ADMINISTRATION (CAM) FROM THE SESSION 2017-18**

First Year

First Semester

Subject Code	Subject	Hours					Credits	Marks			CBCS Code
		L	T	P	S	Total		Internal	Practical	External	
BBA/CAM/101	Conceptual Foundations of Management	4	2	0	0	6	5	25		75	DCC
BBA/CAM/102	Business Economics	4	2	0	0	6	5	25		75	DCC
BBA/CAM/103	Mathematics for Managers	4	2	0	0	6	5	25		75	DCC
BBA/CAM/104	Financial Accounting	4	2	0	0	6	5	25		75	DCC
BBA/CAM/105	Introduction to Computers	2	0	2	0	4	4		25	75	DCC/SEC
	Total Hours	18	8	2	0	28	Total Credits = 24	Total Marks = 500			

Second Semester

Subject Code	Subject	Hours					Credits	Marks			CBCS Code
		L	T	P	S	Total		Internal	Practical	External	
BBA/CAM/201	Business Environment	3	2	0	0	5	4	25		75	DCC
BBA/CAM/202	Organizational Behaviour	3	2	0	0	5	4	25		75	DCC
BBA/CAM/203	Business Statistics	3	2	0	0	5	4	25		75	DCC
BBA/CAM/204	System Analysis and Design	3	2	0	0	5	4	25		75	DCC
BCA/CAM/205	Operating System and Networking	2	0	2	0	4	4		25	75	DCC/SEC
BCA/CAM/206	Cost and Management Accounting	3	2	0	0	5	4	25		75	DCC
	Total Hours	17	10	2	0	29	Total Credits = 24			Total Marks = 600	

Nomenclature of CBCS Code

S.No.	Abbreviation	Description
1	DCC	Discipline Core Course
2	SEC	Skill Enhancement Course
3	DSEC	Discipline Supportive Elective Course
4	MAC	Mandatory Audit Course
5	OEC	Open Elective Course

CONCEPTUAL FOUNDATIONS OF MANAGEMENT
COURSE CODE: BBA/CAM/101

UNIT-I

Concept, nature, scope and functions of management; levels of management, evolution and foundation of management theories classical and neo classical theories, system approach and modern organization theory.

UNIT-II

Management planning process, objectives and characteristics, the concept of policy, rules, programs, procedure, strategy, procedure and forecasting.

UNIT-III

Organization: meaning, importance and principles, departmentation, span of control, type of organization, concepts of authority, levels of authority, difference between authority and power; concept of delegation and decentralization.

UNIT-IV

Co-ordinations, directing and management control, decision-making, management by objective (MBO), case studies/group discussions.

Suggested Readings:

1. Management Theory and Practice by C. B Gupta (Sultan Chand and Sons)
2. Essentials of Management by Koontz and Wehrich (Tata McGraw-Hill)
3. Chandan. J. S. Management: Concepts and Strategies, (Vikas Publishing House), New Delhi
4. Robbins and Coulter, Management, Prentice Hall of India, New Delhi
5. Mohan, Krishna and Banerji, Meera, Developing Communication Skills, Macmillan India Ltd, New Delhi

BUSINESS ECONOMICS
COURSE CODE: BBA/CAM/102

UNIT-I

Meaning, nature, scope and significance of business economics, consumer Behavior, utility approach, brief outline of law of diminishing marginal utility and law of equi-marginal utility, indifference curve approach, consumer's equilibrium, price, income and substitution effect. Law of demand, elasticity of demand and its measurement, methods of demand forecasting.

UNIT-II

Concept of production function in short run, law of variable proportion, concept of cost and revenue, short run cost curves, concept of total, average and marginal revenue, relationship between average revenue, marginal revenue and elasticity of demand.

UNIT-III

Price determination under perfect competition, oligopoly, monopoly and monopolistic competition, price discrimination.

UNIT-IV

Concept and measurement of national income, determination of national income, consumption function; monetary policy and fiscal policy objectives and tools. Inflation-types, causes and control measures.

Suggested Readings:

1. Dwivedi, D.N., Managerial Economics, Vikas Publishing House, New Delhi
2. D. D. Chaturvedi, S.L. Gupta, Sumitra Pal, Business Economics, Text and Cases, Galgotia Publishing Company
3. M. Adhikari Excel Books New Delhi
4. Ahuja H.L. Advanced Micro Economics, Himalaya Publication
5. Essence of Business Economics Joseph G Nellis, David Parker.

MATHEMATICS FOR MANAGERS
COURSE CODE: BBA/CAM/103

UNIT-I

Introduction to business mathematics, scope and importance, concept of profit and loss; simple and compound interest. Present value of annuities.

UNIT-II

Surds and indices, logarithm, linear, quadratic and simultaneous equations.

UNIT- III

Introduction to set theory; Meaning, types and operations on sets. Venn diagram. Applications and set theorem. Arithmetic progression and geometric progression.

UNIT-IV

Concepts of determinants and matrices, solutions of simultaneous equations. Concept of functions, limits and continuity, differentiation, integration, maxima and minima (elementary concepts only), applications to commerce and economics (simple problems on applications for managerial decisions).

Suggested Readings:

1. Business Mathematics by D. C. Sancheti and V. K. Kapoor, Sultan Chand and Sons
2. Business Mathematics by Qazi Zameeruddin, V. K. Khanna and S.K. Bhambri, Vikas Publications
3. Elements Of Business Mathematics and Statistics by Janardan Dinodia, Dr. R. A. Gupta, O. P. Gupta and Amar Singh Rao, Jeevan Sons Publications
4. R. D. Sharma (Text Book Of XII)
5. Business Mathematics by R.P.Gupta and Pratibha Gupta, Gangotia Publishing New Delhi

FINANCIAL ACCOUNTING
COURSE CODE: BBA/CAM/104

UNIT-I

Accounting - meaning, nature, functions and significance, types of accounting, accounting equations, generally accepted accounting principles (concepts and conventions).

UNIT-II

Recording of transactions- voucher system, accounting process, journal, ledger, subsidiary books and trial balance.

UNIT-III

Preparation of profit and loss account and balance sheet. Rectification of errors, accounting of negotiable instruments, reconciliation of bank accounts.

UNIT-IV

Accounting for depreciation; significance and method, inventory valuation methods and choice of methods, single entry system, accounting for non-profit organizations.

Suggested Readings:

1. Juneja, Chawla and Saksena-Double Entry Book Keeping-Kalyani Publication
2. Maheshwari and Maheshwari-An Introduction to Accountancy 5th – Vikas Publishing House.
3. R.L.Gupta – Advanced –Sultan Chand and Sons
4. S.N.Maheshwari – Principles of Management Accounting- XI edition-Sultan Chand and Sons
5. Khan and Jain, Financial Accounting

INTRODUCTION TO COMPUTERS

COURSE CODE: BBA/CAM/105

UNIT-I

Introduction – Digital and analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications; Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup memory.

UNIT-II

Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system.

UNIT-III

Working with MS Word, MS Excel and presentation using MS PowerPoint.

UNIT-IV

Computer applications in offices, use of computers in books publications, desktop, publishing systems, applications of computers for data analysis, applications of computers in education, banks and medical fields.

Lab Work:

MS Word: Creating and saving document, page set up and layout, printing document, Spelling check, auto correct, to find something in document, replace option, keyboard short cuts, Creating bulleted and numbered lists, working with fonts, changing styles of fonts, Inserting pictures, Formatting paragraphs, Working with header and footer, tables, creating table of content
Power Point: Basics, add and edit text in slides, add new slides to presentation, insert tables and charts, add sound to presentation, insert animations and slide transitions, delivering presentations
MS- Excel: Starting Excel, working with workbooks, understanding ribbons, entering data, edit data, copy, paste, special paste, working with rows and columns, sorting of data, applying filters, excel formulas, charts, printing worksheets

Suggested Readings:

1. Fundamentals of Computers – P.K.Sinha
2. Computer Today – Suresh K Basandra
3. Fundamentals of computers – V Rajaraman
4. Gupta, Satinder Bal & Goel, Manish. Computer Fundamentals, SMBD Publishers
5. Essentials of IT – Deepak Barihok
6. Miller, Understanding Data communication networks, Vikas Publishing House

BUSINESS ENVIRONMENT
COURSE CODE: BBA/CAM/201

UNIT-I

Introduction to business: characteristics of Indian business system. Types of business Organizations, components of business environment: public sector and private sector of Indian economy and their performance, features of new economic policy of India (latest).

UNIT-II

The process of industrialization in India, the regimes of industrial policy, industrial licensing policy and its abolishment, the issues and problems of SSI, industrial sickness and its remedial measures, competition act 2002, monetary and fiscal policy of India.

UNIT-III

Financial environment: Indian banking system, reforms in Indian banking sector, development banks and their objectives, non-banking financial institutions and their role in economy, stock exchange and its working, SEBI guidelines for primary issue.

RTI Act 2005: Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information.

UNIT-IV

International business environment, international trading environment, trading blocks and its significance, GATT/WTO and trade liberalization, world bank, IMF and its commitment for India, multinational corporations and their role in economic development, issues of globalization of Indian business.

Suggested Readings:

1. Francis Cherunilum, Business Environment, Himalaya Publications New Delhi
2. Aggarwal A.N., Indian Economy: Problems of Development and Planning
3. Mishra and Puri, Indian Economy
4. Indian Economy Surveys
5. Sundaram and Black, International Business Environment – Text and Cases, PHI, New Delhi.
6. Govt. and Business, N.K. Sen Gupta, Vikas Publications, New Delhi

ORGANIZATIONAL BEHAVIOR
PAPER E CODE: BBA/CAM/202

UNIT-I

Introduction- concept and scope of Organizational Behavior, historical development of OB, foundations of organization Behavior, challenges and opportunities for OB perception: emerging trends and hanging profiles of workplace concept of perception, perceptual selectivity, and managerial implications of perception.

UNIT-II

Foundations of Individual behaviour, individual processes-personality, values, attitudes, perception, learning, and motivation, emotional intelligence: meaning and applications in organizations.

UNIT-III

Foundations of Group behaviour: team processes, interpersonal communication, group dynamics, teams and teamwork, conflicts and negotiations in workplace, power and politics.

UNIT-IV

Organisational processes: elements of Organisational structure and design, Organisational culture, Organisational change, Organisational development and stress management

Suggested Readings:

1. Robbins, S.P. Organizational Behavior, Prentice Hall of India, New Delhi
2. McSchane, Organization Behavior, TMH, New Delhi
3. Dwivedi, R.S., human Relation and Organizational Behavior, Macmillan India Ltd., New Delhi
4. Mishra M.N. Organizational Behavior, Vikas Publishing House, New Delhi
5. Chandan J.S. Organizational Behavior, Vikas Publishing House, New Delhi

BUSINESS STATISTICS
COURSE CODE BBA/CAM/203

UNIT-I

Definition, functions of statistics, statistics and computers, limitations of statistics, measures of central tendency, arithmetic mean median mode geometric mean, harmonic mean, measures of dispersion range, quartile deviation, mean deviation and standard deviation; skewness.

UNIT-II

Correlation and regression: simple correlation between two variables (grouped and ungrouped data), Karl Pearson's coefficient of correlation, rank correlation concept of regression, regression lines, difference between correlation and regression.

UNIT-III

Index numbers and time series analysis: uses and problems in constructing index numbers, methods, fixed and chain base method, limitation.

Time series analysis meaning and significance, components of time series, trend measurement by moving average method and least square method (fitting straight line only).

UNIT-IV

Probability theory and sampling: probability theory –concept and approaches, probability theorems – addition and multiplication theorem, Binomial, Poisson and Normal distributions and their application. Sampling – introduction, purpose and method of sampling, merits and limitations of sampling

Suggested Readings:

1. Statistical Methods by S.P. Gupta-Sultan Chand and Sons.
2. Business Statistics by R.S. Bhardwaj-Excel Books, New Delhi
3. Chandan, J.S. An Introduction to statistical methods, Vikas Publishing House, N. Delhi
4. Kothari C.R., Quantitative techniques, Vikas Publishing House New Delhi.
5. Hooda R.P., Statistics for Business and Economics, McMillan India Ltd.

SYSTEM ANALYSIS AND DESIGN
PAPER CODE: BBA/CAM/204

UNIT-I

Overview of system analysis and design- business systems concepts, system development life cycle, system methodologies- structured analysis, structured design, structured programming, ER models, prototypes, case tools.

UNIT-II

Project selection- sources of projects requests, managing project review and selection, preliminary investigation feasibility study- technical and economic feasibility, operational feasibility, system requirement specifications and analysis- fact finding techniques, data flow diagrams, data dictionaries, process organization and interactions, decision analysis, decision trees and tables.

UNIT-III

Design and implementation- modularization, module specification, system flow charts, screen displays, data elements and record structure, file organization, schema structures, units and integration testing, testing practices and plans, system controls, audit trails, system administration plan, system back up plans, system recovery plans, documentation and user manuals, project management, system maintenance and evaluation, preparation of physical sites and user training.

UNIT-IV

Hardware and software selection: hardware acquisition, memory processes, peripherals, bench marking, vendor selection, software selection operating system languages, language processes, data communication networks, personnel estimates, performance and acceptance criteria.

Suggested Readings:

1. Witten Jeffrey, SAD Methods, Galgotia Publications
2. Semn,James; Analysis and Design of Information Systems, Mc Graw International Editions

OPERATING SYSTEM AND NETWORKING
COURSE CODE: BBA/CAM/205

UNIT-I

History of operating systems, operating system function, types of operating system, operating system structure, memory management, file systems- directories, file naming, file structure, file types, file access, file attributes, file operations and memory- mapped files.

UNIT-II

Input/output –goals of the I/O software, device drivers, and terminals - input software, output drivers. overview of UNIX/LINUX-goals, interface to UNIX/LINUX, logging into UNIX/LINUX , the UNIX/LINUX shell, files and directories in UNIX/LINUX, UNIX/LINUX utility programs.

UNIT-III

Brief description of programming languages - machine languages, assembler languages, high level languages, fourth generation languages, object, oriented languages, high level and java programming packages, programming tools.

UNIT-IV

Network – overview of local area network, hardware, software requirement for LAN, WAN, modem, routers, hub and switches, network topologies, reasons for implementing networks, network concerns, case analysis of typical LAN installation.

Lab Work: The Lab will be based on basic practical exposure of various operating systems and computer networking

Suggested Readings:

1. Tanenbaum, Modern Operating Systems, Prentice-Hall
2. Deitel, Operating Systems, Addison-Wesley
3. Nutt, Operating Systems, Pearson Education.
4. Tanenbaum, Woodhull, Operating Systems, Prentice-Hall, India

COST and MANAGEMENT ACCOUNTING
PAPER E CODE: BBA/CAM/206

UNIT-I

Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, installation of costing system, difference between cost accounting and financial accounting.

Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues.

UNIT-II

Labor Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labor Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead – classification, allocation and apportionment of overhead including machine hour rate Methods of Costing – Job, Batch and Contract Costing.

UNIT-III

Management Accounting: - Meaning, nature, scope, objective and functions; marginal costing and Break Even Analysis.

Budgeting – role of budgets and budgeting in organizations, budgeting process, types of budgets.

UNIT-IV

Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis.

SUGGESTED READINGS:

1. Jain and Narang, Advance Cost Accounting, Kalyani Publishers, New Delhi
2. Mittal, S.N., Cost Accounting
3. Bhar, B.K., Cost Accounting
4. Prasad, N.K., Principles and Practice of Cost Accounting
5. Management Accounting-Principles and Practise by R.K.Sharma and Shashi.K.Gupta
6. Elements of Cost accounting by Maheshwari and Mittal
7. Cost Accounting-theory and problems by Maheshwari and Mittal
8. Cost and Management Accounting by Saxena and Vashist-text, problem and Solutions
9. Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi