

UG: Bachelor's of Business Administration  
Semester-II

L-6T-0P-0C-6

M1BBAB1T - Micro Economics

**Course Objectives:**

- To Understanding the basic concepts of micro economics ,economic goals of the firms and optimal decision making.
- To gain an understanding of core economic principles and how they apply to a wide range of real-world issues.
- To master the theoretical and applied tools necessary to critique and create economic research.

**Course Outcomes (COs):**

- Understand basic economic concept & theory applicable to decision making within the firm
- Apply demand forecasting techniques.
- Apply marginal utility concepts and theory of consumer surplus.
- Analyze factors of production & cost with interest & profit.
- Evaluating the national income and pricing under different market structure.

**Articulation Matrix**

*(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)*

CO/PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PSO1	PSO2	PSO3	PSO4
CO1	1	2	-	3	-	-	-	-	1	-	-	1	1
CO2	-	3	-	-	2	-	1	-	-	-	-	1	2
CO3	3	-	-	2	-	1	-	-	-	-	1	2	3
CO4	1	-	3	-	-	2	-	1	-	-	1	2	3
CO5	-	3	-	2	-	1	-	1	-	1	1	2	3

High-3 Medium-2 Low-1

**Unit-I**

**18 Hours**

Introduction to economics, definition of economics, Nature and scope of economics, significance and evolution of microeconomics, function of managerial economics.

**Unit-II**

**18 Hours**

Concept of laws of demand, laws of supply, concept of market equilibrium, elasticity of demand, demand determinants

**Unit-III**

**18 Hours**

Utility analysis, marginal concept of utility, indifference curve analysis: assumptions, properties of indifference curve, theory of consumer surplus.

**Unit-IV**

**18 Hours**

Elements of cost, factors of production, theory of rent , theory of interest, theories of profit.

**Unit-V**

**18 Hours**

National income: estimates and analysis (GNP, NNP, GDP, HDI), methods of measurement of National income, types of market structure, perfect v/s imperfect market, trade cycles.

**Reference(s)**

- Managerial Economics - Economic Tool for Today's Decision Makers: Paul G. Keat, Philip K. Y. Young and Sreejata Banerjee, Pearson Education, 6th Ed., 2013.
- Dwivedi DN, Managerial Economics, Vikas Publishing House
- Ahuja HL, Advanced Economic Theory, S.Chand & Sons

- Managerial Economics: Craig H. Petersen, W. Chris Lewis and Sudhir K. Jain, Pearson Education, 5th Ed., 2008.
- Managerial Economics – Foundations of Business Analysis and Strategy: Christopher R. Thomas and S. Charles Maurice, McGraw Hills, 10th Ed., 2011.

**Total: 90 Hours**

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**Semester-II**

L-6T-0P-0C-6

**M1-BBAB2T: Communication Skills**

**Course Objectives:**

- To understand the communication basics.
- To be able to handle public speeches, group discussions etc.
- To be able to draft letters, applications, notices, resume etc.

**Course Outcomes (COs):**

- Understand the foundation of business communication.
- Understand the techniques of public speeches, group discussions and seminars.
- Understanding the non-verbal communication medium.
- Apply the writing skills for business correspondence, letters.
- Apply the drafting skills for notices, job application, resume.

**Articulation Matrix**

*(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)*

CO/PO/PS O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
CO1	3	2	-	1	-	-	-	-	-	-	-	-
CO2	-	-	3	2	-	-	-	1	-	-	-	-
CO3	-	3	-	-	2	1	1	-	-	-	-	-
CO4	-	1	-	3	-	2	-	1	-	-	-	-
CO5	3	-	2	1	-	-	-	1	-	1	-	-

High-3 Medium-2 Low-1

**Unit-I**

**12 Hours**

Historical background of communication, definition and process of communication, essentials of effective communication, barriers to communication, role of communication in organizational effectiveness

**Unit-II**

**24 Hours**

Public Speech - composition principles, speech delivering skills, group discussions: do's and don'ts of group discussion, communication in committees, seminars and conferences.

**Unit-III**

**10 Hours**

Nonverbal communication: meaning, types and importance, listening, difference between listening and conference.

**Unit-IV**

**22 Hours**

Business correspondence, essentials of effective business correspondence, structure of business letters, types of business letters: enquiry, reply, orders, complaint and circular letter.

**Unit-V**

**22 Hours**

Drafting of notices, agendas, minutes, job application letters, preparation of curriculum vitae.

**Reference(s)**

- Ace softskills attitude communication and etiquette for success by goobalswamy Ramesh, Pearson India.
- Rao N and Das R P, Communications Skills, Himalaya Publishing House, Mumbai.
- Mehta D and Mehta N K, A Handbook of Communication Skills practices, Radha pub.

**Total: 90 Hours**

**List of e-Learning Resources:**

1. <https://onlinecourses.swayam2.ac.in/>

UG: Bachelor's of Business Administration  
Semester-II

L-4T-0P-0C-4

M1-BBAC2T: Business Mathematics

**Course Objectives:**

- To understand the basic concepts of Mathematics.
- To have proper understanding of mathematical applications in Economics, Finance, Commerce and Management.
- To demonstrate accurate translation of descriptive problems into mathematical formulae for solving business problems.

**Course Outcomes (COs):**

- Understand the role of Mathematics in solving business problems.
- Understand the use of equations, formulae and mathematical expressions and relationships in a variety of contexts.
- Apply the mathematical skills in mathematically intensive areas in commerce such as finance and economics.
- Apply the knowledge of mathematics (algebra, matrices, vedic maths, interest) in solving business problems.
- Analyze the mathematical skills for developing new business models.

**Articulation Matrix**

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CO/PO/PS O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PSO 1	PSO 2	PSO 3
CO1	3	2	-	-	-	-	-	1	-	-	-	-
CO2	-	-	3	-	2	-	-	1	-	-	-	-
CO3	1	3	-	2	-	-	1	-	-	-	-	1
CO4	3	-	2	-	-	-	1	-	1	1	-	-
CO5	-	1	-	3	-	-	2	-	-	-	-	-

High-3 Medium-2 Low-1

**Unit-I**

**12 Hours**

Ratio: Gaining and sacrificing ratio, proportion, averages - simple and weighted averages.

**Unit-II**

**12 Hours**

Simultaneous equations - meaning, characteristics, types and calculation, preparation of invoice.

**Unit-III**

**12 Hours**

Determinants and matrices - definition, types, basic operations on matrices, transpose of matrix, determinants - minors and co factor. Adjoint and inverse of matrix.

**Unit-IV**

**12 Hours**

Practical approach and application of Vedic maths. Logarithm and antilogarithm - principles and calculation. Simple and compound interest.

**Unit-V**

**12 Hours**

Commission, discount, brokerage and profit and loss, percentage.

**Reference(s)**

- Spooner H A and D A L Wilson, The essence of mathematics for business, Prentice hall of India private Ltd, new delhi latest edition.
- S M Shukla, Business Mathematics, Shahitya Bhawan Publication, Agra

- V Sundaresan and SB. jeysoelan: An Introduction to Business Mathematics, S Chand And Co. Pvt. Ltd., New Delhi

**List of e-Learning Resources:**

1. [https://onlinecourses.swayam2.ac.in/nou22\\_cm08/preview](https://onlinecourses.swayam2.ac.in/nou22_cm08/preview)

**Total: 60 Hours**