



***KOLHAN UNIVERSITY***

Chaibasa, Jharkhand, India

**Proposed Syllabus for  
Four Year Undergraduate Programme (FYUGP)  
of**

***Bachelor of Business Administration  
(BBA)***

***Semester - 1***

**With Effect From  
Academic Year 2022 - 2023**

**As Per Revised Curriculum and Credit Framework for the  
FYUGP under the provisions of NEP - 2020**

## Programme Outcomes (PO) and Programme Educational Objectives (PEO) Of Bachelor of Business Administration

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### Programme Outcomes

PO1	Upon completion of the BBA program, the individual must demonstrate maturity, professionalism and team working skills.
PO2	<b>Critical Thinking Skills:</b> will be able to apply technological knowhow for business advancements on critical business issues by applying analysis, investigation and solution providing attitude and skills.
PO3	<b>Communication Skills:</b> Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
PO4	<b>Business Knowledge:</b> the students will have general idea of operations in business and the specialized skills to deal with selected domain.
PO5	<b>Social Responsibility:</b> Creating socially sensitive and ethical practicing sustainable business practices and demonstrate sensitivity to social, ethical and sustainability issues.
PO6	<b>Life-long learning:</b> Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

### Programme Educational Objectives

PEO 1	To develop students professionally to handle business issues.
PEO 2	Acquiring Conceptual Clarity of Various Functional Areas and Ability to analyze various functional issues affecting the organization.
PEO 3	To develop students to be a better team member.
PEO 4	To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
PEO 5	To develop socially, ethically responsible business leaders.
PEO 6	To sharpen soft and hard skills among the students.
PEO 7	To promote entrepreneurial acumen among students.
PEO 8	Demonstrate understanding of sustainability related concerns in varied areas.
PEO 9	Analyze Global Environment and its Impact on Business.
PEO 10	To encourage, counsel and guide students throughout the course towards higher education, and research.

<b>Code – MN – 1A</b>	<b>Course – MANAGERIAL ECONOMICS</b>			
<b>Sem – I</b>	L – 60	T – 0	P – 0	C – 4
<b>Marks Scheme – F.M. 100 (75 End Sem Exams + 25 Sem Internal Theory exams)</b>				

**Course Objectives:**

The objective is

- To introduce the economic concepts.
- To familiarize students with the importance of economic approaches in managerial decision making.
- To understand the applications of economic theories in business decisions

**Syllabus Content:**

<b>Unit-1</b>	<b>Nature and scope of Business Economics: (6 Class Hours)</b> Meaning and Characteristics, Scope of Micro and Macro Economics Purpose of Managerial, Economics in Business Decision Making
<b>Unit-2</b>	<b>Theory of Consumer Behavior: (12 Class Hours)</b> Cardinal Utility Theory (assumptions, law of diminishing marginal utility, law of equi-marginal utility, consumer's equilibrium, derivation of demand curve), Ordinal Utility Theory (assumptions, meaning and properties of indifference curve, marginal rate of substitution, consumer's equilibrium, income & substitution effects of normal goods under Hicksian approach), Revealed preference theory
<b>Unit-3</b>	<b>Demand: (10 Class Hours)</b> Law of Demand-Demand Curve, Movement vs. Shift of the Demand Curve, Determinants of Demand, Elasticity of Demand (Types-price, income and cross elasticity, Measurement of elasticity of demand), <b>Demand Forecasting:</b> Purpose, Techniques (survey method, statistical method-trend fitting, econometric regression method), Supply & Law of Supply
<b>Unit-4</b>	<b>Theory of Production: (10 Class Hours)</b> Production Function (meaning), Law of Diminishing Returns, Three stages of Production in Short Run, Producer's Equilibrium in Long Run, Law of Returns to Scale
<b>Unit-5</b>	<b>Theory of Cost: (10 Class Hours)</b> Types, Short Run Cost Curves, Long Run Average Cost Curve, Economies and Diseconomies of scale Concept of Revenue: Total, Average and Marginal Revenue
<b>Unit-6</b>	<b>Market Structure: (12 Class Hours)</b> Perfect Competition (features of pure and perfect competition, determination of price, short and long run equilibrium of a firm, shut down point and its significance), Monopoly (features, causes, short run equilibrium of a firm, concept & conditions of Price Discrimination, Third degree price discrimination), Monopolistic Competition (features, short and long run equilibrium of a firm)

**Text Books:**

1. Dwivedi, D. N, Managerial Economics (Vikas Publishing House: New Delhi)
2. Varshney & Maheshwari, Managerial Economics (Sultan Chand & Sons: New Delhi)
3. Dholakia & Oza, Microeconomics for Management Students (Oxford University Press: New Delhi)
4. Dewett. K. K. Modern Economic Theory (S. Chand and Company Ltd.)
5. Samuelson,N., Economics (Tata-McGraw Hill: New Delhi)

<b>Code – MJ-1</b>	<b>Course – MANAGEMENT PRINCIPLES AND APPLICATIONS</b>			
<b>Sem – I</b>	L – 60	T – 0	P – 0	C – 4
<b>Marks Scheme – F.M. 100 (75 End Sem Exams + 25 Sem Internal Theory exams)</b>				

**Objective:** The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

**Course contents:**

<b>Unit 1</b>	<b>Introduction to management</b> (8 Class Hours) Definition, Aspects of management, Nature (management as an art, science or profession) and objective, Management and Administration, Levels of management, Managerial skills levels, Basic functions of management, Role of managers
<b>Unit 2</b>	<b>Evolution of management theory</b> (10 Class Hours) Scientific management F. W Taylor, Henry L gantt, Frank and lixian Gilbreth, Theory of henry fayol, Fayol's vs Taylor's comparison. Behavioral model of management (Howthorne studies), Modern theories of management (system management school, situational approach school)
<b>Unit 3</b>	<b>Planning</b> (10 Class Hours) Definition, Nature, Importance, types of planning, steps in planning, Types of plans, planning process limitations, Planning premises; Business forecasting; Vision Mission and Goals, MBO; concept types, process and techniques of decision making.
<b>Unit 4</b>	<b>Organizing</b> (12 Class Hours) Concept, definition and importance, Process of organizing, Organization chart: importance and types, formal and informal organization, organizational structure (functional organization, product/Market organization and matrix structure), span of management, Authority: Types, delegation of authority, Difference between Authority and power.
<b>Unit 5</b>	<b>Staffing</b> (8 Class Hours) Definition, factors affecting staffing-The external and Internal environment Identification of job requirements, Job design, Recruitment, Selection (process and limitations of selection process), Nature and importance of staffing
<b>Unit 6</b>	<b>Motivating and leading</b> (6 Class Hours) Meaning, Nature and importance of motivation; types of motivation; Theories of motivation -Maslow, Herzberg, X, Y and Z; Leadership- meaning and importance, Traits of a leader, Leadership styles, Management and Leadership
<b>Unit 7</b>	<b>Controlling</b> (6 Class Hours) Nature and scope of control; Types of control; Control process; control techniques - traditional and modern; Effective control system, Resistance to control, Management by exception

**Text Books:**

1. Koontz, H. and Weihrich, H. Essentials of Management (Tata McGraw Hill: New Delhi)
2. Bose, D. Chandra, Principles of Management and Administration, (Prentice HallIndia: New Delhi)
3. Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi)
4. Principles and Practices of Management, Haynes, W., New Central Book Agency. Calcutta.