

BBA 1ST SEMESTER

1.1 EFFECTIVE ENGLISH & BUSINESS COMMUNICATION

Basic English Grammar: Proper use of Verb, Noun, Adverb, Adjectives and Punctuations, Articles, Prefix and Suffixes, Tenses, Idioms and Phrases, Synonyms and Antonyms. Common Error in English, Essay Writings, Precis Writing. Writing narration and summaries.

Definition of Communication. Significance of communication in Business. Type of communications.

Business correspondences: Drafting of various types of Letters, Notices, and Press Notes.

Report writing, Project Writing, Writing Executive Summaries.

Making Business Presentation.

1.2 BUSINESS ECONOMICS

Introduction to Business Economics-Economic Principles and the practice of management-Role and responsibilities of Business Economists.

Meaning of Demand-types of Demand-determinants of demand-demand function-demand elasticity-demand forecasting.

Production: Factor of production and their function-Linear homogenous production

Function-Optimum Input Combination-law of variable proportion and return to scale. Economies and diseconomies of scale

Cost concept: Total, Average, Marginal, Long Run and Short Run Cost, Opportunity Cost. Cost function Cost-output relationship-managerial use of Cost Function

Price and output determination under different market structure-perfect competition. Monopoly, monopolistic competition, oligopoly, price determination, pioneer pricing-skimming and penetration, cost plus pricing.

Profit theories, nature of profit, measurement of profit, profit policies for control.

Business cycle: Type of Business Cycle, Phases of Business Cycle, Theories of Business Cycle, Contra Cyclical Measures, Managerial Implications of Business Cycle.

1.3 BUSINESS MATHEMATICS

Basic Algebraic concepts

Quadratic Equation, roots of quadratic equation, simultaneous equation with two or three unknown

Arithmetic Progression, Geometric Progression, summation

Logarithms, application of logarithms

Binomial theorem, binomial coefficient

Functions: algebraic, logarithm and exponential function, graphs, limit and continuity

Set Theory and functions

Basic Calculus and application, business application of differential/integral calculus

Determinant and matrix: matrix application in business, simultaneous equation solution by matrix method

Linear programming: Forming linear programming, Graphic simplex method

1.4 PRINCIPLES OF MANAGEMENT:

Functions of management, basic concepts of planning, goals and objectives of coordination, centralization and decentralization, staffing, directing, motivation

and controlling decision making delegation. Management skills and managerial attributes, leadership

1.5 COMPUTER FUNDAMENTALS (MS OFFICE):

Brief history of development of computers, generation and its evolutions, characteristics of computers, hardware, software and computer languages.

Criteria for using the computer, main areas of application.

Basic architecture, components and functions of computers, computer accessories.

Types of computers-analog, digital, hybrid, general purpose and special purpose computer, microcomputers, minicomputer, mainframe computers and super computer

Operating system and office automation: booting concept, MS and open source operating system. Introduction to system management, overview of language, compilers, interpreters, assemblers, LAN, MAN, wan, WIFI communication channels.

Information Technology: fundamental, perspective, application and scope, introduction to internet, browsers, applications and scope.