

1. Definition - Meaning, Scope, Limitations and Distrust of Statistics - Relationship with other Sciences.
2. Use of Statistics in Business and Managerial Decision-making.
3. Collection and Presentation of Data: Source and Types of Data - Stages of Statistical enquiry - Classification and Tabulation of data - Presentation of data - Graphic and Diagrammatic presentation of data.
4. Interpretation of Data - Fallacies in the Interpretation of Data.
5. Measures of Central Tendency - Mean - Median - Mode - Arithmetic Mean - Geometric Mean and their application in Business situations and managerial decision-making.
6. Measures of dispersion and skewness: Range Mean Deviation - Standard Deviation - Quartile deviation - Co-efficient of Variation - Karl Pearson's Co-efficient of Skewness - Bowley's Coefficient of Skewness - Their application in Business Situations and Decision-making.
7. Analysis of Time Series: Meaning and Uses - Components of time series - Measurement of Trend and Seasonal Variations.
8. Correlation and Regression Analysis - Methods of Computing Coefficient of Correlation (for ungrouped data only) - Regression - Meaning & Importance - Regression lines and Regression Equations - Regression Co-efficients.

Suggested Readings:

1. Croxall and Cowden : Applied General Statistics
2. Freund and William : Modern Business Statistics
3. S.A. Gupta : Statistical Methods
4. S.A. Gupta : Statistics
5. Ye-Sun-Chow : Statistical Analysis with Business and Economic Analysis
6. Motwani, C.A. : Quantitative Techniques

1. The Nature of Financial Management - Scope of Finance, Function - Objectives of Financial Management - Profit Maximisation - Wealth maximisation - Implications of Wealth maximisation, Financial decision.
2. Financial Statements - Meaning, objectives and nature of Financial Statements - Types of Financial Statements - Classification of Balance Sheet and Profit and Loss Account items - 'T' Forms and Vertical presentations of Financial Statements - Meaning and Objectives of Financial Analysis - Types and Techniques of Financial Analysis, Financial Statement Analysis and Interpretation - Comparative Analysis - Common size Analysis and Trend Analysis (including problems).
3. Ratio Analysis - Meaning, Importance and Limitations of Ratio Analysis - Classification of Ratios - Leverage or Capital Structure Ratios - Coverage ratios - Liquidity ratios - Activity or Turnover ratios - Profitability ratios, Du-pont Control Chart - Inter-firm and Intra-firm comparison and interpretation (including problems).
4. Cost of Capital (including problems)  
Concept and Significance of the Cost of Capital - Specific costs of capital for various sources of finance - Cost of Debt - Cost of Preference Capital, Cost of Equity Capital - Weighted average cost of capital - Book Value Vs. Market Value weights.
5. Dividend Theories: (Theory only)  
(a) Walter Model, (b) Gordon model, (c) M.M. Hypothesis of Dividend irrelevance, (d) Factors influencing dividend policy - Stable dividend policy.
6. Working Capital Management (including problems)  
Working Capital Management - An Overview - Concepts of Working Capital - The need for Working Capital - Determinants of Working Capital - Optimum level of current assets - Financing Current Assets - Working Capital forecasting.

B.B.M. II YEAR : Part-II : Paper-V : COMPUTER APPLICATIONS-I (NEW)

1. History of Computers - Introduction to Computers - CPU - Peripherals - Memory devices - Software and Hardware - Programming Languages - Operating Systems.
2. dBase III Plus - Overview of dBase III DBMS - Creation of a file - Editing - Delete - Recall - Pack, etc. - Sorting - Indexing - Functions - (mathematical, time, date, string and environmental) - Labels - Report form - Updating - Programming in dBase (say, get, etc., commands) - Set commands (programs such as - pay rolls - interest and annuity computations - sorting and Indexing - Palindrome - Prime numbers - sum - Area of a triangle - Conversion of numbers to digits - Character handling - Simple inventory problems - Simple trial balance problems - Statistical Methods - Ledger creating) Multiple file handling - query.
3. Introduction to BASIC Language - Fundamentals - 9-0 Statements - Entering a Basic Program - Operators - Control and conditional statements - Library functions - strings - Arrays - Functions - Subroutines - Sequential files - Random files (simple programs same as in 2).

Suggested Readings:

- 1) Illustrated dBASE III plus - Stultz (BPB Publications)
- 2) Programming with dBASE III plus - Alan Simpson - (BPB Publications)
- 3) Computers and Commonsense - Hunt (Prentice Hall of India)
- 4) BASIC Programming - by Stewart M. Venit (Jaico Publishers).

Practicals in dBASE III and BASIC (The student may be given a minimum of 15 hours for each)

1. Introduction:- Definition, Nature, Scope and Importance of Marketing - Approaches to the Study of Marketing - Marketing and Economic Development - Traditional and Modern Concepts of Marketing - Marketing functions - Types of Market - Market segmentations.
2. Product:- Classification of products - Industrial Vs. Consumer Goods - Product Line - Product additions and delations - New Product Development.
3. Pricing:- Pricing Objectives - Basic Price Concepts - Price Determination - Factors influencing pricing policy - Methods of pricing - Pricing policies and strategies.
4. Channals of Distribution:- Need for marketing specilists - Types of marketing Channals - Selection of Channals.
5. Promotion:- Nature and Importance of Promotion - Promotional methods - Adverting copy - Evaluation of advertising - Personal selling - Sales promotion.
6. Marketing Research:- Importance - Types and Techniques of organising marketing research.

Suggested Readings:

- 1) Kotler : Principles of Marketing, Prentice Hall of India, New Delhi.
- 2) Cundif & Still : Basic Marketing : Concepts, Environments and Decisions.
- 3) Cholakia : Marketing Management, Cases and Concepts, Macmillon India Limited, New Delhi.
- 4) W.W. Stanton : Fundamentals of Marketing.
- 5) Clark and Clark : Principles of Marketing.
- 6) L.S. Memoria & Joshi : Principles of Marketing in India.

B.B.M. II YEAR : Part-II : Paper-II : PRINCIPLES OF MANAGEMENT (NEW)

1. Management: Nature, Definition, Scope and Importance of Management - Art or Science or Profession: Organisation Vs. Administration Vs. Management - Scientific Management - Henry Fayol's contribution to Management though - Schools of Management - Functions of Management - Planning, Organising, Staffing, Directing, Co-ordinating and Controlling.
2. Nature of Management: Meaning - Evolution - Scientific Management - Meaning, Phases - objections and Criticism - Rationalisation - Meaning - Problems - Approaches to the study of Management - Need for and importance of management - Functions of Management as a profession.
3. Planning - Need - Importance - Rules - Policy - Procedures - Schedules - Budget - Limitations - Meaning & Importance of Strategic Planning.
4. Authority - Meaning - Features - Types - Power - Distinction with authority Vs. influence - Delegation - Meaning - Need - Barriers.
5. Decentralisation - Meaning, Need - Factors pointing towards decentralisation.
6. Departmentation - Meaning - Bases used - Merits and demerits of different types.
7. Staff relationships - Meaning - Causes for conflict.
8. Span of Supervision - Meaning - Factors influencing.
9. Co-ordination - Meaning - Need - Principles - Techniques.
10. Control Process - Meaning - Steps - Requirements of good Control System.
11. Business Decision - M.B.O., PERT, CPM.

Suggested Readings:

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|-----------------------------|---|--------------------------------|
| 1. L. G. Galbraith, William | : | The Process of Management      |
| 2. Koontz, R & O Donne C.   | : | Management - A System Approach |
| 3. Steiner A.F. James       | : | Management                     |

- 2 -

7. Management of Cash: Objectives of Cash Management - Cash Planning - Cash forecasting and Budgeting, Management of receivable, Objectives of receivables Management - Optimum Credit Policy - Aspects of Credit Policy - Credit Terms, Credit Standards, Collection Policy.
8. Inventory Management: Objectives - Inventory Management - Techniques - Classification - Order Quantity - Order Point - Safety Stock (Theory only).

Suggested Readings:

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|-----------------------|---|-------------------------------------|
| 1) James C. Vanhorne  | : | Financial Management and Policy.    |
| 2) Ezra Solomon       | : | The Theory of Financial Management. |
| 3) Weston and Brigham | : | Managerial Finance                  |
| 4) I.M. Pandey        | : | Financial Management                |
| 5) Kuchal, S.C.       | : | Financial Management                |
| 6) E.W. Walker        | : | Essentials of Financial Management  |
| 7) Prasanna Chandra   | : | Financial Management                |
| 8) Gitman, L.J.       | : | Principles of Managerial Finance    |
| 9) Khan & Jain        | : | Financial Management                |
| 10) Kulkarni, P.V.    | : | Financial Management                |