

Loyola International Academic Collaboration

Loyola College

BBA France

Syllabus Book

OVERVIEW OF THE BBA FRANCE PROGRAMME:

Loyola College, Chennai, in association with the IÉSEG School of Management, has been synergetic parts of a twinning BBA programme since 2007.

The BBA programme, in the first and second years, is taught at Loyola College, Chennai. The BBA course at Loyola provides an in-depth and comprehensive syllabus in the first two years. The third year is at the campus in Lille, France. Experiential learning in India includes internships in the form of “on the job “and “sales” training. The extensive syllabus includes self- study material and e-learning tools that facilitate in evolving the candidates into competent world-class business executives.

Programs at IÉSEG are on par with International standards and are taught entirely in English. The final year is completed at IÉSEG. Successful students receive the IÉSEG Bachelor’s degree at the end of the programme and have the chance to pursue their MSc in Management at IÉSEG. The programme is very dynamic with a multicultural environment of which 75 % of the staff and students at IÉSEG is International.

The exclusive tie-up ensures that the students gain a degree of global business standard with indigenous requirements. Students as a result finish the program with a unique perspective and understanding of international finance, marketing, economics and management - from both an Indian and a European perspective - giving them the competitive edge in the global marketplace.

Faculty members are currently associated with various management verticals (Communication skills, law, statistics, accounts and management) providing the latest global information available in the market.

Bachelor of Business Administration (BBA - France)

BACHELOR PROGRAMME	Year 1	Semester I	Semester II	
		<ul style="list-style-type: none"> ➤ ENGLISH ➤ FRENCH ➤ GENERAL ECONOMICS ➤ BUSINESS MATHEMATICS - I ➤ BUSINESS & MANAGEMENT ➤ FINANCIAL ACCOUNTING - I ➤ EUROPEAN HISTORY & CULTURE ➤ CROSS CULTURE MANAGEMENT 	<ul style="list-style-type: none"> ➤ ENGLISH ➤ FRENCH ➤ MICRO ECONOMICS ➤ CIVIL LAW ➤ STATISTICS FOR BUSINESS I ➤ WORK SOCIOLOGY ➤ FINANCIAL MANAGEMENT I 	
	Year 2	Semester III	Semester IV	
		<ul style="list-style-type: none"> ➤ ENGLISH ➤ FRENCH ➤ MACRO ECONOMICS ➤ BUSINESS LAW ➤ INTRODUCTION TO MARKETING ➤ FINANCIAL ACCOUNTING - II ➤ STATISTICS FOR BUSINESS II 	<ul style="list-style-type: none"> ➤ ENGLISH ➤ FRENCH ➤ BUSINESS MATHEMATICS - II ➤ OPERATIONS MANAGEMENT ➤ ECONOMETRICS ➤ ORGANISATIONAL BEHAVIOUR ➤ FINANCIAL MANAGEMENT II 	
	***** Parallel Admission Process*****			
	YEAR 3	Semester V	Semester VI	
		<ul style="list-style-type: none"> ➤ MANAGEMENT CONTROL ➤ INFORMATION SYSTEMS ➤ MARKETING RESEARCH ➤ COST ACCOUNTING ➤ DATA ANALYSIS ➤ OPTIMIZATION METHODS ➤ ELECTIVES ➤ FOREIGN LANGUAGES 	<ul style="list-style-type: none"> ➤ FINANCE ➤ OPERATIONS MANAGEMENT ➤ HUMAN RESOURCES MANAGEMENT ➤ STRATEGY ➤ INTRODUCTION TO NEGOTIATION ➤ LABOUR LAW ➤ ELECTIVES ➤ FOREIGN LANGUAGES 	

Semester I

- ENGLISH
- FRENCH
- GENERAL ECONOMICS
- BUSINESS MATHEMATICS - I
- BUSINESS & MANAGEMENT
- FINANCIAL ACCOUNTING - I
- EUROPEAN HISTORY & CULTURE
- CROSS CULTURE MANAGEMENT

Semester II

- ENGLISH
- FRENCH
- MICRO ECONOMICS
- CIVIL LAW
- STATISTICS FOR BUSINESS I
- WORK SOCIOLOGY
- FINANCIAL MANAGEMENT I

Semester III

- ENGLISH
- FRENCH
- MACRO ECONOMICS
- BUSINESS LAW
- INTRODUCTION TO MARKETING
- FINANCIAL ACCOUNTING - II
- STATISTICS FOR BUSINESS II

Semester IV

- ENGLISH
- FRENCH
- BUSINESS MATHEMATICS - II
- OPERATIONS MANAGEMENT
- ECONOMETRICS
- ORGANISATIONAL BEHAVIOUR
- FINANCIAL MANAGEMENT II

Sub Code: EL 131

Sub: ENGLISH

Credits : 3

Sem: I

Semester I Gaining Confidence - Communication Skills

Course Description:

Effective and competent communication is unanimously regarded as a key ingredient in success. This course will look at different levels of communication in Business English. It will discuss the skills of effective communication and demonstrate the skills needed for good listening, reading, writing and speaking in English.

The role of communication both within and between teams is dealt with as two-way channels for ideas and information. The course will help improve, develop and enhance communication skills.

Course Objectives:

1. Learning about the Communication Process
2. Understanding and using tips for communicating well while speaking, listening, reading and writing
3. Understanding and being aware of key listening and responding skills
4. Learning about Verbal and Non-verbal communication

Performance Objectives:

Upon completion of this program participants will be able to:

- Understand clearly the importance of good communication
- Be able to communicate more effectively with team members
- Read and send verbal and non-verbal signals as intended
- Be able to use the English language effectively to communicate better while writing, reading, listening and speaking

- 1 **Reading** Article analysis
 - Reading comprehension
- 2 **Writing** Essays (Descriptive)
 - Summarizing
 - Letter Writing/Email Writing

- Resume Writing & SWOT Analysis
 - Case Study Analysis
 - Report Writing
- 3 **Speaking** Self Introductions
- Presentations 1)Your interest/hobby 2) A European company)
 - Presentations (France)
- 4 **Listening** Personality Development
- Etiquette skills in Business
 - Aural Comprehension

ASSESSMENT

- Continuous assessment I - 35 Marks
 - Continuous assessment II - 35 Marks
 - 3rd Component - 30 Marks
- End Semester Examination - 100 Marks

Sub Code: FR 132

Sub: FRENCH I

Credits : 3

Sem: I

- OBJECTIVE** : To enable the students of Business administration to acquire basic skill to communicate in French in a professional environment along with the knowledge of grammar. It is an Audio-Visual and Communicative Method with day to conversation in France.
Units from 1 to 3 will be taught in the 1st semester
- UNIT I** : Nommez des objets, s'adresser poliment a quelqu'un, se présenter, présenter Quelqu'un, entrer un contact, dire tu ou vous, épeler, dire ou on travaille, ce qu'on fait, communiquer ses coordonnées
Grammaire : articles indéfinis, masculin et féminin des noms, pluriel des Noms, adjectifs de nationalité, article défini, quel interrogatif.
- UNIT II** : Identifier des objets, expliquer leur usage, dire ce qu'on possède, faire un Achat, discuter le prix, montrer et situer des objets, décrire des objets,
Grammaire : adjectifs possessifs, verbe avoir, ne pas, pas de, question
Est-ce que, négative, réponse si, il y a , qu'est-ce qu'il ya , accord des adjectifs
- UNIT III** : Demander et donner l'heure, raconter sa journée, parler de ses habitudes au Travail, de ses loisirs, dire la date, parler du temps qu'il fait
Grammaire : question avec a quelle heure, adjectifs démonstratifs, verbes
Pronominaux, les prépositions, adverbes de fréquence, verbes impersonnelles

PRESCRIBED TEXT BOOK: Jean -Luc Penfornis, *Français .com*, Cle International, Paris,2007

BOOKS FOR REFERENCE : Sylvie POISSON - QUINTON et al., *FESTIVAL I .*, CLE International / Sejer2005
Régine Mériéux, YvesLoiseau, *Connexions*, Didier, Paris , 2005.
Annie Monnerie-Goarin, Evelyne Siréjols,,*Champion*, CLE International, Paris ,2007.

- ASSESSMENT
 - Continuous assessment I - 35 Marks
 - Continuous assessment II - 35 Marks
 - 3rd Component - 30 Marks
- End Semester Examination - 100 Marks

Sub Code: BBA 133

Sub : GENERAL ECONOMICS Credits :6 Sem: I

OBJECTIVES

1. To have a grasp of the elements of economics
2. To prepare students to face competitive examinations in Economics.
3. To understand the concept planning in India
4. To understand income stabilization policies
5. To study the role of various kinds of banks and financial markets

UNIT I :-MICRO ECONOMICS

Nature and scope of economics- concept of demand and supply, elasticity concepts, Agents of production-concepts of costs and revenue-competitive market structure and Determination of prices-pricing under imperfect market structure

UNIT II MACRO ECONOMICS

National income concepts-determination of national income and employment-determinants of consumption, saving and investment

UNIT III MONEY AND BANKING

Concepts of money-commercial banks and credit creation-central bank and credit control

UNIT IV Money supply and price level

Measures of money supply-velocity of circulation of money-determination of the price level-inflation and deflation – causes and remedies

UNIT V PUBLIC FINANCE AND INDIAN ECONOMY

Budgets-types -taxes -Developmental and non-developmental expenditure-Importance of Agricultural sector, Industrial sector, and service sector.

Books for Reference

1. Modern Micro Economics - by Koutsoyiannis
2. Principles of Economics - By Karl E.Case, Ray C. Fair

ASSESSMENT

Continuous assessment I - 35 Marks

Continuous assessment II - 35 Marks

3rd Component - 30 Marks

End Semester Examination - 100 Marks

Objectives

- To teach basic mathematics and their properties
- To give a maximum of students clear and correct ideas of mathematics
- To train the students to apply these ideas in different situations in Economics
- To provide practice for logical rigour within the framework of analysis and synthesis

Functions

- Kinds of functions
- Logarithmic functions
- Exponential functions
- Trigonometric functions
- Inverse trigonometric functions
- Onto, One - one, Inverse and Constant functions

Limits

- Limit of a function
- Fundamental results on limits
- Meaning of LHL and RHL

Continuity and Differentiability

- Algebra of Continuous function
- Continuity on an interval
- Testing the continuity of a function at a point when the function has same definition on both sides of the given point
- Testing the continuity of a function at a point when the function has different definition on both sides of the given point
- Finding the values of a constant given in the definition of a function when it is continuous at an indicated point
- Differentiability of a function at a point
- Meaning of differentiability at a point
- Differentiability in a set

Differential Calculus

- Concept of differentiation
- Concept of derivative
- Differentiation Techniques
- Derivatives of inverse functions
- Logarithmic differentiation
- Method of substitution
- Differentiation of parametric functions
- Differentiation of implicit functions
- Higher order derivatives
- Partial Differentiation
- Multivariable calculus
- Optimization
- Business Applications of Differentiation

Integral Calculus

- Introduction
- Integrals of functions containing linear functions
- Methods of Integration
- Decomposition method
- Method of substitution
- Integration by parts
- Definite Integrals
- Business Applications of Integration

Bibliography

Haeussler ,Ernest; Paul, Richard; Wood ,Richard; Introductory Mathematical Analysis for Business, Economics, and the Life and Social Sciences, July 2013' 13th Edition : Pearson New International Edition

Katthar, Dinesh; Khattar, Anitha; Objective Mathematics

Dowling, Edward.T,; Introduction to Mathematics

ASSESSMENT

Continuous assessment I – 35 Marks

Continuous assessment II – 35 Marks

3rd Component – 30 Marks

End Semester Examination – 100 Marks

Sub Code: BBA 135 Sub : BUSINESS & MANAGEMENT Credits :6 Sem: I

OBJECTIVES

At the end of the course students should be able to

- Describe the role of the business
- Identify the main forms of business
- State the links between the firm and its environment
- Identify the part played in the business by human resources, operations, finance and marketing

CONTENTS / ORGANIZATION

This course is comprised of 10 lectures and 10 tutorials where the following subjects are covered:

- The Dynamics of Business and Economics
- Forms of Companies in the French Law
- Business Ethics and Social Responsibility
- Business in a Borderless World
- The Nature of management
- Organization, Teamwork and Communication
- Managing Service and Manufacturing Operations
- Motivating the Workforce
- Customer-Driven Marketing/Dimensions of Marketing Strategy

ASSESSMENT

Continuous assessment I - 35 Marks

Continuous assessment II - 35 Marks

3rd Component - 30 Marks

End Semester Examination - 100 Marks

BIBLIOGRAPHY

ROBBINS, P.STEPHEN (2013) “ Organisational Behaviour”,New Delhi: Pearson

COURSE OBJECTIVES

1. To impart basic accounting knowledge relating to the method and procedures involved for recording business transactions leading to the preparation of financial statement.
2. To understand the underlining accounting principles, concepts and relevant accounting standards involved in the recording of business transactions.

COURSE CONTENT

1. Meaning and objectives of business accounting – users of accounting information – ethics and accounting.
2. Accounting concepts and conventions – accounting equation.
3. Accounting process – journal, subsidiary books, ledger and trial balance.
4. Preparation of financial statements of sole proprietorship concerns – trading and service organisations.
5. Bank reconciliation statement using adjusted cash book approach.
6. Accounting of merchandise under perpetual and periodic systems.
7. Receivables- Accounting for uncollectables – credit card and debit cards – Accounting for note receivables
8. Rectification of Errors- Impact of Errors on the Financial Profits.

TEXT BOOK

1. Financial accounting – Management perspective (Radhasamy) – Prentice Hall

REFERENCES

1. Financial Accounting for managers – Paresh Shah (Oxford University Press)
2. Financial Accounting - Charles Thorngreen & Walter T Harrison jr – Prentice Hall

ASSESSMENT

Continuous assessment I - 35 Marks

Continuous assessment II - 35 Marks

3rd Component - 30 Marks

End Semester Examination - 100 Marks

OBJECTIVES

To introduce students to:

- Examining in a critical manner and scientific rigour.
- Developing the capacity of doing research, analysing and summarising information on a precise subject.
- Becoming conscious of the length, the time in contemporary economy, from a historical and prospective point of view.
- Defining the general frames of reference of economic development in the world in the twentieth century.
- Discovering genesis and the present state of economic integration and european politics.

Contents

- Introduction to the methodology of history
- Chapter i world economy during the great depression (1929 - 1939)
- Chapter ii economic and financial aspects of conflict (1939 - 1945)
- Chapter iii the toll of the war and the reconstruction (1945/1947)
- Chapter iv the growth of "trente glorieuses"
- Chapter v the collapse of the communist system (reflection on the notion of the system)
- Chapter vi european construction (1947 - 2003)

Assessment

Continuous assessment i - 35 marks

Continuous assessment ii - 35 marks

3rd component - 30 marks

BIBLIOGRAPHY

The political economy of international relations, R. Gilpin, Princeton, 1987.

The titles of other relevant books will be given during courses depending on the chapters studied.

Assessment

ASSESSMENT

Continuous assessment I - 35 Marks

Continuous assessment II - 35 Marks

3rd Component - 30 Marks

Sub Code: BBA 137 Sub: CROSS CULTURAL PERSPECTIVE IN MANAGEMENT

Credits: 2

Sem: I

OUTLINE

Management practices and processes frequently differ across national and regional boundaries. What may be acceptable managerial behaviour in one culture may be counterproductive or even unacceptable in another. As managers increasingly find themselves working across cultures, the need to understand these differences has become increasingly important.

The Purpose of this paper is to augment student understanding of various perspectives on intercultural management and force them to examine their own views on the subject. It enables students to try to see an issue from 'others' point of view. This course enables students to apply the 'culture construct' in the organisational context.

Course Objective:

- ❖ To understand the organizational behaviour within and between countries, and across different cultures.
- ❖ To comprehend the cultural and psychological underpinnings that shape managerial attitudes and behavior
- ❖ To be familiar with the conceptual models that facilitates understanding of management from a cross-cultural perspective.

Course Contents:

Unit - I Introduction

What is culture - why cultures differ - debates surrounding culture - culture and social groups - how cultures work?

Unit - II Comparing Cultures

Kluckhohn and Strodtbeck framework, Hofstede's Study, Schwartz Value Survey, Trompenaars's Dimensions, The GLOBE study, Individualism and Collectivism, Social Axioms.

Unit - III Organisational Framework: A competitive Assessment

US Corporation, Japanese kaisha and keiretsu, Chinese gong-si, German konzern, Mexican grupo

Unit -IV Communicating and Negotiating across Cultures

Cross-cultural communication process, communication styles, cross cultural communication strategies; negotiation process and patterns across cultures, Negotiating and Conflict resolution across cultures.

Unit - V Leadership and Motivation across Cultures

Meaning of leadership, Western and Non-western theories of leadership, integrated cross-cultural model of leadership, universal leadership functions, culture-specific leader behaviour; Motivation across cultures, meaning of work, designing motivating jobs.

Unit - VI Global Management Challenges

Managing in an imperfect world, basis of cross cultural conflicts, ethics, law and social control, Institutional Conflicts and challenges.

Books:

1. Bhattacharyya, Dilip Kumar (2010) Cross-cultural Management: Texts and Cases, New Delhi; PHI Learning Private Limited.
2. Browaeys, MJ and Price, R (2010) Understanding Cross-Cultural Management, New Delhi: Pearson.
3. Ferraro, G (2006) The Cultural Dimensions of International Business, New Delhi: Pearson
4. Marx, E. (2001) Breaking Through the Culture Shock: What you need to succeed in International Business, London: Nicholas Brealey.
5. Steers, M., Richard, Carlos J. Sanchez-Runde and LuciaraNardon (2010) Management across cultures: Challenges and Strategies, Cambridge UK: Cambridge University Press

6. Thomas, C. David (2008) Cross-cultural Management: Essential concepts, London: Sage.

References:

1. Hofstede, Geert and Gert Jan Hofstede (2005) Cultures and Organisations: Software of the Mind, New York: McGraw-Hill.
2. McCracken, Grant (2009) Chief Cultural Officer, New York: Basic books
3. Smith, B., Peter (et.al) The Handbook of Cross-cultural Management Research, California: Sage.
4. Warner, Malcolm and Pat Joynt (2003) Managing across cultures: Issues and Perspectives, Singapore: Thomson Learning

ASSESSMENT

- Continuous assessment I – 35 Marks
- Continuous assessment II – 35 Marks
- 3rd Component – 30 Marks

End Semester Examination – 100 Marks

Sub Code: EL 231

Sub: ENGLISH

Credits : 3

Sem: II

SEMESTER II - Means of Communication at the workplace

Course Description:

Effective and competent communication is unanimously regarded as a key ingredient in success. This course will look at different levels of communication in Business English. It will discuss the skills of effective communication and demonstrate the skills needed for good listening, reading, writing and speaking in English.

The role of communication both within and between teams is dealt with as two-way channels for ideas and information. The course will help improve, develop and enhance communication skills.

Course Objectives:

1. Learning about the Communication Process
2. Understanding and using tips for communicating well while speaking, listening, reading and writing
3. Understanding and being aware of key listening and responding skills
4. Learning about Verbal and Non-verbal communication

Performance Objectives:

Upon completion of this program participants will be able to:

- Understand clearly the importance of good communication
- Be able to communicate more effectively with team members
- Read and send verbal and non-verbal signals as intended
- Be able to use the English language effectively to communicate better while writing, reading, listening and speaking

1 Reading Article Analysis

- Reading comprehension

2 Writing Essays (Argumentative and Analytical)

- Report writing
- Thesis Writing (2 pages)
- Case studies

- Scripts - Email writing, telephone skills, video conferencing, sms, IM chats

3 **Speaking** Imprompt Speaking

- Presentations (Subjects in the syllabus)
- Means of Communication (Role play)

4 **Listening** Active Listening

- Aural comprehension

ASSESSMENT

- Continuous assessment I - 35 Marks
- Continuous assessment II - 35 Marks
- 3rd Component - 30 Marks

End Semester Examination - 100 Marks

- OBJECTIVE** : This course is intended to give the theoretical description of the different aspects of grammar with examples provided from different angles day-to-day conversation, etc., followed by a number of exercises to enable the students to perfect their knowledge of French and acquire skills in creative and essay writing. Units from 4 to 7 will be taught during this semester.
- UNIT IV** : **réserver une chambre de l'hôtel, demander la note, expliquer un itinéraire,**
Parler de ses déplacements, situer une carte, exprimer un conseil, une Interdiction, une obligation, acheter un billet de train
Grammaire : adjectifs possessifs, adjectif tout, impératif présent, nombres Ordinaux, en/au +pays, il faut+infinitif, il est interdit de
- UNIT V** : Manger au restaurant, comprendre un menu, commander, engager une Conversation téléphonique, parler de sa formation, de son expérience, De ses compétences, raconter des événements passés, consulter sa boîte Emails, répondre aux messages.
Grammaire : futur proche, articles partitifs, pronoms COD, passe compose Avec avoir, être, négation au passe compose.
- UNIT VI** : Identifier un problème, demander des précisions, expliquer un contretemps déplacer un rendez-vous, demander de l'aide, donner des instructions, expliquer un problème, suggérer une solution.
Grammaire :ne...rien, ne...personne, qu'est-ce que/qu'est-ce qui/qui est-ce que/qui est-ce qui, passe compose des verbes pronominaux, si/quand+ présent, ne...plus, ne... pas encore, impératif présent : place du pronom et verbes pronominaux, trop/pas assez, verbe devoir au conditionnel présent.
- UNIT VII** : Evoquer un souvenir, raconter une histoire, rapporter des événements marquants d'une vie professionnelle, expliquer une situation de stress, donner son avis, faire des projets.
Grammaire : formation de l'imparfait, chaque/ chacun, emploi du Passe compose et de l'imparfait, relatifs qui, que, ou, mise en relief, Indicateurs de temps, depuis, il y a, pendant, pour, en, pronom en de quantité, propositions complétives, je pense que..., je crois que, futur simple, pronom y.

PRESCRIBED TEXT BOOK: Jean -Luc Penfornis, *Français .com*, Cle International, Paris,2007

BOOKS FOR REFERENCE : Sylvie POISSON - QUINTON et al., *FESTIVAL I .,*

CLE International / Sejer2005
Régine Mériéux, YvesLoiseau, *Connexions*, Didier,
Paris , 2005.
Annie Monnerie-Goarin, Evelyne Siréjols, *Champion*, CLE
International, Paris ,2007.

EVALUATION : 35 Marks + 35 Marks for II Internal Assessments
30 Marks for assignments.

- ASSESSMENT
- Continuous assessment I - 35 Marks
- Continuous assessment II - 35 Marks
- 3rd Component - 30 Marks

End Semester Examination - 100 Marks

Definition – Wealth, welfare, scarcity, growth – definitions, difference between micro and macro economics – economics – positive, normative e.

Demand and supply curves

Wants – characteristics, utility analysis; utility – cardinal, ordinal, diminishing marginal utility – reasons, equi-marginal utility.

Demand – definition, determinants, elasticity of demand – different types, cross demand, measurement of demand, exceptions for law of demand – Veblen effect, giffen paradox.

Cost and revenue curves – average, marginal and total curves

Indifference curves – properties : with examples

Market – structure – perfect – imperfect markets – monopoly, monopolistic, oligopoly – price, output divisions.

Price discrimination – types and degrees – importance of selling and advertisement costs, kinked demand curve, price leadership – types.

Books for Reference

1. Modern Micro Economics – by Koutsoyiannis

- ASSESSMENT
- Continuous assessment I – 35 Marks
- Continuous assessment II – 35 Marks
- 3rd Component – 30 Marks

End Semester Examination – 100 Marks

Sub Code: BBA 234 Sub: CIVIL LAW Credits :5 Sem: II

Unit 1 Nature of Law – Distinction between Civil Law and Criminal law – Comparison between law of contract and law of Torts – Parties to the civil.

Unit 2 Parties to the care – Damnum sine injuria – Injuria sine Damun – Defences available to the defendant under the law of torts – case laws.

Unit 3 Defamation – Libel and Slander – Vicarious liability – Master and Servant relationship – Principal and the Agent

Unit 4 Trespass – legal provisions – Negligence – case laws.

Unit 5 Consumer protection – features – procedures – consumer forums – District forum – State commission – National commission – who can file a petition? Compensation.

Reference Books:

Bangla R.K., Law of Torts, Allahabad Law series, New Delhi.

Avatar Sing : Introduction to Jurisprudence

- ASSESSMENT
- Continuous assessment I – 35 Marks
- Continuous assessment II – 35 Marks
- 3rd Component – 30 Marks

End Semester Examination – 100 Marks

Sub Code: BBA 237

Sub: BUSINESS STATISTICS I Credits: 6

Sem: II

Introduction to Statistics

Introduction to statistics
Population and Sample
Descriptive Statistics
Inferential Statistics

Charts and Graphs

Introduction to Charts and Graphs
Frequency distribution
Bar Chart
Pie Chart
Histogram
Frequency Polygon
Ogive
Stem and Leaf plot
Scatter plot

Measures of central tendency

Introduction to central tendency
Arithmetic mean and merits and demerits of arithmetic mean
Median and merits and demerits of median
Mode and merits and demerits of mode
Quartiles and Percentiles

Measures of Dispersion

Introduction to dispersion
Range and merits and demerits of range
Standard Deviation
Variance
Coefficient of variation

Probability

Introduction to probability
Dependent and Independent events
Conditional probability
Joint probability
Bayes' theorem
Discrete probability distributions
Continuous Probability Distribution

Bibliography

Levine, Devid .M; Stephen , David.F.; Krehniel, Timothy C.; Berenson, Marl.L; “
Statistics for Managers” 2008, 5th edition.

- ASSESSMENT
 - Continuous assessment I - 35 Marks
 - Continuous assessment II - 35 Marks
 - 3rd Component - 30 Marks
- End Semester Examination - 100 Marks

LESSON PLAN

1 Industrial Revolution

- Basics of Industrial Revolution
- First and Second Industrial Revolution
- Causes of the Industrial Revolution
- Agricultural Revolution
- Population growth
- Commercial revolution
- Spread of Industrial Revolution
- Industrial Revolution and European Economic Global Dominance

2 Human Relations

- Human Relations as a field of study
- Human Relations in work situations
- Understanding human behavior to avoid conflicts
 - Mental perceptions
 - Ethics
 - Personality
 - Attitudes
- Types of relations
- Managing organizations

3 Human Relations in Business Organizations

- Human relations in Industries
- Welfare in Industries - Labour Welfare
- Industrial conflicts, strikes, lockouts

4 Managing conflicts and negotiations

5 Needs and Motivation - Motivating employees through meeting human needs.

- Need hierarchy model
- ERG model by Alderfer
- Achievement Motivation model by McClelland
- Motivator-Hygiene model by Fredrick Herzberg

- Individual Presentations on motivating employees at the work place by students
- 6 Industrial Organization
 - Kinds - Formal and Informal Organizations
 - Department of Formal organization
 - a. Linear organization
 - b. Functional organization
 - c. Staff organization

Various levels of Industrial Organizations (hierarchial)

Principles of Industrial Organizations
 - 7 Organizational Design
 - Key factors in Organizational design
 - Environmental factors
 - Strategic factors
 - Technological factors
 - 8 Strategic Analysis
 - Michael Porter's Five Forces Analysis
 - SWOT Analysis
 - PEST Analysis
 - 9 Global strategic Management
 - 10 Contemporary Risks in the field of Employment
 - 11 Presentation by students

- ASSESSMENT
 - Continuous assessment I - 35 Marks
 - Continuous assessment II - 35 Marks
 - 3rd Component - 30 Marks
- End Semester Examination - 100 Marks

Course Outline:

- Unit 1** Financial Management -Meaning and Definition- Objectives -Financial Decisions - Organisation of Finance function -Functions of treasurer - Functions of Controller.
- Unit 2** Time Value of Money -Meaning -Reasons -Techniques -Calculation of Future value (or) Present value of a single deposit and an annuity - Perpetuity -Loan amortization schedule.
- Unit 3** Valuation Of Securities - Valuation of Bond and Debentures -Current Yield -Yield to Maturity(YTM)- Valuations of preference shares- Valuation of Equity Shares
- Unit 4** Leverage -Operating, Financial and Combines leverages.
- Unit 5** Capital Structure -Financing options -EBIT (Earning before Interest and tax) -EPS Relationship (Earning per Share) -Factors Affecting Capital Structure
- Unit 6** Basics Of Capital Budgeting -Techniques of Capital Budgeting -Pay Back methods, Net present Value(NPV), Profitability Index and Internal Rate of Return (IRR).

Text Books:

- a) Khan and Jain, *Management Accounting & Financial Management*, Tata McGraw Hill publishers, New Delhi.
- b) Kishore M Ravi, *Financial Management*, Taxman Publication; New Delhi.

ASSESSMENT

- Continuous assessment I - 35 Marks
- Continuous assessment II - 35 Marks
- 3rd Component - 30 Marks
 - End Semester Examination - 100 Marks

SEMESTER III - IELTS

Course Description:

Effective and competent communication is unanimously regarded as a key ingredient in success. This course will look at different levels of communication in Business English. It will discuss the skills of effective communication and demonstrate the skills needed for good listening, reading, writing and speaking in English.

The role of communication both within and between teams is dealt with as two-way channels for ideas and information. The course will help improve, develop and enhance communication skills.

Course Objectives:

1. Learning about the Communication Process
2. Understanding and using tips for communicating well while speaking, listening, reading and writing
3. Understanding and being aware of key listening and responding skills
4. Learning about Verbal and Non-verbal communication

Performance Objectives:

Upon completion of this program participants will be able to:

- Understand clearly the importance of good communication
- Be able to communicate more effectively with team members
- Read and send verbal and non-verbal signals as intended
- Be able to use the English language effectively to communicate better while writing, reading, listening and speaking

- 1 **Reading** Reading questions
 - Case study Exercises
- 2 **Writing** Thesis Writing
 - Business Emails
 - Report writing
 - Essay writing
- 3 **Speaking** Presentations (Interviews)

- Interviews
- Role play (Business scenarios)
- Reviews

4 **Listening** Giving Feedback

- Group presentations

ASSESSMENT

- Continuous assessment I - 35 Marks
- Continuous assessment II - 35 Marks
- 3rd Component - 30 Marks

End Semester Examination - 100 Marks

OBJECTIVE : This course is intended to give a theoretical description of the different aspects of grammar with examples provided from different angles in day-to-day conversations, etc, followed by a number of exercises to enable the students to perfect their knowledge of French in personal and professional environment.
Unit 1-5 are taught in this semester.

COURSE CONTENTS

- UNIT I : Se présenter, prendre des notes, interroger l'autre, débiter une conversation, accueillir un voyageur, rédiger un e-mail, accueillir un visiteur, le faire patienter, reconnaître la qualité d'un accueil.
Grammaire : présent, prépositions de lieu, interrogation directe, pronoms compléments, futur simple, passé composé, passé récent.
- UNIT II : Proposer/prendre/noter un rendez-vous, tenir à jour un agenda, reporter/avancer/annuler un rendez-vous, décrire des conditions de travail, vérifier une information, rédiger une lettre
Grammaire : Conditionnel présent, expression du futur : présent, futur simple, futur proche, expression de temps , à depuis, pendant, pour, il y a, etc.
- UNIT III : Collecter/présenter des informations, s'informer sur les conditions de transport, comprendre/expliciter un itinéraire de métro/ demander/comprendre/expliciter un itinéraire dans la rue, visiter/présenter un quartier, un site touristique.
Grammaire : Discours indirect, impératif, imparfait et passé composé, expressions de lieu : devant, en face, etc., forme passive.
- UNIT IV : S'informer sur le parc hôtelier d'une ville, s'informer sur un hôtel, faire/prendre/ modifier une réservation, se présenter/accueillir à la réception, porter des appréciations, vérifier une note d'hôtel, rédiger une lettre de réclamation
Grammaire : Pronom relatifs, pronom « y », adjectifs démonstratifs, adjectifs/pronoms possessifs, indéfinis, mots de liaison de l'écrit.
- UNIT V : s'informer sur le déroulement d'un repas au restaurant et à domicile, composer son menu, passer/prendre une commande, découvrir le métier de cuisinier, expliciter une recette de cuisine, réclamer, porter des appréciations
Grammaire : après/avant de + inf., gérondif, valeurs de l'article, article partitif, négations particulières : non plus, ni...ni..., etc., quantités déterminées : un peu de, un kilo de, etc., pronom en.

PRESCRIBED TEXT : Jean -Luc Penfornis, *Français .com (intermédiaire)*,
Cle International,
Paris,2007

REFERENCE : 1) Beatrice Bouvier et al., *Connexions -II*, Didier -2005
2) Angels Campa et al., *Forum* , Hachette, Paris2005

- ASSESSMENT
 - Continuous assessment I - 35 Marks
 - Continuous assessment II - 35 Marks
 - 3rd Component - 30 Marks
- End Semester Examination - 100 Marks

UNIT - I - Introduction to Macro Economics

- ✚ Exogenous and endogenous variables
- ✚ Stocks and flows
- ✚ Statics and dynamics
- ✚ Ex ante and ex post variables
- ✚ Difference between Exogenous and endogenous variables
- ✚ Partial and general equilibrium analysis

UNIT - II - Theories of output and employment

- ✚ Classical theory of output and employment
 - Product, labour, money and capital market equilibrium
 - Pigou's classical theory
 - Derivation of aggregate supply curve
 - Full employment equilibrium
- ✚ Keynesian theory of output and employment
 - Derivation of aggregate supply curve
 - Aggregate expenditure function
 - Full employment equilibrium
 - Multiplier effect

UNIT - III - Consumption function

- ✚ Keynesian absolute income hypothesis
- ✚ Psychological law of consumption
- ✚ Friedman's permanent income hypothesis
- ✚ Modigliani's life cycle hypothesis

UNIT - IV - Investment function

- ✚ Classical theory of investment demand
- ✚ Keynesian theory of demand for investment
- ✚ Post- Keynesian theory of investment demand
- ✚ Acceleration principle

Reference books

Macroeconomics- Olivier Blanchard- Pearsons.

Macroeconomics- Michael Parkins- Pearsons.

ASSESSMENT

- Continuous assessment I – 35 Marks
- Continuous assessment II – 35 Marks
- 3rd Component – 30 Marks

End Semester Examination – 100 Marks

Sub Code: BBA 334

Sub: BUSINESS LAW

Credits : 4

Sem: III

Objectives

The aim of the first part of the business law courses is to get students accustomed to the concept of the commerciality as well as its developments. Students will then be able to assimilate the principles which make up the static base of the commercial activity and acquire good reflexes when faced with a given legal subject.

The second part of the course is to enable students to be introduced to the notion of a company and to all the structures which intersect. Having the quality of a moral person as a backup; the company will be taken into consideration in not only its external structure (the forms of companies) but equally in this external structure (signing of contracts, company evolution)

Contents

First Part

Introduction to Business Law

Commercial Writs

The Trader: Definition, Rights, Obligations

Competition

Goodwill: Presentation, Study of Contracts with relation to goodwill

Second Part

Presentation of the company

Commercial/ industrial partnership (La S.N.C)

Limited Liability companies

Public Limited Companies

Limited Partnership

Contracts and Guarantees

Bibliography

Business Law – Avatar Singh

- ASSESSMENT
- Continuous assessment I – 35 Marks
- Continuous assessment II – 35 Marks
- 3rd Component – 30 Marks

End Semester Examination – 100 Marks

UNITS:

1. Plant Asset and Intangibles-Measuring the cost of a plant asset-Depreciation-Other issues in accounting for plant assets-Accounting for natural resources-Accounting for Intangible assets.
2. Current liabilities and payroll-Current liabilities of known amount-Current liabilities that must be estimated-Accounting for payroll-The payroll system-Reporting current liabilities.
3. Corporations: Paid in capital and the balance sheet-Corporations: An overview-Stock holder's equity basis- Issuing stock- Accounting for cash dividends-Different values of stock-Evaluating operations-Accounting for income taxes by corporations.
4. Financial statement analysis-Methods of analysis-Horizontal analysis-Vertical analysis-Bechmarking-Using ratios to make decisions.
5. Preparation of cash flow statements – using direct and indirect method

ASSESSMENT

- Continuous assessment I – 35 Marks
- Continuous assessment II – 35 Marks
- 3rd Component – 30 Marks

End Semester Examination – 100 Marks

OBJECTIVES

The objective of this course is firstly to clarify to students the main concepts of marketing and to explain its role as a key determinant in any modern business environment. The second objective is to introduce students into the strategic dimension of the marketing and the last one is to increase students' awareness of decisions (the marketing mix) made by marketing managers.

CONTENTS

Chapter 1: Marketing: Creating and Capturing Customer Value

- What is Marketing?
- Understanding the Marketplace and customer needs
- Designing a customer-driven market strategy
- Preparing an Integrated Marketing Plan & Program
- Building Customer relationships
- Capturing value from customers
- The changing Marketing Landscape

Chapter 2: Company and Marketing Strategy: Partnering to build customer relationships

- Companywide Strategy Planning: Defining Marketing's role
- Planning Marketing: Partnering to build Customer relationships
- Marketing Strategy and Marketing Mix
- Managing the Marketing Effort
- Measuring and Managing Return on Investment

Chapter 3: The Marketing Environment

- The company's Microenvironment
- The company's Macroenvironment
- Responding to the Marketing Environment

Chapter 5: Consumer Markets and Consumer Buyer behavior

- Model of Consumer behaviour
- Characteristics/Factors affecting consumer behavior

- Types of Buying decision behavior
- The Buyer Decision process
- The Business Decision process for new products
- Consumer behavior across International borders

Chapter 6: Business Markets and Business Buyer behavior:

- Business Market
- Business Buyer behavior
- International and Government buyers

Chapter 7: Customer driven Marketing strategy: Creating value for target customers

- Market Segmentation
- Market Targeting
- Differentiation and Positioning
- Positioning for Competitive Advantage

Chapter 8: Product, Services and Branding Strategy

- What is a Product?
- Product and Service Decisions
- Branding Strategy: Building strong brands
- Services Marketing

Chapter 9: New-Product Development and Product Life Cycle Strategies

- New-Product Development Strategy
- New-Product Development Process
- Managing New-Product Development
- Product Life-cycle Strategies
- Additional Product and Service Considerations

Chapter 10: Pricing Products: Understanding and Capturing customer value

- What is Price?
- Factors to consider when setting Prices

Chapter 11: Pricing Strategies

- New Product Pricing Strategies
- Product Mix Pricing Strategies
- Price Adjustment Strategies
- Price Changes
- Public Policy and Pricing

Chapter 12: Marketing Channels and Supply Chain Management

- Supply Chain and the Value Delivery Network
- The Nature and Importance of Marketing Channels
- Channel Behavior and Organization
- Channel Design Decisions
- Public Policy Distribution Decisions
- Marketing Logistics and Supply Chain Management

BIBLIOGRAPHY

Kotler, Philip. Armstrong, Gary. Agnihotri, Prafulla. Haque, Ehsan Ul. "Principles of Marketing". 13th Edition, Delhi, Pearson.

- ASSESSMENT
 - Continuous assessment I - 35 Marks
 - Continuous assessment II - 35 Marks
 - 3rd Component - 30 Marks
- End Semester Examination - 100 Marks

Overview

To provide the students the statistical tools behind business forecasting and to make them better decision makers

Goals

After the course the student should be able to confidently use correlation and regression to business cases. Also they should be able to compare with other forecasting tools.

Course Contents

1. Index Numbers
Introduction, Types of indices, Time Reversal and Factor Reversal Tests, Inflation , Splicing, Consumer Price Index
2. Interpolation & Extrapolation
Introduction, Methods- Graphic Method, Newtons Method, Lagranges Method, Parabolic Curve Method
3. Time Series Analysis
Importance of Business Forecasting, Variations in time series, Methods for finding secular, cyclical, seasonal and irregular variation
4. Statistical Quality Control
Importance of quality in business, concept of TQM, Control charts, Fish bone diagram, Pareto chart
5. Correlation
Introduction, Types of correlation, Correlation and causation, Methods of finding correlation coefficient and its significance
6. Regression
Importance of correlation and regression, Significance of dependent and independent variables, Ordinary Least Square method, Application of regression and correlation in business

Bibliography

Statistics for managers by Levine, Stephan, Krehbiel, Berenson
Pearson International Edition

Statistics for Management by Richard I Levin and David S Rubin
PHI

ASSESSMENT

- Continuous assessment I - 35 Marks
 - Continuous assessment II - 35 Marks
 - 3rd Component - 30 Marks
- End Semester Examination - 100 Marks

Sub Code: EL 431

Sub: ENGLISH

Credits : 3

Sem: IV

SEMESTER IV

the International Scenario

Course Description:

Effective and competent communication is unanimously regarded as a key ingredient in success. This course will look at different levels of communication in Business English. It will discuss the skills of effective communication and demonstrate the skills needed for good listening, reading, writing and speaking in English.

The role of communication both within and between teams is dealt with as two-way channels for ideas and information. The course will help improve, develop and enhance communication skills.

Course Objectives:

1. Learning about the Communication Process
2. Understanding and using tips for communicating well while speaking, listening, reading and writing
3. Understanding and being aware of key listening and responding skills
4. Learning about Verbal and Non-verbal communication

Performance Objectives:

Upon completion of this program participants will be able to:

- Understand clearly the importance of good communication
- Be able to communicate more effectively with team members
- Read and send verbal and non-verbal signals as intended
- Be able to use the English language effectively to communicate better while writing, reading, listening and speaking

1 **Reading** Reading comprehension

- Newspaper Analysis

2 **Writing** Case study

- Report writing (Guest speakers)
- Thesis Writing
- Resume and Covering letters
- Minutes of the meeting

3 **Speaking** Presentations -Topical

- Interviews
- Discussions

4 **Listening** Guest speakers

- MOM

ASSESSMENT

- Continuous assessment I - 35 Marks
- Continuous assessment II - 35 Marks
- 3rd Component - 30 Marks

End Semester Examination - 100 Marks

OBJECTIVE : This course is intended to give a theoretical description of the different aspects of grammar with examples provided from different angles in day-to-day conversations, etc, followed by a number of exercises to enable the students to perfect their knowledge of French in personal and professional environment.
Unit 6-10 are taught in this semester.

COURSE CONTENTS

UNIT VI : Identifier une entreprise, lire/expliciter/dessiner un graphique, analyser, comparer des résultats et des tendances, analyser des techniques de vente, lancer un produit, analyser un secteur économique, une entreprise.
Grammaire : adverbes, expression de la variation, expression de la comparaison, de la répartition.

UNIT VII : Identifier différents services de l'entreprise, les tâches du secrétariat, examiner différentes façons d'aménager un lieu de travail, rédiger un rapport, analyser les relations du travail, comparer les conditions de travail d'un pays à l'autre.
Grammaire : subjonctif :formation, principaux emplois, condition et hypothèse avec gérondif, à condition que, etc, discours rapporté.

UNIT VIII : Consulter/analyser/rédiger une petite annonce, rédiger une lettre de motivation, examiner/sélectionner/rédiger un curriculum vitae, préparer/ analyser/passer/faire passer un entretien
Grammaire : expression du but, accord du participe passé, conditionnel passé.

UNIT XI : analyser/comparer des types de conversation, reformuler, questionner, interrompre, répliquer avec tact,, établir une grille

d'évaluation, faire/évaluer un exposé, prendre des notes, maîtriser les techniques d'interview, collecter des informations

Grammaire : ind.ou subj. dans la proposition subordonnée complétive, in.et sub. dans la proposition subordonnée complétive articulateurs logiques et discursifs à l'oral.

UNIT X : rechercher/analyser les causes et les solutions du chômage, s'interroger sur les conséquences de la mondialisation, participer à un forum internet, réagir à la lecture de la presse, débattre, écrire **au courrier des lecteurs.**

Grammaire : **expression de la cause, expression de la conséquence, expression de l'opposition, expression de la concession.**

PRESCRIBED TEXT : **Jean -Luc Penfornis, *Français .com (intermédiaire), Cle International, Paris,2007***

REFERENCE : 1) Beatrice Bouvier et al., *Connexions -II, Didier -2005*
2) Angels Campa et al., *Forum* , Hachette, Paris2005

- ASSESSMENT
- Continuous assessment I - 35 Marks
- Continuous assessment II - 35 Marks
- 3rd Component - 30 Marks

End Semester Examination - 100 Marks

Linear Applications

Introduction to Linear Combinations
Dependency of vectors
The Determinant method to test the dependency of vectors

Linear (or Matrix) Algebra

Introduction to Matrix Algebra
Adjoint of a matrix
Consistency of linear equations
Matrix Inversion Method
Cramer's Method
The Rank Method
The determinant method to solve the given system of linear equations
Matrix Algebra in Business

Determinants and Matrices

Introduction to Eigen Values and Eigen Vectors
Eigen Vectors for non symmetric matrices with non repeated Eigen Values
Eigen Vectors for non symmetric matrices with repeated Eigen Values
Eigen Vectors for symmetric matrices with non repeated Eigen Values
Eigen Vectors for symmetric matrices with repeated Eigen Values
Diagonalisation using Similarity Transformation and Orthogonal Transformation
Special Determinants
Applications of Determinants and Matrices

Differential Equations

Variable Separable Method
Homogeneous Type
Linear Differential Equations
Second Order Differential Equations with Constant Coefficients
Exact Differential Equations
Business Applications

First Order Difference Equations

Definition and Concepts

General formula for First Order Linear Difference Equations

Lagged Income Determination Model

The Cobweb Model

The Harrod Model

ASSESSMENT

- Continuous assessment I – 35 Marks
- Continuous assessment II – 35 Marks
- 3rd Component – 30 Marks

End Semester Examination – 100 Marks

Overview

To provide an overview of the functions of an operations manager and analyse them conceptually and with cases

Goals

After completing the course the student should be able to relate various OM functions in any company and suggest ways of improving their competitive advantage

Course contents

1. Introduction to Operations Management
Introduction, Heritage of Operations Management, Concept of productivity, New Trends of in Operations Management
2. Project Management
Importance of Project Management, Types of projects, Project Scheduling, Project Management Techniques, problems
3. Design of Goods and Services
Goods and services selection, Generating new products, Types of product design, cases
4. Managing Quality
Defining quality, TQM, Tools of TQM, Statistical Process Control
5. Process Strategy
Four process strategies, Process Analysis and Design- Flow Diagram,
Time Function Mapping, Value stream mapping, Process charts, Service blueprint
6. Capacity Planning
Capacity considerations, Managing demand, Break even Analysis, Applying Decision trees to Capacity decisions
7. Location Strategy
Strategic importance of location, Factors that affect location decisions, Methods of evaluating location alternatives, Service location strategy

8. Lay out Strategy
Importance of layout decisions, Types of layout – office layout, retail layout, storage layout, Fixed position layout, Process oriented layout,

Work cells, Product oriented layout with Examples.
9. Human Resources and Job Design
HR for competitive advantage, Labor planning, Job design, Ergonomics, Work Measurement
10. Supply Chain Management
Supply Chains strategic importance, Supply chain strategies, Managing supply chain, E procurement, Vendor selection, Logistics management, Measuring supply chain performance, Outsourcing
11. Inventory Management
Functions of inventory, Inventory analysis, Inventory costs, Economic Order Quantity, Problems
12. Maintenance and Reliability
Importance, Techniques for improving reliability- redundancy, Implementing preventive Maintenance, Techniques for enhancing maintenance

Materials

Operations Management by Jay Heizer, Barry Render
Pearson International Edition

Production and Operations Management - A Life Cycle Approach by
Chase/ Aquilano IRWIN

ASSESSMENT

- Continuous assessment I – 35 Marks
 - Continuous assessment II – 35 Marks
 - 3rd Component – 30 Marks
- End Semester Examination – 100 Marks

Sub Code: BBA 435

Sub: FINANCIAL MANAGEMENT II Credits: 4 Sem: IV

No. of Hours: 72 Hrs

Objectives:

- 1.To understand the concepts, theories, assumption and mechanics of Financial decision.making.
- 2.To acquire necessary skills required to analyse and interpret financial data to make optimum investment financing and dividend decisions.

Contents:

1. Cost of Capital / Cost of individual sources of funds /Weighted average cost of capital.
2. Capital Budgeting – Meaning and importance / Techniques of Capital budgeting.
3. Lease or buy decisions.
4. Working Capital Management / Factors affecting working Capital and its computation / Financing of working Capital.
5. Cash Management / Receivables Management / Inventory Management.
6. Dividend Policy – factors affecting dividend policy – dividend and firm

Valuation – Rights shares and bonus shares.

References:-

1. Prasanna Chandra Financial Management – Theory & Practice Vth edition.
2. Brigham & Houston – Fundamentals of Financial Management IXth edition.
3. Khan & Jain – Financial Management.
4. Ravi M Kishore – Financial Management.

ASSESSMENT

- Continuous assessment I – 35 Marks
- Continuous assessment II – 35 Marks
- 3rd Component – 30 Marks

End Semester Examination – 100 Marks

Sub Code: BBA 436

Sub: ECONOMETRICS

Credits: 6

Sem: IV

Overview

To provide a statistical framework for solving the various problems affecting the economy and corporates

Goals

After the course the student should be able to create econometric models for a given case with the help of regression equations

COURSE CONTENTS

Introduction

Definition, methodology, types of variables, Major Economic theories and their explanations

Probability Distribution

Random variables, expected values in decision making, Binomial, poisson and normal distributons, Application exercises

Sampling

Introduction, Design of experiment, Types of sampling, Sampling distributions, Relationship between sample size and standard error

Estimation

Introduction, point and interval estimates, Confidence intervals, Calculating interval estimates, determining sample size

Hypothesis testing

Basic procedure of hypothesis testing, power and confidence, p value, Chi square test, ANOVA

Materials

BASIC ECONOMETRICS by Gujarati and Sangeeta Mc Graw Hill

Statistics for Management by Richard I Levin and David S Rubin

PHI

Koop, Garry; Analysis of Economic Data; John Wiley & Sons

ASSESSMENT

- Continuous assessment I - 35 Marks
 - Continuous assessment II - 35 Marks
 - 3rd Component - 30 Marks
- End Semester Examination - 100 Marks

OBJECTIVES

The aim of the course is to introduce students to the analysis of the organization as a technical structure as well as a social one. The student will discover the diversity of viewpoints on the organization, and will learn to include the organization as a dynamic structure, subject to constant development.

CONTENTS

The course is divided into 8 sessions of lecture and 5 sessions of tutorials.

The tutorial sessions will be used to examine the subjects tackled during lectures in detail.

- Views on the organization through the centuries
- To open the 'black box': classical and modernist paradigms
- The questioning of the rational model; interpretivist and postmodernist paradigms
- The organization and its environment: theory of contingency. Theory of the ecology of populations.
- Theory of the dependency of resources
- The 'invention' of the organization: Constructivist prospects, institutional theory
- Structure and structuring of the organization
- To combine the prospects: The theory of the evolutionary organization.

BIBLIOGRAPHY

Organisational Behaviour – Stephen Robbins

ASSESSMENT

- **Continuous assessment I - 35 Marks**
 - **Continuous assessment II - 35 Marks**
 - **3rd Component - 30 Marks**
- End Semester Examination - 100 Marks**