**KARIM CITY COLLEGE, JAMSHEDPUR**

**Department of Business Administration**

**SYLLABUS DISTRIBUTION**

**BBA SEM - I**

**SESSION (2024-2025)**

**MN - 1A Managerial Economics**

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| **Dr. Aftab Alam**  Co-Ordinator | **Unit -4 Theory Of Production**  Three stages of Production in Short Run, Producer’s Equilibrium in Long Run, Law of Returns to Scale  **Unit -5 Theory Of Cost:**  Types, Short Run Cost Curves, Long Run Average Cost Curve, Economies And Diseconomies Of Scale Concept Of Revenue: Total, Average And Marginal Revenue |
| **Dr. Syed Zahid Perwaiz**  Assistant Professor | **Unit-4 Theory Of Production**  Production Function (meaning), Law of Diminishing Returns  **Unit- 6 Market Structure**:  Perfect Competition , Monopoly, Monopolistic Competition |
| **Prof Kasturi Kangsa Banik**  Assistant Professor  **Prof Kasturi Kangsa Banik**  Assistant Professor | **Unit - 1 Nature And Scope Of Business Economics:**  Meaning And Characteristics, Scope Of Micro And Macro Economics, Purpose Of Managerial Economics In Business Decision Making.  **Unit - 2 Theory Of Consumer Behavior:**  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.  **Unit -3 Demand:**  Law Of Demand, Demand Curve, Movement Vs. Shift Of The Demand Curve, Determinants Of Demand, Elasticity Of Demand, **Demand Forecasting :** Purpose, Techniques(Survey Method, Statistical Method-Trend Fitting, Econometric Regression Method) Supply & Law Of Supply |

**M J - 1 Management Principles And Applications**

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| **Dr. Aftab Alam**  Co-Ordinator | **Unit - 3 Planning:**  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  **Unit - 4 Organizing :**  Concept, Defition And Importance, Process Of Organizing, Organizational 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. |
| **Dr. Syed Zahid Perwaiz**  Assistant Professor  **Dr. Syed Zahid Perwaiz**  Assistant Professor | **Unit- 1 Introduction To Management:**  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  **Unit - 2 Evolution Of Management Theory:**  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 (Howthrone Studies), Modern Theories Of Management(System Management School, Situational Approach School)  **Unit - 6 Motivating andLeading:**  Meaning, Nature and Importance Pf Motivation; Types Of Motivation; Theories Of Motivation- Maslow, Herzberg, X, X And Z;  **Leadership -** Meaning andImportance, Traits of A Leader, Leadership Styles, Management and Leadership |
| **Prof Kasturi Kangsa Banik**  Assistant Professor | **Unit - 5 Staffing:**  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  **Unit - 7 Controlling:**  Nature and Scope of Control; Types of Control, Control Process; Control Techniques- Traditional and Modern; Effective Control System, Resistance to Control, Management by Exception. |