

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

(Affiliated to Kannur University Approved by Government of Kerala)
ANGADIKADAVU P.O., IRITTY, KANNUR – 670706



COURSE PLAN

B B A

(2019 – 22)

SEMESTER - I

ACADEMIC YEAR - (2019-20)

I Semester BBA (2019 - 22)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	1A 01 ENG Communicative English –	Jinse Joseph	5
2.	1A 02 ENG Readings on Kerala	Jisha E	4
3.	1A 07 2MAL Sahithya Roopangal	Rajisha C.K.	5
4.	1A 07 HIN KavithaAur Kahani	Priyanka P Devasia	5
5.	1B 01 BBA Principles and Practices of Management	Athira P	3
6.	1C 01 BBA Statistics for business decisions	Sunitha K.S.	4
7.	1C 02 BBA Managerial Economics	Meenu Maria Tom	4
8.			
	Class Incharge	Meenu Maria Tom	

TIME TABLE

Day	09.50 Am - 10.45 Am	10.45 Am -11.40 Am	11.55 Am -12.50 Pm	01.40 Pm - 02.35 Pm	02.35 Pm - 03.30 Pm
1	1A 02 ENG Readings on Kerala	1C 02 BBA Managerial Economics	1C 01 BBA Statistics for business decisions	1A 07 2MAL Sahithya Ganangal / 1A 07 HIN KavithaAur Kahani	1A 01 ENG Communicative English
2	1A 07 2MAL Sahithya Ganangal/ 1A 07 HIN KavithaAur Kahani	1A 01 ENG Communicative English	1C 02 BBA Managerial Economics	1B 01 BBA Principles and Practices of Management	1C 01 BBA Statistics for business decisions
3	1A 02 ENG Readings on Kerala	1C 01 BBA Statistics for business decisions	1A 01 ENG Communicative English	1A 07 2MAL Sahithya Ganangal/ 1A 07 HIN KavithaAur Kahani	1C 02 BBA Managerial Economics
4	1A 07 2MAL Sahithya Ganangal/ 1A 07 HIN KavithaAur Kahani	1A 01 ENG Communicative English	1C 01 BBA Statistics for business decisions	1A 02 ENG Readings on Kerala	1B 01 BBA Principles and Practices of Management
5	1B 01 BBA Principles and Practices of Management	1C 02 BBA Managerial Economics	1A 01 ENG Communicative English	1A 07 2MAL Sahithya Ganangal/ 1A 07 HIN KavithaAur Kahani	1A 02 ENG Readings on Kerala

Subject Code:	1A01 ENG
Subject Name:	Communicative English
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of Faculty:	Jince Joseph

Objective: -

1. Understand and apply the rubrics of English grammar
2. Recognize and apply the basic patterns in English vocabulary
3. Read and elicit data, information, inferences and interpretations based on a given material in English
4. Develop the ability to speak in English in real life situations
5. Elicit necessary information after listening to an audio material in English
6. Compose academic and non-academic writings including letters, paragraphs and essays on a given topic and CV's for specific purposes

Module –I: Grammar and Usage

Grammar

Articles, Modals, Tenses, Voices, Subject- Verb Agreement, Direct & Reported speech

Usage

Question Tags, Types of Words, Phrasal Verbs and Idiomatic Expressions.

Module – II: Listening and Speaking

Listening

What is Communication?, Phonemes in English, Syllables and Word Stress, Listening to NewsBulletins, Listening to Instructions and Directions, Listening to Lectures, Listening to Speeches

Speaking

Greetings and Introductions, Small Conversations, Talking on Telephone, Making Requests, Making Enquiries, Making Suggestions, Expressing Gratitude, Complaining.

Module – III: Reading and Writing

Reading

Reading Official Letters and Profiles, Reading Advertisements, Reading News Reports, Reading Charts, Reading Online Content.

Writing

Writing Paragraphs, Taking and Making Notes, Essay and Academic Writing, Writing Letters, Writing Resumes.

Prescribed Textbook: *Equip: English for Undergraduates* by Cambridge University Pre

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	01-07-2019 To 05-07-2019	1	Introduction to Communication
		2	Terms of Communication
		3 July	St. Thomas Day
		3	Article (a, an, and the)
		4	Definite Article (the) and Indefinite Article (a and an)
		5	Discussion on Article
2	08-07-2019 To 12-07-2019	6	Class Test
		7	Modals – Modal Auxiliary and non-Modal Auxiliary
		8	Modals
		9	Introduction to Tenses
		10	Present Tense
		11	Past Tense
		12	Future Tense
3	15-07-2019 To 19-07-2019	13	Discussion on Modals and Tenses
		14	Examination
		15	Voices- Passive and Active
		16	Passive Voice
		17	Passive Voice
		18	Examination
4	22-07-2019 To 26-07-2019	19	SEMINAR PRESENTATION
		20	SEMINAR PRESENTATION
		21	SEMINAR PRESENTATION
		22	Subject –Verb Agreement
		23	Subject –Verb Agreement
		24	Speech - Direct and Reported
5	29-07-2019 To 02-08-2019	25	Direct and Indirect Speech
		26	Direct and Indirect Speech
		27	Examination
		28	Question Tag
		31 July	Karkadaka Vavu
		29	Question Tag
30	Phrasal Verbs (Separable, Inseparable, Transitive and Intransitive)		
		31	Phrasal Verbs

No of Weeks	Dates	Session	Topic
6	05-08-2019 To 09-08-2019	32	CLASS PRESENTATION ON IDIOMS
		33	DISCUSSION
		34	Examination
		35	Types of Words (Synonyms, Antonyms, Homonyms, Homophones, Acronyms and Eponyms)
		36	Synonyms, Antonyms and Eponyms
		37	Homonyms, Homophone and Acronyms
		38	Examination
		39	What is Communication?
7	12-08-2019 To 16-08-2019	40	Phonemes in English
		41	Phonemes in English
		15 Aug	Independence day
		42	Syllables and Word Stress
		43	Syllables and Word Stress
		44	Listening to News Bulletins
		45	Listening to Lectures
8	19-08-2019 To 23-08-2019	46	Examination
		47	Listening to Speeches
		48	Listening to Instructions and Directions
		49	DISCUSSION
		50	Small Conversation
		51	Greetings and Introductions
		52	REVISION
		23 Aug	Sreekrishna Jayanthi
9	26-08-2019 To 30-08-2019	26 Aug	First Internal Exam
			First Internal Exam
		28 Aug	Ayyankali Jayanthi
			First Internal Exam
			First Internal Exam
			First Internal Exam
10	02-09-2019 To 06-09-2019		First Internal Exam
		53	Talking to Telephone
		54	Making Requests
		55	Making Enquiries
		56	Making Suggestions
		57	SEMINAR PRESENTATION
		58	SEMINAR PRESENTATION
59	SEMINAR PRESENTATION		

No of Weeks	Dates	Session	Topic
			Onam Celebration
11	09-09-2019 To 13-09-2019		Muharram
			First Onam
			Thiruvonam
			Third Onam
			Fourth Onam - SreeNarayana Guru Jayanthi
12	16-09-2019 To 20-09-2019	60	Expressing Gratitude
		61	Complaining
		62	SEMINAR PRESENTATION
		63	SEMINAR PRESENTATION
		64	READING
		65	Reading Official Letters and Profiles
		66	Reading Advertisements
		67	Reading News Reports
		68	Reading News Reports
13	23-09-2019 To 27-09-2019	69	Reading Charts
		70	Reading Online Content
		71	Examination
		72	Writing Paragraphs
		73	Writing Paragraphs
		74	DISCUSSION
		75	DISCUSSION
		76	Essay and Academic Writing
		77	Essay and Academic Writing
14	30-09-2019 To 04-10-2019	78	Writing Letters
		79	Writing Letters
		2 Oct	Gandhi Jayanthi
		80	SEMINAR PRESENTATION
		81	SEMINAR PRESENTATION
		82	SEMINAR PRESENTATION
		83	Writing Resumes
		84	Writing Resumes
15	07-10-2019 To 11-10-2019	07 Oct	Mahanavami
		08 Oct	Vijayadashami
		85	Taking and Making Notes
		86	Taking and Making Notes
		87	Examination
		88	REVISION

No of Weeks	Dates	Session	Topic
		89	REVISION
		90	REVISION
16	14-10-2019 To 18-10-2019	14 Oct	Second Internal
			Second Internal
			Second Internal
			Second Internal
			Second Internal
			Second Internal
17	21-10-2019 To 25-10-2019		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
18	28-10-2019 To 01-11-2019		Study Leave
			Study Leave
		30 Oct	University Exam Begin

Subject Code:	1A 02 ENG
Subject Name:	Readings on Kerala
No. of Credits:	3
No. of Contact Hours:	72
Hours per Week:	4
Name of Faculty:	Jisha E

Objective: -

1. Understand the basic facts and patterns regarding the cultural evolution of Kerala through articles, poems, stories, life writings and historical narratives.
2. Acquaint with the life and works of the illustrious leaders of Kerala Renaissance and the major events.
3. Assimilate the notion of Kerala as an emerging society and critically examine the salient features of its evolution.
4. Understand the evolution and contemporary state of the concept of “gender” with reference to Kerala
5. Understand the form and content of Kerala’s struggle against “casteism” and for “secularism”.
6. Develop an awareness about the ecological problems and issues in Kerala

Module - I

1. “Conversation” :SreeNarayana Guru
2. “Curing Caste” :SahodaranAyyappan
3. Excerpts from “Eri” :PradeepanPambirikkunnu
4. Excerpts from *Kelu*: N. Sasidharan, E.P.Rajagopalan
5. Excerpts from “Parting from the Path of Life” :CherukadGovindaPisharodi

Module – II

1. “Not an Alphabet in Sight” :PoykayilAppachan – is the name in Syllabus)
In text book the name of poem is ‘ About my Race a Song”
2. “KuttippuramPalam” :Idasseri
3. “Courageous Act” :AnasuyaMenon
4. “Vaikom Satyagraha” : K. N.Panikkar
5. “The Voice” : Suresh Menon

Prescribed Textbook: *Multiple Modernities: Readings on Kerala* published by Hornbill Publications

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	01-07-2019 To 05-07-2019	1	. “Conversation” :Sree Narayana Guru
		2	. “Conversation” :Sree Narayana Guru
		3 July	St. Thomas Day
		3	. “Conversation” :Sree Narayana Guru
		4	. “Conversation” :Sree Narayana Guru
		5	Class Test
		6	Discussion
2	08-07-2019 To 12-07-2019	7	Curing Caste” :Sahodaran Ayyappan
		8	Curing Caste” :Sahodaran Ayyappan
		9	Curing Caste” :Sahodaran Ayyappan
		10	Curing Caste” :Sahodaran Ayyappan
		11	Discussion
		12	CLASS TEST
3	15-07-2019 To 19-07-2019	13	Excerpts from “Eri” :PradeepanPambirikkunnu
		14	Excerpts from “Eri” :PradeepanPambirikkunnu
		15	Excerpts from “Eri” :PradeepanPambirikkunnu
		16	Excerpts from “Eri” :PradeepanPambirikkunnu
		17	Excerpts from “Eri” :PradeepanPambirikkunnu
		18	Discussion
4	22-07-2019 To 26-07-2019	19	CLASS TEST
		20	Excerpts from <i>Kelu</i> : N. Sasidharan, E.P.Rajagopalan
		21	Excerpts from <i>Kelu</i> : N. Sasidharan, E.P.Rajagopalan
		22	Excerpts from <i>Kelu</i> : N. Sasidharan, E.P.Rajagopalan
		23	Excerpts from <i>Kelu</i> : N. Sasidharan, E.P.Rajagopalan
		24	Excerpts from <i>Kelu</i> : N. Sasidharan, E.P.Rajagopalan
5	29-07-2019 To 02-08-2019	25	Excerpts from <i>Kelu</i> : N. Sasidharan, E.P.Rajagopalan
		26	Excerpts from <i>Kelu</i> : N. Sasidharan, E.P.Rajagopalan
		27	Excerpts from <i>Kelu</i> : N. Sasidharan, E.P.Rajagopalan
		31 July	KarkadakaVavu
		28	DISCUSSION
		29	DISCUSSION
		30	DISCUSSION
6	05-08-2019	31	DISCUSSION
		32	CLASS TEST

No of Weeks	Dates	Session	Topic
	To 09-08-2019	33	Excerpts from “Parting from the Path of Life” :CherukadGovindaPisharodi
		34	Excerpts from “Parting from the Path of Life” :CherukadGovindaPisharodi
		35	Excerpts from “Parting from the Path of Life” :CherukadGovindaPisharodi
		36	Excerpts from “Parting from the Path of Life” :CherukadGovindaPisharodi
		37	Excerpts from “Parting from the Path of Life” :CherukadGovindaPisharodi
7	12-08-2019 To 16-08-2019	38	Excerpts from “Parting from the Path of Life” :CherukadGovindaPisharodi
		39	CLASS TEST
		15 Aug	Independence day
		40	REVISION
		41	Excerpts from “Parting from the Path of Life” :CherukadGovindaPisharodi
8	19-08-2019 To 23-08-2019	42	Excerpts from “Parting from the Path of Life” :CherukadGovindaPisharodi
		43	. “Not an Alphabet in Sight” :PoykayilAppachan – is the name in Syllabus) In text book the name of poem is ‘ About my Race a Song”
		44	. “Not an Alphabet in Sight” :PoykayilAppachan – is the name in Syllabus) In text book the name of poem is ‘ About my Race a Song”
		45	“Not an Alphabet in Sight” :PoykayilAppachan – is the name in Syllabus) In text book the name of poem is ‘ About my Race a Song”
		46	“Not an Alphabet in Sight” :PoykayilAppachan – is the name in Syllabus) In text book the name of poem is ‘ About my Race a Song”
		47	“Not an Alphabet in Sight” :PoykayilAppachan – is the name in Syllabus) In text book the name of poem is ‘ About my Race a Song”
		23 Aug	SreekrishnaJayanthi
9	26-08-2019 To 30-08-2019	26 Aug	First Internal Exam
			First Internal Exam
		28 Aug	AyyankaliJayanthi
			First Internal Exam

No of Weeks	Dates	Session	Topic
			First Internal Exam
			First Internal Exam
10	02-09-2019 To 06-09-2019		First Internal Exam
		48	DISCUSSION
		49	DISCUSSION
		50	DISCUSSION
			Onam Celebration
11	09-09-2019 To 13-09-2019		Muharram
			First Onam
			Thiruvonam
			Third Onam
			Fourth Onam - SreeNarayana Guru Jayanthi
12	16-09-2019 To 20-09-2019	51	“KuttippuramPalam” :Idasseri
		52	“KuttippuramPalam” :Idasseri
		53	“KuttippuramPalam” :Idasseri
		54	“KuttippuramPalam” :Idasseri
		55	“KuttippuramPalam” :Idasseri
		56	“KuttippuramPalam” :Idasseri
13	23-09-2019 To 27-09-2019	57	Courageous Act” :AnasuyaMenon
		58	Courageous Act” :AnasuyaMenon
		59	Courageous Act” :AnasuyaMenon
		60	Courageous Act” :AnasuyaMenon
		61	Courageous Act” :AnasuyaMenon
		62	CLASS TEST
14	30-09-2019 To 04-10-2019	63	“Vaikom Satyagraha” : K. N.Panikkar
		64	“Vaikom Satyagraha” : K. N.Panikkar
		2 Oct	Gandhi Jayanthi
		65	“Vaikom Satyagraha” : K. N.Panikkar
		66	“Vaikom Satyagraha” : K. N.Panikkar
		67	“Vaikom Satyagraha” : K. N.Panikkar
		68	“Vaikom Satyagraha” : K. N.Panikkar
15	07-10-2019 To 11-10-2019	07 Oct	Mahanavami
		08 Oct	Vijayadashami
		69	The Voice” : Suresh Menon
		70	The Voice” : Suresh Menon
		71	The Voice” : Suresh Menon
		72	The Voice” : Suresh Menon

No of Weeks	Dates	Session	Topic
16	14-10-2019 To 18-10-2019	14 Oct	Second Internal
			Second Internal
			Second Internal
			Second Internal
			Second Internal
			Second Internal
17	21-10-2019 To 25-10-2019		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
18	28-10-2019 To 01-11-2019		Study Leave
			Study Leave
		30 Oct	University Exam Begin

Subject Code:	1B 01 BBA
Subject Name:	Principles and Practices of Management
No. of Credits:	3
No. of Contact Hours:	54
Hours per Week:	3
Name of Faculty:	Athira P

Objective: -

- 1: Acquaint with the basics of management.
- 2: Understand the process and functions of management.
- 3: Familiarize the students with the current management practices.
- 4: Develops administrative skills

Module I:

Management: Definition, Nature, Purpose, Scope, Features, levels and functions- Evolution of Management Thoughts- classical, neo classical and modern, Contributions made by Taylor, Fayol, and Maslow.

Module II:

Planning and organising: Planning-Meaning, Nature, characteristics, types, steps in Planning - Decision making Process – types of Decisions. Organising - Meaning, Principles, Delegation of Authority- centralisation and decentralisation-meaning and differences

Module III:

Staffing and directing: Staffing- meaning, process. Directing – Meaning, Nature, Principles, Importance, Elements. Controlling- meaning, process-, control techniques- Need for co-ordination.

Module IV:

Trends in Management -Work life balance-meaning, components (self management, time management, stress management). BPO – KPO – meaning, importance and differences

Books for Reference:

1. Principles of Management LM Prasad, Himalaya
2. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill, New Delhi
3. P.C.Tripathy and P.N.Reddy, Principles of Management, Tata McGraw Hill, New Delhi
4. Richard L Daft, Principles of Management, Cengage Learning, India Edition, New Delhi.
5. T.Ramasami, Principles of Management, Himalaya Publications, Mumbai.
6. S.P.Robbins, David A Decenzo and Mary Coulter, Fundamentals of Management, Pearson Education, New Delhi.

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	01-07-2019 To 05-07-2019	1	Introduction to management
		2	Definition and features of management
		3 July	St. Thomas Day
		3	Nature of management
		4	Purpose and scope of management
		5	Levels of management
2	08-07-2019 To 12-07-2019	6	Functions of management
		7	Difference between management and administration
		8	Evolution of management thoughts
		9	Classical and neo classical schools
		10	Henry fayols 14 principle
3	15-07-2019 To 19-07-2019	11	Contributions made by taylor(scientific management
		12	Contribution by Maslow
		13	Unit test 1
		14	Planning –meaning and nature
		15	Characteristics and types of planning
4	22-07-2019 To 26-07-2019	16	Steps in planning
		17	Decision making process
		18	Types of decisions
		19	Organizing –definition and meaning
		20	Principles of organization
		21	Delegation of authority
5	29-07-2019 To 02-08-2019	22	Centralization and decentralization
		23	Unit test 2
		24	Staffing- meaning and definition
		31 July	KarkadakaVavu
		25	Process of staffing
		26	Directing -meaning and definition
6	05-08-2019 To 09-08-2019	27	Nature of directing
		28	Principles of directing
		29	Importance of directing
		30	Controlling –definition meaning and concept
7	12-08-2019	31	Process of controlling
		15 Aug	Independence day

No of Weeks	Dates	Session	Topic
	To 16-08-2019	32	Control techniques
		33	Coordination –definition –meaning
8	19-08-2019 To 23-08-2019	34	Principles of coordination
		35	Advantages of coordinating
		36	Unit test 3
		23 Aug	SreekrishnaJayanthi
9	26-08-2019 To 30-08-2019	26 Aug	First Internal Exam
			First Internal Exam
		28 Aug	AyyankaliJayanthi
			First Internal Exam
			First Internal Exam
			First Internal Exam
10	02-09-2019 To 06-09-2019		First Internal Exam
		37	Trends in management -
		38	Trends in management
			Onam Celebration
11	09-09-2019 To 13-09-2019		Muharram
			First Onam
			Thiruvonam
			Third Onam
			Fourth Onam - SreeNarayana Guru Jayanthy
12	16-09-2019 To 20-09-2019	39	Work life balance –definition –meaning
		40	Self management
		41	Time management
		42	Stress management
13	23-09-2019 To 27-09-2019	43	BPO –definition concept –importance
		44	KPO –definition ,concept –importance
		45	Importance and difference between KPO and BPO
		46	Unit test 4
14	30-09-2019 To 04-10-2019	47	Revision unit 1
		48	Revision unit 2
		2 Oct	Gandhi Jayanthy
		49	Revision unit 3
		50	Revision unit 4
		51	Old question paper discussion
15	07-10-2019	07 Oct	Mahanavami
		08 Oct	Vijayadashami

No of Weeks	Dates	Session	Topic
	To 11-10-2019	52	Old question paper discussion
		53	Old question paper discussion
		54	Old question paper discussion
16	14-10-2019 To 18-10-2019	14 Oct	Second Internal
			Second Internal
			Second Internal
			Second Internal
			Second Internal
			Second Internal
17	21-10-2019 To 25-10-2019		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
18	28-10-2019 To 01-11-2019		Study Leave
			Study Leave
		30 Oct	University Exam Begin

Subject Code:	1C 01 BBA
Subject Name:	Statistics for business decisions
No. of Credits:	4
No. of Contact Hours:	72
Hours per Week:	4
Name of Faculty:	Sunitha K.S

Objective: -

- 1: Understand the importance and relevance of statistics, primary data, secondary data and the statistical technique as applicable to business
- 2: Classify, tabulate and represent the statistical data in appropriate manner using statistical methods
- 3: Analysis trend and seasonality in a time series data
- 4: Construct index numbers and enable to compare the price movements of commodities over different time periods.
- 5: Identify the correlation between variables
- 6: Problem solving and fit the regression line which enable to draw conclusion about data distribution.

Module I

Introduction -Meaning and Definition of Statistics-Functions-scope-uses-advantages and limitations-Collection of data-types of data - Primary data, Secondary data, Classification and tabulation of statistical Data- Diagrammatic and graphical representation of data

Module II

Time series- Components- Methods of studying secular trend- Free hand curves-Semi Average Method- Moving Average Method-Method Least Squares

Module III

Index Numbers- meaning and definition-uses-Problems in the construction of Index numbers- Types of Index numbers- Methods of construction of Index numbers- Tests- Fixed base and chain base methods-Consumer price index: uses and methods of construction

Module IV

Correlation and Regression Analysis-meaning- definition-Methods of correlation-Karl Pearson's coefficient of correlation -Spearman's Rank correlation- concurrent Deviation method-probable error-Simple Regression Analysis-regression line-regression equations algebraic methods and their applications in business.

References

Statistical Methods- S.P.Gupta
 Business Statistics- J.K Sharma
 Business Statistics- P.R.Vital
 Fundamentals of Mathematics and Statistics by V.K.Kapoor and S.C Gupta

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	01-07-2019 To 05-07-2019	1	Syllabus introduction
		2	Introduction to statistics
		3 July	St. Thomas Day
		3	Meaning and Definition of Statistics
		4	Functions of Statistics
		5	Scope of Statistics
2	08-07-2019 To 12-07-2019	6	Uses, Advantages and limitations
		7	Collection of data
		8	Types of data
		9	Primary data
		10	Source of collecting Primary data
		11	Secondary data
3	15-07-2019 To 19-07-2019	12	Source of collecting Secondary data
		13	Classification
		14	Tabulation of statistical Data
		15	Diagrammatic and graphical representation of data
		16	Diagrammatic and graphical representation of data
		17	Diagrammatic and graphical representation of data
4	22-07-2019 To 26-07-2019	18	Seminar
		19	Seminar
		20	Class test
		21	Time series
		22	Components
		23	Methods of studying secular trend
5	29-07-2019 To 02-08-2019	24	Problems
		25	Problems
		26	Problems
		27	Problems
		31 July	Karkadaka Vavu
		28	Free hand curves
6	05-08-2019	29	Problems
		30	Semi Average Method
		31	Moving Average Method
		32	Problems

No of Weeks	Dates	Session	Topic
	To 09-08-2019	33	Method Least Squares
		34	Problems
		35	Class Test
		36	Index Numbers
		37	Meaning and definition
7	12-08-2019 To 16-08-2019	38	Uses
		39	Problems in the construction of Index numbers
		15 Aug	Independence day
		40	Types of Index numbers
		41	Methods of construction of Index numbers
		42	Seminar
8	19-08-2019 To 23-08-2019	43	Problems
		44	Tests, Fixed base method
		45	Problems
		46	Problems
		47	Problems
		23 Aug	SreekrishnaJayanthi
9	26-08-2019 To 30-08-2019	26 Aug	First Internal Exam
			First Internal Exam
		28 Aug	AyyankaliJayanthi
			First Internal Exam
			First Internal Exam
			First Internal Exam
10	02-09-2019 To 06-09-2019		First Internal Exam
		48	Chain base method
		49	Problems
		50	Problems
			Onam Celebration
11	09-09-2019 To 13-09-2019		Muharram
			First Onam
			Thiruvonam
			Third Onam
			Fourth Onam - SreeNarayana Guru Jayanthy
12	16-09-2019 To 20-09-2019	51	Consumer price index
		52	uses and methods of construction
		53	Correlation
		54	Definition,Methods of correlation

No of Weeks	Dates	Session	Topic
		55	Karlpearson's coefficient of correlation
		56	Problems
13	23-09-2019 To 27-09-2019	57	Problems
		58	Spearman's Rank correlation
		59	Problems
		60	Problems
		61	Concurrent Deviationmethod
		62	probable error
		63	Problems
14	30-09-2019 To 04-10-2019	64	Problems
		2 Oct	Gandhi Jayanthi
		65	Regression Analysis
		66	Simple Regression Analysis
		67	regression line-regression equations
		68	Algebraic methods
		07 Oct	Mahanavami
15	07-10-2019 To 11-10-2019	08 Oct	Vijayadashami
		69	applications in business
		70	Problems
		71	Problems
		72	Revision
		14 Oct	Second Internal
		16	14-10-2019 To 18-10-2019
	Second Internal		
	Second Internal		
	Second Internal		
	Second Internal		
	Second Internal		
17	21-10-2019 To 25-10-2019		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
18	28-10-2019 To 01-11-2019		Study Leave
			Study Leave
		30 Oct	University Exam Begin

Subject Code:	1C 02 BBA
Subject Name:	Managerial Economics
No. of Credits:	4
No. of Contact Hours:	72
Hours per Week:	4
Name of Faculty:	Meenu Maria Tom

Objective: -

1. Understand basic managerial economic concepts
2. Understands economics and related disciplines and relationships
3. Apply economic analysis in the formulation of business policies
4. Use economic reasoning to problems of business

Module I

Introduction to Managerial Economics: Concept, meaning, scope. Managerial economics and other disciplines. Basic economic concepts in decision making.

Module II

Demand Analysis:- Law of demand, Determinants of demand, Price elasticity of demand, Income elasticity of demand, cross elasticity of demand, uses of elasticity for analyzing demand.

Module III

Cost Analysis: Cost concepts and determinants of cost, cost output relationship in short and long period. **Supply:** Introduction to supply and supply curves.

Module IV

Pricing Analysis: Price determination under perfect, imperfect competition and monopoly. Types of pricing methods

References:

1. Managerial Economics: Analysis, Problems and Cases, P.L. Mehta.
2. Managerial Economics: Varshney and Maheshwari.
3. Managerial Economics: D. Salvatore.
4. Managerial Economics: Pearson and Lewis
5. Managerial Economics: G.S. Gupta

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	01-07-2019 To 05-07-2019	1	Syllabus introduction
		2	Introduction to Economics
		3 July	St. Thomas Day
		3	Concept of Economics,
		4	Meaning and Definition
		5	Introduction to Managerial Economics
2	08-07-2019 To 12-07-2019	6	Features of Economics
		7	Features of Economics
		8	Scope of Economics
		9	Branches of Economics
		10	Branches Of Economics
		11	Role of Micro Economics in Managerial Economics
3	15-07-2019 To 19-07-2019	12	Role of Macro Economics in Managerial Economics
		13	Basic Economic Concept in decision making
		14	Basic Economic Concept in decision making
		15	Seminar
		16	Seminar
		17	Discussion
4	22-07-2019 To 26-07-2019	18	Class Test
		19	Demand Analysis:-
		20	Law of demand
		21	Law Of Demand
		22	Determinants of demand
		23	Price elasticity of demand
5	29-07-2019 To 02-08-2019	24	Price elasticity of demand
		25	Income elasticity of demand
		26	Income elasticity of demand
		27	cross elasticity of demand
		31 July	Karkadaka Vavu
		28	Types of cross Elasticity
6	05-08-2019	29	Practical importance of Elasticity of Demand
		30	Uses of elasticity for analyzing demand
		31	Uses of elasticity for analyzing demand

No of Weeks	Dates	Session	Topic
	To 09-08-2019	32	Discussion
		33	Class Test
		34	Cost concepts – Meaning and Definition
		35	Types of cost
		36	Types of cost
		37	Determinants of cost
7	12-08-2019 To 16-08-2019	38	Difference between short run and long run cost
		39	Relationship between short run and long run cost
		15 Aug	Independence day
		40	Cost output relationship in short period
		41	Cost output relationship in long period
		42	Seminar
8	19-08-2019 To 23-08-2019	43	Seminar
		44	Discussion
		45	Class test
		46	Revision
		47	Revision
		23 Aug	Sreekrishna Jayanthi
9	26-08-2019 To 30-08-2019	26 Aug	First Internal Exam
			First Internal Exam
		28 Aug	Ayyankali Jayanthi
			First Internal Exam
			First Internal Exam
			First Internal Exam
10	02-09-2019 To 06-09-2019		First Internal Exam
		48	Introduction to supply
		49	Meaning and Definition of Supply
		50	Determinants of supply
			Onam Celebration
11	09-09-2019 To 13-09-2019		Muharram
			First Onam
			Thiruvonam
			Third Onam
			Fourth Onam - SreeNarayana Guru Jayanthi
12	16-09-2019 To 20-09-2019	51	Law of supply
		52	Factors affecting supply
		53	Supply curves
		54	Supply curves

No of Weeks	Dates	Session	Topic
		55	Seminar
		56	Discussion
13	23-09-2019 To 27-09-2019	57	Class Test
		58	Introduction to competition
		59	Meaning of Perfect competition , Monopoly, and Imperfect competition
		60	Meaning of Perfect competition , Monopoly, and Imperfect competition
		61	Price Determination under Perfect competition
		62	Price Determination under Perfect competition
		14	30-09-2019 To 04-10-2019
64	Price Determination under monopoly		
2 Oct	Gandhi Jayanthi		
65	Price determination under imperfect competition		
66	Price determination under imperfect competition		
67	Introduction to pricing		
68	Types of pricing methods		
15	07-10-2019 To 11-10-2019	07 Oct	Mahanavami
		08 Oct	Vijayadashami
		69	Discussion.
		70	Class Test
		71	Revision
		72	Revision
16	14-10-2019 To 18-10-2019	14 Oct	Second Internal
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17	21-10-2019 To 25-10-2019		Study Leave
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