

UNIVERSITY OF CALCUTTA
SYLLABUS FOR THE THREE YEAR (B.B.A.) HONOURS
PART-I

PAPER - 1

ENGLISH LANGUAGE & BUSINESS COMMUNICATION - 100 (Marks)

- Group A: English Language (50 Marks)**
1. English Comprehension (three selected prose speeches as prescribed by C.U. and also comprehension of business news). (10 Classes)
 2. Precis (5 Classes)
 3. English composition (spelling, sentence correction, fill in the blanks, classification, substitutes.) (10 Classes)
 4. Essay Writing (10 Classes)
 5. Synonyms, Antonyms, Analogies (10 Classes)
 6. Idioms & Phrases (5 Classes)
- Group B: Business Communication (50 Marks)**
1. Communication - Principles & Practices (10 Classes)
 2. Letter writing - various kinds of Business Letters (10 Classes)
 3. Writing Notice, Circular, Agenda, Minutes, Report, Advertisement, Press release, Fax & E-mail (10 Classes)
 4. Presentation Skills (use of different aids) (10 Classes)
 5. Formal and Informal Communication (5 Classes)
 6. Active Listening Skills (5 Classes)

References:

1. University of Calcutta
2. McArthur. T. - The Oxford Companion to the English Language, OUP, N.Y.
3. Lester, M. Grammar in the Classroom, Macmillan - N Y
4. Roberts, Burton Analysing Sentences: An Introduction to English Syntax, Longman, Essax
5. Rogers. Drew, Business Communications: International case studies in English, St. Martin's Press U.K.
6. Elundell, J.A. & Middle, N.M.G., Career: English for the Business and Commercial World Pt.2, OUP
7. Jasmin, S & Bright, J S Business Letter Writing, Universal, New Delhi

PAPER - 2

BUSINESS ECONOMICS - 100 (Marks)

Group A: Macro & Micro Economics - (50 Marks)

1. Introduction to Business Economics (4 Classes)
Firm and its objectives - The Economics of Business - concepts of Scarcity & constrained decision making - Macro Environment of Business
2. Basics of Demand and Supply (12 Classes)
Demand and Supply (Using numerical examples) the market demand & supply schedules - market equilibrium - shifts in and movement along Demand & supply curves, Application of Demand & Supply: price control-price support-impact of commodity tariff-subsidized partial effects of Tariffs & quotas.
3. Elasticity of Demand & Supply (6 Classes)
Price elasticity-point & arc elasticity-geometric & numerical measurements of point elasticities-cross & income elasticities of Demand, Revenue & Total, Average & Marginal (curves & algebraical-functions)- Revenue & elasticity relations-Numerical applications of elasticity.
4. Production Analysis (8 Classes)
Factors of Production - Production Function - Law and variable proportions - short term run- total average and marginal product curves - three stages of production in the short run- isoquants-optimal input combinations-input demand functions - returns to scale- elasticity of substitutions (Cobb Douglas production function as an illustration)- quantitative of product & revenue relation.
5. Cost Analysis (5 Classes)
Different concepts of costs-accounting vs. Economic, explicit vs. implicit, normal profits & costs, Incremental & sunk costs (concepts only) Production & costs-short run & long run cost function & curves - break even analysis-derivation of supply function from cost function (case studies and problems using algebra may be used for illustration).
6. Market Structure (10 Classes)
 - (1) Basic structural features and example of perfect competition, monopoly, monopolistic competition & oligopoly relating to
 - (i) No. of buyers & sellers
 - (ii) Product differentiation
 - (iii) Market information & control
 - (iv) Entry & exit
 - (2) Price & output under perfect competition-short run & long run equilibrium Price & output decisions under monopoly short run & long run equilibrium monopoly power