

Name of Faculty	:	Faculty of Commerce and Management
Name of Program	:	Bachelor of Business Administration (B.B.A)
Course Code	:	2BMB01
Course Title	:	Business Mathematics
Type of Course	:	Basic Science (BS)
Year of Introduction	:	2023-24

Prerequisite	:	-
Course Objective	:	Basic mathematical tools and techniques in business studies
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Understand the use of matrix to solve business problem
	CO2	Apply the mathematics for pricing of financial derivative.
	CO3	Understand the mathematical techniques to solve business problems.
	CO4	Learn the basic mathematics tools in their business career.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				Total Marks
				Theory Marks		Practical Marks		
L	T	P	C	SEE	CIA	SEE	CIA	
4	0	0	4	100	50	00	00	150

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P - Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping with COs
1	Determinant and Matrices Definition of matrix, Types of matrices, Addition, Subtraction and multiplication matrices, Inverse of Matrix up to 3×3 order, Solving simultaneous equation up to three variables.	15	25%	CO1
2	Differentiation and its application Definition, Differentiation of standard functions, Rule of differentiation (Addition, Subtraction, Division, Multiplication) Chain rule. Marginal revenue function, Marginal cost function, profit function, Price elasticity of demand and supply.	15	25%	CO2

3	Second order Differentiation and its application Example of second order differentiation, Maxim and minima of a function, Applications: Profit, Revenue maximization and cost minimization.	15	25%	CO3
4	Mathematics of finance Introduction, Simple interest, Compound interest, Present value, Annuity, Simple application.	15	25%	CO4

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	25	30	20	10	10	5

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Raghavachari M, Mathematics for Management An Introduction _ M (Tata Mc GrawHill)
2	Singh J K, & Deepti, Business Mathematics II, Himalaya Publishing House.

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	https://www.nptel.ac.in
2	https://www.khanacademy.com