

**SARDARPATELUNIVERSITY**  
**Vallabh Vidyanagar**  
**BBA-(ISM) PROGRAM**  
**Semester-I**  
(Effective from June 2019)

<b>Paper Code: UM01DBBS52</b>	<b>Total Credit: 3</b> <b>Marks: 100</b>
<b>Title Of Paper: Business Mathematics</b>	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Set Theory</b> Sets, subsets, equality of two sets, null set, universal set, complement of a set, union and intersection of sets, difference of two sets, Venn diagram, laws of algebra of sets, De Morgan laws and Cartesian Product of two sets (theoretical examples based on two or more sets are excluded) <b>Real Numbers</b> Real numbers, absolute value and its Properties (without Proof)	<b>25 %</b>
<b>2</b>	<b>Determinant and Matrix</b> Meaning determinants and their basic properties (without proof), Cramer's Method, Matrices-Addition, Subtraction, Scalar multiplication Types of matrices-Square, null, Identity, transpose of a matrices, Symmetric, skew-symmetric, singular, non singular, inverse, adjoint of a Matrix Only solution of a system of three linear equations using matrix theory.	<b>25 %</b>
<b>3</b>	<b>Co-ordinate Geometry</b> Cartesian co-ordinate system, Distance Between two points, slope of line, slopes of parallel and perpendicular lines, Equation of a line (1) Two point form (2) Point slope form (3) Intercept form (4) Two intercept form (5) General form	<b>25 %</b>
<b>4</b>	<b>Limit</b> Limits of a function, Limits of sum, product and quotient of two function (without proof) and use of them for evaluating other limits	<b>25 %</b>

**Basic Text & Reference Books:**

Business Mathematics K Kapoor, Sultan Chand & Sons,  
New Delhi Business Mathematics, Allen R G D Macmillan India Business  
Mathematics Allen R G D Pitamber Publication House Quantitative Techniques in  
Management, Vohra N D TATA McGraw Hill, New Delhi Mathematics for  
Management and Computer Application, Sharma J K Galgotia Pvt Ltd, New Delhi