



ANNADA COLLEGE HAZARIBAG

(A Permanently Affiliated Linguistic Minority Institution Under Vinoba Bhave University Registered U/S 2(f) and 12 - B of U.G.C Act 1956, Accredited by NAAC)

DEPARTMENT OF MANAGEMENT

BBA: 311 COMMUNICATION SKILLS
-30)

Marks (External -70: Internal

UNIT – 1: Introduction, Business Correspondence

Definition, Objectives, Stages of Communication, Essentials of Good/Effective Communication, Benefits of Good Communication, Gaps in Communication, Communication and Information Technology. Structure of a Letter, Inquiry Letter, Sales Letter, Order Letter, Complaints, Complaint Handling, Telemarketing.

UNIT – 2: Government Correspondence , Writing Skills

Noting, Routine Letter, Official Letter Memorandum, Circular, Telegrams, Newsletter. Report Writing, Scientific Paper Writing, Writing Small Paragraphs & Essays, Composition.

UNIT – 3: Grammar

Sentence Structure, Idiomatic Usage of Language, Tenses, Direct & Indirect Parts of Speech, Active & Passive Voice, Vocabulary.

UNIT – 1: Selected Short Stories

2-3 classic short stories, 2-3 great short stories by Indian writers.

UNIT – 5: Preparation for Job

Writing Applications for Jobs, Preparing Curriculum Vitae, Preparing for Interviews, Preparing for Group Discussions.

Text Books:

1. Organisations - Structures, Processes and Outcomes; Richard h Hall; Prentice Hall India.
2. English for the Secretary; Yvonne Hoban; Tata McGraw Hill.
3. Technical Communication: M. Raman & S. Sharma; Oxford University Press.
4. Business Communication Process and Product: M.E. Guffey; Thomson Learning.

BBA 312: GENERAL PRINCIPLES OF MANAGEMENT

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives:

1. To understand basic Management terms and concepts used in Business.
2. To comprehend applicability of Management principles to situations in Business.

UNIT I

Introduction to Management:

Definition, Nature, Role of Managers, Managerial skills and Levels, Basic Functions of Management

UNIT II

Evolution of Management Theory:

Scientific Management, Theory of Henry Fayol, Fayol's vs Taylor's comparison. Behavioural Model of Management, Modern Theories of Management (Systems Management School, Situational Approach School)

UNIT III

Planning:

Definition, Nature, Importance, Types of Planning (from Koontz-Wehrich), Steps in Planning (from Koontz-Wehrich), Planning Premises

Organising:

Concept, Definition, Formal and Informal Organisation, Organisational Structure (Functional Organisation, Product/ Market Organisation and Matrix Structure), Span of Management

UNIT IV

Staffing:

Definition, Factors affecting Staffing—The External and Internal Environment Identification of Job Requirements Job Design, Recruitment, Selection

Leadership:

Definition, Leadership Characteristics

UNIT V

Directing:

Meaning of Motivation, Primary Motives, Secondary Motives, General Motives

Controlling:

Meaning, Need of Control, Control Process, Traditional Control Devices

Text Books:

1. Koontz, H. and Wehrich, H, Essentials Of Management (Tata McGraw Hill: New Delhi)
2. Bose, D. Chandra, Principles of Management and Administration, (Prentice Hall India: New Delhi)
3. Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi)

BBA – I Semester

Accounts – I

BBA-313

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective:-The course aims at exposing the students to the concept, tool and techniques of Accounts and developing their skills

UNIT I:-

Meaning and scope of Accounting: -Need, development, and definition of Accounting, Book – keeping and Accounting, Basic Principles of accounting, Preparation and presentation of financial statement – Nature and limitation of financial statement – Interpretation of financial statement.

UNIT II:-

According transactions:- Accounting cycle ,journal – Rules of debit and credit , compound Journal entry, opening entry ,Relationship between Journal and Ledger ,Rules regarding posting ,Trail balance ,subdivision of journal.

UNIT III:

Three Column Cash book.

UNIT IV:-

Rectification of errors, classification of errors, location of errors, Rectification of errors , suspense account.

Suggested readings:

1. S.M. Shukla- Advanced Accounts
2. N.C. Shukla&Grewal – Advanced Accounts
3. R.C .Gupta – Advanced Accounts

BBA314: BUSINESS ENVIRONMENT

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective

To understand about the environment and its impact on business

Course Contents:

Unit - I

- Nature and significance of business environment , internal and external environment.

Unit - II

- Economic environment: Economic Policy - An overview Changes in Government policies since 1991. Impact of liberalization, globalization, and structural reforms,

Unit - III

- Technological environment; factors affecting technological environment, Challenge of technologyup gradation, Impact of foreign investment and foreign collaboration.

Unit - IV

- Cultural environment: Impact of culture on business,. Social responsibility of business-argument for and against social responsibility, Social audit and its benefit, Business ethics-importance, difficulties in ethical decisions and practical suggestions for making ethical decisions

Unit - V

- ,Problems and importance of MSME, Future of MSME , .Industrial sickness- Problem and remedies of sick industries.

Suggested Readings:

1. Cherunilam, Francis, Business Environment, Himalaya Pub. House, 1996.
2. Ghosh, P.K.Business and Government, 1998 Sultan Chand, Delhi.
3. Devis, Keith, and Blomstrom, Robert L, Business and Society: Environment and Responsibility, 1975.
4. Ghosh, P.K. and Kapoor ,G.K.Business Policy and Environment, 1998, Sultan Chand, Delhi.
5. Adhikary, M. Economics Environment of Business (latest ed.), Sultan Chand, Delhi.

BBA – I Semester

Micro –Economics

BBA-315

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective:-The course aims at exposing the students to the concept, tool and techniques of Economics and developing their skills

UNIT I

Introduction of micro economics , nature and scope of business economics – micro and macro, basic economic problems ,market forces in solving economic problems , circular flow of income and expenditure .

UNIT II

Concept of Demand, Elasticity of Demand and their types, Revenue concepts – total revenue, marginal revenue, Average revenue and their relationship.

UNIT III

Concept and law of supply, factors effecting supply

UNIT IV

Accounting costs and economic cost , short run cost analysis; fixed, variable and total cost curves, Average and marginal costs , long run cost analysis; Economies and Diseconomies of scale and long run Average and marginal cost curves.

UNIT V

Perfect competition – equilibrium of firm and industry under perfect competition , monopoly – price Determination under monopoly, Monopolistic competition-price and output Determination under Monopolistic competition.

Recommended books –

1. Text book of economic theory – stonier and Hague; longman Green and co.,London
2. Introduction to positive economics – Richard G lipsey
3. Micro Economics – M.L Seth
4. Micro Economics – M L Jhingan; Vrindra publications, New Delhi .
5. Managerial Economics – theory and application – D.M .Mithali.

Course – CBCS Semester II AECC

ENVIRONMENTAL STUDIES

F.M.: 50

1. 40 marks External on OMR Sheet
2. 10 marks Internal Theory

Time: 1½ Hrs.

There shall be 40 multiple choice questions each of one mark. The students are required to answer on OMR sheet.

Unit 01 :

Environment and environmental factors; scope and importance of environmental studies; Need for public awareness.

(02 Lectures)

Unit 02 :

General concept of an ecosystem; producers, consumers and decomposers, energy flow in ecosystem; food chain & food webs.

Water, air, soil & noise pollution – causes and effects. Global warming, Climate change, Waterborne diseases.

(08 Lectures)

Units 03 :

Natural resources: Concept of Natural resources, Forest resources and deforestation. Water resources and impact of use and over-utilization of surface & ground water, Water conservation, Rain water harvesting, Mineral resources – use and exploitation; Food resources, world food problems, effect of modern agriculture. Energy resources, renewable and non renewable energy sources.

(16 Lectures)

Unit 04 :

Definition and general concept of biodiversity; Important wildlife, Population explosion & family welfare programme; Environment & human health; HIV/AIDS

(08 Lectures)

End

BBA322: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

Time -3 Hrs.

Marks (External -70: Internal -30)

OBJECTIVES :

To acquaint the students with the Human Resource Management its different functions in an organization and the Human Resource Processes that are concerned with planning, motivating and developing suitable employees for the benefit of the organization.

UNIT I

Nature and Scope of HRM: Meaning, Difference between HRM and Personnel Management, Objectives, Functions, Evolution of HRM

UNIT II

Human Resource Planning (HRP): Definition, Objectives, Need, Importance and the Process

Recruitment and Selection: Sources and Process of Recruitment, Need for Scientific Selection and the Selection Process. **Performance Appraisal:** Meaning, Benefits, Performance Appraisal vs. Job Evaluation

UNIT III

Industrial Disputes (ID): Concept and Causes of ID

Trade Unionism (TU) : Meaning, Objectives and Criticism

UNIT IV

Collective Bargaining: Need, Importance and Procedure

Worker's Participation in Management: Concept and Evolution

Text Books:

1. Chhabra, T.N. *Human Resource Management* (Dhanpat Rai: New Delhi)
2. Khanka, S.S. *Human Resource Management* (S. Chand: New Delhi)

BBA – II Semester

Accounts – II

BBA-323

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective:-The course aims at exposing the students to the concept, tool and techniques of Accounts and developing their skills

UNIT I:-

Royalty Accounts.

UNIT II:-

Hire Purchase and instalment A/c .

UNIT III:

Department and Branch Account (excluding foreign branch) .

UNIT IV:-

Joint venture Accounts, Meaning of joint venture, joint venture and partnership, accounting records..

Suggested readings:

1. S.M. Shukla- Advanced Accounts
2. N.C. Shukla&Grewal – Advanced Accounts
3. R.C .Gupta – Advanced Accounts

BBA324:INTRODUCTION OF MARKETING

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective-

1. To familiarize the students with the concepts, tools and practices of Marketing Management, and,
2. To learn about the decisions and processes of Marketing Management in a business firm

Unit 1

Introduction to Marketing: Definition of Market and Marketing, Core Concepts of Marketing, Marketing and Selling (concepts and differences)

The Marketing Environment: Elements of Company's Micro and Macro environment

Unit 2

Market Segmentation: Concept, Needs, Variables/Bases for Segmenting Consumer Market, Attributes of Effective Segmentation, Concept of Target Market, Selection of Target Market

Unit 3

Product Management: Definition of Product, Classification of Product , Concept of Product Line, Product Mix Definition, Definition of Brand , Selection of Brand Name,

Pricing Decisions: Concept of Price, Factors Influencing Pricing, Methods of Pricing (Cost based and Competition oriented)

Unit 4

Channel Management: Concept and Importance of Distribution Channels, Functions of Marketing Channel, Types of Marketing Intermediaries, Channel Design Decision

Unit 5

Marketing Communication: Definition, Concept of Integrated Marketing Communication, Introduction to elements of Promotion Mix

Text Books:

1. Kotler, P. and Armstrong G. *Principles of Marketing* (Pearson Prentice Hall: NewDelhi)
2. Ramaswamy, V.S. and Namakumari, S. *Marketing Management* (Macmillan: NewDelhi)

Reference Books:

1. Saxena, R. *Marketing Management* (Tata McGraw Hill: New Delhi)
2. Stanton, W.J., *Fundamentals of Marketing*

BBA – II Semester

BBA325: BUSINESS STATISTICS

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about the concept of Statistics in business organizations, and also how management uses it as a tool.

1. Meaning, Scope, Importance and Limitations of Statistics.
2. **STATISTICALLY INVESTIGATION:** Planning of statistical investigation Census and sampling methods Collection of primary and secondary data, Statistical errors and approximation, classification and Tabulation of data Frequency distribution.
3. **DIAGRAMMATIC AND GRAPHIC PRESENTATION:** One Dimensional Two dimensional Diagrams Histogram, Histogram, Frequency polygon Frequency curve and Ogive curves. Graphs and Natural and semi-Logarithmic scales Graphic location of mode Median and quartiles.
4. **STATISTICAL AVERAGE:** Arithmetic, geometric and Harmonic means, Mode Median, Qualities and percentiles, Simple and weighted averages. Uses and Limitations of different averages.
5. **DISPERSION AND SKEWNESS:** Range, Quartile deviation, mean Deviation and their coefficients, Standards deviation, coefficient of variation, Skewness and its coefficients.
6. **CORRELATION:** Karl person's coefficient of correlation, Rank Difference Method and

Concurrent Deviation method. Linear Regression.

7. **Interpolation & Extrapolation or Forecasting:** Newton's Advance difference Lagrange's Formula, Parabolic Curve Method, Binomial Expansion Method Theory of Probability (Simple Problems).
8. **INDEX NUMBERS:** Utility of index numbers. Problems in the construction of index numbers, simple and weighted index number, Base shifting fishers idea Index number and tests of Reversibility.

BBA – III Semester

BBA331: BUSINESS MATHEMATICS

Time -3 Hrs.

Marks (External -70: Internal -30)

- Objectives :**
- 1.To understand the concepts of ratio , proportion and percentage.
 - 2.To understand the concept and application of profit and loss in business.
 - 3.To use the concept of EMI.
 - 4.To understand applications of matrices in business.

Unit 1. Profit And Loss Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.

Unit 2. Interest

Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments (EMI), Problems

Unit 3.

Indices & logarithms, arithmetic and geometric progressions and their business applications ; sum of first n natural numbers, sum of squares and cubes of first n natural numbers

Unit 4

Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition). $nPr = \frac{n!}{(n-r)!}$ (without proof). Combinations of 'r' objects taken from 'n' objects. $nCr = \frac{n!}{r!(n-r)!}$ (without proof) problems, Applications.

Unit 5

Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation and integration

Reference:

1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
3. Problems & Solution in Business Mathematics by B.M. Agarwal
Business Mathematics by V. K. Kapoor - Sultan Chand & sons, Delhi.

BBA332: FUNDAMENTAL OF FINANCE

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives:

1. To familiarize the students with the concepts, tools and practices of financial management, and,
2. To learn about the decisions and processes of financial management in a business firm.

UNIT 1

Evolution, scope and function of finance managers, objectives of financial management, profit vs wealth maximization.

UNIT 2

Sources of Finance – Ordinary Shares. Rights Issue of Equity Shares, Debentures, Preference Shares, Terms Loans. Important Features, advantages and Limitations of various type of sources of fund. Retained earnings as an internal source of fund.

UNIT 3

Capital Structure Planning : capitalization Concept, basis of capitalization, consequences and remedies of over and under capitalization.

UNIT 4

Capital Budgeting : Nature of investment decisions, investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return, profitability index; NPV and IRR comparison.

UNIT 5

Management of Working Capital : Concepts of working Capital, Approaches to the financing of current Assets, determinants of working capital. Management of Earning : Concept & relevance of Dividend decision.

Reference:

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi.
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi.

BBA – III Semester

BBA333:FUNDAMENTALS OF MARKETING

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about the concept of marketing and related concepts in business organizations.

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Unit 1

Product Positing and Competitive Advantage: Concept, Steps In Product Positioning,Important Concerns/Aspects In Positioning. Concept of Competitive Advantage,

Unit 2

Product Lifecycle: Concept, Stages in PLC. Strategies for Managing Different Stages in theLifecycle.

Marketing Information System: Significance, Benefits of Marketing Information, Steps inDesigning an MIS, Requirements of a Good MIS.

Unit 3

Direct Marketing: Difference Between Direct Marketing (DM) and ConventionalMarketing. Requisites For Success of Direct Marketing. Forms of Direct Marketing, Benefitsof Direct Marketing

Unit 4

Introduction To Retail Management: different types of retail format, importance of retail, challenges in retail management

Unit 5

Rural marketing: concept, importance of rural marketing, challenges in rural marketing, promotional tools used in rural marketing

Text Books :

1. Kotler. P & Armstrong. G. *Principles of Marketing*(Pearson PrenticeHall: New Delhi) .
2. Ramaswamy – Namakumari, *Marketing Management* (Macmillan: New Delhi)

Reference Books:

1. Saxena, R. *Marketing Management* (Tata McGraw Hill: New Delhi)
2. Lamb, Hair, McDaniel, *Marketing 7/e* (Thomson: New Delhi)

BBA – III Semester
Macro –Economics

BBA-334

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective:-The course aims at exposing the students to the concept, tool and techniques of Economics and developing their skills

Unit I

Introduction, meaning, nature and scope of macroeconomics, meaning and different concepts of national income , significance of national income data , methods of measurement of national income .

Unit II

Concept of money, functions of money, demand for money –classical, Keynesian and Milton Friedman’s approach, value of money – Transaction approach, cash balance approach.

Unit III

Output and Employment, say’s law of market, Keynesian theory of employment, consumption function, and investment function.

Unit IV

Inflation – meaning and causes, types – Demand pull and cost push inflation. Deflation – meaning and causes, monetary and fiscal measures.

Recommended books—

1. Keynes J M ; the general theory
2. Garlender Ackley – macro economics ;theory and policy .
3. Shpiro Edward; Macro economic Analysis Das Gupta A ; keynestian economics and underdeveloped countries

BBA335: FUNDAMENTALS OF COMPUTER APPLICATION

Time -3 Hrs.

Marks (External -70: Internal -30)

OBJECTIVES:

This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

Course Contents:

UNIT I

lectures:-10

Basics of Computer and its evolution

A simple model of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various components of computer (Hardware, Software and Firmware), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, **Classification of computers**

i) On the basis of technology (Digital, Analog and Hybrid) **ii) On the basis of processing speed and storage capacity** (Micro, Mini, mainframe and Super), **iii. On the basis of Purpose** (General & Special) Different Generation of computers (I to V), Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL)

UNIT II

lectures:-06

Data Representation:

Representation of characters in computer, Different Number System (Decimal, Binary, Octal and hexadecimal) and their inter conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)

UNIT III

lectures:-10

Input and Output Devices:

Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch

Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter

Computer Memory:

Primary Memory (ROM and it's type – PROM, EPROM, EEPROM, RAM) Secondary

memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM) Flash Memory

UNIT IV

lectures:-10

Operating System Concept:

Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc.

All Directory Manipulation: Creating directory, Sub directory, Renaming, Copying and

Deleting the directory File Manipulation: Creating a file, deleting, copying, renaming a file.

UNIT V

lectures:-10

Concept of Data Communication and Networking:

Networking Concepts, Types of networking (LAN, MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission. Synchronous and Asynchronous Transmission, Different Topologies Introduction to word processor and Spread Sheets

Text Books:

1. Norton, P., Introduction To Computers, TMH Publication.
2. Leon and Leon; Introduction to Information Technology, Leon Tech World.

Reference Books:

1. Sinha, Kr. Pradeep and Preeti Sinha; Foundations of Computing, BPB Publication.
2. Jain, V.K.; Computers and Beginners

Computer Lab

Lab would be based on the following topics:

1. Introduction to MS-Word:

Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

2. Introduction to MS-Excel:

Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

3. Introduction to MS-PowerPoint:

Introduction to power point, it's Features, Inserting, design, animations, hyperlinks, slideshows, etc.

BBA336: ADVANCED BUSINESS COMMUNICATION

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective:-The course aims at exposing the students to the concept, tool and techniques of Advanced Business Communication and developing their skills

UNIT I- Introduction to Communication

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers

UNIT 2: Types of Communication

Written - Oral - Face-to-face - Silence - Merits and limitations of each type

UNIT 3: Business Letters

Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence -

UNIT 4: Drafting of business letters

Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings – Memos, letter or application.

UNIT 5: Oral and non-verbal Communication

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech ,effective Presentation skills, conducting Surveys. Body Language, Para Language, Effective Listening, Interviewing skill, modern form of communication, Fax, E-mail etc.

Topics Prescribed for workshop/lab

Group Discussion

i) Mock Interview

ii) Interview

iii) Public Speech

- v) Decision-making in a group
- vi) Written Communication

Recommended Books:

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 3) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 4) Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
- 5) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.

BBA – IV Semester

BBA341:RESEARCH METHODOLOGY

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about the concept of research in business organizations.

UNIT I

Research –an introductory approach;meaning, characteristics and importance, types of research, steps of basic research process.

UNIT II

Research problems; meaning, components and steps to be followed while formulating a research problem/ criteria of a good research problem. Research Design; meaning, characteristics of good research design, components of a research design.

UNIT III

Sources of collection of Data ; primary Data ,secondary data , collection methods of primary and secondary Data ,sampling ;meaning ,steps of sampling ,types of sampling

UNIT IV

Editing; meaning and importance, tabulation; meaning and rules for tabulation and parts of a table, report writing; characteristics and types and formats of report.

Book recommended –

1. Ghose , B N .Scientific methods and social research
2. Kothari ,C R , Research methodology –methods and techniques .
3. Krishnaswami, OR ,Methodology of research in social science .

BBA342:LEGAL ASPECTS OF BUSINESS

Time -3 Hrs.

Marks (External -70: Internal -30)

OBJECTIVES:

1. To understand basic legal terms and concepts used in law pertaining to business
2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.

UNIT I

Introduction to Business Law

Meaning and Philosophy of Law - Object of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India,

UNIT II

Indian Contract Act 1872

Definition,kinds and concepts of contracts.

Offer and Acceptance

Consideration

Capacity of Parties

Free Consent

Legality and Objects of consideration

Void Agreements

Performance of Contract.

Discharge of Contract and Remedies.

Breach of Contract and remedies for contract

UNIT III

The Sale of Goods Act 1930

Contract of Sales of Goods

Conditions and Warranties

Transfer of Property

Performance of a contract of sale

Rights of unpaid Seller

UNIT IV

Negotiable Instrument Act 1981

Definition of negotiable instruments .Features ,Promisory note ,Bill of exchange and cheque, Holder &holder in due course ,crossing of a cheque, Typing of Crossing ,Negotiation ,Dishonour of cheque , Charge of negotiable instruments.

UNIT V

The Consumer Protection Act 1986

Salient features, Definition of Consumer ,Grievanceredressal machinery.

Reference Books -

BBA – IV Semester

BBA343: FUNDAMENTALS OF INTERNATIONAL BUSINESS

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about the concept of international business and other issues related to it.

UNIT I

International Trade: Concept, Importance, Benefits of International Trade, International Marketing versus Domestic Marketing (differences)

UNIT II

Theory of International Trade: Theory of Comparative Cost, Factor Proportion Theory
Multinational Corporations (MNCs): Definition, Role of MNCs in International Marketing,
International Trade Barriers: Meaning, Tariff and Non-Tariff Barriers, Impact of Non-Tariff Barriers

UNIT III

Organizations and Agreements: WTO (functions, principles, agreements), IMF(purposes, facilities provided by IMF), World Bank (purpose, principles/policies)

UNIT IV

Foreign Trade of India: Organizational Setup (autonomous bodies, attached and subordinate offices), Major Exports and Imports, Concept of Export House, EXIM Policy of India (features and objectives of the policy)

UNIT V

Foreign Exchange Market: Concept, Functions, Methods of International Payment, Concept of Balance of Payment. Concept of Fixed and Flexible Exchange Rate (concept) and Convertibility of Rupee

Text Books:

1. Cherunillam, F., International Business (PHI: New Delhi)
2. Varshney, R.L. and Bhattacharya, B. International Marketing Management: An Indian perspective (Sultan Chand: New Delhi)

ECONOMIC DEVELOPMENT OF INDIA

BBA-344

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective:-The course aims at exposing the students to the concept, tool and techniques of Economic Development of India and developing their skills

UNIT I

Planning:-Meaning, features, objects, success and type of planning (Socialist and capitalist only)

UNIT II

Features of underdeveloped economy in India and U.D. nation Growth

UNIT III

Concept of growth and development, factors of growth.

UNIT IV

Economic development of India features of India's economy.

UNIT V

Agricultures, Industrial development, transport, foreign trade, Population problems in India, five year plan.

Suggested Readings:-

1. C.B. Memoria – Bharat Ka Arthik Vikas
2. Sundram – Indian Economy.
3. Sundram & Dutta – Indian Economy.

BBA – IV Semester

Entrepreneurship

BBA-345

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective:-The course aims at exposing the students to the concept, tool and techniques of Entrepreneurship and developing their skills

UNIT I

Introduction : Definition, Concept of Entrepreneurship

Entrepreneurship Development: Entrepreneurial environment, entrepreneurial process Types & Classification of entrepreneurs, Characteristics of entrepreneurs

UNIT II

Introduction to small scale Industry in India: definition, Steps for setting up small industry, Contribution to Indian Economy

Overview of Project Management; Identification of Business idea, project formulation & Business Plan, project report, Appraisal

UNIT III

Sources of finance; Own funds, Institutional finance, Venture Capital, lease finance, factoring.

Role of technology: Importance of innovation, patents & trademarks in small businesses

UNIT IV

Problem of small Businesses; Reason and remedies of sickness in SSIs in India

UNIT V

Institutional support for small business in India: Support in areas of technology, finance, input & infrastructure, marketing, entrepreneurship development.

Book Recommended;

1. Desai, V., Dynamic of Entrepreneurial Development and Management
2. Batra Dangwal, Entrepreneurship and small scale Industries

BBA351: STRATEGIC MANAGEMENT

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

This course aims to provide an organization perspective and integrates functional areas. This helps in understanding how organizational strategies are formulated and implemented in a changing global environment. It is designed to let student's understand the relationships between Purpose, People, and Process. This also highlights the relationship between Content and Process schools of thought, Environmental and Resource-based view, the Strategic Programming, and Learning Organization Perspectives, and the integration of Strategic Intent and Strategic Architecture

Contents

UNIT 1

History of strategic management, importance of strategic management, Understanding strategy, defining strategy, importance of strategy, levels at which strategy operates, Strategic Intent (vision, mission, goals, objective)

UNIT 2

Corporate level Strategy (grand strategies- stability, expansion, retrenchment, combination), Business Level Strategy, functional level strategies

UNIT 3

Strategic analysis and choice, corporate level strategic choice- BCG matrix, GE nine cell matrix, SWOT analysis, business level strategic analysis-experience curve analysis, life cycle analysis, Industry analysis-porter five force model

Reference.

AzharKazmi, business policy and strategic management, Tata McGraw Hill

Thomas L. Wheelen& J. David Hunger; Concepts in Strategic Management and Business Policy; Pearson Education

BBA – V Semester

BBA352:BUSINESS ETHICS

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about Ethics. The relevance of ethics in modern day society.

UNIT I

Introduction to HVE; Explanation and definition, conceptual framework in understanding the complementarity between values and skills, what is there in HVE for us?

UNIT II

Values vs. skills; universal vs. local, durable vs. Changing, role of feeling, reasoning and willing for constructive appreciation of values and skills. Ethics; the different theoretical perspectives.

UNIT III

Voluntary Unethicity vs. Induced Unethicity and their Consequences

UNIT IV

Secular and Sacred, Duties and Rights, freedom and Discipline, Affluence and Poverty, the Psychology of Competition

UNIT V

Medicine, Journalism, Engineering, politics, GovernmentService, accounting, Indian Army, Judiciary and Athletic Coaching

Codes of Conduct; Tata, Aditya Birla Group, Reliance Industries Limited and Infosys Technologies

Book Recommended

1. Chakraborty S.K and ChakrabortyD.Human Values and Ethics; towards Holistic Excellence (ICFAI: Hyderabad)
2. Sekhar, RC, Ethical Choice (Response: New Delhi)

BBA353: MANAGEMENT INFORMATION SYSTEM

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives:-The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

Course Contents

UNIT I

lecture:-08

Introduction: Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization – concept and design.

UNIT II

lectures:-06

Transaction Processing System, Decision Support System, Executive Information system, Expert System, and the recent developments in the field of MIS.

UNIT III

lectures:-12

System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

UNIT IV

lectures:-12

Information Concepts: Data and Information – meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis – Quantitative and Qualitative Aspects, Assessing Information needs of the Organization.

UNIT V

lectures:-10

Information Technology: Recent Developments in the Field of Information Technology: Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS.

Text Book:

1. Jawadekar, W.S.; Management Information System, Tata McGraw Hill Publication, 2003.

Reference Books:

1. Information Systems for Managers Arora, Ashok and Akshaya Bhatia, Excel Books, New Delhi.

BBA – V Semester

MONEY & BANKING -I

BBA-354

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective:-The course aims at exposing the students to the concept, tool and techniques of money & banking and developing their skills

UNIT I :-

Definition ,Function and classification of money.

UNIT II:-

Index number: Simple and weighted Index number, relationship between prices and value of money – Quantity theory – Fishrianequation – Cambridge equation the Keyene’s view.

UNIT III:-

Inflation – deflation –their causes and effects on different classes of people – method of control – inflation and deflation.

UNIT IV:-

Monetary Policy :- Objectives and Methods of implementation.

Suggested Readings:-

1. Suman – Money and Banking
2. Sridhar Pandey – Money and Banking
3. Crowther –An Outline of Money

BBA – V Semester

Elective I

BBA355: CONCEPT OF WORKING CAPITAL MANAGEMENT

Time -3 Hrs.

Marks (External -70: Internal -30)

OBJECTIVES:

- To understand the need for and importance of adequate working capital, and,
- To gain in-depth knowledge to manage working capital of SMEs.

UNIT I

Working Capital-Nature, Components, Types, Functions, Determinates and Significance. Factors Affecting Composition of Working Capital.

UNIT II

Working Capital Policies: Estimation of Firm's Working Capital Needs, Operating Cycle Approach, Working Capital Ratios, Behaviours of Current Assets and Pattern of Financing, Quick Sources of Finance, commercial Papers, Factoring, Bank Credit.

UNIT III

Cash management- Motives for Holding Cash, Managing cash flows; methods of accelerating cash flows; Methods of slowing cash outflows;

UNIT IV

Receivables management: Determining appropriate receivable policy; Credit selection models; Formulation of suitable credit and collection policies; Collection techniques.

UNIT V

Inventory management: Need, objectives and techniques of inventory management. Determining optimum order quantity- EOQ approach; Safety stocks.

Reference:

1. Chandra, Prasanna: Financial Managemetn, Tata McGraw Hill, New Delhi2005.
2. Scherr, F.C.: Modern Working Capital Management, Prentice Hall, 1989.
3. Hampton, J.J. and C.L.Wagner: Working Capital Management, John Wiley &Sons,

Elective I

BBA355: INDUSTRIAL RELATION

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about the concept of industrial relation in business organizations.

UNIT 1

Industrial Relations 1.1 Industrial Relation-Definitions, Importance & Scope. 1.2 Trade Union-Growth, Objective, Function & Role in globalize Conte1.3 Labors Management – Role of Personnel & Industrial Relations Manager in Promoting & Establishing peaceful industrial relations

.

UNIT II

Industrial Disputes 2.1 Nature of Industrial Dispute 2.2 Causes of Industrial Dispute 2.3 Types of conflict Resolution – Statutory & Non Statutory 2.4 Collective Bargaining – Meaning, Characteristics, Need, Importance, Process, Pre-requisites.

UNIT III

Workers Participation in Management 3.1 Concept& Pre-requisites. 3.2 Forms & Levels of Participation 3.3 Benefit of workers participation in management 3.4 Role of workers participation in Labour welfare & Industrial hygiene Causes of Industrial Dispute.

UNIT IV

Industrial relation and technology, Industrial relation and HRD, Industrial Relation and ILO.

Recommended Book:-

1. Mamoria,C.B. Personnel Management and Industrial Relations (Himalaya: Mumbai)
2. Mamoria and Gankar, Dynamics of IndustrialRelations (Himalaya:Mumbai)
3. Chhabra, T.N.,Industrial Relations Concepts and Issues, DhanpatRai and Co.

BBA – V Semester

Elective I

BBA355: SALES AND DISTRIBUTION MANAGEMENT

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about the concept sales and distribution in business organizations,

UNIT I

Importance of sales management in present day scenario,, Objectives of sales management and Tasks of Sales Management

UNIT II

Recruiting and Selecting of Sales Personnel; Developing and Conducting Sales Training Programmes; Designing different types of Compensation Plans;

UNIT III

Supervision of Salesmen; Motivating Sales Personnel; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Developing and Managing Sales Evaluation Programme;

UNIT IV

An Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries - Wholesaling and Retailing; Managing marketing Channels;; Information System and Channel Management; Assessing performance of Marketing Channels

Recommended Books

1. Still, R., Cundiff, E.W. and Govoni, N.A.P. *Sales Management* (PHI: New Delhi)
2. Kotler, P. and Armstrong G. *Principles of Marketing* (Pearson Prentice Hall: NewDelhi)

BBA361: FUNDAMENTAL OF PRODUCTION& OPERATION

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about the concept of Production in business organizations.

UNIT I

Production management; concepts, scope, functions and importance, types of production system, recent trends in production management.

UNIT II

Factory planning ;- concept and importance , factors influencing in location of factory , factory building , recent trends in factory building design, plant layout-objectives, types, factors affecting plant layout .

UNIT III

Production planning and control; meaning ,scope, objectives and functions .techniques- routing , scheduling , dispatching , follow-up, product assurance – total quality management , ISO 9000, Six sigma, benchmarking.

UNIT IV

Plant maintenance, ;-meaning and importance , classification of maintenance activities , organization for plant maintenance department.

Recommended books –

1. S A Chunawalla& D R Patel—production and operations management , Himalaya publishing house.
2. K A swathappa and K shridharabhat – production and operation management , Himalaya publishing house.

BBA – VI Semester
MONEY & BANKING -II

BBA-362

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective:-The course aims at exposing the students to the concept, tool and techniques of money & banking and developing their skills

UNIT V:-

International monetary system:- foreign exchange determination of rate of exchange – a brief outline of purchasing power parity theory, balance of payment.

Gold Standard – working and break down of gold standard Exchange control.

UNIT VI:-

IMF- World Bank – Its working and present position.

UNIT VII:-

Nature of Banking- Type of Banks and their functions .Commercial Bank – Creation of credit and other functions.Investment Policy of commercial Bank. Central bank – functions of Central Bank – Credit Control method.

Suggested Readings:-

1. Suman – Money and Banking
2. Sridhar Pandey – Money and Banking
3. Crowther –An Outline of Money

BBA – VI Semester

BBA 363 PROJECTS

Time -3 Hrs.

Marks (External -70: Internal -30)

After the 4th semester, during the summer vacation students would undergo summer internship for a minimum duration of six weeks related to the area of specialization they will submit the project after completion the training the evaluation would be made.

BBA – VI Semester

Elective II

**BBA364: FINANCIAL MARKET AND INSTITUTION Marks (External -70:
Internal -30)**

UNIT 1

Financial Markets: Concepts, structure and regulatory bodies.

UNIT II

Money Market: Concepts, functions, intermediaries and instruments.

UNIT III

Capital Market: Primary market- functions, methods of capital issues, role of intermediaries, regulation. Secondary market- listing of securities, securities trading mechanism, depositories and depositing participants, stock exchanges- leading stock exchanges in India, functions, role of intermediaries, stock indices, major indices (BSE and NSE), SEBI- role, functions.

UNIT IV

Debt Market: Corporate debt market, public sector undertakings debt market, government securities market, Derivatives market- traders, types (Forward, futures, options and swap)

UNIT V

Financial Services: Credit rating, banking services, merchant banking, mutual funds (concept, types, NAV), financial intermediation

UNIT VI

Financial institutions: Commercial Banking- Introduction, its role in project finance and working capital finance. Life and non-life insurance companies in India; Mutual Funds- Introduction and their role in capital market development. Non-Banking Financial Companies (NBFCs), NIFA (role and functions)

Suggested Reading:

1. Bhole, L.M Financial Markets and Institutions, Tata McGraw Hill Publishing Co.

BBA – VI Semester

Elective II

BBA364: CONSUMER BEHAVIOUR

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about the concept of consumer behavior, how the consumer behaves and other aspects of consumer.

UNIT 1

Meaning and definition, interdisciplinary dimension of consumer behavior, nature and characteristics of Indian consumer

UNIT II

Consumer decision making-factors influencing consumer behavior, models- economic model, psychological model, the pavlovian model (S-R association), howardSheth model

UNIT III

Buyer behavior- buying motives, buyer decision making process, factors influencing consumer buying, organizational buying, buying decision involved in industrial buying, factors influencing industrial buying, stages in organizational buying process

UNIT IV

Group influence in consumer behavior- Group definition and meaning, reasons for formation of group, types of group relevant to consumer behavior, reference group, factors affecting reference group, benefits of reference group, consumerism

Book recommended-

Nair R Suja consumer behavior,Himalaya publishing House

Schiffman, LG and Kanuk, L.L Consumer Behaviour, New Delhi, Prentice Hall of India

Elective II

BBA364: LABOUR LEGISLATIONS AND WELFARE

Time -3 Hrs.

Marks (External -70: Internal 30)

Objectives

The objective of the course is to acquaint the students about the concept of labour and legislations in business organizations

UNIT I

Lectures:06

Labour Legislation:

Need, objectives, scope, growth of labour legislation in India. Legislations on working conditions

UNIT II

Lectures:14

Laws related to factories:

Factories Act, 1948, Mines Act 1952, Contract Labour (Regulation and Abolition) Act 1970.

UNIT III

Lectures:18

Legislations concerning wages:

Payment of Wages Act, 1936, Payment of Bonus Act 1965, Equal Remuneration Act, 1976, The Workmen's Compensation Act, 1923, Employees' State Insurance Act, 1948, The Employees Provident Fund Act, 1952 & 1995.

UNIT IV

Lectures:10

Industrial Relations Legislations

Payment of Gratuity Act, 1972, Indian Trade Union Act 1926, Industrial Employment Standing Order Act, 1946, Industrial Dispute Act 1947.

Text Books:

1.Garg, A. Labour Laws, Nabhi Publication, New Delhi

Reference Books:

1. A.M. Sharma, Industrial Jurisprudence & Labour Legislation, HPH

2. Sinha, Shekhar, Industrial Relations, Trade Union & Labour Legislation, Pearson

3. Labour Laws, Taxmann

4. L.M. Porwal and Sanjeev Kumar, Industrial and Labour Legislations, Vrinda

BBA – VI Semester

Elective II

BBA364: TRAINING AND DEVELOPMENT

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about the concept of Training and Development. How training and development is and important tool in organization.

UNIT I

Introduction to training concept- Definition – meaning – need for training – Importance of training – Objectives of training – Concepts of education – training and development – overview of training functions – types of training.

UNIT II

Process of training - Steps in training – identification of job competencies – criteria for identifying training needs (person analysis – task analysis – organizationanalysis) – assessment of training needs – methods and process of needs assessment

UNIT III

Designing and implementing a training program - Trainer identification – methods and techniques of training – designing a training module (cross cultural – leadership – training the trainer – change) – management development program Evaluation of Training Program – KirkPatrick model of evaluation

UNIT IV

Learning - Principles of learning- theories of learning- reinforcement theory –social learning theory – andragogy – resistance to training

Books Recommended:

1. Employee Training and Development – Raymond Noe
2. Every Trainers Handbook – DevendraAgochia
3. 360 Degree Feedback, Competency Mapping and Assessment
Centre – Radha Sharma
4. Training and Development – S. K. Bhatia

BBA – VI Semester

Elective - III

BBA365: MEASUREMENTS IN HUMAN RESOURCE

Time -3 Hrs.

Marks (External -70: Internal -30)

OBJECTIVES

As HR professionals respond to the challenge of taking a more strategic perspective regarding their role in the organisation, measuring HR's performance and its contribution to the firm's performance consistently emerge as a key theme. This course addresses the question of how HR practitioners can measure their contribution to their firm's growth. The course specifically aims to achieve the following objectives

- ☐ To appreciate the importance of bottom-line focus to the Human Resource function and the trend toward HR accountability
- ☐ To understand the various approaches and techniques of measuring HR
- ☐ To get hands on experience of studying the HR function of an organisation to understand its impact on bottom-line

Topics

UNIT I

Introduction and Overview: Changing Role of HR., HR as a Strategic Partner, The Need for Measuring HR, Approaches to Measuring HR

UNIT II

Competitive Benchmarking: HR Accounting, HR Auditing, HR MBO, HR Reputation, Return on Investment.

Unit III

Measuring Specific Impact: Measuring HR's Contribution to Enterprise Goals, Measuring HR's Impact on Processes, Measuring HR's Value Added.

UNIT IV

Special Issues in Measurement Process: Principle of Good Measurement, • Integrating Alternative Measures of Behavioral and Performance Outcomes, • End-to-end HR Value Report, Measuring HR Alignment.

BBA – VI Semester

Elective III

365: INDIVIDUAL TAXATION

Time -3 Hrs.

Marks (External -70: Internal -30)

Objectives

The objective of the course is to acquaint the students about the concept of Tax.

UNIT-I

Income Tax: An introduction and Important Definitions, Agriculture Income, Residence & Tax Liability (Basis of charge), Exemptions from Tax (Non-Taxable income).

UNIT-II

Income from Salaries, Income from Salaries (including retirement benefits).

Unit-III

Income from House property, Profits and Gains of Business or Profession, Depreciation Capital Gains.

UNIT IV

Income from other sources, clubbing of incomes & Aggregation of incomes, set off and carry Forward of Losses, Deductions to be made in computing total income.

Suggested Readings:

1. Direct Taxes law & Practice – Dr. H.C. Mehrotra & Dr. S.P. Goyal, Sahitya Bhawan

Elective III

BBA365: ADVERTISING MANAGEMENT

Time -3 Hrs.

Marks (External -70: Internal -30)

Objective: -The objective of Advertisement Management is to make the students aware of basic concepts of advertising and its importance to organisation.

UNIT I

Advertising: Introduction, Scope, importance in business: Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.

UNIT II

Integrated communication Mix (IMC) – meaning, importance, process, communication mix components, role in marketing, Branding – meaning, importance in advertising.

UNIT III

Promotional objectives- importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget – approaches allocation of budget.

UNIT IV

Advertising Copy – meaning components types of advertising copy, importance of creativity in advertising; Media Planning – importance, strategies, media mix.

UNIT V

Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising – importance, international Vs local advertising.

Reference Books:-

1. Advertising and Promotion – George E. Beich& Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases ManendraMohan, THM.
3. Advertising Management: - Rajeev Batra, PHI.
4. Advertising Management:-Agarwal .P.K. Pragati publication, Meerut.