

# **SYLLABUS**

## **Bachelor of Business Administration (BBA)**

**Applicable from Academic Session 2021--22**

### **Semester I**

- 101 Business Organization
- 102 Business Mathematics
- 103 Business Communication I
- 104 Fundamentals of Computers & Information Technology
- 105 Fundamentals of Accounting
- 106 Business Environment

### **Semester II**

- 201 Management Thoughts & Philosophy
  - 202 Micro Economics for Business
  - 203 Cost Accounting
  - 204 Legal & Regulatory Framework of Business
  - 205 Business Communication II
  - 206 Business Statistics
  - 207 Seminar & Viva Voce
- INDUSTRY VISIT

### **Semester III**

- 301 Company Law
- 302 Marketing Management
- 303 Macro Economics for Business
- 304 Principles of Management
- 305 Organizational Behaviour
- 306 Management Accounting
- 307 Viva Voce

### **Semester IV**

- 401 Financial Management
- 402 Project Management & Planning
- 403 Research Methodology
- 404 Human Resource Management
- 405 Taxation Laws
- 406 Production & Operations Management
- 407 Minor Project
- SUMMER TRAINING

### **Semester V**

- 501 Operations Research
- 502 Sales & Distribution Management
- 503 Business Policy
- 504 Entrepreneurship Development
- 505 Summer Training Viva Voce

**A Research Topic shall be allotted to the students by the concerned teachers at the end of fifth Semester.**

### **Semester VI**

- 601 E-Commerce
- 602 Advertising Management
- 603 Management of Financial Institutions & Services
- 604 International Business Management
- 605 Major Project

## SEMESTER I

### **BBA 101: Business Organization**

#### **Course Objective:**

To develop an understanding of the business enterprise, trade, commerce and Industry- its formation, procedures and functioning

#### **Course Content:**

##### **Unit I**

**(9 lectures)**

Concept, Nature and Scope of Business; Concept of business as a system; Business and Environment Interface; Classification of Business Activities  
Forms of Ownership: Sole Proprietorship, Joint Hindu Family Firm, Partnership Firm, Joint Stock Company, Co-operative Organization;

##### **Unit II**

**(9 lectures)**

Types of Companies- organs of the company, company meetings & Resolutions.  
Choice of form of Organization, Stages of formation & Establishment of a firm

SMEs: Meaning & Characteristics of Small Business, Need, Significance & Problems, Role of small business in a developing Economy

##### **Unit III**

**(9 lectures)**

Public Sector: Concept, Rationale, Forms of Public Enterprises, Government Programmes, Problems  
Government & Business Interface: Rationale, Forms of Government and Business Interface.  
Business Risk: Meaning, Nature, Causes, Types, Risk Management, Methods of Handling Risk.

##### **Unit IV**

**(9 lectures)**

Business Combinations: Concept & Causes, Types and various forms of business combinations; Business Associations: Chambers of Commerce and Industry in India, FICCI, CII, ASSOCHAM, AIMO etc.

### **SUGGESTED READING**

Fundamentals of Business Organization and Management	Y.K.Bhushan
Business Organization & Management	C.B.Gupta
Business Organization	T.N.Chhabra
Business Organization & Management	C.R.Basu

## **BBA 102: Business Mathematics**

### **Course Objective:**

To enable the students to interpret and solve business-related word problems and to develop simple mathematical models from a business perspective

Course Content:

### **Unit I (10 lectures)**

Percentage Ratio & Proportion, discount, Profit & Loss, simple interest, compound interest, annuity.

Set Theory; Definition, types of sets, Venn Diagram, equality of sets, operations on sets, Cartesian product of sets,

Functions & Relations: Relations, properties of Binary relations on a set, Equivalence Relations

### **Unit II (8 lectures)**

Matrices and Determinants: Matrices, types of Matrices, addition and multiplication of matrices, multiplication by a scalar, determinants-minor and cofactors, properties of determinants, product of two determinants, inverse of a matrix.

### **Unit III (9 lectures)**

Algebra: Arithmetical, Geometric and Harmonic progressions, Exponential and Logarithmic series, Binomial theorem, Permutation and Combinations

### **Unit IV (9 lectures)**

Differentiation and integration, maxima and minima, application of differentiation and integration in business

## **SUGGESTED READING**

Business Mathematics  
Business Mathematics  
Business Mathematics

R.S.Sondhi  
J.K.Singh  
Quazi. Zameerudin

## **BBA 103: Business Communication I**

### **Course Objective:**

To develop the reading, writing and speaking skills of the students

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Applied Grammar: Tenses: their role and correct usage, subject- Predicate, Verb agreement, Voices: active & Passive, Clauses, Conjunctions, Prepositional Phrases, Transformation, Synthesis, Syntax, Conditional Sentences, Analyzing and Correcting errors in sentences.

Vocabulary- Extension Methods, Synonyms, Antonyms, One word Substitution, words often confused – Idioms & Phrases.

#### **Unit II**

**(10 lectures)**

Reading & Writing Skills : - Reading comprehension- paraphrase with practical exercises , Reading Skills – Intensive & Extensive Reading, Skimming & Scanning, letter writing – types of letters, memorandum; inquiries and their replies, placing and cancelling orders, adjustment letters, accepting and rejecting offers, resume & CV writing, business report writing, application, Precise Writing, E-Mail writing, notifications, Classifications, Press Communiqué, Endorsement, Noting in files, Letters for Payment reminders.

#### **Unit III**

**(8 lectures)**

Listening Skills: Definition, Principles & Process of listening, Importance of effective listening, Active & Passive listening, Barriers & guidelines to effective listening

#### **Unit IV**

**(8 lectures)**

Understanding Business Communication – Concept, definition, nature, importance, components, process, direction, channels, patterns, means/media, barriers, types

### **SUGGESTED READING**

Business Communication  
High School English Grammar & Composition  
Business Communication

R.C.Bhatia  
Wren & Martin  
K.K.Sinha

# **BBA 104: Fundamentals of Computers & Information Technology**

## **Course Objective:**

To develop an understanding of the basics of computers and knowledge of MS-Office.

## **Course Content:**

### **Unit I**

**(10 lectures)**

#### **Basics of Computers**

Meaning, Characteristics & Classification of Computers, Types, Generations of Computers, Application of computers in modern society, Virus and Worms, Block Diagram of computer.

**Hardware:** Input Devices- Keyboard, Mouse, Electronic Pen, Touch Screen, Scanner, OCR Devices, OMR, Bar-Code Reader, MICR, Speech Recognition Devices

Output Devices – Monitor, Printers, Plotters, Screen Image Projector, Voice Response System.

Storage Devices : Primary Storage- RAM, ROM, PROM, EPROM and EEPROM, Cache Memory. Secondary Storage – Magnetic Tape, Floppy Disk, Hard Disk, CD-ROM, DVD, Pen Drive, Memory Card.

### **Unit II**

**(8 lectures)**

Software: Meaning, Types of Software – System Software and Application Software.

Data Representation : Bits & Bytes, Number System- Binary, Octal, Hexadecimal, BCD Conversions, Arithmetic Operations based on Binary Number, Introduction to ASCII & EBCDIC.

### **Unit III**

**(8 lectures)**

Data Communications & Networks: Modes of Communication, Digital & Analog Signals, modems, Topologies of Network.

Transmission Modes – Simplex, Half Duplex, Duplex, Configuration.

Internet & Browsing: Meaning, Concept, ISP, Uses of Internet, World Wide Web (WWW) and its working, Web Browser and its function, Concept of Search Engines, Chatting.

E-Mail : Concept, E-Mail Address, SMTP, Services, Basics of sending and receiving E-Mails and attaching files with them.

Networks : Meaning, Scope & Benefits of Computer Network, Network Types – LAN, WAN, MAN

### **Unit IV**

**(10 lectures)**

Introduction to MS –Office – MS-WORD (Word Processing), MS-Excel(Spread Sheet), MS- PowerPoint ( Presentation Graphics ) – Features, Uses, Need & Importance for Modern Business Activities.

## **SUGGESTED READING**

Basics of Computer  
Introduction to Computers  
Basics of Computer

M.Morris  
Peter Norton  
V.Rajaramanna

## **BBA 105: Fundamentals of Accounting**

### **Course Objective:**

To develop an understanding of principles and fundamentals of accounting done by any business organization.

### **Course Content:**

#### **Unit I**

**(9 lectures)**

Meaning , nature and concepts of financial accounting, Accounting Process,; Users of Accounting Information; Single Entry & Double entry book keeping system; Principles of Accounting; Journal; Ledger : Meaning, need & Importance, Advantages, Posting of transactions to Ledger; Numerical Problems on Ledger.

**Trial Balance:** Preparation, Errors and their Rectification, Numerical Problems on Preparation and Correction of Trial Balance.

#### **Unit II**

**(9 lectures)**

Final Accounts: Meaning, Types & Objectives, Trading Account, Profit & Loss Account, Balance Sheet Adjustments; Final Accounts of sole traders, Partnership Firm & Non- Profit Organizations; Adjustments at the end of financial year. Bank Reconciliation Statements

#### **Unit III**

**(9 lectures)**

**Depreciation, Provisions and Reserves:** Concept of Deprecation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Depreciation Accounting, Provisions and Reserves. **Goodwill:** Meaning, Importance & Methods of Valuation

#### **Unit IV**

**(9 lectures)**

**Shares and Share Capital:** Shares, Share Capital, Accounting Entries, Under subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of shares.

**Debentures:** Classification of Debentures, Issue of Debentures, different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries, Redemption of Debentures.

### **SUGGESTED READING**

Financial Accounting	T.S.Grewal
Financial Accounting	S.M.Shukla
An Introduction to Accountancy	S.N.MAheshwari & S.K.Maheshwari
Fundamentals of financial Accounting	R.L.Gupta & V.K.Gupta

## **BBA 106: Business Environment**

### **Course Objective:**

The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India and how they influence managerial decisions.

### **Course Content:**

#### **Unit I (10 lectures)**

**Business Environment:** Concepts, Components & Importance, Type of Environment – Internal, External, Micro & Macro; Environmental Scanning, Scope & Characteristics of Business. Objectives, Uses and Limitations of Environmental Analysis. A brief study of the different forms of economic systems.

#### **Unit II (8 lectures)**

**Economic Environment:** Nature & Structure of the economy, Monetary & Fiscal Policies, Economic Planning in India, Economic Reforms of 1991.

#### **Unit III (8 lectures)**

**Industrial & Legal Environment:** Industrial Growth & Policy, FEMA, Competition Act 2002,.

#### **Unit IV (10 lectures)**

**Socio-Cultural Environment:** Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Social Audit.

**Political Environment:** Political System, Policies & Stability, Functions of State, Economic roles of Government.

### **SUGGESTED READING**

Business Environment  
Business Environment  
Business Environment

Francis Cherunillam  
K.Aswathappa  
Suresh Bedi

## **BBA 201: Management Thoughts and Philosophy**

### **Course Objective:**

To give an insight to the various management thinkers

### **Course Content:**

#### **Unit I**

**(4 lectures)**

**Introduction** : Management as a discipline, Values in Management, Managerial Roles.

#### **Unit II**

**(10 lectures)**

##### **Schools of Management Thoughts I**

The management Process school, the empirical School, The Human Behavior School

#### **Unit III**

**(8 lectures)**

##### **Schools of Management Thoughts II**

The Social System School, Decision Theory School, The System School.

#### **Unit IV**

**(14 lectures)**

##### **Management Thinkers (Classical)**

F.W. Taylor, Henry Fayol, George Elton Mayo, A. H. Maslow, Douglas McGregor

##### **Management Thinkers (Contemporary)**

Peter F. Drucker, Michael Porter, C. K. Prahlad, Indian thinkers in management – JRD TATA, GD Birla, Ramkrishna Bajaj.

### **SUGGESTED READING**

Management Thoughts & Philosophy

Naveen Mathur

Management Thought

R. N. Singh

New Horizons In Management

P.K. Shrivastav

Indian Management “Thoughts and Practices”

Amit Gupta

## **BBA 202: Micro Economics for Business**

### **Course Objective:**

To give an insight into the various concepts of economics and its implications in the business world.

### **Course Content:**

#### **Unit I**

**(8 lectures)**

**Definitions of Economics:** Introduction to Micro Economics- Definition, Scope, and Importance. **Utility Analysis:** Concept of utility, Law of Diminishing Marginal Utility, Law of equi-marginal utility, Consumer's Surplus.

#### **Unit II**

**(10 lectures)**

**Theory of Demand:** Meaning & Determinants of Demand, Law of Demand, Exceptions to law of demand. **Theory of Supply:** Meaning & determinants of Supply, Law of supply, exceptions to law of supply. **Cost analysis:** Accounting Costs and Economic Costs. **Short Run Cost Analysis:** Fixed, Variable and Total Cost Curves, Average and Marginal Costs curves, **Long Run Cost Analysis:** Average and Marginal Cost Curves.

#### **Unit III**

**(10 lectures)**

**Revenue:** Total, Average and Marginal Revenue, Relationship between AR and MR curves. **Pricing under Various Market Conditions:** Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly - Price Determination under Monopoly, Monopolistic Competition - Price and Output Determination under Monopolistic Competition.

#### **Unit IV**

**(8 lectures)**

**Theory of Distribution:** Marginal Productivity theory of Distribution  
**Rent:** Concepts of Differential Rent, Scarcity Rent, Economic rent, Contract Rent, Quasi Rent and Pure Rent. **Modern theory of rent.** **Wages:** Money Wages and Real Wages, factors determining real wages. **Theories of wages:** wage fund theory, subsistence theory, residual claimant theory **Theories of Profit-** risk theory of profit, uncertainty-bearing theory of profit, innovation theory of profit.

### **SUGGESTED READING**

Business Economics (Micro)

Micro Economics

Micro Economics

Managerial Economics - Theory and Application

Managerial Economics

Introduction to Micro Economics

Dr. Girijashankar;

M. L. Seth

M. L. Jhingan;

D. M. Mithani

D.N. Dwivedi;

C.B. Sachdeva

## **BBA 203: Cost Accounting**

### **Course Objective:**

To Familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing

### **Course Content:**

#### **Unit I (10 lectures)**

Introduction to Cost Accounting : Basic Cost Concepts – elements of cost, classification of cost, total cost build up and cost sheet, Emerging terms viz. Life Cycle Costing, Activity Based Costing, Back flush Costing.

Materials Control: Meaning- Steps Involved- materials and inventory - techniques of material/inventory control – valuation of incoming & outgoing material – material losses

#### **Unit II (6 lectures)**

Labor Cost Control : Direct and Indirect Labor, Steps Involved – treatment of Idle time, Holiday Pay, Overtime etc. in cost accounts, casual workers & out workers, Labor turnover, methods of wage payment, Incentive plans.

#### **Unit III (10 lectures)**

Overheads : Meaning & Classification of overheads – Treatment of specific items of overheads in cost accounts – stages involved in distribution of overheads – methods of absorption of overheads – treatment of under and over absorption of overheads

#### **Unit IV (10 lectures)**

Methods of Costing: Single output costing, job costing, contract & batch costing, Process (including joint products and by-products and inter-process profits), Operating/Service costing, (Transport & Power House only ).

### **SUGGESTED READING**

Advanced Cost Accounting

Saxena and Vasistha.

Advance Cost Accounting

S.P. Jain and Narong.

Cost Accounting

S.N. Maheshwari

Cost Accounting

Ratnam.

Practice in Advanced Costing and Management Accounting Prof. Subhash Jagtap.

## **BBA 204 : Legal and Regulatory Framework of Business**

### **Course Objective :**

To enable the students to grasp the details as to how things function with regard to the various contracts and acts which are essential for running a business

### **Course Content:**

#### **Unit I (10 lectures)**

**Indian Contract Act- 1872:** Introduction, Nature & Classification of contracts, offer and acceptance, Considerations, Capacity of Contract, Free Consent, Agreements Declared Void, Contingent Contracts, Quasi Contracts, Discharge of Contracts, Breach of Contract, Remedies for Breach of Contract. Special Contracts – Indemnity, Bailment and Pledge.

#### **Unit II (8 lectures)**

**The Sale Goods Act- 1930 :** Introduction, Formation of the Contract of Sale, Goods and their Classification, Condition and Warranties, Passing (Transfer) of Property (Ownership) in goods, Transfer of Title by Non-Owners, Performance of Contract of Sale, Unpaid Seller and His Rights, Sale by Auction.

#### **Unit III (8 lectures)**

**Indian Partnership Act 1932:** definition, Formation of Partnership, Partnership Firm, Firm's Name, Registration of Firms, Effect of Non-Registration, Types of Partners, Relation of Partner to one another and with third parties, Reconstitution of Firm.

#### **Unit IV (10 lectures)**

**Negotiable Instrument Act- 1881 :** Nature and Characteristics of Negotiable instruments, Kinds of Negotiable Instruments-Promissory Notes, Bills of Exchange and Cheques, Crossing of Cheques, Payment and Collection of Cheques and Demand Drafts, Discharge and Dishonor of Negotiable Instruments. Holder and Holder in due course, Payment in due course. Penalties in case of Dishonor of certain cheques for insufficiency of Funds.

### **SUGGESTED READING**

Business Law  
Business Law  
Business Law

S.S. Gulshan & Kapoor  
Satish Mathur  
M.C.Kuchhal

## **BBA 205: Business Communication II**

### **Course Objective:**

To develop the skills of the professional undergraduate students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

The students should improve their personality, communication skills and enhance their self-confidence.

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Group Communication – Group decision making, presentations, Extempore Speeches, Conflict & Resolution, Meetings; Group Strategies & Group Discussion: GD Vs Debate, Practice of Abstract topics

#### **Unit II**

**(6 lectures)**

Interviews: Definition, types, preparing for interviews, potential interview questions, Mock Interview activities.

#### **Unit III**

**(8 lectures)**

Speeches and Presentation - Speeches- Characteristics, How to make an effective speech, delivery of speech, kinds of presentations, factors affecting Presentations, Delivering effective Presentations.

#### **Unit IV**

**(12 lectures)**

Report Writing : Characteristics of business reports – types of reports, purpose of reports, collecting and analyzing data ( through questionnaire, interviews, constructing tables, preparing charts, interpreting data) writing report – planning- drafting- revising, formatting, proof reading, Report presentation – written & Oral presentation – principles of oral presentation. Factors affecting presentation, sales presentation, speeches to motivate, effective presentation skills

### **SUGGESTED READING**

Business Communication  
Business Communication  
Business Communication  
Business Communication

K.K.Sinha  
Himanshu Agrawal  
R.C.Bhatia  
K.K.Sinha

## **BBA 206: Business Statistics**

### **Course Objective:**

To enable the students to develop an understanding of the various statistical tools & its application in the business research

### **Course Content:**

#### **Unit I (9 lectures)**

Role of Statistical Techniques in the field of Business and Industry; Classification and tabulation of data, Frequency Distribution; Diagrammatic and Graphical Presentation of Statistical Data; Bar Diagram, Histogram, Frequency Polygon, Frequency Curve & Ogive.

#### **Unit II (9 lectures)**

Measures of Central Tendency; Mean, Median, Mode; G.M., H.M., ; Measures of Dispersion- Mean Deviation, Standard Deviation and Co-efficient of Variation, Skewness and Kurtosis.

#### **Unit III (9 lectures)**

Correlation – Karl Pearson and Ranking Methods, Regression, Regression Expressions, Lines of Regression. Interpolation and Extrapolation – Binomial Lagrange and Newton Methods.

#### **Unit IV (9 lectures)**

**Analysis of Time Series** – Measurement of Trend and relational; Chi Square Test – Independence of Attributes and Goodness of fit.

**Probability** – Definition, Addition and Multiplication rule, conditional Probability, Bays Theorem; Theoretical Distribution; Binomial, Poisson and Normal.

### **SUGGESTED READING**

Business Statistics  
Statistical Methods  
Quantitative Technique  
Quantitative Technique  
Business Statistics

Dr. S.C.Gupta  
S.P.Gupta  
Srivastava, Shanoy& Sharma  
C.R. Kothari  
G.C.Beri

## **BBA 207: Seminar & Viva Voce**

### **Course Objective:**

To enhance the communication & presentation skills of the students.

### **Course Content:**

Each student will be allotted a topic by the concerned teacher from the papers studied in the Ist & IInd semesters. The students will have to prepare a write up on the topic and will have to give a presentation on the same. A viva- voce will be conducted on the presented topic by the external examiner.

## **BBA 301: Company Law**

### **Course Objective:**

To familiarize the students with the various legal aspects of the organization

### **Course Content:**

#### **Unit I (10 lectures)**

Introduction: Meaning, Definition and Characteristics of Company, Different types of Companies, Privileges and Exemptions granted to a private Company. Formation of Company: Promotion, Incorporation and Commencement of Business, Documents: Memorandum of Association, Articles of Association, Prospectus and Statement in lieu of Prospectus.

#### **Unit II (8 lectures)**

Share Capital: Types of shares, Types of share Capital, Alteration and Reduction in capital, Allotment of shares, Debentures and its types.

#### **Unit III (10 lectures)**

Company Management: Directors- Appointment & Removal, Rights, duties & Liabilities; Meetings: Statutory Meeting, Annual Meetings, Resolutions and its types

#### **Unit IV (8 lectures)**

Winding up of Company: Prevention and Oppression and Mismanagement in company Affairs, Winding up of the company, company law boards.

### **SUGGESTED READING**

Company Law  
Company Law  
Text Book of Company Law

O.P.Gupta  
N.D. Kapoor  
P.P.S Gogna

## **BBA 302: Marketing Management**

### **Course Objective:**

The objective of this paper is to identify the concepts that are commonly used in marketing. and also identify the essential elements for effective marketing practice. This course will give an understanding on complete relationship between marketing and other management functions

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Overview of Marketing: Meaning of market, Nature, element, Objectives , importance & Function of marketing.

Marketing Mix: Concept, elements, Dynamics, Marketing Process. Introduction to Strategic Marketing: Concept, Importance & Process.

#### **Unit II**

**(8 lectures)**

Marketing Management: Meaning, Definitions, Objectives, Departments, functions, Consumer buying behavior, consumer decision making. Market Segmentation – Bases & Process, benefits, target market, approaches

#### **Unit III**

**(10 lectures)**

Product : Concept, Product Line & Product Mix, Product Life Cycle, Product Positioning Concept of Branding & Packaging.

Price – Concept, types, importance, objectives, factors, influencing pricing. Promotion - Concept of promotional mix, determinants of promotional mix, importance

Marketing Channels, types & factors affecting the choice of distribution channel.

#### **Unit IV**

**(8 lectures)**

Emerging Trends in Marketing: Societal marketing, Green Marketing.

International Marketing: Concept & factors for becoming Global Player. Rural Marketing.

### **SUGGESTED READING**

Modern Marketing Management  
Marketing Management  
Marketing Management  
Marketing Management

C.B.Mamoria  
Phillip Kotler  
Ramaswamy, Namakumari  
Arun Kumar, N.Meenakshi

## **BBA 303: Macro Economics for Business**

### **Course Objective:**

To develop the concepts on macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

### **Course Content:**

#### **Unit I (8 lectures)**

Introduction to Macro Economics : Definition, scope, Importance and Limitations of Macro Economics, Circular flow of Income in two, three, four sector economy, relation between leakages and injections in circular flow.

#### **Unit II (10 lectures)**

National Income: Concepts, definition, methods of measurement, National Income in India, Problems in measurement & precautions in estimation of national income. Macro Market Analysis: Theory of full employment and income, classical, modern (Keynesian) approach, consumption function, relationship between saving and consumption.

Inflation: Meaning & Causes of inflation measures to control, differentiation between deflation, stagflation & Inflation.

Business Cycle: Meaning, Characteristics and phases

#### **Unit III (10 lectures)**

Money Market: functions & forms of money demand for money- Classical, Keynesian & Friedmanian approach, Measures of Money Supply, Quantity theory of money. Monetary & Fiscal Policy: Meaning, Objectives and tools

Balance of Payment: Meaning, Structure, Causes of Disequilibrium and methods of correcting disequilibrium,

#### **Unit IV (8 lectures)**

Equilibrium of Product: The IS-LM model, product market & money market, derivation shift, Equilibrium of IS-LM curve.

Economic Problem of Growth: Saving and Capital formation, Poverty, Unemployment, Parallel Economy, Industrial Sickness,

### **SUGGESTED READING**

Macro Economics

D.N.Dwivedi

Principle of Economics

Amit Kumar Upadhyay

Introductory Macro Economics

T.R.Jain, V. K. Ohri

Introduction to Macro Economics

C.B. Sachdeva

## **BBA 304: Principles of Management**

### **Course Objective:**

To develop an understanding of the concepts, theories & practices in the field of management.

### **Course Content:**

#### **Unit-I (8 lectures)**

Introduction : Concept, Nature, Process and significance of Management, Managerial Levels, Skills, Functions and roles; Management Vs Administration; Coordination as essence of management; Development of Management thought, Classical, Neo-classical, behavioral, systems and contingency approaches.

#### **Unit- II (12 lectures)**

Planning: Nature, Scope and Objectives of Planning; Types of Plans; Planning Process; Business Forecasting; MBO; Concept, Types, Process and Techniques of decision making; Bounded Rationality.

Organizing: Concept, Nature, Process and Significance; Principles of an organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

#### **Unit-III (10 lectures)**

Staffing: Definition, Elements & functions of staffing, Recruitment- sources, advantages & disadvantages, Selection – Meaning, Process, Promotion, Demotion, transfer.

#### **Unit-IV (6 lectures)**

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques traditional and Modern; Effective Control System. Coordination – need & importance.

### **SUGGESTED READING**

Essentials of Management  
Management Theory & Practice  
Management Theory and Practices  
Principles of Management

Harold Koontz & Heinz Weirich  
J.P.Mahajan  
C.B.Gupta  
B.S.Moshal

## **BBA 305: Organizational Behaviour**

### **Course Objective:**

To develop an understanding of organization and the behavior of people working in it.

### **Course Content:**

#### **Unit I (10 lectures)**

Introduction, Meaning of Organizational Behaviour, Historical Background, Scientific Management, Hawthorne Studies, Models of OB, Relationship to Other fields

Perception : Process, Nature & Importance, Perceptual Selectivity, Perceptual Organization.

Personality : Meaning, Development of Personality, Attitude Components, functions, factors influencing attitude.

#### **Unit II (10 lectures)**

Learning : Processes of learning- Behaviouristic, Cognitive and Social Principles of Learning, Organizational Reward System.

Motivation: Meaning- Primary, Secondary & General Motives, Motivation Theories- Maslow, Herzberg's, ERG, and Vroom's Expectancy theory, Theory X, Y and Z. Morale- Concept, features and Importance.

Leadership – Meaning, importance, traits, leadership styles.

#### **Unit III (8 lectures)**

Group Dynamics: Nature, Dynamics of Formal and Informal Groups, Teams – Nature and Effectiveness.

Conflict- Meaning, Process, Classes and sources of conflict and negotiations- Conflict Management- Intra individual, Inter-Personal, inter-group and organizational negotiation approaches.

#### **Unit IV (8 lectures)**

Power: Meaning, distinction among power, authority and influence, classification of power, contingency approaches to power; policies- as a strategic tool for power acquisition. Dynamics of Organizational Culture.

### **SUGGESTED READING**

Organizational Behaviour  
Organizational Behaviour  
Organizational Behavior  
Organizational Behavior

J.S.Chandan;  
Robinson  
Verma & Agarwal  
L.M.Prasad

## **BBA 306: Management Accounting**

### **Course Objective:**

To familiarize the students with the basic management accounting concepts and their applications in managerial decision-making.

### **Course Content:**

#### **Unit I**

**(9 lectures)**

Management Accounting: Nature and scope, Advantages and Limitations, Role of Management accountant

Financial Statements Analysis : Financial statements & their limitations; Concept of Financial Analysis, Tools of Financial Analysis; Comparative Financial Statements, Common Size Financial Statements, Trend Percentages.

#### **Unit II**

**(9 lectures)**

Ratio Analysis: Nature & Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart.

Fund Flow Statement & Cash Flow Analysis : Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from funds, Utility of Cash Flow Statement

#### **Unit III**

**(9 lectures)**

Budgets & Budgetary Control: Concept of budgets and Budgetary Control, Advantages and limitations, Establishing a system of budgetary control, Preparation of different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Based Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centers. Standard Costing and Variance Analysis : Meaning of standard cost, Relevance of standard cost for variance analysis, significance of variance analysis, computation of material, labour variance.

#### **Unit IV**

**(9 lectures)**

Marginal Costing and Profit Planning : Marginal Costing differentiated from absorption costing, Direct Costing, Differential Costing, Key factor, Break-Even analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.

Decisions Involving alternative Choices : Concept of Relevant costs, Steps in Decision-Making, Decisions regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a product Line, Make or Buy, Equipment Replacement, Status Quo, Expand or Contract and Shut-down or Continue.

### **SUGGESTED READING**

Management Accounting

B.K.Mehta

Management Accounting

S.P.Gupta; Sahitya Bhawan Publication

Management & Cost Accounting

M.N.Arora

## **BBA 307: Industrial Visit Report & Viva Voce**

### **Course Objective:**

A student will be able to relate the theoretical knowledge with their practical experience and exposure acquired during their visit to the industry.

### **Report Preparation:**

A student will prepare a report on the visit to the organization focusing on the following probable areas:

- Organizational Structure
- Layout of the organization
- Usage of Information Technology
- Management functions ( Marketing, Finance and HR Perspectives )
- Legal Aspects – eg. Welfare schemes followed , compensation plans followed , acts
- Accounting methods
- Micro & Macro environment affecting the business

Viva voce based on the report will be conducted by the external examiner.

## **BBA 401: Financial Management**

### **Course Objective:**

Efficient Management of a business enterprise is closely linked with the efficient Management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

### **Course Content:**

#### **Unit I**

**(8 lectures)**

Introduction: Nature, Scope, Process, Objectives & Functions of financial Management, Functions of financial Managers, Concept of time value of Money  
Cost of Capital: Concept, Significance, types, cost of equity, Preference, Debt & Retains Earnings, Weighted average cost of capital.

#### **Unit II**

**(10 lectures)**

Capitalization- Meaning, Importance, Over Capitalization, Under Capitalization & Optimum Capitalization  
Capital Structure – Meaning, forms & determinants of capital structure  
Leverages – Financial Leverage, Operating Leverage & Combined Leverage, Planning the capital Structure by EBIT-EPS Analysis

#### **Unit III**

**(10 lectures)**

Capital Budgeting : Meaning, Need, Nature & Objectives, Kinds of Capital Budgeting Decisions, Methods of evaluation of capital budgeting – Traditional & Discounted Methods Dividend Policies – Concept, Types, Models of Dividend Policies- Walter, Gordon & Modigliani & Miller

#### **Unit IV**

**(8 lectures)**

Working Capital Management- Meaning , scope, importance , determinants and sources Management of Cash, Receivables, & Inventory

### **SUGGESTED READING**

Financial Management  
Financial Management  
Financial Management

I.M.Pandey  
Shashi K. Gupta  
Prasanna Chandra

## **BBA 402 : Project Management & Planning**

### **Course Objective**

The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

### **Course Contents**

#### **UNIT I**

**(10 lectures)**

Introduction: Meaning and characteristics of project; Meaning, scope , characteristics, need & importance of project management;

Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Pre- Requisites for Successful Implementation

#### **Unit II**

**(8 lectures)**

Project Planning: project identification, project formulation, Feasibility Analysis : Financial appraisal, socio cost benefit appraisal, market appraisal, phases of project life cycle

Generation and Screening of Project Ideas: Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Profit Potential of Industries, Scouting for Project Ideas, Preliminary Screening, Project Rating Index.

#### **UNIT-III**

**(10 lectures)**

Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System).

#### **Unit IV**

**(8 lectures).**

Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits, Abandonment Analysis, Administrative Aspects of Capital Budgeting, Agency Problem, Evaluating the Capital Budgeting System of an Organization.

### **SUGGESTED READING**

Project Management  
Project Management  
Fundamentals of Project Management  
Project Management and Control

Vasant Desai  
K.Nagarajan  
James P Lewis  
P.C.K. Rao

## **BBA 403: Research Methodology**

### **Course Objective:**

The objective of this paper is to develop an understanding of the various aspects of marketing research, Identify the various tools available to a marketing researcher. This Research shall help organizations to chalk out future course of action.

### **Unit I**

**(8 lectures)**

Introduction to Research: Introduction to Research Methodology, importance, process of a research. research Design: Formulating the research problem, choice of research design, types of Research design, sources of experimental errors.

### **Unit II**

**(10 lectures)**

Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean. Scaling Techniques: The concept of attitude, difficulty of attitude measurement, types of Scales, criteria for good test.

### **Unit III**

**(8 lectures)**

Data Collection: Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing.

Data Processing and Tabulation: Editing coding, problems in editing, tabulation.

### **Unit IV**

**(10 lectures)**

Data Analysis: Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis 1, Multivariate analysis II, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis). Report Writing: Types of research reports, guidelines for writing a report.

## **SUGGESTED READING**

Research Methodology  
Research Methodology  
Research Methodology  
Text of Research Methodology

C.R.Kothari  
P.Saravannel  
Sadhu & Singh  
P.C. Tripathi.

## **BBA 404: Human Resource Management**

### **Course Objective:**

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

### **Course Content:**

#### **Unit I**

**(8 lectures)**

Introduction: Meaning, scope, Significance, Objectives, Function of HR department, Personal Policies, Programs and Procedures

Manpower Management: Need and Objectives of Manpower Planning, Estimating Manpower requirements, Job Analysis, Job Description & Job Specification.

#### **Unit II**

**(10 lectures)**

Recruitment & Selection: Recruitment, factors affecting recruitment, sources of recruitment, Selection – Process, selection test, Interview, Orientation, and Placement.

Training & Development: Training- Objectives & Importance of training, Training Methods- On job training and off- the job training

#### **Unit III**

**(8 lectures)**

Employee Compensation: Compensation & Welfare, Job Evaluation.

Performance Appraisal: Techniques, Job Enlargement & Job Enrichment, Quality of Work Life, Worker's Participation in Management

#### **UNIT -IV**

**(10 lectures)**

Employee Welfare: Various welfare schemes & Safety Measures. Employee Benefits – Meaning and its types, Fringe Benefits; Remuneration – Salary, Bonus, Commission, Long Term Incentives, Perquisites. Grievance Handling & Discipline – Meaning, Importance. Collective Bargaining – Meaning and Importance, Process.

### **SUGGESTED READING**

Human Resource Management  
Human Resource Management  
Human Resource Management  
Human Resource Management

C.B.Mamoria  
Pravin Durai  
Saiyadain  
K.Ashwathappa

## **BBA 405: Taxation Laws**

### **Course Objective :**

To enable the students to understand the various heads of income along with computation of tax liability of an individual. The Course will also give an insight to the tax policies of the government

### **Course Content:**

#### **Unit I**

**(9 lectures)**

Introduction to Income Tax Act, 1961: Basic Concepts; Income, Agricultural Income, Casual Income, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income, Tax Evasion, Avoidance and Tax Planning, Residential Status, Exemptions under section 10.

#### **Unit II**

**(9 lectures)**

Heads of Income: Salaries- Meaning, Allowances, Prerequisites, Valuation of Prerequisites, Income from house property, Simple Numerical.

#### **Unit III**

**(9 lectures)**

Income from business & Profession, Capital Gains, Other sources, Determination of gross total income & total income, simple numericals.

#### **Unit IV**

**(9 lectures)**

Goods & Services Tax: Definition, Registration under GST, Types of GST.

### **SUGGESTED READINGS**

Systematic Approach to Income Tax	G.Ahuja & R.Gupta
Students Guide to Income Tax	Dr.V.K.Singhania & Monica Singhania
Income Tax	B.K. Agarwal

## **BBA 406: Production and Operations Management**

### **Course Objective:**

To enable the students to gain knowledge of the production process & techniques.

### **Course Content :**

#### **Unit I**

**(10 lectures)**

Operation Management, Layout & Location Decision : Definition, criteria of performance for the production and operations management system. Jobs/decisions of Production/Operations Management. Classification of decision Areas. Brief history of the production and operation management function- Features, basic principles. Basic types of layout, merits & demerits. Optimization in a product/line layout, optimization in a process layout. Application in service industries. Location decision. Behavioural aspects in location planning.

#### **Unit II**

**(8 lectures)**

Inventory Management : methods- ABC analysis, XYZ analysis, EOQ, Purchasing research, Vendor relations and selection of vendors, Material Requirement Planning

#### **Unit III**

**(10 lectures)**

Production Planning & Control, Assembly Line balancing, types of production and production system maintenance management – Work study & Work Design. Productivity & methods of improvement.

#### **Unit IV**

**(8 lectures)**

Quality management as a corporate strategy, statistical methods & process controls. Control Charts acceptance sampling, TQM. ISO 9000 & 140001- Requirements & Control

### **SUGGESTED READING**

Production and Operation Management  
Production and Operation Management  
Modern Production & Operation Management  
S.Bufo

C.B.Gupta  
Chunnawala  
Edwin

## **BBA 407: Minor Project**

### **Course Objective:**

The student will have the opportunity to explore the current management literature so as to develop an individual style and sharpen his/her skills in the area of leadership communication, decision making, motivation and conflict management.

### **Minor Project and Presentation**

Minor projects are tasks that add to the knowledge of the students. A topic shall be given to each student in the beginning of the semester in various areas of management. The Project comprises of either of the following:

#### **Case Study**

**Or**

#### **Industry Analysis**

### **Suggested Topics could be for minor projects**

#### **I. CASE STUDY**

1. Goals of an organization.
2. Work Values
3. Character Ethics
4. Working Conditions
5. Decision making Strategies
6. Goal Setting
7. Customer Satisfaction
8. Any other such topics

#### **II. Industry Analysis**

1. Garment Industry
2. Dairy Industry
3. Pharmaceutical Industry
4. Gems & Jewellery
5. Automobile Industry
6. Banking Industry
7. Telecom Industry
8. Any other local SME & MSME.
- 9.

*\* Case study / Industry Analysis will be allotted by the course co-ordinator.*

#### **Reference Book:**

Case Studies in Management Dr.S.L.Gupta, Dr.Sunil Gupta and Anurag Mittal;  
Wisdom Publications.

## **BBA 501: Operations Research**

### **Course Objective:**

The objective of this paper is to develop a student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems and serve as a valuable guide for decision making.

### **Unit- I**

**(9 lectures)**

Introduction to O.R: Origin and Historical Development, Nature and Characteristics of O.R. General Solution Methods of O.R., Phases of O.R. Study, Introduction to LP: The LP Model, Assumptions of LP, Formulation of LP. Graphical Solution Method, Simplex, Algorithm, Solution of Maximization and Minimization Problems, Big-M Method, Essence of duality Theory, Primal Dual Relationship, Applications of LP in Management.

### **Unit-II**

**(9 lectures)**

Transportation Problem and Assignment Problem: Transportation Problem; Mathematical Formulation, Methods for finding Optimal Solution, Degeneracy Assignment Problem: Mathematical Formulation, Hungarian Method.

### **Unit-III**

**(9 lectures)**

Game Theory: Introduction, Two-Person Zero Sum Game, Pure and Mixed Strategies, Applications Queuing Theory: Basic Structure of Queuing Model, Kendall's Notation, Queuing Model: M/M/I infinite and finite queues.

### **Unit-IV**

**(9 lectures)**

Network: Introduction, Components of a network, constructing a Project Network diagram using Activities on Node (AoN) notation, Critical Path Method, Pert (Programme Evaluation and Review Technique), Application in Management.

### **SUGGESTED READING**

Operation Research an Introduction	Taha HA
Operations Research	J.K.Sharma
Operations Research	R.Paneerselvam
Operation Research	R.K.Gupta
Introductory Operations Research	S.C.Sharma

## **BBA 502: Sales and Distribution Management**

### **Course Objective:**

To familiarize the students with the basics of sales & Distribution Management and their application in real life situations.

### **Unit-I**

**(10 lectures)**

Introduction and Concept of Sales Management: Nature, Meaning, Scope and Objectives of Sales Management. Concept and Principles of Sales, Distinction between marketing and sales management. Objectives of Sales, Selling Process: Preparation, Prospecting pre approach, sales presentation, closing of sales market identification sales forecasting qualitative and quantitative methods. Sales organization its functions and forms.

### **Unit-II**

**(10 lectures)**

Sales Manager and Sales Force: Qualities, Types and their functions/duties. Recruitment, selection, training and Remuneration of Sales Force. Motivation of Sales force. Supervision and control of sales force. Sales force performance and its evaluation.

### **Unit-III**

**(8 lectures)**

Sales Quota & Territory Management: Sales Quota- purpose, types, administration & Limitations. Territory Management – Developing territory, criteria for territory formation, Territory Shapes, Redesigning of sales territories

### **Unit IV**

**(8 lectures)**

Distribution Management: Physical Distribution System, Meaning and Organization, Types of Channels of Distribution: Functions. Selection and Motivation of intermediaries. Wholeseller Vs Retailers. Transport system elements and management: Features, Types and role of different modes of transport.

## **SUGGESTED READING**

Salesmanship & Publicity.	Davar, R.S.
Sales & Distribution Management	Gupta S.L.
Salesmanship and Sales Management	Sahu P.K. & Raut K.C.
Sales Management	Still, R.r. Edward, C.W. & Norman G.A.

## **BBA 503: Business Policy**

### **Course Objective:**

To familiarize the students with the basic of Business Policy and to help them in sound decision making

### **Unit-I (8 lectures)**

Business Policy: Meaning, Nature and Scope, Difference between policy and strategy, organizational culture- organizational purposes, mission, vision, goals, objectives, plans etc.

### **Unit-II (8 lectures)**

Strategic Planning and Management: Process, Importance, 7s Framework, PEST Analysis, ETOP, SAP Internal environmental scanning, Corporate Governance.

### **Unit-III (10 lectures)**

Strategic Analysis and Choice: Choice of Strategy, Business Level strategies, Cost leadership, differentiation & Focus, Multi Business Strategy, Diversification, Joint Ventures, Venturing & restructuring Evaluation of alternatives and selection of strategies.

### **Unit-IV (10 lectures)**

Corporate Portfolio Analysis & Implementation: BCG, Ansoff Model, Gap Analysis, GE model, implementing strategy through business function, implementing strategy through structure, leadership and culture. Issues in strategic implementation, Strategic Control Concepts and process.

## **SUGGESTED READING**

Business Policy and Strategic Management  
Strategic Planning for Corporate Success  
Business Policy  
Strategy & Structure

M.L. Bhasin  
Ramaswami,  
Azahar Kazmi,  
Chandler A.D.

## **BBA 504: Entrepreneurship Development**

### **Course Objective:**

This course provides exposure to the students to the entrepreneurial cultural and industrial growth

so as to prepare them to set up and manage their own small units

### **Course Content:**

#### **Unit I (9 lectures)**

Entrepreneur and Entrepreneurship : Definition, meaning and functions of an entrepreneur, Need and Importance of entrepreneurship; Problem of Unemployment and importance of wealth creation; Enterprise Vs. Entrepreneurship, Self Employment Vs Entrepreneurship.

#### **Unit II (9 lectures)**

Small Scale Enterprises : Creativity, Innovation, Business Idea Generation ,Establishing small-scale enterprise; Opportunity Scanning; Market Assessment for small-scale enterprise. Selection of site, Choice of technology and choice of ownership.

#### **Unit III (9 lectures)**

Business Opportunity, Identification and Preliminary Project Report, Opportunity Search; Divergent Thinking Mode- meaning and objectives- tools and techniques; Environmental Scanning for business opportunity identification, Opportunity Selection, Project Report Preparation.

#### **Unit IV (9 lectures)**

Institutional Arrangement : Institutional support to new venture, role of financial institutions, Government Incentives; Entrepreneurial Development Programme (EDP) : Introduction, role, relevance and achievement, role of government in organizing EDPs. Entrepreneurial Behaviour – Innovation , Entrepreneur, Entrepreneur behavior, Social Responsibility.

### **SUGGESTED READING**

Entrepreneurship Development	Vasant Desai
Organization and Management of small scale Industries	V. Desai
Management of small scale industry	V. Desai
Entrepreneurship Management	C.B.Gupta

## **BBA 505 : Summer Training Viva Voce**

### **Course Objective :**

The summer training will enable a student to have hands on experience of the in depth working of organization and will try to come out with new ideas to make it flourish.

### **Course Content:**

Each student shall undergo for practical training during the vacations after Fourth semester in any business / industrial / service organization and submit two copies of the Summer Training Report to the Course coordinator of the Institution/college after the successful completion of training .

## **BBA 601: E-Commerce**

### **Course Objective:**

To develop an understanding of the concepts and functions of e-business and related aspects

### **Course Content:**

#### **Unit I (8 lectures)**

Evolution of E-Commerce, Concept, importance, objectives, need of e-commerce, Essential Requirements. Reasons for popularity of e-commerce over traditional system, Business benefits from e-commerce. Comparison of e-business and e-commerce

#### **Unit II (10 lectures)**

Models of E-Commerce, Business Operation, E-Commerce business practices. Core concepts of B2B, B2C, C2C, B2G- its advantages & Limitations. Relevance & Challenges for E-Commerce in India, Management Issues relating to e-commerce

#### **Unit III (10 lectures)**

Concept of Online Marketing – Internet marketing--- Concept, Marketing Mix, Online marketing Strategies, Methods & benefits of online Advertisement.

Electronic Transactions: Concept of electronic payment systems, types of payment systems; Electronic Fund transfer, Digital Token on notational based Electronic Payment System, Smart Card.

#### **Unit IV (8 lectures)**

E-Governance – Meaning, Concept, Online tools, sources & articles that help communication with government. Concept of G2G-(government to government), G2E-(government to Employees).

### **SUGGESTED READINGS**

E-Commerce E-Business

C.S.Rayudu

E-commerce- An Indian Perspective

P.T. Joseph

## **BBA 602: Advertising Management**

### **Course Objective:**

This course aims to enable the students to gain an insight about the various issues related to advertising

### **Course Content:**

#### **Unit I**

**(10 lectures)**

Introduction to Advertising: Definition, Nature, Scope, Objectives and Importance of Advertising, Role of Advertising in marketing Mix. Types of advertising, Communication: Process and Mix, Role of Advertising in Social and Economic Development, Advertising Regulatory Bodies.

#### **Unit II**

**(10 lectures)**

Advertising Media Decisions: Media Planning, Types of Media, Factors affecting media selection, Setting and Allocating Advertising Budget, Market Segmentation and Targeting, Advertising a new product. Role of advertising agencies and their selection. Meaning and Importance of personal selling, Difference between personal selling. Advertising and sales promotion. Methods and procedure of personal selling

#### **Unit III**

**(8 lectures)**

Advertising Message Design : Advertising Copy- Meaning, Components. Advertising appeal, Unique selling proposition and principles. Advertising program. Advertising Campaign and its management. Measurement and Effectiveness of advertising Campaign

#### **Unit IV**

**(8 lectures)**

Integrated Marketing Communication: Core Concepts, Elements, Implementing IMC; Evaluating IMC, Barriers, the communication process. Ethics in Advertising.

### **SUGGESTED READING**

Advertising Theories and Practices  
Advertising Management :Concept and Cases

S.A. Chunawalla  
M. Mohan

## **BBA 603: Management of Financial Institutions & Services**

### **Course Objective:**

To enable the students to explore Indian financial system and to be able to understand its implication for economic growth

### **Course Content:**

#### **Unit I (06 lectures)**

Financial System : Nature & Importance of financial system, Structure , Role & Importance of Financial System, A brief study of the Government Interventions, Regulatory and Promotional Institutions : RBI- Role and functions. SEBI- Structure, objectives, functions, regulatory developments.

#### **Unit II (10 lectures)**

Banking Institutions: Commercial Banks- basis of banking operations, role of banks, commercial banking in India.

Co-operative Banks – Origin, features, types, structure, weaknesses of co-operative banks.

#### **Unit III (10 lectures)**

Non Banking Financial Companies – Nature, Significance, Types & Challenges before NBFCs. Development Financial Institutions – concept, Role, History, Growth (ICICI,IFCI,IDBI,NABARD, EXIM, SIDBI)

#### **Unit IV (10 lectures)**

Specialized Financial Institutions – Insurance institutions- LIC, UTI. Financial Services – Mutual Funds, MFIs, Underwriting, Loan Syndication, Hire Purchase Installment,

### **SUGGESTED READING**

Financial Institutions & Markets  
Financial Services  
Financial System  
Financial Institution& Markets  
The Financial System in India

Shashi K.Gupta  
Shashi K. Gupta  
Bharati V, Patnaik  
L.M.Bhole  
Subhash Chandra Das

## **BBA 604: International Business Management**

### **Course Objective:**

To enable the students to understand the Global Business Management

### **Course Content:**

#### **Unit I**

**(8 lectures)**

Introduction: Definition, Nature, Scope, Trends, Challenges & Opportunities, Meaning and Theories of International Trade.

International Financial Perspectives: International Monetary Systems and Financial Markets, IMF, World Bank, IBRD, IFC, IDA

#### **Unit II**

**(8 lectures)**

Globalization – Forces, Meaning, Dimensions & Stages, Impact of Globalization on Indian Economy , Rationale for Globalization, Liberalization and Unification of World Economies

Trade Barriers- Tariff and Non Tariff

#### **Unit III**

**(10 lectures)**

Global Strategies: Structure of Global Organizations, Types of strategies used in strategic planning for achieving global competitiveness; Merger, Acquisitions and Takeovers. Methods of foreign market entry- Exporting, Licensing, Joint Venture Free trade zones

#### **Unit IV**

**(10 lectures)**

Socio cultural Environment: Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Types, Need for risk evaluation; Globalization with social responsibility and policy implications. Global Human Resource Management: Selection, Development, Performance Appraisal and Compensation, Motivating employees in the global context.

### **SUGGESTED READING**

International Business

International Business Environment & Management

International Business Environment :

International Business Management

International Business Management

Francis Cherunillam

V.K.Bhalla

Sundram & Black

Shamsher Singh

F.L. Bascunan

## **BBA 605: Major Project**

### **Course Objective:**

Each student shall undertake a project allotted to him at the end of the Vth Semester to be pursued by him /her under the supervision of an Internal Supervisor & the topic to be allocated by the Academic Committee of the institute/ college concerned. Two copies of the Project Report along with a soft copy will be submitted at least four weeks before or the time allotted by the institute/college prior to the commencement of the End Term Examination of the Sixth Semester. The evaluation of the report and the viva voce will be conducted by the external examiner.