



DEPARTMENT OF MANAGEMENT

IASE University

***Gandhi Vidya Mandir, Sardarshahr (Rajasthan) – 331401,
INDIA***

Teaching and Examination Scheme and Syllabus

for

**BACHELOR OF BUSINESS ADMINISTRATION
(Three-Year Full Time Programme)**

Sessions 2009-10, 2010-11 and 2011-12

Rules, Guidelines and Teaching & Examination scheme for the course of BBA

1. The **BACHELOR OF BUSINESS ADMINISTRATION** course is a Three Year (6 Semester) Full time integrated degree Programme.

2. ELIGIBILITY FOR ADMISSION:

A candidate seeking admission to the first year of the **Bachelor of Business Administration** course shall be required to have passed 10+2 examination in any discipline from any Board recognised by Board of Secondary Education Rajasthan, Ajmer, with at least 45% marks in aggregate for general category candidates, 40% for SC/ST/OBC candidates.

3. ADMISSION PROCEDURE:

Admission to the first semester **B.B.A.** course shall be made on the basis of marks scored by the candidates in his/her 10+2 examination.

4. THE PROGRAMME

The Bachelor of Business Administration (BBA) is a three year (six semesters) full-time programme. The course structure and programme administration are as follows:

5. COURSE STRUCTURE

Programme has been organized in three years – First Year, Second Year and Third year, each comprising two semesters. The three years, six semester teaching consists of theory (Lectures and Tutorials) and practical/sessional (Laboratory work and Project etc.). Examination will be held at the end of the each semester. Details of these are given in the Teaching and Examination Scheme.

6. SUMMER TRAINING

At the end of fourth semester, all students will undergo summer training for a period of at least 45 working days with an industrial, business or service organisation by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organisations approved by the Head of the Department. Each student will be required to submit a project report to the Head of the Department for the work undertaken during this period within three weeks of the commencement of the fifth semester for the purpose of evaluation in the fifth semester.

7. PROGRAMME ADMINISTRATION

7.1. MEDIUM OF INSTRUCTION

English shall be the medium of instruction and examination.

7.2. EVALUATION

- a. Each paper will be evaluated through a theory paper at the end of the semester carrying 100 marks along with continuous evaluation of sessional work, carrying 50 marks. The theory paper shall be of three hour duration. The sessional work will consist of continuous assessment of student's performance by teachers in tutorial classes and class tests.
- b. Three class tests will be organised in each semester as per scheme. The higher two out of the marks scored in the three tests will be considered for the sessional marks.
- c. Evaluation of laboratory/practical work will be through continuous assessment throughout the semester as well as examination at the end of the semester.
- d. The evaluation of Summer Training Project, Project Study and Viva Voce shall be based on quality of work done and class presentation as well as Viva Voce as examination at the end of semester.

8. PROMOTION AND SPAN PERIOD

- 8.1.** The maximum span period of the programme is six years from the date of registration in the programme.
- 8.2.** The minimum marks for passing the examination for each semester shall be 50% in each sessional, 40% in End Semester Examination of each theory paper, 50% in each project and 45% in aggregate of all the subjects (theory, sessional and project) of the semester.
- 8.3.** Students have to pass the subject BBA-107 – Environmental Studies during their period of study of three years. However the marks obtained by them in this will not be considered for deciding their division
- 8.4.** A student will be permitted to attend the classes of the second/fourth/sixth semesters immediately after the examination of the first/third/fifth semester's examination, as the case may be, provided he/she has appeared in the first/third/fifth semester examination respectively.
- 8.5.** To be eligible for promotion to the 3rd semester of the program a student must have successfully cleared at least 7 subjects out of the 13 subject including practicals/sessionals of the first and second semesters taken together, excluding the compulsory paper.
- 8.6.** To be eligible for promotion to the 5th semester of the program a student must have successfully cleared at least 6 subjects out of the 12 subjects including practicals/sessionals of the third and fourth semesters taken together.

- 8.7.** A student promoted to the third/fifth semesters, without having cleared all the subjects, will have to appear and pass the backlog subjects of the first/third semesters along with the regular examinations of the first/third semesters and the backlog subjects of the second/fourth semesters along with the regular examination of the second/fourth semesters. For this purpose syllabus prevailing at the time of examination will be applicable.
- 8.8.** A candidate who has secured minimum marks to pass in each paper but has not secured the minimum marks required to pass in the aggregate for the semester concerned may take re-examination in not more than two theory subject to obtain the aggregate percentage required to pass the semester. The candidate will have to pay the requisite examination fee in order to be eligible for re-examination. In this case the marks secured by the candidate in the earlier examination in the subject concerned will be treated as **cancelled**. For this purpose syllabus prevailing at the time of examination will be applicable.
- 8.9.** The degree shall be awarded to the successful students on the basis of the combined results of the four semesters, as follows:
- Securing 60% marks and above – 1st division
 - Securing 50% and above but below 60% – 2nd division
 - Securing 45% and above but below 50% – Pass
 - A student who has secured 75% marks and above shall be declared to have passed in first division with honors. However, for this division the student must have cleared successfully all the subjects in **single attempt** with the final year period of his/her study.
 - Similarly to be eligible for a gold medal on account of having secured first position, the student must have cleared all subjects in **single attempt** and passed with first division.
- 8.10.** If a student (who has successfully completed the programme) wishes to reappear in one or more theory subjects of the first, second, third or fourth, semesters for the purpose of **improving** his/her **marks**, he/she will be permitted to do so on payment of requisite examination fee along with the regular examinations of the that semester; however, the total number of such attempts shall not exceed **four** theory subjects during the span period of the programme. For this his/her previous performance in the subject/subjects concerned shall be treated as **cancelled**. The application for such repapering/re-examination must be submitted before the next examination of the corresponding semester. However, such candidates shall not be considered for award of gold medal.
- 8.11.** A student to be eligible for award of **degree** has to **clear all subjects** offered during three-year programme within the **span period** of six years.

9. ATTENDANCE

All students are required to have 75% attendance in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.

10. RULES FOR THE AWARD OF GRACE MARKS

UNDER GRADUATE/ POST GRADUATE (MAIN/SUPPLYMENTARY EXAMINATIONS UNDER THE FACULTIES OF ENGINEERING & TECHNOLOGY.

Grace marks to the extent of 1% of the aggregate marks prescribed for an examination will be awarded to a candidate failing in not more than 25% of the total number of theory papers, practicals, sessionals, dissertation, viva-voce and the aggregate, as the case may be in which minimum pass marks have been prescribed; provided the candidate passes the examination by the award of such Grace marks. For the purpose of determining the number of 25% of the papers, only such theory papers practicals, dissertation, viva-voce etc. would be considered, of which, the examination is conducted by the University.

N.B.:- If 1% of the aggregate marks or 25% of the papers works out in fraction, the same will be raised to the next whole number. For example, if the aggregate marks prescribed for the examination are 450, grace marks to the extent of 5 will be awarded to the candidate, similarly, if 25% of the total papers is 3.2, the same will be raised to 4 papers which grace marks can be given.

GENERAL:-

- A candidate passes in a paper/ practical or the aggregate by the award of grace marks will be deemed to have obtained the necessary minimum for a pass in that paper/ practical or in the aggregate and shown in the marks sheet to have passed by grace. Grace marks will not be added to the marks obtained by a candidate from the examiners nor will the marks obtained by the candidate be subject to any deduction due to award of grace marks in any other paper/ practical or aggregate.
- If a candidate passes the examination but misses First or Second Division by one mark, his aggregate will be raised by one mark so as to entitle him for the first or second division, as the case may be. This one mark will be added to the paper in which he gets the least marks and also in the aggregate by showing +1 in the tabulation register below the marks actually obtained by the candidate. The marks entered in the marks-sheet will be inclusive of one grace mark and it will not be shown separately.
- Non appearance of a candidate in any paper will make him ineligible for grace marks. The place of a passed candidate in the examination list will, however be determined by the aggregate marks he secures from the examiners, and he will not, by the award of grace marks, become entitled to a higher division.
- Distinction won in any subject at the examination is not to be forfeited on the score that a candidate has secured grace to pass the examination.

Note: - The Grace marks will be awarded only, if candidate appears in all the papers prescribed for the examination.

TEACHING & EXAMINATION SCHEME
for BBA Three-Year (6 Semester) Full Time Degree Programme

BBA – First Year			Semester – 1st							
S. No.	Course No.	Subject	Periods			Evaluation Scheme				
			L	T	P	SESSIONAL EXAM			ESE	TOTAL
						TA	CT	TOT		
		THEORY								
1	BBA 101	Business and Management Concepts	4	1	-	30	20	50	100	150
2	BBA 102	Financial Accounting	4	1	-	30	20	50	100	150
3	BBA 103	Business Mathematics	4	1	-	30	20	50	100	150
4	BBA 104	Business Communication	4	1	-	30	20	50	100	150
5	BBA 105	Business Economics	4	1	-	30	20	50	100	150
6	BBA 106	General English	4	1	-	30	20	50	100	150

Total Marks – 600 Total Periods – 35

TA – Teacher’s Assessment
 CT – Class Test
 ESE – End Semester Examination

Total Marks – 900
 Total Periods – 35

7	BBA 107	Environmental Studies*	4	1	-	30	20	50	100	150
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*Students have to pass this course, however the marks obtained in this will not be counted for deciding the division of the student.

BBA – First Year			Semester – 2nd							
S. No.	Course No.	Subject	Periods			Evaluation Scheme				
			L	T	P	SESSIONAL EXAM			ESE	TOTAL
						TA	CT	TOT		
		THEORY								
1	BBA 201	Organisational Behaviour	4	1	-	30	20	50	100	150
2	BBA 202	Basic Costing	4	1	-	30	20	50	100	150
3	BBA 203	Business Statistics	4	1	-	30	20	50	100	150
4	BBA 204	Business Law	4	1	-	30	20	50	100	150
5	BBA 205	Insurance	4	1	-	30	20	50	100	150
6	BBA 206	Computer Application in Business	4	1	-	30	20	50	100	150
PRACTICALS / SESSIONAL										
7	BBA 207	Computer Application (Lab Work)	-	3	-	30	20	50	50	100

TA – Teacher’s Assessment
 CT – Class Test
 ESE – End Semester Examination

Total Marks – 1000
 Total Periods – 36

BBA – Second Year			Semester – 3 rd							
S. No.	Course No.	Subject	Periods			Evaluation Scheme				
THEORY			L	T	P	SESSIONAL EXAM			ESE	TOTAL
						TA	CT	TOT		
1	BBA 301	Values & Ethics in Business	4	1	-	30	20	50	100	150
2	BBA 302	Quantitative Techniques	4	1	-	30	20	50	100	150
3	BBA 303	Banking Law and Practice	4	1	-	30	20	50	100	150
4	BBA 304	Management Accounting	4	1	-	30	20	50	100	150
5	BBA 305	Taxation Laws	4	1	-	30	20	50	100	150
6	BBA 306	Business Environment	4	1	-	30	20	50	100	150

TA – Teacher’s Assessment

CT – Class Test

ESE – End Semester Examination

Total Marks – 900

Total Periods – 32

7	BBA 307	Language Lab*	-	-	2	30	20	50	50	100
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*Students have to pass this course, however the marks obtained in this will not be counted for deciding the division of the student.

BBA – Second Year			Semester – 4 th							
S. No.	Course No.	Subject	Periods			Evaluation Scheme				
THEORY			L	T	P	SESSIONAL EXAM			ESE	TOTAL
						TA	CT	TOT		
1	BBA 401	Business Research	4	1	-	30	20	50	100	150
2	BBA 402	Financial Management	4	1	-	30	20	50	100	150
3	BBA 403	Marketing Management	4	1	-	30	20	50	100	150
4	BBA 404	Human Resource Management	4	1	-	30	20	50	100	150
5	BBA 405	Production & Operation Management	4	1	-	30	20	50	100	150
6	BBA 406	Business Information System	4	1	-	30	20	50	100	150

TA – Teacher’s Assessment

CT – Class Test

ESE – End Semester Examination

Total Marks – 900

Total Periods – 30

Note: - At the end of fourth semester, all students will undergo summer training for at least 45 Days with an industrial, business or service organisation by taking up a project study.

BBA – Third Year			Semester – 5th							
S. No.	Course No.	Subject	Periods			Evaluation Scheme				
			L	T	P	SESSIONAL EXAM			ESE	TOTAL
						TA	CT	TOT		
THEORY										
1	BBA 501	Business Policy & Strategic Management	4	1	-	30	20	50	100	150
2	BBA 502	International Business Management	4	1	-	30	20	50	100	150
3	BBA 503	Creativity and Innovation Management	4	1	-	30	20	50	100	150
4	BBA 504	Investment Management	4	1	-	30	20	50	100	150
5	BBA 505	Advertising and Sales Management	4	1	-	30	20	50	100	150
PROJECT REPORT						Seminar on Summer Training Project				
6	BBA 506	Summer Training Project	-	-	-	50			100	150

TA – Teacher's Assessment
 CT – Class Test
 ESE – End Semester Examination

Total Marks – 900
 Total Periods – 25

BBA – Third Year			Semester – 6th							
S. No.	Course No.	Subject	Periods			Evaluation Scheme				
			L	T	P	SESSIONAL EXAM			ESE	TOTAL
						TA	CT	TOT		
THEORY										
1	BBA 601	Entrepreneurship and Small Business	4	1	-	30	20	50	100	150
2	BBA 602	Management of Services	4	1	-	30	20	50	100	150
3	BBA 603	Organization Development and Change	4	1	-	30	20	50	100	150
4	BBA 604	E-Commerce	4	1	-	30	20	50	100	150
5	BBA 605	Materials Management	4	1	-	30	20	50	100	150
VIVA						Seminar				
6	BBA 606	Viva Voce and Seminar			-	50			100	150

TA – Teacher's Assessment
 CT – Class Test
 ESE – End Semester Examination

Total Marks – 900
 Total Periods – 25

Grand total: -900 + 1000 + 900 + 900 + 900 + 900 = 5500

FIRST YEAR

Semester – I

BBA-101 – Business and Management Concepts

Objectives

The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multifunctional approach to organisational objectives

Unit 1:

Fundamental of Business: Forms and choice of Business Organisation; Definition, functions, process, scope and significance of Management; Nature of management, Managerial roles, managerial skills and activities; Difference between management and Administration; Significance of values and ethics in Management.

Unit 2:

Evolution of management, thought, approaches of management; early evolution of management; Different schools of management thought; Functions of management.

Unit 3:

Planning and organisation nature, objectives and significance of planning, element and steps of planning; Decision making organising principles, Span of control. Line and staff relationship; Authority, delegation and decentralization; Effective organising, organisational structures; Formal and informal organisations; Staffing.

Unit 4:

Directing: Effective directing, supervision, motivation. Different theories of motivation-Maslow, Herzberg, Mc Clelland, Vroom, Porter and Lawler, Job satisfaction, Concepts of leadership-Theories and styles; Communication process, Channels and barriers, Effective communication.

Unit 5:

Controlling and coordination-Elements of managerial control, Control systems, Management control techniques, Effective control systems, Coordination concepts, Importance, Principles and techniques of coordination, Concepts of Managerial Effectiveness

Reference:

1. L.M. Prasad: Principles & Practices of Management
2. Koontz & Weirich: Essentials of Management (Tata McGraw Hill)
3. Stoner, Freeman and Gilbert Jr.; *Management*, Prentice Hall of India, New Delhi, 2003
4. P. Robbins and Mary Coulter; *Management*, Pearson Education, New Delhi, 2001
5. Koontz “O” Donnel: Management, 8th Ed. International student and Wehrich Edition, Kogakusha, Tokyo
6. Newman, Watten & McGill - The Process of Management (Prentice-Hall of India Pvt. Ltd.)
7. R.D. Agarwal: Organisation and management Tata McGraw Hill, New Delhi
8. N.C. Chatterji: The principles of management world Press, Calcutta.
9. Y.K. Bushan: Business Organisation and Management (M/s Sultan Chand & sons, New Delhi)
10. Gupta, C.B.; *Management Concepts and Practices*, Sultan Chand and Sons, New Delhi, 2003
11. Scott, Thomas; *Management: Competing in the New Era*, Tata McGraw Hill, 2003
12. Moshal, B.S.; *Management: Theory and Practice*, Galgotia Publishing Co., 2001
13. Tripathy, P.C. and P.N. Reddy; *Principles of Management*, Himalaya Publishers, 2001
14. Terry and Franklin-- Principles of Management (All India Travellers Booksellers)
15. Toseph L. Massie- Essentials of Management (Prentice Hall of India)
16. Robert N. Lussier-M, Lissier-Management Fundamentals (South-Western College Publishing)
17. Dr. B.S. Mathur--Principles of Management (National Publishing House. Chaura Rasta, Jaipur)
18. M.J. Mathew-Business Management (Sheelons. Jaipur)
19. G.S. Sudha --Business Management (R B S A, Jaipur)

BBA-102 – Financial Accounting

Objectives

To make the students understand the concept and basic accounting principles of financial accounting. To familiarize students with the mechanism of preparation, presentation and interpretation of financial statements.

Unit 1:

Financial accounting: Introduction, Meaning, nature, functions need, objectives; Accounting as an information system; Concepts, Conventions and Assumptions, Accounting Principles, Double entry Systems; Concept of business transaction, classification of accounts, rules of debit & credit.

Unit 2:

Accounting process:-Journal: Purpose, ruling and recording of journal; Subdivisions of journal – Purchase book, Sales book, Purchase return and Sales return book, cash book, petty cash book and Proper Journal; Ledger: Purpose, ruling and posting, balancing types and subdivisions; Closing of Ledger accounts.

Unit 3:

Preparation of trial balance: Accuracy of trial balance; Accounting errors, rectification of errors, effects of errors on final accounts; Accounting for Bills of Exchange; Accounting for depreciation: Significance and methods; Inventory Valuation Methods and choice of methods, different types of reserves.

Unit 4:

Preparation of Final Accounts: Concept and measurement of income, matching of cost and revenue, difference between capital and revenue, Balance sheet concept and purpose, assets and liabilities, preparation of Trading accounts Profit and Loss account(only for sale proprietorship and partnership firms); Final Accounts With Adjustments.

Unit 5:

Accounting for consignment; Accounting for non profit organisations; **Company Final Accounts:** Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts.

Reference:

1. Maheshwari, S.N. and S. K. Maheshwari; *An Introduction to Accountancy*, Eighth Edition, Vikas Pub. 2003.
2. Maheshwari, S.N. and S.K. Maheshwari; *Advanced Accountancy*, Eighth Edition, Vol. I & II, Vikas Pub.03.
3. Jain, Khandelwal, Pareek “Book-keeping and Accountancy” Ajamera Book Co.,Jaipur
4. Gupta, R.L. and V.K. Gupta; *Financial Accounting: Fundamental*, Sultan Chand Publishers, 2003
5. Shukla and Grewal - Advance accountancy -Latest Ed.
6. Janeja,Sexena Accounting - Theories and practices (Kalayani publisher seventh received Ed.1993)
7. A.Mukherjee and M.Hanif: Modern accounting volume I&II
8. Monga, J.R. and Girish Ahuja; *Financial Accounting*, Eighteenth Edition, Mayoor Paper Backs, 2003.
9. Bhattacharya, S.K. and J. Dearden; *Accounting for Manager – Text and Cases*, Third Edition, Vikas Publishing House, 2003.
10. Sharma & Bhardwaj--Book-keeping & Accounting
11. Sharma, Shah 7 Agarwal--Financial Accounting
12. R.L. Gupta & M. Radhaswamy--Advanced Accountancy I & II
13. Higher Science of Accountancy : A. N. Agarwal
14. Jain and Narang : Financial Accounting

BBA-103 – Business Mathematics

Objectives

The objective of the course is to provide basic knowledge of the concept of mathematics and some of the mathematical techniques having their application in the field of business.

Unit 1:

Arithmetic progression ; General Term of A.P. Business Application of A.P., Business of A.P. Geometric Progression: General term of G.P., Geometric Mean, Summation of G.P., Business Application of G.P.

Unit 2:

Quadratic Equation: Methods of solving Quadratic Equations, Roots of Quadratic Equation, simultaneous Equations with Two or Three Unknowns; Binomial Theorem; General Term and Greatest term in the Expression $(x+y)^n$, Binomial Coefficient.

Unit 3:

Logarithms: Definition and Properties of Logarithms, Common Logarithms, Business Application of Logarithms, Functions: Algebraic, Logarithmic and Exponential Functions their Graphs Limit and Continuity

Unit 4:

Differentiation; Derivatives of Algebraic, Logarithmic and Exponential Functions, Minima and maxima, Business Applications of Differentiation Integral Calculus: Methods of Integration, Limited integration, Business Application of Integrated calculus.

Unit 5:

Determinants and Matrix; Definition and Types of Matrices, Transpose of matrix, Matrix Addition and subtraction, Multiplication of two Matrices, Matrix Inverse, Matrix applications in Business, Simultaneous Equations Solution By Matrix method.

Reference:

1. Grawoing Dennis Decision Mathematics
2. Sancheti D.C.Kapoor VR Business Mathematics
3. Prasad Gorakh Integral Calculus
4. Zmirudeen, Khanna, Bhambri Business Mathematics
5. Dramper and Klingman Mathematical Analysis Business and Economic Application
6. Mongia; *Mathematics for Business and Economics*, 2004
7. Raghavachari, M.; *Mathematics for Management*, Tata McGraw Hill, 2004
8. Chandan, J. S.; *Statistics for Business and Economics*, Vikas Publishing, 2004
9. Bhardwaj, R.S.; *Mathematics for Economics and Business*, Excel Books, 2000
10. Zamiruddin; *Business Mathematics*, 1999
11. Sunderasam and Jayseelam; *An Introduction to Business Mathematics*
12. Khatar, Dinesh; *Business Management*, CBS Publishers, 1997
13. Shrivastava, shenoy and Sharma: Quantitative technique for management, Wiley Eastern ltd. New Delhi.
14. M.R.Raghuvanshi: Mathematics for Management, An introduction Tata McGraw Hill Pub. Co. New Delhi.
15. Vohra N.D. Quantitative Technique in Management, Tata McGraw Hill Publishing Company ltd. New Delhi.
16. Robert H. Nchoision: Mathematics of Business and Economics New Delhi.
17. V.K.Kapoor: Operations Research
18. Sharma R. D. Mathematics Part A (Class - XII), Dhanpat rai Publications.

BBA-104 – Business Communication

Objectives

The objective of the course is to acquaint the students with the knowledge of the communication written as well as oral required in the corporate world in its day to day functioning.

Unit 1:

Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs; Media of Communication: Types of communication; Communication models, barrier and bottlenecks in communication, corporate communication: Formal and informal communication networks, Grapevine, non verbal communication; Importance of communication in business world (Practical exercise in communication).

Unit 2:

Letter writing: Need, Functions, Principles, structure, planning, drafting, writing, re-writing, editing, Layout of letter writing; Different Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments; Memos in business communication, modern office techniques used in Business Communication; *Departmental Communication:* Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Office memorandums, Office orders; Press Release.

Unit 3:

Oral communication, public speaking, body language, presentation before the group, factors affecting presentation, effective listening, intervene skills, arranging and participation in group discussion, seminars and conferences.

Unit 4:

Aids to correct Business Writing: Practical grammar (basic fundamentals), Sentence errors; Punctuation; Vocabulary Building. *Report writing:* Writing skills, planning, drafting, writing, re-writing, editing, different types of business reports, structure, steps towards writing of different types of business reports, style of report writing

Unit 5:

Business Etiquettes: Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone; Handling Business Meetings; Role play on selected topics with case analysis and real life experiences.

Reference:

1. Wren & Mertin; *English grammar and composition*, 2003.
2. Sinha, K. K.; *Business Communication*, Galgotia Publishers, 2003.
3. E.H.McGrath, S.J.; *Basic managerial skills for all*, fourth edition, Prentice Hall of India Pvt. Ltd., New Delhi,
4. Robinson, David; *Business Etiquette*, Kogan Page.
5. Ray, Reuben; *Communication today – Understanding Creative Skills*, Himalaya Publishing House, 2001.
6. Penro Rassberry, Myres; *Advanced Business Communication*, South West College Publishers, 2000.
7. Convey, R. Stephen; *The seven habits of highly effective people*.
8. Rogets Thesaurus.
9. Sharma R.C. & Mohan K.: *Business Report, Writing & Correspondence*. Tata Mc Graw Hill, New Delhi.
10. Peance C.G.: *Principles of Business Communications*.
11. **Hewings, Martin:** *Advanced English Grammar* Cambridge University Press
12. **Lesikar R.V.; Petit J.D.**, *Business Communication*, All India Traveler bookseller.
13. Rajendra Paland J.S. *Korlahalli-Essentials of Business Communication* (Sultan Chand & Sons.)
14. C.S. Rayed-*Communication* (Mumbai: Himalaya Publishing House).
15. C.B. Gupta-*Business Communication & Customer Relations* (Sultan Chand & Sons.)
16. Ronald E. Dulek and John S. Fieden-*Principles of Business Communication* (Macmillan Publishing Co.)
17. Karl Erik Rosengren-*Communication-An Introduction* (Sage Publications)
18. Websters Guide to Effective Letter Writing-HarperPAPER-VI : *COMPUTER FUNDAMENTALS & Rom*
19. Krishna Mohan and Meera Banerji-*Developing Communication Skills*(Macmillan India Ltd.)
20. Parag Diwan: *Communication Management* Deep & Deep Publication Pvt. Ltd., New Delhi.
21. P Rathnaswamy: *Communication Management Theory and Practice*, Deep & Deep Publications Pvt. Ltd.ND
22. Scot Ober: *Contemporary Business Communication* Deep & Deep Publications Pvt. Ltd., New Delhi.

BBA-105 – Business Economics

Objectives

The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multifunctional approach to organisational objectives.

Unit 1:

The Meaning, Scope and methods of managerial economics; Economics concept relevant to business; Demand and supply production; Distribution, Consumption and Consumption function, cost, price competition, monopoly profit, Optimizations, Margin & Average Elasticity, Micro & Macro Analysis.

Unit 2:

Demand Analysis and Business forecasting. Marketing Structure, Factor influencing Demand Elasticity and Demand Level, Demand analysis for various product and situations, Determinants of Demand for durable and non durable goods, long-run, derived and autonomous Demand, Industry & firm Demand.

Unit 3:

Production function Analysis: Factors of production, laws of production, Stages of production, Concept of cost and revenue. Break even points.

Unit 4:

Pricing Decision: Pricing and output decision under perfect and imperfect competition, oligopoly and monopoly, pricing methods products line pricing, specify pricing problems, price discrimination, price forecasting.

Unit 5:

Theories of factor pricing: Wages, Rent and Interest. Profit Management: Role of profit in the economy, nature and Measurement of profit, profit, profit policies, profit maximization, profit planning. **National Income Analysis:** Various concepts, Measurement and Economic Welfare

Reference:

1. Diwedi, D.N.; *Managerial Economics*, Vikas Publishers, 2003.
2. Dwivedi, D.N.; *Microeconomics: Theory and Applications*, Pearson Education, 2003.
3. Chaturvedi, D.D. and S. L. Gupta; *Managerial Economics*, Brijwasi Publishers, 2003.
4. Mote V.L. & Gupta G.S.: *Managerial Economics- Concept and cases*. Tata Mc Graw Hill, New Delhi.
5. Rangaragam C. & Dholakia H. *Macroeconomics*, Mc Graw Hill, New Delhi.
6. Varshney R.L. & Maheshwarin K.L.: *Managerial Economics*, Sultan Chand & Sons, New Delhi.
7. Mehta, P. L.; *Managerial Economics*, Sultan Chand & Sons., 2003.
8. Koutsoyiannis, A.; *Modern Micro Economics*, Macmillan Press Ltd., 2003.
9. Peterson, Lewis; *Managerial Economics*, 4th Pearson Education, 2002.
10. M.L. Seth--Principles of Economics, Laxmi Narain Agarwal, Agra.
11. M.L. Jhingan--Principles of Economics, Vikas, New Delhi.
12. Paul A. Samuelson--Economics, McGraw Hill International, New York.
13. N.D. Mathur--Business Economics, Shivam Book House (p) Ltd., Jaipur.
14. D.M. Mitthani--Fundamental of business and Managerial economics-Himalaya Publishing House, Bombay.
15. U.L. Mote, Semuel Paul and G.S.Gupta--Managerial Economics, Tata Mcgraw Hill, Bombay.

BBA-106 – General English

Objectives

This is essentially a –based course. It aims at Making student read English prose with a view to enlarging their comprehension of the language and encouraging them to develop reading habit. It also aims at giving them basic skills in grammar, widening their vocabulary and teaching them to write simple and correct English.

Unit 1:

Grammar - Words and Sentences, Verbs / Tenses, Questions / Questions Tags, Modal Verbs, The Passive

Unit 2:

Grammar - The Infinitive and The ING form, Nouns and Articles, Determiners, Reported Speech, Adjectives and Adverbs

Unit 3:

Grammar - Prepositions, Verbs with Prepositions and Adverbs, Pronouns, Relative, Clauses, Conditionals, Linking Words

Unit 4:

Compositions - Essay and Report Writing, Review Writing

Unit 5:

Compositions - Applications, Letter and Précis Writing, Technical Proposal Writing, Phonetic symbols and transcription, One word for many, Synonyms and antonyms, Word forms, Words commonly mis-spelt and mis-pronounced, Affixes, Seminar Presentations, Group Discussions

Reference:

1. R. P. Singh, “An Anthology of English Essays” Oxford University Press
2. R. P. Singh, “An Anthology of English Short Stories” Oxford University Press
3. Dr. Ravi S. Varma, “A Complete Course in Communication Skills” M/s Sheel Sons, Jaipur
4. V.N. Narayanswami “Strengthen your writing” Orient Longman Ltd.
5. Pickelt & Laslir “Technical English: Writing ” New York Hamper & Row Publications
6. Michael Swan “Basic English Usege” Oxford University Press
7. Bhatnager & Bell “Communication in English” Orient Longman Ltd.
8. P.S. Bhatia, A.M. Sheikh Professional Communication Skills
9. Other English Grammar books suggested by class teacher

BBA-107– Environment Studies

Note: Students have to pass this course, however the marks obtained in this will not be counted for deciding the division of the student.

Objectives

To understand the concepts of environmental science, complexity of ecosystems; Major environmental problems including their causes and consequences; Current and controversial environmental issues and possible solutions to environmental problems.

Unit 1:

Environment: Definition, scope and importance; Concept of an *Ecosystem:* Structure and function of an ecosystem; Producers, consumers and decomposers; Energy flow in the ecosystem; Food chains, food webs and ecological pyramids; Introduction, types, characteristic features, structure and function of the following ecosystem: (a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans)

Unit 2:

Biodiversity and Its Conservation: Introduction, definition: genetic, species and ecosystem diversity; Biogeographical classification of India; Value of biodiversity: Biodiversity at global, National and local levels; India's Hot-spots of biodiversity; habitat loss, poaching of wildlife, man-wildlife conflicts; Endangered and endemic species of India; Conservation of biodiversity; *Renewable and non-renewable resources.*

Unit 3:

Environmental Pollution: Definition; Causes, effects and control measures of Air pollution; Water pollution; Soil pollution; Marine pollution; Noise pollution; Thermal pollution; Nuclear hazards; Solid waste management: Causes, effects and control measures of urban and industrial wastes; Role of an individual in prevention of pollution. *Indian Environmental laws:* Introduction to Environment Protection Act;

Unit 4:

Natural Disasters: Floods, earthquakes, cyclones, land slides, disaster management; Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Forest: Forest degradation and management, Hazard based environmental issues, Fast depletion of forest resources and their regeneration.

Unit 5:

From unsustainable to sustainable development; Urban problems related to energy; Water conservation, rain water harvesting, watershed management; Case studies; Environmental ethics: Issues and possible solutions.

Reference:

1. Gupta N.C.; *Social Auditing of Environmental Law in India*, edited book, New Century Publications, Delhi-
2. Divan, Shyam and RosenCeranz; *Armin. Environmental Law and Policy in India, Cases, materials and statutes*, second edition, Oxford University Press, 2001.
3. Uberoi, N.K.; *Environmental Management*, Excel Books, New Delhi, 2000.
4. Agarwal, A, Narain; *S. State of India's Environment*, Published by Centre for Science and Environment, ND,
5. Ambasht, RS and PK Ambasht; *Environment and Pollution-An Ecological Approach*, third edition, CBS Pub.
6. Joseph, Casio, Woodside, Gayle and Mitchell, Philip.; *ISO 14000 guide- The new Environmental Management Standards*, McGraw Hill, New York, 1996.
7. Titenberg, Tom.; *Environmental and Natural Resource Economics*, Harper Collins College Publishers, 1996.
8. Canter, Larry W.; *Environmental Impact Assessment*, second edition, McGraw Hill, New Delhi, 1996.
9. Chapman, J.L. and, M.J. Reiss; *Ecology, Principles and Applications*, Cambridge University Press, 1995.
10. Shaur, Krau, Jack J, Ristinen & Robert A.; *Energy and Problems of a Technical Society*, John Wiley, NY
11. Sayre, Don.; *Inside ISO 14000. The Competitive Advantage of Environmental Management*, St Lucie Press Delray Beach, Florida.
12. N.Arumugam, V.Kumaresan Environmental Studies (UGC Syllabus), Saras Publication

Semester –II**BBA-201 – Organisational Behaviour****Objectives**

The course aims to provide basic concepts, theories and techniques in the field of human behaviour at the individual, group and organisational levels.

Unit 1:

Introduction: Concept and nature of Organisational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.

Unit 2:

Individual Behaviour: Self Concept; Ability; Learning – theories and reinforcement schedules; Values and Attitudes; Personality – determinants and traits; Emotions; Perception –Process and errors.

Unit 3:

Interpersonal Behaviour: Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

Unit 4:

Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

Unit 5:

Organisation Culture and Conflict Management: Organisational Culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation.

Reference:

1. Prasad, L.M.; *Organisational Behaviour*, Sultan Chand & Sons, 2003
2. Stephen P., Robbins; *Organisational Behaviour*; “Prentice Hall of India Pvt. Ltd.”, New Delh, 2003
3. Pareek U & other: Behavioral process in organisations, oxford & IBH, New Delhi, 1981.
4. Luthans, Fred; *Organisational Behaviour*, Tata McGraw Hill, New Delhi, 2003
5. Moshal,B.S.; *Organisation & Management*, Galgotia Publishing Co., 2003
6. Khanka, S.S.; *Organisational Behaviour*, Sultan Chand and Sons, New Delhi
7. Joseph, Weiss; *Organisation Behaviour and Change*, Vikas Publishing house, 2004
8. Moorhead/Griffin: *Organisational Behavior* (5th Edition) Deep and Deep Publications Pvt. Ltd.
9. Paul Hersey and Kenneth H. Blanchard: *Management of Oranisationl Behaviour*.
10. R.S. Dwivedi: *Human Relations and Organisational Behaviour*.
11. A. K. Korman : *Organisational Behaviour*
12. Korman, Abhrahim K - *Organisational Behaviour*
13. Singh and Chhabra - *Organisation Theory and Behaviour*
14. Khanka S S - *Organisational Behaviour*
15. Maslow A H - *Motivation and Personality*

BBA-202 – Basic Costing

Objectives

The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

Unit 1:

Element of costing: Meaning, financial accounting v/s cost accounting, scope, limitations of cost accounting, cost units & cost centre, organisation cost department, costing & other functions. Element of cost: Meaning, types of cost, direct cost, variable cost, semi-variable cost, Cost Statement.

Unit 2:

Material Costing: Meaning, types of inventory, issue and accounting, level of inventory, control techniques: ABC analysis, EOQ accounting for wastage, scrape, spoilage, defective, and obsoletes.

Unit 3:

Labour cost: Meaning, importance, types of cost contract labour, time keeping and control idle time, overtime and their treatment in cost accounting, labour turnover and its implication for cost, system of wage compensations.

Unit 4:

Overhead: Meaning, types, importance of overhead, treatment of various overhead with special reference to depreciation, inertest on capital and research and development; Allocations of overhead; Absorption of overhead, under and over.

Unit 5:

Cost accounting and Records: Cost ledges, Reconciliation of Financial Accounting and Cost Accounting; *Costing Methods*: Unit costing; Process costing; Job and contract costing; Operating costing; Costing system for mines; (only Introductory Part)*Cost control*: Needs and technique of cost control.

Reference:

1. Maheshwari, S. N. and S. N. Mittal; *Cost Accounting – Theory and Problems*, 21st Revised Edition, Shri Mahavir Book Depot, New Delhi, 2003.
2. Horngren; *Managerial Cost Analysis*, 22nd revised edition, Prentice Hall, 2003.
3. Jain and Narang; *Cost Accounting*, Kalyani Publishers, 2002.
4. Wheldon; *Cost Accounting & Costing Methods*, 2001.
5. Gowda, J. Made; *Advanced Cost Accounting*, 1st Edition, Himalya Publishing House, 2001.
6. Sharma, Nigam; *Advanced Cost Accounting*, 6th revised edition, Himalaya Publishing House, 1999.
7. B.Banrejee: Cost accounting World press.
8. S.N.Maheswari:Cost accounting, Sultan chand & sons
9. S.P.lyenger: Cost accounting, Sultan chand & sons
10. N. K. Prasad :Cost Accounting
11. B. M. L. Nigam : Cost Accounting
12. M.N. Arora: Cost Accounting- Principles and practices
13. P.C. Tulsian Practical Accounting.

BBA-203 – Business Statistics

Objectives

The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics.

Unit 1:

Introduction to statistics: Definition, Functions of statistics, scope and importance or statistic, limitations and distrust of statistics, types of statistical methods.

Unit 2:

Data collection and Analysis: Types of data, primary and secondary, Methods of data collection, classification of data, characteristics of a graph, and their merits and demerits.

Unit 3:

Measures of central Tendency: Meaning and definition, Type of Average, Median, Mode, Arithmetic Mean, Geometric Mean, Harmonic mean, Advantage and Disadvantage of an Average, Median, Mode, Comparative study of Different Averages; Measures of Dispersion and skew ness.

Unit 4:

Measures of Correlation and Regression: Meaning and definition of correlation, Uses of Correlation, types of Correlation, problems of Correlation, Meaning, Definition of Regression, Difference between Correlation and regression , Type of Regression Analysis.

Unit 5:

Index Number, Time Series Analysis, Interpolation and Extrapolation; Theory of probability: Introduction & definition, Type of events, Rules of probability, Types of probability including Bayesian Theories and Mathematical expectation.

Reference:

1. Gupta S.P. – *Statistical Methods*, Sultan Chand and Sons, New Delhi
2. Gupta, S P and Gupta M P. *Business Statistics*. Sultan Chand , New Delhi
3. Gupta C B- *An Introduction to Statistical Methods* (Vikas)
4. Chandan.J.S., *Statistics for Business and Economics*, Vikas Publishing House Pvt. Ltd.
5. Sharma J K - *Business Statistics* (Pearson Education)
6. Richard I. Levin and David S.Rubin, 'Statistics for Management', Prentice Hall of India
7. Levin & Rubin: *Statistics for Management*, Prentice Hall India
8. Hooda,R.P., *Statistics for Business and Economics*, Macmillan India Ltd.
9. Beri,G.C: *Statistics for Management*, 2/e, Tata McGraw-Hill, New Delhi
10. Render and Stair Jr- *Quantitative Analysis for Management* (Prentice-Hall, 7th edition)
11. Siegal, Sidney: *Non-parametric Statistics for Behavioural science*, McGraw-Hill Ltd., London.
12. Amir D.Aczel & Jayavel Sounderpandian: *Business Statistics*, 4/e, TMH, 2002
13. D.H. Elhance: *Statistics*, Kitab Mahal
14. Stephen KC - *Applied Business Statistics*
15. Emory and Cooper - *Business Research Method*
16. K. K. Sharma: *Business Statistics*
17. B. N. Asthana :*Elements of Statistics*
18. D. N. Elhance: *Fundamentals of Statistics*
19. Ramendu Roy: *Practical Problems in Statistics*

BBA-204 – Business Law

Objectives

The objective is to acquaint the student with a basic and elementary knowledge about important business laws relevant to Business and Corporate World.

Unit 1:

The Indian Contract Act, 1872 (section 1 to 75 & 124 to 238): Essentials of valid contract- Proposal, Acceptance, Promise, Consideration Capacity to Contract, Performance of Contracts; Discharge of Contract, Breach of Contracts, Remedies against Breach of Contract; Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

Unit 2:

The Sale of Goods Act, 1930 (section 1 to 54 & 64 only): Meaning of Sale and Goods, Contract of Sale, Essential of Contract of sale, Sales agreement and Agreement to sale; Conditions and Warranties; Transfer of Property: Passing of Property in Goods, Transfer of Title by Non - Owners, Rights of an unpaid seller; Performance of Contract of sale, Duties and rights of Parties, Breach of Contract of sale; Auction sale.

Unit 3:

The Negotiable Instrument Act, 1881 (sections -1 to 25, 36, 53, 31, to 101 & 118, 138 to 142): Definition; Essential features of Negotiable instruments; Types of Instruments and Endorsement; Kinds of N.I. Holder and Holder in Due Course, Negotiation by Endorsements; Parties to Negotiable Instrument; crossing of a cheque and Dishonour of a cheque.

Unit 4:

Indian Partnership Act, 1932: Definition of partnership, Partner, Firm, Kinds of Partnership, Duties and Rights of partners, Dissolution of a firm, Minor as a partner; **Consumer Protection act:** Provisions related to Consumer Production and Redressal of Consumer Grievances.

Unit 5:

The Companies Act 1956 (Basic elementary knowledge): Meaning & Nature of Company, types of companies, Functions, Duties, Liabilities and Rights of Promoters; Procedure of Registration; Memorandum and Articles of Association; Prospectus Statement in lieu of Prospectus, Shares – kinds, Allotment and Transfer, Debentures, Essential conditions for a valid meeting, Kinds of meetings and resolutions. **Directors:** Power and Duties, Appointment and Removal of Directors; Appointment and Role of Company Secretary.

Reference:

1. Sen and Mitra; *Commercial Law including co. law*, World Press Calcutta. Ed. 23rd 2002.
2. Kapoor, N. D.; *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi, 2003
3. Kapoor, N. D.; *Elements of Company Law*, Sultan Chand & Sons, New Delhi, 2003.
4. Dr. Singh, Avtar; *Company Law*, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
5. Avtar Singh--Mercantile Law (Eastern Book Co., Lucknow)
6. Dr. Avtar Singh : The Indian contract act,
7. Chawla, Garg, and Sareen : Mercantile Law 7th Ed. Kalyani.
8. Kuchal, M. C.; *Business Law*, Vikas Publishing House, New Delhi, 2004.
9. Baqrial, Ashok; *Company Law*, Vikas Publishing House, 2004.
10. Jhabvala, N.H.; *Law of Contracts*, C. Jamnadas & Co. Mumbai.
11. Maheshwari S.N. and S.K. Maheshwari; *A Manual of Business Law 2/e*, Himalaya Publishing House, 2004
12. M.J. Mathew--Commercial Law (RBSA, Jaipur).
13. M.J. Mathew--Company Law (RBSA, Jaipur).
14. Majumdar and Kapoor--Company Law and Practice (Taxman, New Delhi)
15. J. D. Jain : Indian Contract Act
16. Mulla : Mercantile Law
17. Kuchal MC - Mercantile Law
18. Shukla MC - A Manual of Mercantile Law
19. Gulshan and Kapoor--Business Law
20. G.M.Kothari - A study by industrial Law

BBA-205 – Insurance

Objectives

The objective is to acquaint the student with a basic and elementary knowledge Insurance sector.

Unit 1:

Meaning, Function, Types, Origin and Development of Insurance; Role of Insurance in the Indian Economy; Basic Principle of Insurance; Insurance as a Risk Control Device and Risks Classification; Re- Insurance and Double Insurance.

Unit 2:

Basic elements of life Insurance: Life Insurance contract, Procedure of Life Insurance (from proposal to policy) Life policy conditions (Renewals, Loan, Surrender, Nomination & Transfer etc.) Life Insurance premium calculation and Mortality tables.

Unit 3:

Some Important plans of Assurance- Endowment, Whole life Non-medical policies, Group Insurance and Salary Saving Scheme. Settlement of claims under Assurance.

Unit 4:

Types of general Insurance: *Fire Insurance*- Scope, Types of Policies, premium fixation, Standard fire Insurance policy, claims settlement procedure. *Marine Insurance*- Scope, Types of Policies, Implied Warranties, Standard Marine Policy, Claim Settlement Procedure.

Unit 5:

Organisational Structure of L.I.C., L.I.C. Agents; Privatisation of Insurance sector in India; Role of IRDA.

Reference:

1. Agrarwala A.N. 'Insurance in India'
2. Dinsdale W.A. & Mc Muride D.C. - 'Elements of Insurance'
3. Ghose M.K. & Agrarwala A.N. – 'Insurance Principle, Practice & Legislations'
4. Sharma R.S. – 'Insurance- Principle & Practice'
5. Nolkha R.L. 'Elements of Insurance'
6. Sudha G.S. 'Insurance'
7. Singhal J.P. 'Insurance'

BBA-206 – Computer Application in Business

Objectives

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

Unit 1:

Basics of Computer and its evolution: Evolution of computer, Data and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software), Block diagram of computer, Function of different units of computer, Classification of computers **i) On the basis of Input** (Digital, Analog and Hybrid) **ii) On the basis of processing speed and storage capacity** (Micro, Mini, mainframe and Super), Different Generation of computers (I to V),.

Unit 2:

Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL), Different Number System (Decimal, Binary, Octal and hexadecimal) and their inter conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division).

Unit 3:

Input and Output Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type (VGA, SVGA and XGA), Printer and its type (Impact and Non-Impact with example), Plotter; Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and its type (CD ROM, DVD ROM).

Unit 4:

Computer Memory: Primary Memory (ROM and its type – PROM, EPROM, EEPROM, RAM) Secondary memory, **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.

Unit 5:

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), Synchronous and Asynchronous Transmission, Different Topologies; The Internet and Web.

Reference:

1. Computer Fundamentals: Sinha, P. K.
2. Chien E Chao- Introduction to Microcomputer and its application
3. Davies P.J.: -Exploiting MD-DOS
4. Thomas Serliner: The Illustrated lotus-123
5. Hollerbach: Word Processing
6. V. Rajaraman: Fundamental of computer
7. Robert G Tampra: Computer & Business
8. Bhatnagar S.C. & Ramani K.V.: Computer and information Mangement.
9. A Primer of Practicing Manager, 2nd Edition, Prentice Hall of India, New Delhi.
10. Simkin Marg G: Information System
11. Taxali: PC Software
12. Leon and Leon; *Introduction to Information Technology*, Leon Tech World.
13. Sinha, Kr. Pradeep and Preeti Sinha; *Foundations of Computing*, BPB Publication.
14. DOS for Dummies: Pustak Mahal Publication, 2003.
15. Govindraju, S.; *Introduction to Computer Science*, Wiley Easter Ltd., 2001.
16. Jain, V.K.; *Computers and Beginners*
17. Raja Raman: Computer fundamentals, V. Phl, New Delhi
18. Jain, V. K.: Personal Computer software
19. Stultz: Learn DOS in a Day
20. Raja Raman: System Analysis and Design
21. Award, E. M.: System Analysis and Design

BBA-207 – Computer Application (Lab Work)

Objectives

Development of basic understanding of computers and practical application in management.

Unit 1:

Operating Systems (Working knowledge at Common Users Level only) Overview of important DOS commands, working with Windows: Installation, Scandisk, Control Panel, Taskbar, Toolbars, Display Settings (Background, Wallpaper, Screensaver, Desktop Themes); Windows Explorer.

Unit 2:

Files and Folder management, Finding Files and Folders, Formatting Disks and Copying files, Printer Settings, Modem Installation. Mouse Installation, Adding and Removing Programs, Active Desktop Concepts; Winzip and its applications; Norton Antivirus and its use; Use of Calculator, Paintbrush, winamp, MPEG Player, and Windows Help.

Unit 3:

Word Processing Software-MS Word Entering; Editing and Formatting Text; Document Formats (Page Size and Orientation, Headers and footers; Columns and Sections; Page layout), Spelling and Grammar Checkers; Thesaurus; Find and Replace; Cut and Paste, Tables and formatting tables, Mail Merge, Styles and Templates)

Unit 4:

Introduction to Spreadsheet Package-MS Excel: Tables, Values, Dates, Formulas, Cell reference; Formats Functions; Templates, Charts and Maps, Analyzing data in a spreadsheet.

Unit 5:

An Introduction to the World Wide Web, Concepts of Web Technology, Web Browsers, Internet Explorer, Netscape Navigator, Internet, A search Engine, Types of search engine, working of a basic search engine.

Reference:

1. Sinha, P. K. : Computer fundamentals
2. Leon and Leon; *Introduction to Information Technology*, Leon Tech World.
3. Sinha, Kr. Pradeep and Preeti Sinha; *Foundations of Computing*, BPB Publication.
4. DOS for Dummies: Pustak Mahal Publication, 2003.
5. Govindraju, S.; *Introduction to Computer Science*, Wiley Easter Ltd., 2001.
6. Jain, V.K.; *Computers and Beginners*
7. Norton, Peter; *DOS 5.0/6, 2000*.
8. Xavier, C; *World Wide Web Design with HTML – Tata McGraw Hill*
9. Sklar, Joel; *Principle of Web Design*, Web Warriar Series.
10. Chien E Chao- Introduction to Microcomputer and its application
11. Jain, V. K. : Personal Computer software
12. Working with window
13. Working with Microsoft Office.
14. Ferozan, Data Communication & Networking, BMP Publication.
15. Satish Jain ; Website Development - 'O' Level ; Doeacc Society.

SECOND YEAR

Semester –III

BBA-301 – Values & Ethics in Business

Objectives

The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavours to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.

Unit 1:

Introduction: Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business. **Management of Ethics:** Management process and ethics, managerial performance, ethical issues, ethos of Vadanta in management, Hierarchism as an organisational value.

Unit 2:

Corporate Social Responsibility & Consumer Protection: Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology.

Unit 3:

Understanding Progress, Results & Managing Transforming: Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformation. **Understanding Success:** Definitions of success, Principles for competitive success, pre-requisites to create blue print for success. Successful stories of business gurus.

Unit 4:

Knowledge and Wisdom: Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management.

Unit 5:

Stress Management: Meaning, sources and consequences of stress, stress management and detached involvement. **Concept of Dharma & Karma Yoga:** Concept of Karama and kinds of Karam Yoga, Nishkam Karma, and Sakam Karma. Total quality management, Quality of life and quality of work life.

Reference:

1. Kaur, Tripat; *Values & Ethics in Management*, Galgotia Publishers.
2. Chakraborty, S.K.; *Human values for Managers*
3. Chakraborty, S.K.; *Ethics in Management: A Vedantic Perspective*, Oxford University Press.

BBA-302 – Quantitative Techniques

Objectives

The objective is to provide basic knowledge of the concept of quantitative techniques having their application in the field of Business.

Unit 1:

Quantitative Techniques: An Introduction, Statistical and operations Research techniques, Scope and application of quantitative techniques, Scientific approach in decision making. Limitation of these techniques. **Decision Theory**
Linear Programming : Graphical and Simplex Solutions of LPP. Primal and its dual.

Unit 2:

Transportation and Assignment Problems.

Unit 3:

Network Analysis : Programme Evaluation and Review Technique (PERT) and critical path Method (CPM), Cost Analysis and Crashing the Network.

Unit 4:

Theory of Games and Queuing Models

Unit 5:

Replacement Theory: Replacing of items that deteriorate with time, Time value of money concept and replacement of items that fails suddenly. **Simulation:** Advantages, Limitations, Monte casio Method.

Reference:

1. Kothari, CR, Quantitative Techniques, N. Delhi : Vikas publishing
2. Kapoor, V.K., operations Research, New Delhi : Sultan chand & Sons.
3. Khandelwal M.C., Gupta & Quantitative Techniques.
4. J. K. Sharma, *Operations Research: Theory and Applications*, McMillan, New Delhi, 2001
5. Kapoor V.K. 'Operation Research' Sultan Chand, New Delhi
6. Vohra- *Quantitative Techniques in Management* (Tata McGraw-Hill, 2nd edition), 2003
7. U.K. Srivastava, G.V. Shenoy and S.C. Sharma – *Quantitative Techniques for managerial decisions*, New Age International, Mumbai, 2001
8. Kothari C.R.: Quantitative Techniques, Vikas Pub. House
9. Peter C Bell- Management Science/ Operations Research (Vikas)
10. Akhilesh K B and Balasubramanyam S- *Quantitative Techniques* (Vikas)

BBA-303 – Banking Law and Practice

Objectives

To acquaint the student with a basic and elementary knowledge of the subject.

Unit 1:

Banking Legislations in India – Reserve Bank of India Act.1934; Main provisions of the Banking Regulation Act 1949; Banking Companies (Acquisition undertaking and Transfer)

Unit 2:

Definition of term Banker & Customer – General and Special Relationship; Termination of relationship; Opening and operations of different kinds of bank accounts & their special features; Types of Customers (Practical Problems).

Unit 3:

Negotiable Instruments – Concepts and Elements; Practice & law relating to Negotiable Instruments; Types – Cheques, Bill of exchange, promissory notes; Endorsement, Crossing, Presentation, Maturity (Elementary Knowledge); Payment in due course; Paying and Collecting – Rights, Duties, and Precautions (Practical Problems); Dishonour, Noting and Protesting of Negotiable Instruments.

Unit 4:

Investment and Landing of Bank Funds; Legal provisions regarding loans & advances, general principles of sound lending; Types of securities & secured advance like lien, pledge, hypothecation & mortgage; Non Profitable and Profitable investments of funds (Cash Reserves, Statutory Reserves); Bankers Advance against Marketable Securities.

Unit 5:

Meaning, Characteristics, nature, Personal or Travellers Letters of Credit, Circular Letter of Credit, Circular Notes, Circular Cheque, Travellers Cheque, Parties to Letter of Credit; Procedure of Opening Letter of Credit Advantages of Letter of Credit, Precautions in Making Payments of Letters of Credit, Fraud and its Prevention.

Reference:

1. Varshney :Banking Law and Practice
2. B. M. L.: Nigam Banking Law and Practice
3. Tannon : Banking Law and Practice
4. Davar S. R. – Banking Law and Practice
5. Shrivastava P.K. - Banking Theory and Practice
6. Maliram Sharma - Banking Law and Practice, Ramesh book Depot

BBA-304 – Management Accounting

Objectives

The objective is to provide basic knowledge of the science of Accounting, interpretation of financial statements and to develop an Understanding of Accounting Tools, Techniques and information and their Uses in Managerial Decision Making Course Contents.

Unit 1:

Introduction to Management Accounting: Nature, scope, Significance, and functions of Management Accounting; limitation of management accounting; Management Accounting VS Financial Accounting; Management accounting VS Cost Accounting; Role of management accounting in decision making.

Unit 2:

Cost analysis: Absorption and variable costing, understand about cost behaviour, fixed, variable, semi-variable cost. **Cost- volume profit analysis:** Concept of break-even point volume relation, margin of safety, angle of incidence, BEP char, profit graph.

Unit 3:

Decisions Involving Alternative Choices: Concept of Relevant Costs, sunk cost, programme cost, , Steps in Decision Making, Decisions regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-down or continue.

Unit 4:

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Types of Budgets, capital expenditure budgeting and cash budget; Fixed and Flexile Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres; forecasting profit and loss accounts and balance sheet

Unit 5:

Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, significance of Variance Analysis, Computation of Material, Labour Variances. Management reporting system: Reporting system in management types of reports, qualities of reports, for top management, middle management, lower level of management.

Reference:

1. Maheshwari, S.N.; *Principles of Management Accounting*, Sultan Chand & Sons, 2003 Fourteenth Edition
2. Arora, M.N., 'Text Book of Cost Accounting', Vikas Publishing house, New Delhi
3. B.Banerjee: Management Accounting (World press Pvt. Ltd. Ed. 1994)
4. Khan & Jain; *Management Accounting*, Tata McGraw Hill Publishing House, 2002 Third Edition.
5. Bhattacharya, S.K & Dearden; *Accounting for Management-Text and Cases*,3/eVikas Publishing House 2003
6. Pandey, I.M.; *Management Accounting*, Vikas Publishing House, 2003 Third Edition.
7. Maheshwari, S.N. *Advanced Cot Accounting and Cost Systems*, Shree Mahavir Book Depot, 2003 Second Ed.
8. Horngren, Charles; *Introduction to Management Accounting*, Prentice Hall of India, 1999 Eleventh Edition.
9. Anthony, RN and Welsh, GA - Fundamentals of Management Accounting
10. Gupta, RL - Advanced Accountaney
11. Shukla and Grewal - Advanced Accounts
12. Jain & Narang: Cost Accounting

BBA 305 – Taxation Laws

Objectives

To acquaint the student with a basic and elementary knowledge of the subject.

Unit 1:

Income Tax Act 1961: Salient Features and Basic Concepts – Previous year, assessment year, total income and taxable income. Residential status and tax liability, expected incomes.

Unit 2:

Income Tax Act 1961: Computation of tax under different heads: Salary, House Property, Business or Profession,

Unit 3:

Computation of Income from Capital gains, Income from other source. Rebates and Relief's, Set off and carry forward of losses, Exempted incomes, deduction from gross total income. Deduction of tax at source;

Unit 4:

Payment of advance tax, law relating to maintenance of books, accounts and vouchers. Assessment of individuals, Tax liability of HUF (simple problems).

Unit 5: Service Tax (Finance Act 1994)

Salient features taxable service, registration and records required, service tax return, determination of the value of taxable service.

Reference:

1. Patel Chaudhry 'Income Tax Law and Accounts' Chaudhry Prakashan.
2. Dr. Singhania, V. K.; *Income Tax (Student Edition)*, Taxman Publications, 2003.
3. Ahuja, G. K. and Ravi Gupta; *Income Tax and Sales Tax*, Bharat Law House, Delhi, 2003.
4. ICAI; *Service Tax*, Guidelines.
5. Students Guide to Direct Taxes : Dr. V. K. Singhania
6. Direct Taxes : Bhagwati Prasad
7. Direct Taxes : Dinkare pagare

BBA-306 – Business Environment

Objectives

The objective is to educate the students on the role of business in modern society. Emphasis is placed on the significant relationship, which exists between business and the social, legal, political, economic, financial and fiscal environment in India; Also to analyze the competitive business environment.

Unit 1:

Business Environment and Society Concept, Nature and Significance of Business environment, Social responsibility of Business, Business ethics, Business and Culture, Technological Development and Social Changes.

Unit 2:

Business and Economy : Economic System, Capitalism, Socialism, Mixed Economy, Features of Indian Economy, Public sector, Private sector, Small scale industries : Concept, significance, Issues and Priorities; Role of Public sector in Indian Economy and its problems.

Unit 3:

Business and Government: Role of Government in Economic Planning in India, Introduction to Industrial Policy Resolution 1948, Industrial Policy Resolution, 1956, New Industrial Policy, Privatization, Liberalization and Globalization and their Implications on Indian Economy.

Unit 4:

Business and Law: Provisions under Companies Act, 1956 relating to setting up of a Company, provisions Under the MRTP Act relating to Restrictive trade Practices and Unfair trade Practices, Silent Features of the Consumer Protection Act relating to Consumer protection in India.

Unit 5:

International Business Environment - an overview International Economic Groupings: GATT, W.T.O., UNCTAD, World Bank, IMF, European Union.

Reference:

1. Cherunilam, Francis; *Business and Government*, Himalaya Publishing House, 1998, 10th edition.
2. Cherunilam, Francis; *Business Environment - Text and Cases*, Himalaya Publishing House, 2002 12th revised edition.
3. Aswathappa, K.; *Essentials of Business Environment*, Himalaya Publishing House, 2000
4. Mishra, S. K. and V. K. Puri; *Indian Economy*, Himalaya Publishing House, 2003, 21st revised edition.
5. Dhingra, C.; *The Indian Economy Environment and Policy*, Sultan Chand and Sons, 17th Edition 2003.
6. Sengupta, N. K.; *Government and Business*, Vikas Publishing House Pvt. Ltd, 1997, 4th revised edition.
7. Ghose A N - Indian Economy-Its nature and Problems
8. Agarwal A N - Emerging Dimensions of Indian Management
9. Datta R & Sundharan KPM -Indian Economy
10. Adhikari M - economic Environment of Business
11. P.K.Ghosh: Business Environment

BBA-307 – Languages Lab.

Note: Students have to pass this course, however the marks obtained in this will not be counted for deciding the division of the student.

Unit 1:

Phonetic symbols and transcription

Unit 2:

Listening Skills and comprehension

Unit 3:

Conversation practice, perfecting English sounds, pronunciation, stress and intonation etc.

Unit 4:

Vocabulary building, synonyms and antonyms, one word for many words commonly misspelt and mispronounced

Unit 5:

Practice of Seminar presentation, Group discussion and Interview skills.

Semester – IV

BBA-401 – Business Research

Objectives

The objective of this paper is to understand the various aspects of Research, identify the various tools available to a Researcher. Research can help the Managers in decision making

Unit 1:

Introduction of Business Research: Define Research, aims and objectives of Research. Applications of Research, marketing information system, evaluation and control of Research, value of information in decision making, steps in Research; Research Design: Formulating the research problem, choice of research design, types of research design; Sources of experimental errors.

Unit 2:

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, use of scaling in Business Research.

Unit 3:

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

Unit 4:

Data Processing and Tabulation: Editing coding, problems in editing, tabulation. **Data Analysis:** Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multivariate analysis I, Multivariate analysis II, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis).

Unit 5:

Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

Reference:

1. C.R . Kothari, *Research Methodology Methods & Techniques*, 2/e, Wishwa Prakashan
2. Sangeeta Agrawal "Business Research"
3. Beri- *Marketing Research* (Tata McGraw-Hill), 1993, 2nd ed.
4. Gupta, S. L.; *Marketing Research*, Excel Books, 2001.
5. Aaker; *Marketing Research*, John Willey & Sons, 2001.
6. Tull & Hawkins; *Marketing Research*, Prentice Hall of India, 1999.
7. Green Paul E. et al: *Research for Marketing Decisions*
8. Boyd and Westfall: *Marketing Research*
9. Cooper- *Business Research* (Tata McGraw-Hill)
10. Gupta, S.P. *Statistical Methods*, 30th ed" Sultan Chand, New Delhi
11. Collis J and Hussey R- *Business Research* (Palgrave, 2003)
12. Donald R. Cooper, Pamela S. Schindler, *Business Research Methods*, TMH, 2003.
13. Uma Sekaran, *Research Methods for Business*, John Wiley and Sons Inc., New York, 2000.
14. Saunders- *Research Methods for Business Students* (Pearson Education, 3rd edition)
15. Ranjit Kumar, *Research Methodology*, Sage Publications, London, New Delhi, 1999
16. William G. Zikmund, *Business Research Methods*, Thomson, South-western, 2003
17. Donald H. McBurney, *Research Methods*, Thomson Asia Pvt. Ltd. Singapore, 2002
18. G.W. Ticehurst and A.J. Veal, *Business Research Methods*, Longman, 1999.
19. Goode, W.J. and Paul Hatt: "Methods in Social Research, McGraw Hill Book Co., Auckland
20. Maxwell, Joseph: *Qualitative Research Design-An Interactive Approach*, Sage Publications, London.
21. Galting, John: *Theory and Methods in Social Research*
22. K.V. Rao : *Research Methodology*

BBA-402 – Financial Management

Objectives

The objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

Unit 1:

Introduction: Meaning, Scope, role and objectives of financial management, Organisation of finance function, relationship of finance function with other functions.

Unit 2:

Investment Decisions: Return on investment, method of evaluation of capital investment proposals, pay back, accounting rate of return, discounted cash flow technique: Rate of return, Discounted cash flow techniques: NPV, profitability Index/ cost benefit ratio and internal rate of return.

Unit 3:

Cost of capital meaning: Significance and computation; Financing decision, financial Planning, capitalization and capital structure, source of finance ;Equity V/s Debt, new instrument of finance, Money markets and capitals markets.

Unit 4:

Divided Decisions: Meaning, Scope and determination of income dividend policy: Theories and method of dividend payment retained earnings.

Unit 5:

Operating Funds Management: Concept, determinants and source of working capital, Inventory, receivable and cash management. Tools or financial Analysis: Ratio, fund flow and cash flow analysis, Break even analysis and leverage.

Reference:

1. Maheshwari, S.N.; *Financial Management*, Principles and Practice, Sultan Chand & sons, 9th Edition 2004.
2. Maheshwari, S.N.; *Elements of Financial Management*, Sultan Chand & Sons, 2003 7th Edition.
3. Pandey, I.M.; *Financial Management*, Vikas Publishing House, 8th Edition, 2001.
4. Khan, M.Y. & P.K. Jain; *Financial Management*, Tata McGraw Hill, 2001 3rd Edition.
5. R.M.Srivastava: *Financial Management*: Pragati Prakashan.
6. Prasanna Chandra: *Financial Management*, Tata Mc Graw Hill (Third Edition)
7. Van C. Horne; *Financial Management and Policy*, Prentice Hall of India., 11th Edition 2002.
8. Hampton, John. J.; *Financial Decision Making*, Prentice Hall of India, 4th Edition, 1998.

BBA-403 – Marketing Management

Objectives

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

Unit 1:

Introduction to Marketing: Nature, scope and importance of marketing, basic concepts, marketing environment, Market segmentation, targeting and positioning.

Unit 2:

Product: Product strategy, product innovation and diffusion, Product development, Product lifecycle and product mix.

Unit 3:

Pricing Decisions: Designing pricing strategies and programmes, pricing techniques.

Unit 4:

Place: Types of channels, meaning & importance, channel strategies, designing and managing value network and marketing channel, managing retailing, physical distribution, marketing logistics and supply chain management.

Unit 5:

Promotion: Advertising-meaning and importance, types, media decisions, promotion-promotion Mix, Personal Selling-Nature, importance and process, direct marketing, Sales Promotion (push versus pull study).

Reference:

1. Gandhi J.C. “Marketing: A Managerial Introduction” Tata McGraw Hill, New Delhi
2. Kotler Philip, ‘Marketing Management’, 11th Ed., Pearson Education (Singapore) Pvt. Ltd., New Delhi, 2003.
3. Kotler & Armstrong; *Principles of Marketing Management*, Prentice hall India, 2003.
4. Saxena Rajana, “Marketing Management”, Tata McGraw Hill, New Delhi 2004.
5. Ramaswamy V.S.and Namakumari S: MarketingManagement, 3/e, McMillan, 2003.
6. Chudiff Still and Govoni : fundamentals of Modern Marketing, Prentice Hall of India Pvt.Ltd., Delhi.
7. Kumar, Ramesh; *Application Exercises in Management*, Vikas Publishing House, 2004.
8. Varshney & Gupta; *Marketing Management* , Sultan Chand & Sons, 2003.
9. Stanton WJ - Fundamentals of Marketing
10. Rusenberg L J – Marketing
11. Ramasami & Nama Kumari - Marketing Management

BBA-404 – Human Recourse Management

Objectives

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

Unit 1:

HRM: Concept, Importance of human factor, functions of HRM, objectives, Qualities of human resource manager, Evolution and future of HRM in India, Organisation structure of H.R. Department.

Unit 2:

Manpower planning and Procurement: Job analysis, Job description and specifications, HR planning, recruitment, selections, placements, induction.

Unit 3:

Training and Development: Concept, purpose, process, method, responsibility for training and development.

Unit 4:

Performance appraisal: Promotions and transfers, career planning and development.

Unit 5:

Compensation: Concepts. Principles of good wage, Factor affecting wage system, job evolution system incentive and fringe benefits.

Reference:

1. Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi, 2003
2. C.B.Memoria and S.V.Gankar, Personnel Management: Text and Cases, Himalaya, Bombay, 2003
3. Parrek U & T.V. Rao : Designing and Managing Human Resource Systems, Oxford & Hill Pub.Co., N. Delhi
4. Arun Monappa & Mirza S. Saiyandin: Personal Management ,Tata McGraw Hill
5. Subba Rao, , 'Essential of Human Resource Mnagement and Industrial Relation', Himalaya Publishing House,
6. Edwin B.Flippo, Personnel Management, 6/e, McGraw Hill, 2003.
7. R.S.Dwivedi, Managing Human Resources: Industrial Relations in Indian Enterprises, Galgotia Pub.Co. Mumbai
8. Chhabra, T. N; *Human Resource Management*; Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.
9. Dr. Gupta, C. B.; *Human Resource Management*, Sultan Chand and Sons, New Delhi, 2003.
10. Khanka, S. S.; *S, Human Resource Management*,. Chand and Sons, New Delhi, 2001.
11. Chaterjee; *An Executive Guide to Human Resource Management*, Excel Book, 1999.
12. Dessler, Gary; *Human Resource Management*; Prentice Hall.
13. Daver R.S.: Personnel Management and Industrial Relations
14. S.C.Jain and Mathur: Performance Appraisal
15. Ghosh : Human Resource Development & Management Vikas

BBA-405 – Production & Operation Management

Objectives

The objective of the course is to give first hand information and knowledge to the students to understand the basics of the production areas and its management.

Unit 1:

Introduction to production and operations Management, Type of production systems, forecasting, capacity planning, location and layout.

Unit 2:

Production, planning and control; aggregate planning; Manufacturing resource planning; Line balancing; PERT/CPM (elementary).

Unit 3:

Inventory control, relevant cost, elementary Models, price breaks model, selective control, Material requirement planning, elementary probability Models.

Unit 4:

Concept and definition of quality, quality cost, statistical quality control, control charts, acceptance sampling, Maintenance types and cost.

Unit 5:

Operational Management in service. Contemporary issue.

Reference:

1. S.N. Chary, *Theory and Problems in Production and Operations Management*, TMH, 2002.
2. Chary, S.N. *Production and Operations Management*. New Delhi, Tata McGraw Hill, 2002
3. Elwood S. Buffa, Rakesh K. Sarin, *Modern Production and Operations Management*, John Wiley & Sons, NY
4. Goel, B.S. 'Production / Operation Management', Pragati Prakashan, Meerut
5. Chase R.B. & Aquilano N.J. *Production and operation Management*, Richard D. Irwin, Homewood, Illinois
6. Adam and Ebert: *Production and operational Management PHI* (Indian Edition)
7. Stevenson: *Production and operational Management*, Richar Srwin.
8. Monks J.G.: *Production and operational Management*, Mc Graw Hill

BBA-406 – Business Information System

Objectives

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

Unit 1:

Introduction to MIS: Concept of MIS, role of MIS, objectives of MIS, emergence of MIS, MIS and computers Impact of MIS, systems approach to MIS Advantages, and disadvantages of computer based MIS; **Information :** Classification of information, levels of information, Levels of information, Methods of data and Information collection value of Information,

Unit 2:

System Analysis and Design: Introduction, System Analysis for existing system, system analysis for new requirements, MIS and system or systems analysis, cost benefit analysis.

Unit 3:

Development of MIS: Determining the Information requirements Development of MIS Implementation of MIS, Factors responsible for development of MIS, Evaluation of MIS.

Unit 4:

Information system for decision making Decision-making and MIS, decision making concepts organisational decision-making, MIS and decision making concepts. MIS as technique for programme decisions, Decision support system; MIS and role of DSS.

Unit 5:

Data base Management systems: Data base Management systems: Data base concepts, data base models; **Network :** Introduction, topology, LAN and WAN, Data communication; **MIS in operations:** MIS for Finance, MIS for Marketing MIS for production, MIS for Human resource Management, MIS for marketing.

Reference:

1. Javedkar, W.S.-Management Information Systems (Tata McGraw-Hill Publishing Company Ltd., New Delhi)
2. Kenter J “ Management Information System” Prentice Hall Of India, New Delhi
3. Mardic R.G., Ross J.E.& clagget J.R. - Information System for Modern Management (Prentice Hall of India)
4. James A.O. Brien Management Information Systems, (Galgota Publications)
5. Locus, Analysis, Design and Implementation of Information System (McGraw-Hill Book Co.)
6. Anderson, Lavid L. Post, Gerald V., Management Information System (Tata-McGraw Hill Publishing Co.)
7. Bruch and Grudnitski : information system-Theory & Practice
8. Gardenas A : Data Base Management system.
9. Korth & Silebershataz : Data Base System Concept.
10. Jerke & Kenter: Management Information Systems.
11. Bower j. R. Schlosser & Zlatkovich: Financial Information System-Theory and Practice.
12. Venkata Rao: Business Information Systems.
13. Kumar, Muneesh; *Business Information Systems*, Vikas Publishing, 2004.
14. *MIS- EJJY 02*, Vikas Publishing, 2004
15. Arora, Ashok and Akshaya Bhatia; *Information Systems for Managers*, Excel Books, New Delhi.
16. Basandra, Suresh K.; *Management Information Systems*, Wheeler Publishing, New Delhi.
17. Murdick, Robert G. et. Al; *Information System for Modern Management*, Prentice Hall of India Pvt. Ltd.
18. Brien, James A.O.; *Management Information System*, Galgotia Publishers, New Delhi.
19. Dranell, Rick; *HTML 4 unleashed*, Techmedia Publication.

THIRD YEAR
Semester – V

BBA-501 – Business Policy & Strategic Management

Objectives

The objective is to develop an understanding of the concept of corporate strategy-formulation, implementation and its evaluation.

Unit 1:

Introduction to Business Policy and Strategic Management, Nature, Meaning and Scope, Importance Business Policy and Strategic Management, Corporate strategy, Business Strategy, Functional strategy.

Unit 2:

Corporate Planning, Concept of Planning, Planning Process, Types of Planning, Strategic Planning, Strategic Decision Making, Mission, Objectives and Goals.

Unit 3:

Major Strategic Options- stability Strategy, Growth or Expansion Strategy, Diversification Strategy, Retrenchment Strategy and Its Variations, Combination strategy, Turnaround Strategy, External Growth Strategy, Factors Influencing Choice of Strategy.

Unit 4:

Implementation of Strategy-Strategy and Organisational Structure, Different types of Organisational Structure, Organisational Resource Allocation, Developing Functional Strategies.

Unit 5:

Strategy Evaluation and Strategic Controls; An Overview of Strategic Evaluation and Control; Strategic Control.

Reference:

1. Ansoff, H Igor. *Implanting Strategic Management*. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984
2. Kazmi A. "Business Policy and Strategic Management" Tata McGraw-Hill, New Delhi
3. Rao, P. Subba; *Business Policy and Strategic Management*, Himalaya Publishing House, 1st ed., 1999.
4. Rao and Jain "Strategic Management": Deep and Deep, New Delhi, 2002
5. Budhiraja, S Band Athreya, M B. *Cases in Strategic Management*. New Delhi, Tata McGraw-Hill, 1996.
6. Christensen, C R. etc. *Business Policy: Text and Cases*. 6th ed., Homewood, Illinois, Richard D. Irwin, 1987.
7. Glueck, William F. *Strategic Management and Business Policy*. 3rd ed. New York, McGraw-Hill, 1988.
8. Wheelen, Thomas L. and J. David Hunger; *Strategic Management and Business Policy: Emerging*, 21st Century Global Society, 7th ed., Prentice Hall, New Jersey, 2000.
9. Ghosh, P. K.; *Strategic Planning and Management*, Sultan Chand & Sons, New Delhi, 8th ed., 2000.
10. Thompson, Arthur A. and A. J. Strickland; *Strategic Management*, McGraw Hill, New York, 1999.
11. Jauch and Glueck; *Business Policy and Strategic Management*, McGraw-Hill.
12. McCarthy, Minichiello & Curran; *Business Policy and Strategy: Concepts and Readings*, Richard D. Irwin and AITBS, Delhi, 4th ed., 1996.

BBA 502-International Business Management

Objectives

The objective is to provide elementary knowledge to the students about international business and environment.

Unit 1:

Meaning, need for International Trade, distinction between foreign trade and domestic trade. Need for separate theory of international trade. Classical and neo-classical theories of international trade Gains from international trade.

Unit 2:

Balance of trade, Balance of payments, Disequilibrium in balance of payments; Causes, Consequences and Cures. Rationale for globalization, Liberalization and Privatization

Unit 3:

Documents used in foreign trade: Foreign bill of exchange, Letter of credit, Bill of Lading. Export & Import procedure, Trade Barriers- Tariff and Non Tariff Barriers.

Unit 4:

FOREIGN EXCHANGE: Meaning and need, Theories for exchange rate determination Mint parity theory, Purchasing Power parity Theory, Balance of payment theory.

Unit 5:

Direction and Composition of India's foreign trade, recent trends, export promotion policies. International Liquidity Problems. I.M.F. and W.T.O.

Reference:

1. Negandhi A.R. "International Management" Prantice Hall Of India, New Delhi,1987
2. Aswathappa- *International Business* (Tata McGraw-Hill, 2002)
3. Subba Rao P. *International Business-Text and Cases* Himalaya Publishing House
4. Bhalla, V K. *International Economy: Liberalisation Process*. New Delhi, Anmol, 1993
5. Bhalla, V K and S. Shivaramu. *International Business Environment and Business*. New Delhi, Anmol, 1995
6. Alworth, Julian S. *The Finance, Investment and Taxation Decisions of Multinationals*. London, Basil Blackwell, 1988.
7. Daniel, John D and Aadebangh, Lee H *International Business*. 5th ed., New York, Addison Wesley, 1989.
8. Eiteman, D K and Stopnehill, AI. *Multinational Business Finance*. New York, Addison Wesley, 1986.
9. Johnston, R.B. *The Economics of the Euro market: History, Theory and Practice*. New York, Macmillan, 83.
10. Parks, Yoon and Zwick, Jack. *International Banking in Theory and Practice*. New York, Addison-Wesley, 85.
11. Daniels- *International Business* (Pearson Education) 2004.
12. Paul J- *International Business* (Prentice-Hall, 2004)
13. Deresky H- *International Business* (PHI, 2003)
14. Hill C W- *International Business* (Tata McGraw-Hill,2002.)
15. Varma M L- *International Trade* (Vikas, 2003)
16. Taggart- *The Essence of International Business* (PHI)

BBA 503-Creativity and Innovation Management

Objectives

The objective is to provide elementary knowledge to the students about Creativity and Innovation -.

Unit 1:

The Winning Edge: Concepts of Creativity and Innovation – Importance – Characteristics Common to Creative people and Innovators – Steps to develop Creativity – Provocation and Creativity – Creative Personality Creative Period – Group Creativity Theories – Creativity and Innovation – Significance to Competition Barriers to Creativity and Innovation.

Unit 2:

Lateral Thinking: Basic Nature of Lateral Thinking – Use – Techniques – Generation of Alternatives – Challenging Assumption – Attitudes towards Lateral Thinking – Suspended Judgement – Dominant Ideas and Crucial Factors – Synectics – Morphological Analysis – Brainstorming – Computer Aided methods.

Unit 3:

Corporate Imagination: The Creative Planning Process – Imaginative Strategic Thinking – Taking Creative Leaps Leading Creative Teams – Creating the Competitive Difference – Leveraging the Organisation – Creative Corporate Restructuring.

Unit 4:

Improvement Management: Coping with change – Customer Focus – Employee Focus – Focus on quality – Focus on Productivity – Focus on Cost – Sharing and Learning.

Unit 5:

The Learning Organisation: Meaning – New Paradigm of Management – Core Issues and Themes – Fostering Knowledge and Learning Leveraging Organisational Knowledge – Knowledge Management Practices at Leading Companies – Change and the Learning Organisation.

Reference:

1. Bhatia R.L., The Executive Track: An Action Plan for Self Development, Wheeler Publishing, New Delhi, 1996.
2. Edward De Bono, Lateral Thinking, Pelican Books, 1995.
3. Kewal K.Nohria, Painless Transformation, Macmillan India Ltd, 1999.
4. Tony Proctor, The Essence of Management Creativity, Prentice Hall of India, New Delhi, 1998.
5. Rastogi P.N., Building a Learning Organisation, Wheeler Publishing Co. New Delhi 1998.

BBA-504 – Investment Management

Objectives

The objective of this course is to impart knowledge to students regarding the theory and practice of Investment Decision Making Process.

Unit 1:

Introduction: Nature & Scope of investment management, investment media. Fundamental of investment programme and process of investigating financial markets for a short term, securities in India.

Unit 2:

New Issue Market and stock Exchange, Mechanics of Floating new issues and security trading, stock exchange: membership listing of securities stock exchange and legal control security and exchange, Board of India and its function capital issue control

Unit 3:

Fundamental and general market analysis, Technical analysis Price charts and stocks company analysis selection techniques valuation models of equity, preference convertible debt securities investment objectives Constraints and alternatives forms.

Unit 4:

Traditional portfolio management; Modern portfolio theory portfolio construction models methodology and uses.

Unit 5:

Diversification and un-diversification and un diversification risks, Interest rates, Dividend policies, Tax beneficial schemes and financial intermediaries.

Reference:

1. Frederic' atnling: Investment (Prentice Hall)
2. Sharpe, William F. etc. Investment. New Delhi, Prentice Hall of India, 1997.
3. Gupta I. C. Return on equities – The Indian Experience(Oxford, New Delhi)
4. Doughall and Corrigan: Investment (Prentice Hall)
5. V.K.Bhalla, Investment Management, S.Chand & Company Ltd., Seventh Edition 2000
6. Bhalla, V K. *Investment Management: Security Analysis and Portfolio Management 8/e*, S Chand, ND.2001.
7. Chandra P- *Investment Analysis and Portfolio Management* Tata McGraw-Hill, 2004
8. Fischer, *Donald E.* and Jordan, Ronald J. *Security Analysis and Portfolio Management.6/e*, PHI, N.D.
9. V.A.Avadhani, Investment Management, Himalaya Publishing House, Third revised edition, 2000
10. Frenscis L.C. "Investment Analysis and Management" McGrew-IEII, NY.
11. Gupta L.C. "Return on Equities, The Indian Experience" Oxford, New Delhi.

BBA-505 – Advertising and Sales Management

Objectives

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective Advertising and Sales Management.

Unit 1:

Advertising: Advertising Concept, definition and objectives, advertising copy. Marketing communication models.

Unit 2:

Advertising its place in marketing – different kinds of advertising. Advertising art & layout, advertising effectiveness.

Unit 3:

Brand strategy & campaign planning: TV & radio commercials Creative copy strategies. Media planning & scheduling.

Unit 4:

Sales management an introduction: personal selling and salesmanship-nature & scope; organization of sales department. Sales quotas and budgets.

Unit 5:

Marketing channels concepts: channel participants, designing marketing channel, channel management, transporting & warehousing; channel control.

Reference:

1. Aaker, David A and Myera John G. : Advertising Management (Prentice Hall of India)
2. Border, W.H. –1981 John Wiley N.Y.: Advertising
3. Ogilvy D.Longman publication: Ogilvy on Advertising
4. Chunnawala: Advertising Management
5. Kotler & Armstrong; *Principles of Marketing Management*, Prentice Hall India., 2003.
6. Gupta, S.L, *Sales & Distribution Management*, Excel Books, 2003.
7. Anderson; R. *Professional Sales Management*, Englewood Cliffs, New Jersey Prentice Hall Inc. 1992.
8. Richard R. Still; *Edward W. Cundiff, Norman A.P. Govoni*, Prentice Hall of India, 1999.
9. Monga, G.S. & Shaliv; *Monthly Management*, Deep & Deep Publications, 2003.
10. Charless Futrell: Sales Management Decisions Strategies & Cases
11. Charless Futrell: Sales: Sales Management
12. Stem and Ansari: Marketing Channels
13. Rosen Bloom: Marketing Channels: Management View
14. Aaker, David A and Myera John G. : Advertising Management (Prentice Hall of India)
15. Border, W.H. –1981 John Wiley N.Y.: Advertising
16. Ogilvy D. : Ogilvy on Advertising, Longman publication
17. Chunnawala : Advertising Management

BBA-506 – Summer Training Project**Objectives**

To enable the student to practically observe and participate in management problems and situations in a real-life organisation and to report the facts, observations and inferences on the basis of Summer Training.

Methodology:

The report will be based on Summer Training undertaken by the student who will be assigned to a reputed organisation during the Summer Vacation between second and third semester. The training will be for a minimum period of 45 working days. The report will consist broadly of two parts. First part will be an introduction to the organisation covering various aspects such as brief history, organisation structure, financial performance, and products, services etc. Second part of the training report will be based on the practical project assigned by the organisation which will be undertaken on the basis of the standard research methodology in management. The report should contain practical suggestions and recommendations that could be considered for implementation by the organisation. Size of report should not be less than 100 pages. The candidate will make a class presentation on the basis of the report, outlining the objectives, methodology adopted, recommendation etc. and the faculty members and students could ask question or seek clarification. Three copies of the report will be submitted. The report will be examined on the basis of Viva-voce conducted by a board of examiners appointed by Head of Department, and will consist of two examiners. Head of the Department will be the chairman of this board. Due consideration will be given to the remarks provided by the organisation on the performance, conduct, and behaviour of the candidate as well as the quality of class presentation.

Semester – VI**BBA-601 – Entrepreneurship and Small Business****Objectives**

The objective is to provide adequate knowledge to the students for setting up of small scale business Organisation and Industry.

Unit 1:

Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning

Unit 2:

promotion of a Venture: Opportunities analysis; external environmental analysis-economic, social and technological; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required.

Unit 3:

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. **Entrepreneurial Development Programmes (EDP):** EDP, their role, relevance and achievements; role of government in organising EDP's critical evaluation.

Unit 4:

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.

Unit 5:

SSI: meaning, importance, characteristics, advantages and problems of SSIs. Steps for starting a small industry, guidelines for project report, registration as SSI; **Assistance to SSI:** need for incentives & subsidies, need for institutional support, role of government and other institutions.

Reference:

1. Vasant, DCSAI; *Entrepreneurship*, Himalaya Publishing House, 2003.
2. **Vasant desai:** Management of a small scale industry (himalya publishing house)
3. **C.B. Gupta & N.P. Srinivasan:** Entrepreneurial Development (sultan chand & sons)
4. Taneja & S.L. Gupta.; *Entrepreneurship Development*, 2003.
5. Pandey, I.M.; *Venture Capital –The Indian Experience*, Prentice Hall of India, 2003.
6. Tandon B.C.; *Environment and Entrepreneur*; Chug Publications, Allahabad
7. Siner A david: Entrepreneurial Megabuks; John Wiley and Sons, New York
8. Srivastava S.B.; *A practical guide to industrial entrepreneurs*, Sultan Chand & Sons, New Delhi.
9. Bhanu Sali : Entrepreneurship Development
10. Sarvanaval P. : Entrepreneurial Development

BBA-602– Management of Services

Objectives

The objective of this paper is to develop understanding of basic aspects of Service sector and familiarize the student with various Services and related matters.

Unit 1:

Meaning of Services: Concept – Goods and Services – Salient features of Services – Importance, Growth and Development of Service Sector in India; *Classification of Services:* Infrastructure of Services – Business Oriented Services – Trade Services – Social and Personal Services and Public Services.

Unit 2:

Service Marketing : Meaning – 7 Ps in Service Marketing – Service Product – Pricing the Service – Service Location and Channels of Services – Promotion and Communication of Services – People in services – Process in Services – Physical Evidence in Service – Nature and Problems in Service Marketing

Unit 3:

Management of Banking & Insurance Service: Concept – Scope and Importance Physical Infrastructure – Product and Pricing Policies – Human Resource Management – Productivity and Profitability – funds Management – Computerisation – Bank – Marketing in Indian Environment.

Unit 4:

Management of Hotel Services: – Concept, Scope and importance – Profile of Services, Locational Decisions – Pricing Policies – H.R.M. and Customer Care – Promotion Policies, Safety and Customer Management – Management of Hotel Services in India.

Unit 5:

Management of Consultancy Services: Concept, Scope and Importance – Main Types of Consultancy Services – Legal, Technical Financial and Taxation, Managerial; M.I.S. Pricing Strategies – Consultancy Organisation in India

Reference:

1. Jha S.M. “Service Marketing”, Himalaya Publishing House, Mumbai.
2. Valarie A. Zeithaml & Mary Jo. Bitner :- Services Marketing – Tata Mcgraw hill
3. Rao,A.V.S. “Services Sector Management in India, Allied Publishers, Hyerabad, 1986.
4. Shiv Shankar “Service Marketing”.
5. Vasanti Venugopal Raghu V.N. “Service Marketing”.
6. Reidenback E.R. & Pits, R.E., “Bank Marketing”.
7. Seth Prem Nath, “ Successful Tourism Management”.
8. Colin J Coulson. Thomas Collier, “Service Management : Operating Decisions”.
9. Kotler Philip (1996) “Marketing Management Analysis, Planning, Implementation and Control”, Prentice Hall of India Pvt. Ltd., New Delhi – 110 001

BBA-603: Organization Development and Change

Objectives

To familiarize the students with basic organizational processes to bring about organizational development and change.

Unit 1:

Organization Development (OD)

Definition, Characteristics and underlying assumptions of OD, value of OD, assumption about people,

Unit 2:

The concept of system, system of terminology, operational diagnostic, action and process maintenance components of OD, action research approach, uses and varieties of OD.

Unit 3:

OD interventions

Nature of OD interventions, some classifications, climate for OD interventions, comprehensive interventions Confrontation meeting survey feedback, Likert's system of management, and OD contingency theory of Lawrence and Lorsch.

Unit 4:

Organizational change

Management of Organizational change, determinants of Organizational change, alternative change strategies, Process of change,

Unit 4:

Change Effectiveness and Development Skills and Change Agent. Evaluating organizations: internal and external criteria, perspective and framework,

Reference:

1. Anderson, A H and Barker D. *Effective Enterprise and Change Management*. Oxford, Blackwell Publishers Ltd 1996.
2. French, W E and Bell. C H. *Organization Development*. New Delhi, Prentice - Hall of India, 1995.
3. Kao, S R. etc. *Effective Organization and Social Values*. New Delhi, Sage, 1994.
4. Khandwalla, P N. *Organisation Design for Excellence*. New Delhi, Tata McGraw Hill, 1992.
5. Luthans, F. *Organizational Behaviour*. 7th ed., New York, McGraw Hill, 1995.
6. Mendonca, M and Kanungo R N. *Work. Motivation*. New Delhi, Sage, 1994.
7. Robbins, S P. *Organizational Behaviour*. 7th ed., New Delhi, Prentice Hall of India, 1996.

BBA- 604 – E-Commerce

Objectives

The objective of this paper is to develop understanding of basic aspects of e-commerce.

Unit 1:

Introduction to Electronic Commerce: Definition of Electronic Commerce, The scope of Electronic Commerce, Business Strategy in an Electronic Commerce: The value chain, Competitive advantage, Business strategy.

Unit 2:

Business to Business Electronic Commerce: Inter-organizational transactions, Electronic markets, Electronic data interchange (EDI), EDI: the nuts and bolts, EDI and Business Inter organizational E-Commerce.

Unit 3:

Designing: Introduction to Technical Design and Construction, A Client Server Model of E-Commerce, Understanding Technical Design, Understanding Construction, Introduction to Detail Design. Any example of Applying Detailed Design: Introduction to High-Level Design, Performing High-Level Design, High Level design of Business transactions applying High-Level design, Any Example of Applying High-level Design.

Unit 4:

Testing & Implementation: Introduction to Testing. Understanding Testing, Applying Testing. Challenges and Opportunities in Applying Verification and Validation.

Unit 5:

Implementation : Understanding Implementation. Applying Implementation Planning. An Example of Applying Implementation Planning. Challenges and Opportunities Implementation Planning.

Reference:

1. Developing E-Commerce Systems by Jim A. Carter PHI.
2. E-Commerce new vistas for business by T.N. Chandra, R.K. Suri, Sanjiv Verma, Dhanpat Rai & Co.
3. David Whiteley, “E-Commerce”, Tata McGraw Hill, 2000
4. Eframi Turban, Jae Lee, David King, K. Michale Chung, “Electronic Commerce”, Pearson Education, 2000

BBA- 605 – Materials Management

Objectives

The objective is to provide adequate knowledge to the students for setting up of small scale business Organisation and Industry.

Unit 1:

Objectives of materials management, organization of material function, materials planning, codification & standardization, value analysis in material management.

Unit 2:

Warehousing management, purchasing cycle, materials handling, vendor rating, contract management

Unit 3:

Legal aspects of buying, spare parts management, material requirement planning, capacity management

Unit 4:

Forecasting, Products & Processes, Just-in-time manufacturing, TQM, Incoming material quality

Unit 5:

Cost- effectiveness & performance management, material management information system, stores management, material management-cases

Reference:

1. J. R. Tony Arnold & Stephen N. Chapman, Introduction to materials management, Pearson Education Inc, 2001.
2. P. Gopalakrishnan, Purchasing and materials management, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2001.
3. P. Gopalakrishnan & M. Sundaresan, Material management an integrated approach, prentice-hall of India private limited, New Delhi, 2001.
4. A.K. Datta, Materials management, inventory control and logistics, Jaico Publishing house, Mumbai, 2001.
5. A.K. Datta, Materials management procedures, Text and Cases, Prentice-Hall of India private limited, New Delhi, 2001.
6. P. Gopalakrishnan & A.K. Banergi, Maintenance and spare parts management, Prentice Hall of India Private limited, New Delhi, 2001.

BBA-606 – Viva Voce and Seminar

Objectives

To test the understanding of students of all the courses learnt by them in BBA with special emphasis on evaluating the development of skills in analysing and interpreting practical business problems through the application of theory, concepts and techniques of management.

Methodology:

The Viva –Voce shall be conducted at the end of the Sixth Semester and will be based on all the courses in the BBA curriculum involving the seminar presentation. The Viva – Voce will be conducted by a Board of Examiners, appointed by the Head of Department and will consist of two examiners. The awards will be countersigned by the Head of the Department.