

# **RADHA GOVIND UNIVERSITY**

## **RAMGARH, JHARKHAND**



**SYLLABUS FOR BACHELORS OF BUSINESS ADMINISTRATION**

**With effect from 2019-2022**

**FACULTY OF COMMERCE AND MANAGEMENT**  
**RADHA GOVIND UNIVERSITY**  
**RAMGARH, JHARKHAND**

## **FIRST YEAR**

### **FIRST SEMESTER**

#### **BBA101 GENERAL PRINCIPLES OF MANAGEMENT**

**UNIT I Introduction to Management:** Definition, Nature, Role of Managers, Managerial skills and Levels, Basic Functions of Management

**UNIT II Evolution of Management Theory:** Scientific Management F.W. Taylor, Henry L Gantt, Frank and Lillian Gilbreth, Theory of Henry Fayol, Fayol's vs. Taylor's comparison. Behavioural Model of Management (Hawthorne studies), Modern Theories of Management (Systems Management School, Situational Approach School)

**UNIT III Planning:** Definition, Nature, Importance, Types of Planning (from Koontz-Weihrich), Steps in Planning (from Koontz-Wiehrich), Planning Premises

**UNIT IV Organizing:** Concept, Definition, Formal and Informal Organisation, Organisational Structure (Functional Organisation, Product/ Market Organisation and Matrix Structure), Span of Management (concept and factors influencing the Span of Management), Delegation of authority

**UNIT V Staffing:** Definition, Factors affecting Staffing—The External and Internal Environment Identification of Job Requirements Job Design, Recruitment, Selection (process and limitations of Selection Process)

**UNIT VI Leadership:** Definition, Leadership Characteristics

**UNIT VII Directing:** Meaning of Motivation, Primary Motives, Secondary Motives, General Motives

**UNIT VIII Controlling:** Meaning, Need of Control, Control Process, Traditional Control Devices

#### **TEXT BOOKS:**

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

#### **REFERENCE BOOKS:**

1. Luthans, F. Organization Behaviour (McGraw Hill: New Delhi)

## **BBA102 BUSINESS DEMOGRAPHY AND ENVIRONMENTAL STUDIES**

**UNIT I** Meaning and definition of Demography – need of demographic Studies for Business.

**UNIT II** Distribution of Population and Population Growth Physical and cultural factors affecting the distribution of population. Density of population – over, optimum and under populated regions – Meaning and definition of population growth – Methods of calculating population Growth – Measures of fertility and mortality and factors affecting fertility and mortality.

**UNIT III** Population as Resource Literacy, sex ratio, Age & Sex Pyramid, Occupational Composition – Classification of population as Urban and rural – below poverty line population – working population – dependent Population.

**UNIT IV** Urbanisation – Meaning of urbanization – Urbanisation as Behavioural, structural, demographic, concepts of Urbanisation – Problems of Urbanisation.

**UNIT V** Environment Meaning and definition of environment Types of Environment – Physical and Cultural components of environment resources – need of environmental studies for Business Management – Environment factors affecting Business – Physical factors – i.e. topography, climate, minerals, water resources, cultural factors – infrastructure – technology tradition, political set up, social set up, educational set – up.

**UNIT VI** Environmental issues related to Business Global warming and Kyoto Protocol, Oil Crisis and its impact on Business problems related to water resources Industries & pollution –Air, Water, Noise.

## **BBA103 BUSINESS ACCOUNTING**

**UNIT I Accounting:** Basics of Accounting, Accounting Mechanics (Double Entry System, Classification, Golden Rules, Concepts and Conventions, Indian Accounting Standards)

**UNIT II Journal Ledger and Trial Balance:** Journal: Meaning & Advantages, Ledger meaning, Posting and Balancing, Trial Balance Objectives, defects, locating errors and preparations of TIB, Subdivision of journal-daybook & Bills book.

**UNIT III Final Accounts:** Trading Account, Profit and Loss Account, Adjustments, Forms of Balance Sheet, Assets and their Classification, Liabilities and their Classification, Uses and Limitations

**UNIT IV Capital and Revenue Expenditure and Receipts:** Rules for Determining Capital Expenditure and Revenue Expenditure, Deferred Revenue Expenditure, Capital and Revenue Receipts, Capital and Revenue Profit and Loss

**UNIT V Accounting for Non-Profit Organization:** Accounting Procedures, Receipts and Payments Accounts, Distinction between Receipts and Payments Accounts, Income and Expenditure Account problems

**UNIT VI Depreciation:** Meaning, Determinant Factors, Methods (straight line and diminishing balance) and Significance

**UNIT VII Bills of Exchange:** Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonor of Bills,

**UNIT VIII Bank Reconciliation Statement**

### **TEXT BOOKS:**

1. Anthony, R.N. Management Accounting Principles (AITBS: New Delhi)
2. Hanif and Mukherjee, Modern Accountancy (Tata McGraw Hill: New Delhi)

### **REFERENCE BOOK:**

1. Sahaf, MA, Management Accounting (Vikas: New Delhi)

## **BBA104 BUSINESS ECONOMICS (MICRO)**

**UNIT I Nature and scope of Managerial Economics:** Meaning and Characteristics, Scope of Micro and Macro Economics Purpose of Managerial Economics in Business Decision Making.

**UNIT II Demand:** Law of Demand-Demand Curve, Movement vs. Shift of the Demand Curve, Determinants of Demand, Elasticity of Demand (Types-price, income and cross elasticity, Measurement of elasticity of demand) Theory of Consumer Behavior: Cardinal Utility Theory (assumptions, law of diminishing marginal utility, law of equimarginal utility, consumer's equilibrium, derivation of demand curve), Ordinal Utility Theory (assumptions, meaning and properties of indifference curve, marginal rate of substitution, consumer's equilibrium, income consumption curve, price consumption curve, income & substitution effects of normal goods under Hicksian approach, derivation of demand curve).

**UNIT III Demand Forecasting:** Purpose, Techniques (survey method, statistical method-trend fitting, econometric regression method).

**UNIT IV Theory of Production:** Production Function (meaning), Law of Diminishing Returns, Three stages of Production in Short Run, Producer's Equilibrium in Long Run, Law of Returns to Scale.

**UNIT V Theory of Cost:** Types, Short Run Cost Curves, Long Run Average Cost Curve, Economies and Diseconomies of scale.

**UNIT VI Market Structure:** Perfect Competition (features of pure and perfect competition, determination of price, short and long run equilibrium of a firm, shut down point and its significance), Monopoly (features, causes, short run equilibrium of a firm, concept & conditions of Price Discrimination, Third degree price discrimination), Monopolistic Competition (features, short and long run equilibrium of a firm),

### **TEXT BOOKS:**

1. Dwivedi, D. N, Managerial Economics (Vikas Publishing House: New Delhi) 2. Varshney & Maheshwari, Managerial Economics (Sultan Chand & Sons: New Delhi) 3. Dholakia & Oza, Microeconomics for Management Students (Oxford University Press: New Delhi) 4. Managerial Economics-Udipato Roy(Asian Book:Kolkata)

### **REFERENCE BOOKS:**

1. Samuelson,N., Economics (Tata-McGraw Hill: New Delhi)

## **BBA105 INTRODUCTION TO COMPUTER SCIENCE**

**UNIT I Introduction To Computers:** Introduction, Characteristics of computers, Evolution of computers, Generation of Computers, Classification of Computers, The Computer System, Applications of Computers.

**UNIT II Number Systems And Logic Gates:** Introduction, Number Systems, Conversion between Number Bases, Arithmetic System, Signed and Unsigned Numbers, Concept of Overflow, Binary Coding, Logic Gates, Boolean Algebra, Combination of Logic Gates.

**UNIT III Computer Architecture:** Introduction, Central Processing Unit (CPU) Memory, Communication between Various Units of a Computer System, The Instruction Format, Instruction Set, Processor Speed, Multiprocessor Systems.

**UNIT IV Primary Memory and Secondary Storage:** Introduction, Memory Hierarchy, Random Access Memory (RAM), Types of RAM, Read Only Memory (ROM), Types of ROM. Introduction and Classification of Secondary Storage Devices, Magnetic Tape, Magnetic Disk, Optical Disk, Magneto Optical disk.

**UNIT V Input and Output Devices:** Introduction, Keyboard, Pointing Devices, Speech Recognition, Digital Camera, Scanners, Optical Scanners. Classification of Output, Hard Copy Output Devices, Printers, Plotters, Computer Output Microfilm (COM), Soft Copy Output Devices, Monitors, Audio Output, Projectors, Terminals.

**UNIT VI Computer Program and Languages:** Introduction, Developing a Program, Algorithm, Flowchart, Pseudo code (P-Code). Evolution of Programming Languages, Classification of Programming Languages, Generations of Programming Languages, Features of a Good Programming Language, Selection of a Programming Language.

**UNIT VII Computer Software:** Introduction, Software: Definition, Relationship between Software and Hardware, Software Categories, System Software, Application Software, Software Terminology.

**UNIT VIII Operating System:** Introduction, Operating System, Evolution of Operating System, Types of Operating System, Functions of an Operating System, Modern Operating Systems.

**UNIT IX Data Communication And Computer Network:** Introduction, Data Communication, Transmission Media, Multiplexing, Switching, Computer Network, Network Topologies, Communication Protocols, Network devices.

**UNIT X Internet Basics:** Introduction, Evolution of Internet, Basic Internet Terms, Getting Connected to Internet, Internet Applications, Electronic Mail: An Introduction How E-Mail Works, Searching the Web (Search Engines), Languages of Internet, Internet and Viruses.

**TEXT BOOK:** 1. Introduction to computer Science, IITL Education solution Limited, R&D Wing, PEARSON Education,

### **REFERENCE BOOK:**

1. Rajaraman V. – Fundamental of Computers, Prentice Hall of India Pvt. Ltd., New Delhi.

## **BBA106 BUSINESS COMMUNICATION -I**

### **UNIT I Introduction to Communication**

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

### **UNIT II Types of Communication**

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

### **UNIT III Oral Communication**

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences - Press Conference - Demonstration - Radio Recording - Dictaphone - Meetings - Rumor - Demonstration and Dramatization - Public address system - Grapevine - Group Discussion - Oral report - Closed circuit TV). The art of listening - Principles of good listening.

### **UNIT IV Application of Communication Skills**

Group Decision-Making - Conflict and Negotiations - Presentation and Interviews - Speeches - Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don'ts etc. to be studied for each type).

### **UNIT V Topics Prescribed for workshop/lab**

- i) Group Discussion
- ii) Mock Interview
- iii) Interview
- iv) Public Speech

### **REFERENCE BOOK:**

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
- 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
- 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
- 4) Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
- 5) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 6) Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.

## **SECOND SEMESTER**

### **BBA201 ORGANIZATIONAL BEHAVIOUR**

**UNIT I Introduction:** Meaning and importance of the study of OB.

**UNIT II Behaviour and its causation:** Introduction to personality, perception, learning and attitude.

**UNIT III Motivation:** Importance of psychological process of motivation, salient motivation tools  
Need Theories/ Content Theories (Maslow's Hierarchy of Needs, Alderfer's ERG Theory Process  
Theories (Herzberg's Two Factor Theory and Vroom's Expectancy Theory)

**UNIT IV Leadership and Group Dynamics:** Historically Important (Ohio State and Michigan  
leadership Theories), Traditional Theories (Trait Theory and Contingency Theory) Modern Theories  
(Charismatic Theories), Formal and informal groups, role concept

**UNIT V Improving Interpersonal Effectiveness:** Interpersonal communication, Introduction to TA

**UNIT VI Conflict Management and Team Building:** Sources of Conflict, Types of Conflict,  
Negotiation (process and issues)

**UNIT VII Concepts of Organizational Culture:** Definition, Organizational Culture.

**UNIT VIII Organizational Development:** Concept of OD, Phases of OD and OD Interventions,  
Limitations of OD Interventions

**UNIT IX Concept of Morale and Job Satisfaction**

#### **TEXT BOOKS:**

1. Pareek, U. Understanding Organizational Behaviour (Oxford University Press: New Delhi) 2.  
Robbins, S.P.& Sanghi Organizational Behaviour (Prentice Hall India: New Delhi)

#### **REFERENCE BOOKS:**

1. Luthans, F. Organizational Behaviour (McGraw Hill: New Delhi) 2. Newstrom, J.W. and Davis, K.  
Organizational Behaviour: Human Behaviour at Work (Tata McGraw Hill: New Delhi)

## **BBA202 PRINCIPLES OF MARKETING**

**UNIT I Introduction Marketing** – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role & functions of Marketing Manager.

**UNIT II Types of Marketing** – Tele Marketing, E-Marketing-Service Marketing, Rural Marketing-feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies.

**UNIT III Marketing Mix Meaning** – Scope, Utility – Product mix, Product concept, and Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.

**UNIT IV Types of Channels** – Factors influencing channels, Elements of Promotion Mix – Sales Promotion System. Recent Trends in Promotion Sale. Advertising – Role of Advertising, Advertising Media.

**UNIT V Market Segmentation** – Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, and Destination between differential Marketing & Concentrated Marketing.

**UNIT VI Marketing Information System & Marketing Research** – Concept & components of a Marketing Information System – Marketing Research – Meaning & scope – marketing research procedure – types & techniques of Marketing Research – Managements use of Marketing Research.

### **REFERENCE BOOKS:**

1. Marketing Management By Philip Kotlers
2. Marketing Management Cravens By Hills – Woodruff
3. Marketing – A Managerial Introduction By Gandhi
4. Marketing Information System By Davis – Olsan
5. Consumer Behavior By Schiffman – Kanuk
6. Principles and practice of Marketing By John Frain.

## **BBA203 PRINCIPLES OF FINANCE**

**UNIT I** Introduction Finance - Definition - Nature and scope of finance function. Financial Management - Meaning - Scope and Objectives Organisational framework of financial management- Relationship of finance Department with other department- Role of finance manager

**UNIT II** Financial Planning Meaning - concept - objectives - types - steps - significance - basic considerations - limitations.

**UNIT III** Capital Structure Meaning - criteria for determining capital structure. Factors influencing capital structure.

**UNIT IV** Capitalisation Meaning - narrower and broader interpretation. Over capitalisation - meaning, causes, consequences, remedies. Under Capitalisation - meaning, causes - consequences, remedies.

**UNIT V** External Sources of Finance 10 Shares - meaning, types, advantages and limitations. Debentures - meaning, types, advantages and limitations. Public Deposits - meaning, advantages and limitations. Borrowing from banks - types of loans - advantages and limitations.

**UNIT VI** Internal Sources of Finance 10 Reserves and surplus - Bonus shares - Retained earnings - Dividend policy - Role of depreciation - Importance, advantages and limitations of these sources.

### **BOOK RECOMMENDED:**

1. P.V. Kulkarni - Financial Management - Himalaya Publishing House, Mumbai.
2. S.C. Kucchal - Corporation Finance - Chaitanya Publishing House, Allahabad.
3. I.M. Pandey - Financial Management - Vikas Publishing House.
4. R.M. Shrivastava - Pragati Prakashan, Meerut.
5. M.Y. Khan and P.K. Jain - Financial Management - McGraw Hill Publishing co. Ltd., New Delhi.
6. Prasanna Chandra - Financial Management - McGraw Hill Publishing co. Ltd., New Delhi.

## **BBA204 BUSINESS STATISTICS**

**UNIT I Population and Sample:** Definition of Statistics, Scope of Statistics in Economics, Management Sciences and Industry. Concept of population and sample with illustration. Methods of Sampling – SRSWR, SRSWOR, Stratified, Systematic. (Description of sampling procedures only) Data Condensation and graphical Methods: Raw data, attributes and variables, classification, frequency distribution cumulative frequency distributions. Graphs - Histogram, Frequency polygon. Diagrams - Multiple bar, Pie Subdivided bar.

**UNIT II Measures of Central Tendency:** Criteria for good measures of central tendency, Arithmetic mean, Median and Mode for grouped and ungrouped data, combined mean.

**UNIT III Measures of Dispersion:** Concept of dispersion, Absolute and relative measure of dispersion, Range, Variance, Standard deviation, Coefficient of variation, Quartile Deviation, Coefficient of Quartile deviation.

**UNIT IV Correlation and Regression (for ungrouped data):** Concept of correlation, positive & negative correlation, Karl Pearson's Coefficient of correlation, meaning of regression, Two regression equations, Regression coefficients and properties.

**UNIT V Linear Programming problem (LPP):** Meaning of LPP, Formulation of LPP, solution by graphical methods, problems relating to two variables only.

**UNIT VI Transportation problem (T.P.):** Statement and meaning of T.P. methods of finding initial basic feasible solution by North West corner Rule, Matrix Minimum method and Vogel's approximation method. Simple numerical problems (concept of degeneracy is not expected)

### **RECOMMENDED BOOKS:**

1. S.C. Gupta – Fundamentals of Statistics - Sultan chand & Sons, Delhi.
2. D.N. Elhance – Fundamentals of Statistics – Kitab Mahal, Allahabad.
3. M. Satyanarayana, Lalitha Raman- Management operations Research.
4. V.K. Kapoor – Operations Research Techniques for Management - Sultan chand & Sons, Delhi.

## **BBA205 PRODUCTION AND OPERATIONS MANAGEMENT**

### **UNIT I INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT:**

Introduction - Meaning & Definition – Classification - Objectives and Scope of Production and operation Management -Automation: Introduction – Meaning and Definition – Need – Types - Advantages and Disadvantages.

**UNIT II PLANT LOCATION AND LAYOUT:** Introduction – Meaning & Definition - Factors affecting location, theory and practices, cost factor in location - Plant layout principles - space requirement- Different types of facilities, Organization of physical facilities – building, sanitation, lighting, air conditioning and safety.

**UNIT III MATERIALS MANAGEMENT:** Introduction – Meaning & Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control, Techniques of

**UNIT IV PRODUCTION PLANNING AND QUALITY CONTROL:** Objectives and Concepts, capacity planning, corresponding production planning, controlling, scheduling routing – Quality Control - Statistical Quality Control, Quality Management, Control charts and operating characteristic curves, acceptance sampling procedures, Quality Circle, Meaning of ISO and TQM. Productivity – factors influencing productivity - Concept of Standard Time, Method study, Time and Motion Study, Charts and Diagrams, Work Measurements

**UNIT V MAINTENANCE AND WASTE MANAGEMENT:** Introduction – Meaning – Objectives - Types of maintenance, Break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal, salvage and recovery.

### **SKILL DEVELOPMENT**

- Visit any industry and list out the stages of PPC with as many details as possible.
- List out the Functions of Materials management in an organization
- Describe the Functions of Quality Circles in an industry
- Draw a ISO specification chart
- Visit a company and List out Environmental issues.
- Visit a company and draw a chart on Plant layout.

### **BOOKS FOR REFERENCE**

1. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.
2. Gondhalekar&Salunkhe : Productivity Techniques, HPH.
3. SN Chary, Production & Operations Management, McGraw Hill.
4. U. Kachru, Production & Operations Management, Excel Books.
5. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
6. K KAhuja, Production Management, CBS Publishers.
7. S.A. Chunawalla& Patel: Production & Operations Management, HPH.

## **BBA206 BUSINESS COMMUNICATION –II**

**UNIT I Writing Business Letter:** Importance of Business Letters; Difference between Personal and Business Letters; Structure and Format of Business Letters; Types of Business Letters. Writing E-mail: Principles of E-mail; E-mail Etiquette; Overcoming Problems in E-mail Communication.

**UNIT II Writing Memos, Circulars and Notices:** What is a Memo?- Principles of précis writing- Approaches to memo writing- Format of a Memo; Circulars- Guidelines for writing a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice.

**UNIT III Report Writing:** Features of Writing a Good Report; Purpose of Report Writing; Difference between Business Report and Engineering Report-; Steps in Report Writing; Structure of Report; Types of Reports and Different Formats.

**UNIT IV Meetings:** Importance of Business Meetings; Different Types of Business Meetings; Conducting Meetings; Common Mistakes Made at Meetings. Overcoming mistakes in meeting

**UNIT V Employment Communication – Resume:** Contents of Good Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters.

### **REFERENCE BOOKS**

1. Bovee, Courtland, John Thill & MukeshChaturvedi. Business Communication Today: Dorling kindersley, Delhi
2. Kaul, Asha: Business Communication: Prentice-Hall of India, Delhi
3. Monippally, Matthukutty M. Business Communication Strategies. Tata McGrawHill Publishing Company Ltd., New Delhi
4. Come Back: A story of bankruptcy and survival by SuhasMantri,
5. Empire of things by Frank Trent Mann

## **SECOND YEAR**

### **THIRD SEMESTER**

#### **BBA301 HUMAN RESOURCE MANAGEMENT**

**UNIT I** Meaning, Nature and Scope of HRM - Personnel Management Verses HRM Importance of HRM-Functions of HRM-Classification of HRM Functions

**UNIT II** Job Description – Job Evaluation - Job Specification – Basis for HRP – Meaning and Objectives of HRP – Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP

**UNIT III** Recruitment -Recruitment policy – Centralized /decentralized recruitment – Sources of– Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection - Selection Process – Placement – Induction – Objectives – Advantages

**UNIT IV** Training & Development – Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Program – Job Enlargement – Job Enrichment – Job Evaluation – Meaning – Purpose - Techniques.

**UNIT V** Performance Appraisal – Need – Importance - Techniques – Benefits - Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages

#### **TEXT BOOKS**

1. Aswathappa K-Human Resource Management, Tata McGraw Hill, New Delhi, 2016
2. Chandra Mohan A-Human Resource Management, APH Publishing Corporation, 2016

#### **REFERENCE BOOKS**

1. ArunMonappa-Managing Human Resources, MacMillan India Ltd., 2016
2. Rao, V. S. P.- Human Resource Management, Pearson, New Delhi, 2016
3. Mamoria, C.B.-Human Resource Management, Himalaya Publication House, New Delhi, 2016
4. Cascio, W. F.-Managing Human Resources, Tata McGraw Hill, New Delhi, 2016.

## **BBA302 MANAGEMENT INFORMATION SYSTEM**

**UNIT I** Definition of MIS-Effects of using Computers for MIS-Pre-Requisites of an effective MIS- Information and the levels of Management-Characteristics of MIS functions of MIS-Phases of Decision Making - Systems Concept- -System Environment- Types of Systems-Subsystems-Information- characteristics of Information-Categories of Information System - ESS – DSS – MIS – TPS – Systems from a functional perspective.

**UNIT II** Information Technology – Computer Hardware - Computer Software- System Software and Application Software-Computer Networking-Topology of Computer Network.

**UNIT III** Database Management Systems- Definition- File processing Systems and Database Systems-Advantages of DBMS-Components of DBMS-Types of Databases-Limitations of DBMS.

**UNIT IV** System Analysis and Design-Variou steps in System Analysis and DesignApproaches to System Development -The role of a System Analyst- ERP- SCM-CRM - Artificial Intelligence -Components of Artificial Intelligence- Security and Ethical Challenges .

**UNIT V** Application of SPSS in MIS Introduction to SPSS - Creating Questionnaire using Google Form, Exporting Data from Excel to SPSS - Concepts of Variables – Entering Variables and Data in SPSS – Determining Normality Conditions – Frequencies – Descriptive Statistics – Chi-square.

### **TEXT BOOKS**

1. Management Information System By Dr. S.P.Rajagopalan, Margham Publications, Second Edition 2005 Reprint 2016 2. Management Information System By Jame Ob Brien , Tata McGrawhill Publication 3. SPSS for Windows, Darren George, Paul Mallery, Person, Eleventh Edison, Copy right 2016

### **REFERENCE BOOKS**

1. Management Information System By Dr.S.Sadagopan , PHI Publications, Second Edition Copyright @2016 2. Management Information System By Kenneth Laudon, and Jane Laudon , PHI Publication

## **BBA303    BASICS OF COST ACCOUNTING**

**UNIT I** Nature and Scope of Cost Accounting: Nature and Scope – Objectives, Advantages and Limitations – Financial Vs. Cost Accounting - Costing System - Types of Costing and Cost Classification – Cost Sheet and Tenders – Cost Unit – Cost Centre and Profit Centre.

**UNIT II** Methods of pricing of Material Issues: Stores ledger-First in First out (FIFO), Last in First out (LIFO), and Material Control: Levels of Stock and EOQ – Perpetual Inventory System, ABC and VED Analysis.

**UNIT III** Accounting for labour; Control procedures, Labour Turnover, Idle time, piece Rates, Incentives and Remuneration: Time and Piece Rate – Taylor’s differential piece rate– Premium Bonus System – Halsey and, Rowan’s Plans – Calculation of Earnings of Workers

**UNIT IV** Overheads Classification of Overhead Costs – Departmentalization of Overheads – Allocation Absorption and Apportionment of Overhead Costs – Primary and Secondary Distribution of Overheads

**UNIT V** Cost ascertainment - Process costing excluding inters process profits and operating costing.

### **TEXT BOOKS**

1. T.S. Reddy & Hari Prasad Reddy – Cost Accounting – Margham Publications, Chennai 2. A.Murthy and S. Gurusamy, Cost Accounting 2nd Edition, Vijay Nicole Imprints Private Ltd., Chennai. 3. A.Murthy and S. Gurusamy, Cost Accounting, Tata McGraw-Hill Publishing Company Ltd. New Delhi. 4. Tulsian P.C. – Cost Accounting – Tata McGraw Hills.

### **REFERENCE BOOKS**

1. S.P.Jain and Narang – Cost Accounting – Kalyani Publishers, New Delhi 2. S.N.Maheswari – Principles of Cost Accounting – Sultan Chand & sons, New Delhi 3. A.Murthy and S. Gurusamy, Essentials of Cost Accounting, Vijay Nicole Imprints Private Ltd., Chennai. 4. S.P.Iyengar – Cost Accounting – Sultan Chand & Sons, New Delhi.

## **BBA304 BUSINESS ECONOMICS (MACRO)**

### **OBJECTIVES:**

1. To study the behavior of working of the economy as a whole.
2. To develop an analytical framework to understand the inter-linkages among the crucial macroeconomic variables.
3. To apply economic reasoning to problems of business and public policy.

**UNIT I INTRODUCTION:** Definition and Nature of Macroeconomics. Scope, Importance and Limitations.

**UNIT II NATIONAL INCOME ACCOUNTING:** National Income Aggregates (GDP, GNP etc. at market price and factor cost). Approaches to measuring national income. Nominal and real measures of national income.

**UNIT III THEORY OF INCOME AND EMPLOYMENT:** Say's Law of Markets. Consumption Function. Saving Function. Investment Function. Aggregate Expenditure Function. Keynes' Theory of Income and Employment. Concept of underemployment equilibrium.

**UNIT IV BUSINESS CYCLE, INFLATION AND DEFLATION:** Nature and characteristics of Business Cycle. Phases of Business Cycle. Inflation – Meaning, Types, Causes and control. Concept of Deflation.

**UNIT V MACRO ECONOMIC POLICIES:** Creation of Credit, Monetary Policy, Fiscal Policy. Supply side Economics – An introduction.

### **RECOMMENDED BOOKS:**

- 1) Ackley G. – Macro Economics: Theory and Policy, Macmillan Publishing Company, NewYork.
- 2) Ahuja H.L. – Macro Economics: Theory and Policy, S. Chand & Co. Ltd. New Delhi.2006
- 3) Gupta S.B. – Monetary Economics, S. Chand & Co. Ltd. New Delhi.2002
- 4) Shapiro E. – Macro Economic Analysis, Galgotia Publications, New Delhi. 1996 5th Ed.
- 5) Jhingan M. L. – Macro Economic Theory: Vrinda Publications, New Delhi. 2006
- 6) William Branson – Macro Economics: Theory and Policy.1988 2nd Edn.
- 7) J. Harvey and H. Johnson – Introduction to Macro Economics
- 8) D. N. Dwivedi – Macro Economics – Tata McGraw Hill, New Delhi-2006

## **BBA305 BUSINESS LAWS**

**UNIT I** Introduction and Meaning – Law of contract –Elements of contract: Offer and Acceptance-Capacity of parties-Consideration-Free Consent-Legality of Object Discharge of Contract - Quasi contract – Special Contracts-indemnity and guarantee – Bailment & Pledge

**UNIT II** Sale of Goods Act –Transfer of Property Act.

**UNIT III** Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share capital – Debentures- Winding up.

**UNIT IV** The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.

**UNIT V** Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – Information Technology Agreement ITA. Competition act.

### **TEXT BOOKS**

1. Sreenivasan MR – Business Law-Margham Publication-2016
2. Kapoor ND - Business Law

### **REFERENCE BOOKS**

1. Kapoor ND - Elements of Mercantile Law
2. Saravanel P. Alarm, S.B. Business Law
3. Gulson SS and Kapoor GK – Handbook of Business Law

## **BBA306 PERSONALITY DEVELOPMENT**

### **Objectives:**

1. To make the students aware about the dimensions and importance of effective personality.
2. To understand personality traits and formation and vital contribution in the world of business.
3. To make the students aware about the various dynamics of personality development.

**UNIT I Introduction:** Meaning and Definition of Personality. Factors affecting Personality Development: Biological, Home Environment and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations.

**UNIT II Meaning and Definition:** Personality Traits. Developing Positive Personality Traits: Attitude: Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude. Personality habits: Meaning and concept of habits. • Developing effective Habits: Behaviour and Character. Being Proactive/Creative and Innovative Beginning with the end in mind putting first things first with determination, discipline, clarity and concentration. Thinking Big and Winning Through: Action, Active, Facing Challenges, striving for success. Apologizing, Appreciating, Accepting feedback. Aiming high, enthusiasm, team building, setting goals, zeal and passion building.

**UNIT III Pillars of personality development:** Introspection: Meaning and importance, Views about Introspection, Self-Introspection Skills. Self-Assessment : Meaning, importance, types and self-assessment for students. Self-Appraisal: Meaning, importance, tips for self-appraisal. Self-Development: Meaning, process of self-development, Self-Development Techniques, Use of self-development, Individual Development Plan. Self-Introduction: Meaning, tips for effective self-introduction, Self-Acceptance, Awareness, Self-Knowledge, belief, confidence, criticism and self-examination. Defining Success: Real or Imaginative, obstacles to success, factors and qualities that make person successful. Concept of Failure: Reasons for failure. Personal SWOT analysis & STAR analysis.

**Unit IV Self Esteem:** Self Concept: Meaning, definition and development self-esteem: concept, significance of Self-esteem, types (positive, negative), characteristics of people of high and low Self-esteem, steps for enhancing positive Self-esteem. Sigmund Freud ID, EGO and SUPER EGO Concepts. Ego Management, What ego mismanagement can do? Managing Egoistic insults.

**Unit V Personality Formation Structure:** Mind mapping. Competency mapping. Developing interpersonal and group skills. Building positive relationships. Strategies of gaining power and influence. Enhancing personality through effective communication. Intentional Communication. Intentional Listening. Effective Speech: Writing and delivering and successful negotiation.

## **FOURTH SEMESTER**

### **BBA401 CULTURE AND BUSINESS ETHICS**

**UNIT I Introduction to HVE:** Explanation and Definition, Conceptual Framework in Understanding the Complementarity between Values and Skills, what is there in HVE for us?

**UNIT II Values vs. Skills:** Universal vs. Local, Durable vs. Changing, Roles of Feeling, Reasoning and Willing for Constructive Appreciation of Values and Skills

**UNIT III Ethics:** The Different Theoretical Perspectives

**UNIT IV Deeper Insights into Ethics:** Voluntary Unethicality vs. Induced Unethicality and their Consequences

**UNIT V Human Values Explored Further:** Secular and Sacred, Duties and Rights, Freedom and Discipline, Affluence and Poverty, the Psychology of Competition

**UNIT VI Codes of Ethics:** Medicine, Journalism, Engineering, Politics, Government Service, Accounting, Indian Army, Judiciary and Athletic Coaching

**UNIT VII Codes of Conduct:** Tata, Aditya Birla Group, Reliance Industries Limited and Infosys Technologies

#### **TEXT BOOK:**

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

#### **REFERENCE BOOK:**

1. Modh, S., Business Ethics

Understanding body language, projecting positive body language. Manners and etiquettes.  
Proper dressing for varied occasions.

**Recommended Books:**

1. Seven Habits Of Highly Effective People – Stephen Covey
2. You Can Win – Shiv Khera
3. Three Basic Managerial Skills For All – Hall Of India Pvt Ltd New Delhi
4. Hurlock Elizabeth B Personality Development Tata Mcgraw Hill New Delhi
5. Understanding Psychology: By Robert S Feldman. ( Tata McGraw Hill Publishing)
6. Personality Development and Career management: By R.M.Onkar (S Chand Publications)
7. Social Psychology: By Robert S Feldman. ( Tata McGraw Hill Publishing)
8. Mcgrath Eh Basics Management Skills For All Printish Hall Of India Pvt Ltd New Delhi
9. Wehtlel David A and Kin S Kemerron – Developing Managerial Skills – Pearson Education New Delhi.
10. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli – Sultan Chand & Sons, New Delhi.
11. Business Communication (Principles, Methods and Techniques) Nirmal Singh -Deep & Deep Publications Pvt. Ltd., New Delhi
12. Effective Business Communication – H.Murphy.

## **BBA402 INDUSTRIAL RELATIONS AND LABOUR LAWS**

**UNIT I** - Industrial Relations Concepts – Importance – Industrial Relations problems in the Public Sector – Growth of Trade Unions – Codes of conduct.

**UNIT II** - Industrial Conflicts Disputes – Impact – Causes – Strikes – Prevention – Industrial Peace – Government-Machinery – Conciliation – Arbitration – Adjudication.

**UNIT III** - Labour Welfare Concept – Objectives – Scope – Need – Voluntary Welfare Measures – Statutory Welfare Measures – Labour – Welfare Funds – Education and Training Schemes.

**UNIT IV** - Industrial Safety Causes of Accidents – Prevention – Safety Provisions – Industrial Health and Hygiene – Importance – Problems – Occupational Hazards – Diseases – Psychological problems – Counselling – Statutory Provisions.

**UNIT V** - Welfare of Special Categories of Labour Child Labour – Female Labour – Contract Labour – Construction Labour – Agricultural Labour – Differently abled Labour – BPO & KPO Labour – Social Assistance – Social Security – Implications.

### **TEXT BOOKS**

1. Mamoria C.B. and SathishMamoria, Dynamics of Industrial Relations, Himalaya Publishing House, New Delhi, 2016 2. ArunMonappa, RanjeetNambudiri, PatturajaSelvaraj. Industrial relations & Labour Laws. Tata McGraw Hill. 2016

### **REFERENCEBOOKS**

1. Ratna Sen, Industrial Relations in India, Shifting Paradigms, Macmillan India Ltd., NewDelhi, 2. C.S.VenkataRatnam, Globalisation and Labour Management Relations, Response Books, 3. Srivastava, Industrial Relations and Labour laws, 4. P.R.N Sinha, InduBala Sinha, Seema PriyardarshiniShekhar. Industrial Relations, Trade Unions and Labour Legislation. Pearson.

## **BBA403 MANAGEMENT ACCOUNTING**

**UNIT I** Meaning, definition and objectives of management accounting - advantages and limitations of management accounting - differences between Cost accounting and Management accounting

**UNIT II** Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.

**UNIT III** Ratio Analysis - meaning, uses and limitations of ratios - types of ratios - liquidity ratios, profitability ratios, activity ratio and solvency ratios.

**UNIT IV** Fund flow analysis- Concept of funds-sources and uses of funds-funds flow statement-construction of funds flow statement-Cash flow analysis Cash flow analysis utility of cash flow statement – construction of cash flow statement.

**UNIT V** Budgetary Control - meaning, objectives, advantages and limitations of budgetary control - types of budgets - purchase budget, materials budget, flexible budget and cash budget. CVP analysis - uses and limitations of marginal costing - assumptions of BE chart - simple problems relating to decision making based marginal costing.

### **TEXT BOOKS**

1. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Margham Publication. 2. S.N Maheswari, Management Accounting - Sultan Chand & Sons, New Delhi 2014

### **REFERENCE BOOKS**

1. Saxena and Vashist Essentials of Cost Accounting IPCC Text Sultan Chand & Sons -2016 2. Jhamb, Fundamentals of Management Accounting – Ane Books India - New Delhi. 3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education.

## **BBA404 INTERNATIONAL BUSINESS**

**OBJECTIVE** The objective of this subject is to facilitate the students in understanding International Business in a multi-cultural world.

**UNIT I : INTRODUCTION TO INTERNATIONAL BUSINESS** Meaning and Definition of International Business – Theories of International Trade – Economic Theories – Forms of International Business - Nature of International Business

**UNIT II : MODES OF ENTRY INTO INTERNATIONAL BUSINESS** Mode of Entry – Exporting – Licensing – Franchising – Contract Manufacturing – Turn Key Projects – Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures – Comparison of different modes of Entry.

**UNIT III : GLOBALIZATION:** Meaning - Features – Stages –Production –Investment and Technology, Globalization – Advantages and Disadvantages – Methods and Essential Conditions for Globalization. MNC's and International Business: Definitions – Distinction between Indian Companies – MNC – Global Companies and TNC – Organizational Transformations – Merits and Demerits of MNC's in India

**UNIT IV: INTERNATIONAL MARKETING INTELLIGENCE:** Information required – Source of Information – International Marketing Information System and Marketing Research.

**UNIT V : EXIM TRADE:** Export Trade, Procedure, Steps & Documentation, Direction of India's Trade – Export Financing – Documents related to Export Trade – Export Marketing – Import Trade, Procedure, Steps, Documentations and Problems - EXIM Policy - Balance of Payment – Disequilibrium and Measures for Rectification - Institutions connected with EXIM Trade.

### **SKILL DEVELOPMENT**

- List any three MNC's operating in India along with their products or services offered.
- Prepare a chart showing currencies of different countries
- Tabulate the foreign exchange rate of at least 2 countries for 1 month
- Collect and Paste any 2 documents used in Import and Export trade.

### **BOOKS FOR REFERENCE**

1. Dr. Aswathappa International Business, Tata McGraw Hill. 2. P. SubbaRao – International Business – HPH 3. Shyam Shukla; International Business, Excel Books. 4. Francis Cherunilam; International Business, Prentice Hall of India 5. MahuaDutta, International Business, I.K. Intl 6. J. Maskeri- International Business 7. Rosy Joshi; International Business, Kalyani Publishers. 8. Venkataramana. K, International Business, SHBP. 9. Subhasre S – International Business, HPH.

## **BBA405 STRESS MANAGEMENT**

**UNIT I** - Understanding Stress Meaning – Symptoms – Works Related Stress – Individual Stress – Reducing Stress – Burnout.

**UNIT II** - Common Stress Factors Time & Career Plateauing Time Management – Techniques – Importance of planning the day – Time management schedule – Developing concentration – Organizing the Work Area – Prioritizing – Beginning at the start – Techniques for conquering procrastination – Sensible delegation – Taking the right breaks – Learning to say ‘No’.

**UNIT III** - Crisis Management Implications – People issues – Environmental issues – Psychological fall outs – Learning to keep calm – Preventing interruptions – Controlling crisis – Importance of good communication – Taking advantage of crisis – Pushing new ideas – Empowerment.

**UNIT IV** - Work Place Humour developing a sense of Humour – Learning to laugh – Role of group cohesion and team spirit – Using humour at work – Reducing conflicts with humour.

**UNIT V** - Self Development Improving Personality – Leading with Integrity – Enhancing Creativity – Effective decision making – Sensible Communication – The Listening Game – Managing Self – Meditation for peace – Yoga for Life.

### **TEXT BOOK:**

1. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 2016

### **REFERENCE BOOKS:**

1. Cooper, Managing Stress, Sage, 2016 2. Waltschafer, Stress Management ,Cengage Learning, 4th Edition 2016 3. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 2016 4. Juan R. Alascal, Brucata, Laurel Brucata, Daisy Chauhan. Stress Mastery. Pearson 5. Argyle. The Psychology of Happiness. Tata McGraw Hill. 2016 6. Bartlet. Stress – Perspectives & Process. Tata McGraw Hill. 2016

## **BBA406 BUSINESS EXPOSURE**

### **OBJECTIVES:**

1. To develop the understanding of the student with a realistic and practical perception of the industry its layout, procedures, processes, organization structure.
2. The objective of the Industrial Visit is to help students gain firsthand information regarding the functioning of the Industry which presents the students with opportunities to plan, organize and engage in active learning experiences both inside and outside the classroom.
3. Preparing students for the visit: The preparation should be such so as to guide students towards recognizing the important elements in an industrial visit and provide support materials necessary to increase the effectiveness of this experience.

1. Draw up a questionnaire so that a student may ask during the actual visit:

Questionnaire for the process:

- Devising the questionnaire:
- Class brainstorming •Dividing the class into groups
- Assign a section of the process to each group  
Each group draws up a set of questions •Compile final questionnaire
- Issue final questionnaire

Content of the questionnaire:

- Considerations of the location of the industry
- Explore the processes running in organization
- Investigate policies and Procedures
- Explore the compliance of policies and Procedures
- Analyze the economics of the process
- Investigate the health and safety considerations
- Investigate the skills and expertise of the workforce
- Investigate the career opportunities
- Investigate the environmental considerations
- Examine the quality control in the process

2. Assign roles to particular students

3. Appropriate clothing for the day

The Outcome of the visit should enable the students to:

- Understand the industry process

- Experience actual chemistry and human interactions at the industry
- Become aware of the roles of different people the organization
- Become aware of career opportunities
- Recognize the need for health and safety in the workplace
- Focus students on specific aspects of their studies

#### Ancillary investigations by students

- Health and safety aspects
- Environmental aspects
- Waste management aspects
- Career identification and planning

#### Post-visit activities by students

- Write a full report on visit
- Prepare presentations on ancillary investigations
- Thanks to the company in writing

#### Report by students

- Aims and objectives
- Report on the industrial process
- Conclusion and recommendations

#### Evaluation by the teacher

- What have the students got out of the visit?
- Deficiencies of the visit.
- How could the visit be improved in next time?

Each student shall visit four industries.

## **THIRD YEAR**

### **FIFTH SEMESTER**

#### **BBA501 SUPPLY CHAIN MANAGEMENT**

**Objective:** The paper aims to educate students on stages of supply chain management and new opportunities in SCM

**Unit I** SCM – Definition – objectives – Evolution - need-Issues involved in developing SCM Framework-Types. SCM activities - constituents - Organisation.

**Unit II** Supply chain Integration-Stages-Barriers to internal integration-Achieving Excellence in SCM Dimensions of Supply Chain Excellence-Forces influencing SCE Emotions, Physical and Financial Supply Chains-Check list for Excellence.

**Unit III** Purchasing and Supply Management-Introduction-importance Objectives purchasing process purchasing & other functions-Purchasing and integrated logistics interfaces-Types of purchases-Purchasing partnerships-Materials sourcing-Just-in-time purchasing.

**Unit IV** Outsourcing in SCM-Meaning need-outsourcing risks-outsourcing process outsourcing in SCM-New opportunities in SCM outsourcing-Myths of SCM outsourcing.

**Unit V** Performance Measurement in SCM-Meaning-Advantages of performance measures-The benefits of performance measurement-Measuring SCM-Supplier performance measurement Parameters choosing suppliers.

#### **REFERENCE BOOKS:**

1.David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Ltd., Joe B. Hanna New Delhi. 2.Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill PublishingCo. Ltd, New Delhi. 3.Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd.,New Delhi. 4.Donald Waters : Logistics. Palgrave Macmillan, New York. 5. Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai. 6.Sarika Kulkarni : Supply Chain Management, Tata Mc- Ashok Sharma Graw Hill Publishing Co Ltd., New Delhi.

## **BBA502    ENTREPRENEURSHIP AND SMALL BUSINESS**

**Unit I Introduction:** Definition, Concept of Entrepreneurship.

**Unit II Entrepreneurial Development:** Entrepreneurial environment, Entrepreneurial process Types & Classifications of Entrepreneurs, Characteristics of entrepreneurs Introduction to Small Scale Industry in India: Definition, Steps for setting up small industry, Contribution to Indian Economy

**Unit III Overview of Project Management:** Identification of Business idea, Project formulation & Business Plan, Project Report, Appraisal

**Unit IV Sources of Finance:** Own funds, Institutional finance, Venture Capital, Lease Finance, factoring

**Unit V Role of Technology:** Importance of innovation, patents& trademarks in small businesses

**Unit VI Problems of Small Businesses:** Reasons and remedies of sickness in SSIs in India

**Unit VII Institutional support for small businesses in India:** Support in areas of technology, finance, inputs & infrastructure, marketing, entrepreneurship development

### **Text Books:**

1. Desai, V., Dynamics of Entrepreneurial Development and Management
2. Batra-Dangwal, Entrepreneurship and Small Scale Industries

## **BBA503 BUSINESS TAXATION**

**UNIT I** Taxes-meaning-Types-History-principles of taxation – canons of taxation-features-Difference between direct and indirect tax - Basic concepts - Definitions - Assesses - Assessment year - Previous year

**UNIT II** Residential Status - Agricultural income -Heads of Income - Income from Salaries

**UNIT III** Income from House property - Income from Business or Profession (Simple problems) -Income Tax Returns Filing, Forms. Indirect Taxes -Customs duty, types of customs duty - valuation of goods -clearance of goods - warehousing provisions - Duty drawback provisions

**UNIT IV** Central excise duty- concept and definitions - Basis of levy- Types of Excise Duty- Classification and Valuation of Goods – Clearance of Goods – Procedure for assessment and payment of excise duty –The Central Sales Tax Act, 1956 - Inter-State sales, Intra-State sales and sales in the course of import and export duty- VAT.

**UNIT V** Assessment Procedure - Income tax Authorities - Penalties - Assessment of Fringe Benefit Tax- movement towards GST.

**TEXT BOOKS** 1. Business Taxation by T.S.Reddy and Dr.Y.Hari Prasad Reddy, Margham Publication, Chennai, 2017 2. DinkarPagare, Income Tax Law and Practice, Sultan Chand & Sons, New Delhi, 2017 3. Gaur V.P &Narang K.L, Income Tax Law and Practice, Kalyani Publishers, New Delhi, 2017.

### **REFERENCE BOOK**

1. Dr.Vinod K Singhanian, Monica Singhanian, Students Guide to Income Tax, Tax man Publications Pvt Ltd., New Delhi.

## **BBA504 RESEARCH METHODOLOGY (TOOLS AND ANALYSIS)**

**UNIT I Research** – Meaning, Scope and Significance – type of Research – Research process – Characteristics of good research – scientific method – Problems in research – identifying research problem- objectivity in research.

**UNIT II Hypothesis** – meaning – sources – types – case study – features of good design measurement – meaning, need, errors in measurement, tests of sound measurement techniques of measurement. Scaling techniques- meaning, types of scales, scale construction techniques – Sampling design – meaning. Concepts, steps in sampling – criteria for good sample design – types of sample designs, probability and non-probability sample.

**UNIT III Data Collection** – Types of data –sources – tools for data collection, methods of data collection, constructing questionnaire – pilot study – case study – data processing coding – editing and tabulation of data – data analysis.

**UNIT IV Test of significance** – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA.

**UNIT V Interpretation** – meaning, Techniques of interpretation, Report writing- significance- and steps – layout of report – types of reports – oral presentation – executive summary – mechanics of writing research report – Precautions for writing report – norms for using tables, chart and diagrams, - Appendix- norms for using Index and Bibliography.

**BBA505 SPECIALIZATION - I**

**BBA506 SPECIALIZATION - II**

## **BBAF505      ADVANCED FINANCIAL MANAGEMENT**

**OBJECTIVE** The objective is to familiarize the students with Advanced Financial Analysis and Decisions.

**Unit 1: INVESTMENT DECISIONS AND RISK ANALYSIS:** Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis –Problems.

**Unit 2: COST OF CAPITAL AND CAPITAL STRUCTURE** Part 1:Capital Structure: Meaning and Significance of Cost of Capital – Types of Capital – Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital – Problems. Part 2: Capital Structure: Introduction to Capital Structure – Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Traditional Approach – MM Approach – Problems.

**Unit 3: DIVIDEND THEORIES** Introduction – Irrelevance Theory – MM Model. Relevance Theories - Walter Model - Gordon Model – Problems on Dividend Theories.

**Unit 4: PLANNING AND FORECASTING OF WORKING CAPITAL** Concept of Working Capital – Determinants of Working Capital – Estimating Working Capital Needs – Operating Cycle – Cash Management – Motives of Holding Cash – Cash Management Techniques – Preparation of Cash Budget – Receivables Management – Preparation of Ageing Schedule and Debtors Turnover Ratio – Inventory Management Techniques – Problems on EOQ.

**Unit 5: CORPORATE VALUATION** DCF method, relative valuation method, net asset method, value based management. (Only concepts)

### **SKILL DEVELOPMENT**

- Preparation of a small project report of a small business concern covering all components- (Finance, Human Resources and Marketing) (Any one component can be selected as a title of the report)
- Designing a capital structure for a Trading concern
- Preparing a blue print on working capital of a small concern.
- Prepare a chart on Modes of cash budget.
- List out different modes of Dividend Policy.
- List out the Companies, which have declared dividends recently along with the rate of dividend.

**BOOKS FOR REFERENCE** 1. S N Maheshwari, Financial Management Principles and Practice, Sultan Chand and sons 2. Sudarshan Reddy: Advance Financial Management, HPH. 3. Narendra Singh : Advanced Financial Management, HPH. 4. Khan and Jain, Financial Management, Tata McGraw Hill 5. Ghousia Khatoon, Mahanada B. C. Advanced Financial Management VBH 6. P.K. Sinha; Financial Management, Excel Books. 7. Sharma and Sashi Gupta, Financial Management, Kalyani Publishers. 8. I M Pandey, Financial Management, Vikas Publishing house 9. Prasanna Chandra, Financial Management, Tata McGraw Hill. 10. Dr. K. Venkataramanappa, SHB Publications

## **BBAF506 FINANCIAL MARKETS & SERVICES**

**OBJECTIVE** The objective is to familiarize the students with Traditional and Modern Financial Services.

**Unit 1: FINANCIAL MARKETS** Primary Market - Meaning – Features - Players of Primary Market – Instruments in Primary Market (Names) – Procedure for issuing Equity shares and Debentures - SEBI guidelines towards the issue of Equity Shares and Debentures - Merits and Demerits of Primary Markets. Secondary Market – Meaning – Structure – Functions – Trading and Settlement System of Stock Exchange Transactions - Players in the Stock Market – Merits and Demerits of Stock Markets – Reforms in Stock Market – OTCEI and NSE – Origin – Function – Merits – Demerits.

**Unit 2: NON-BANKING FINANCIAL INTERMEDIARIES** Investment & Finance Companies - Merchant Banks - Hire Purchase Finance - Lease Finance - Housing Finance - Venture Capital Funds and Factoring.

**Unit 3: SEBI** Objectives of SEBI – Organization - Functions and Functioning of SEBI - Powers of SEBI - Role of SEBI in marketing of Securities and Protection of Investor Interest.

**Unit 4: MUTUAL FUNDS** Concept of Mutual Funds - Growth of Mutual Funds in India - Mutual Fund Schemes – Money Market Mutual Funds – Private Sector Mutual Funds – Evaluation of the performance of Mutual Funds – Functioning of Mutual Funds in India.

**Unit 5: RECENT TRENDS IN FINANCIAL SERVICES** Personalized Banking – ATM – Tele-banking & E-banking - Credit & Debit Card - Customization of Investment Portfolio - Financial Advisors.

### **SKILL DEVELOPMENT**

- Collection of Share certificate / debenture certificate.
- Chart showing modus operandi of leasing – hire purchase procedures.
- Collect any specimen of new Financial Instruments and record the same.
- Select any Mutual Fund and examine the various closed and open-ended schemes offered.
- Visit any Housing Finance Companies and analyze the features of various financing schemes offered.

**BOOKS FOR REFERENCE** 1. E Gardon & K Natarajan: Financial Markets & Services, HPH. 2. Vasant Desai : Financial Markets & Financial Services , Himalaya Publishing House. 3. K.Nanje Gowda, Financial Markets & Financial Services , VBH. 4. V.A. Avadhani : Financial Services in India, HPH. 5. Meir Kohn: Financial Institutions and Markets, Tata Mc Graw Hill 6. R.M Srivastava / D. Nigam; Dynamics of Financial Markets & Institutions in India, Excel Books. 7. L M Bhole: Financial Institutions and Markets, Tata Mc Graw Hill 8. Dr. K. Venkataramanappa, SHB Publications

## **BBAH505 EMPLOYEE WELFARE & SOCIAL SECURITY**

**OBJECTIVE** The objective is to enable students to acquire skills in Labor Welfare & Social Security.

**Unit 1: SOCIAL & LABOUR WELFARE** Social Welfare; Labour Welfare: Concept, Scope; Philosophy and Principles of Labour Welfare; Indian constitution and Labour Welfare; Labour Welfare Policy and Five Year Plans, Historical Development of Labour Welfare in India;

**Unit 2: INDIAN LABOUR ORGANIZATION** Impact of ILO on Labour Welfare in India; Agencies of Labour Welfare and their Roles, Labour Welfare Programmes: Statutory and Non-Statutory, Extra Mural and Intra Mural. Welfare Centers; Welfare Officer: Role, Status and Functions.

**Unit 3: SOCIAL SECURITY** Concept and Scope; Social Assistance and Social Insurance, Development of Social Security in India; Social Security measures for Industrial Employees.

**Unit 4: LABOUR ADMINISTRATION – 1** Evolution of Machinery for Labour Administration; Central Labour Administrative Machinery in India, Labour Administration in India.

**Unit 5: LABOUR ADMINISTRATION – 2** Director General of Employment and Training; Director General of Factory Advice Service; Provident Fund Organization; ESI Schemes; Central Board for Workers' Education;

### **SKILL DEVELOPMENT:**

- Preparation of a list of statutory welfare measures by visiting industry
- Preparation of a list of voluntary welfare measures by visiting industry
- Preparation of list of social security measures by visiting industry

### **BOOKS FOR REFERENCE**

1. Moorthy, M.V. Principles of Labour Welfare, Oxford & IBH Publishing Co., New Delhi. 2. Vaid, K.N. Labour Welfare in India, Sree Ram Centre for Industrial Relations and Human Resources, New Delhi. 3. K. Venkataramana, Employee Welfare & Social Security, SHBP. 4. Sharma, A.M. Aspects of Labour Welfare and Social Security, Himalaya Publishing, House, Mumbai. 5. Ram Chandra P. Singh, Labour Welfare Administration in India, Deep & Deep Pub., New Delhi. 6. Punekar, S.D. Deodhar S.B., Sankaran, Saraswathi, Labour Welfare, Trade Unionism and Industrial Relations, Himalaya Publishing House, Mumbai. 7. Pant, S.C., Indian Labour Problems, Chaitanya Publishing House, Allahabad. 8. Saxena, R.C., Labour Problems and Social Welfare, K. Nath & Co., Meerut. 9. Bhogiliwala, T.N. Economics of Labour & Industrial Relations, Sahitya Bhavan Publishing Agra. 10. Memoria, C.B. Dynamics of Industrial Relations in India, Himalaya Publishing. House, Mumbai.

## **BBAH506 STRATEGIC HRM**

**OBJECTIVE** The objective is to enable students to acquire skills in Strategic Human Resource Management.

**Unit 1: INTRODUCTION TO STRATEGIC HRM** Strategic Role of HRM, Planning and Implementing Strategic HR policies, HR Strategies to increase firm performance.

**Unit 2: INVESTMENT PERSPECTIVES OF HR** Investment Consideration, Investments in Training and Development, Investment Practices for improved retention, Job secure workforce, Nontraditional Investment Approaches.

**Unit 3: MANAGING STRATEGIC ORGANIZATION** Managing Strategic Organizational Renewal- Managing change and OD, instituting TQM Programmes, Creating Team based Organizations, HR and BPR, Flexible work arrangement.

**Unit 4: ESTABLISHING STRATEGIC PLANS** Establishing Strategic pay plans, Determining periods, Establishing periods, Pricing Managerial and professional jobs, Compensation trends, Objectives of International Compensation, Approaches to International Compensation, Issues related to double taxation. Cases.

**Unit 5: GLOBAL HRM** Managing Global Human Resources-HR and the internationalization of business, Improving international assignments through selections, Training and maintaining international employees, Developing International Staff and Multinational Teams - Multinational, Global, and Transnational Strategies - Strategic Alliances, Sustainable Global Competitive Advantage, Globally Competent Managers, Location of Production Facilities.

### **SKILL DEVELOPMENT:**

- Prepare a statement showing man power requirements in an imaginary situation.
- Specimen of a payroll with imaginary roles.
- Preparation of job card with imaginary facts.
- Preparation of questionnaire on performance appraisal

### **BOOKS FOR REFERENCES**

1. Gary Dessler, Human Resource Management, PHI, New Delhi, 2003. 2. Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003. 3. Mahananda B. C. Strategic Human Resource Management, VBH. 4. Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy, Managing Human Resources, PHI, 5. Peter J. Dowling, Denice E. Welch, Randall S. Schuler, International Human Resource Management, Thomson South-Western, 2002.

## **BBAM505 CONSUMER BEHAVIOR**

**Unit 1: INTRODUCTION** Introduction to Consumer Behaviour - A managerial & consumer perspective; Need to study Consumer Behaviour; Applications of consumer behaviour knowledge; current trends in Consumer Behaviour; Market segmentation & consumer behaviour.

**Unit 2: INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR** Consumer needs & motivation; personality and self-concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change.

**Unit 3: ENVIRONMENTAL DETERMINANTS OF CONSUMER BEHAVIOUR** Family influences; Influence of culture; subculture & cross cultural influences; group dynamics and consumer reference groups; social class & consumer behaviour.

**Unit 4: CONSUMER'S DECISION MAKING PROCESS** Problem recognition; Search & Evaluation; Purchase processes; Post-purchase behaviour; personal influence & opinion leadership process; Diffusion of innovations; Models of Consumer Behaviour; Researching Consumer behaviour; Consumer research process.

**Unit 5: CONSUMER SATISFACTION & CONSUMERISM** Concept of Consumer Satisfaction; Working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint. Concept of consumerism; consumerism in India; The Indian consumer; Reasons for growth of consumerism in India; Consumer protection Act 1986.

### **SKILL DEVELOPMENT:**

- Conduct an informal interview of a local retail store owner and determine what demographic and socio economic segments the store appears to satisfy. How did the owner select this segment or segments?
- Conduct formal interview to the managers of three retail-clothing stores. Determine the degree to which they believe consumer's personality and self-image are important to the marketing activities of the stores.
- Visit three local restaurants and assess how each attracts clientele in different stages of the family life cycle.
- You are the owner of two furniture stores, one catering to upper-middle class consumers and the other to lower-middle class consumers. How do social class differences influence each store's o Product lines & styles
  - ✓ Advertising media selection
  - ✓ The copy & communication styles used in the advertisements
  - ✓ Payment policies
- For each of the following Products & services, indicate who you would go to for information and advice;
  - ✓ The latest fashion in clothes
  - ✓ Banking
  - ✓ Air travel
  - ✓ Vacation destinations

- ✓ A personal computer
- For each situation; indicate the person's relationship to you and your reasons for selecting him/her as the source of information and advice.

**BOOKS FOR REFERENCE:** 1. Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6th Edition; PHI, New Delhi, 2000. 2. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003. 3. Batra/Kazmi; Consumer Behaviour. 4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition, Mcgraw Hill, Inc; New Delhi, 1993. 5. K. Venkatramana, Consumer Behaviour, SHBP. 6. Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001. 7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003. 8. Blackwell; Consumer Behaviour, 2nd Edition. 9. S.A.Chunawalla : Commentary on Consumer Behaviour, HPH. 10. Sontakki; Consumer Behaviour, HPH. 11. Schiffman; Consumer Behaviour, Pearson Education.

## **BBAM506 ADVERTISING & MEDIA MANAGEMENT**

**Unit 1: INTRODUCTION & BASIC CONCEPTS** History of advertising; Advertising purpose and functions; Economic, social & ethical aspects of advertising; Advertising & the marketing mix, Advertising as a communication process; types of advertising; Major Institutions of Advertising Management.

**Unit 2: ADVERTISING AND CAMPAIGN PLANNING** Marketing strategy & Situation analysis; Advertising plan; Advertising objectives; DAGMAR approach; Advertising strategy; Advertising campaign-planning process.

**Unit 3: CREATIVE STRATEGY & ADVERTISING BUDGET** Creative approaches; The art of copywriting; Advertising copy testing; creativity in communication, motivational approaches & appeals, Advertising budget process; Methods of determining Advertising appropriations.

**Unit 4: ADVERTISING MEDIA STRATEGY** Role of media; types of media; their advantages and disadvantages; Media research & advertising decisions; media planning, selection & scheduling strategies.

**Unit 5: ADVERTISING EFFECTIVENESS & ORGANISING ADVERTISING FUNCTIONS** Methods of measuring advertising effectiveness; Advertising research; structure & functions of an advertising agency; Selection & co-ordination of advertising agency; Advertising regulations; Internet advertising.

### **SKILL DEVELOPMENT:**

- Sketch the competitive position for the development of an advertising plan for Sahara Airlines & Tata Telephones.
- Define the advertising objectives on DAGMAR Approach for any product of your choice.
- By selecting an appropriate theme & appeal, create & enact an advertisement for a range of any established products. For this purpose, the class should be divided into groups and formal presentations have to be evaluated.
- Select two print & electronic media for the purpose of understanding the functions of advertising media. Comparative analysis of the same should be done & short reports must be prepared.
- Get into the exciting world of internet / Net advertising and identify the message content of 10 products / Services of your choice.

### **BOOKS FOR REFERENCE:**

1. Rajeev Batra, John. G.Myers. T. David.A. Aaker; Advertising Management; 5th Edition, PHI Edition, New Delhi, 1998. 2. Kazmi/Batra; Advertising & Sales promotion 3rd Edition 3. Ghouse Basha, Advertising and Media Management, VBH 4. Jefkins&Yadin; Advertising, 4th Edition; Pearson Education, New Delhi, 2000. 5. Manendra Mohan; Advertising Management - Concepts & Cases; Tata McGraw Hill Publishing company Ltd, New Delhi 2001.6. S.A.Chunnawalia & K.c.Sethia Foundations of Advertising - Theory & Practice, Himalaya

Publishing House, 2002. 7. Sonatakki, Advertising, Kalyani Publishers 8. Rayudu: Media and Communication Management, HPH.

## **BBAM605 BRAND MANAGEMENT**

**OBJECTIVE** The objective is to enable the students to acquire skills in Product & Brand Management

**Unit 1: PRODUCT MANAGEMENT** Meaning of Product – Product Personality, Types of Products – Product Line, Product Mix.

**Unit 2: PRODUCT DEVELOPMENT** Factors influencing design of the product – Changes affecting Product Management – Developing Product Strategy; Setting objectives & alternatives, Product strategy over the lifecycle. New product development – Product Differentiation and positioning strategies. Failure of New Product.

**Unit 3: MARKET POTENTIAL & SALES FORECASTING** Forecasting target market potential and sales – Methods of estimating market and sales potential, Sales forecasting, planning for involvement in international market.

**Unit 4: BRAND MANAGEMENT** Meaning of Brand – Brand Development: Extension, Rejuvenation, Re launch- Product Vs. Brands, Goods and services, Retailer and distributors, People and organization, Brand challenges and opportunities, The brand equity concept, Identity and image.

**Unit 5: BRAND LEVERAGING AND BRAND PERFORMANCE** Establishing a brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement. Brand Positioning & Brand Building – Brand knowledge, Brand portfolios and market segmentation – Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values.

**Unit 6: DESIGNING & SUSTAINING BRANDING STRATEGIES** Brand hierarchy, Branding strategy, Brand extension and brand transfer – Managing brand over time.

### **SKILL DEVELOPMENT:**

- List out a few celebrity brand endorsements and the appropriateness of using them.
- Draw a chart showing the brand environment
- List out a few recent news and trends about brands
- List out some of the methods of brand valuation
- List out a few brands and the adjectives attached to their ads.

### **BOOKS FOR REFERENCE**

1. Gupta SL: Brand Management, HPH. 2. Branding Concepts- Pati, Debashish, Macmillan India
3. Brand Building : M.Bhattacharjee, HPH. 4. Harsh V. Verma; Brand Management, Excel Books. 5. Subrato Sengupta, Brand Positioning Strategies for Competitive Advantage, McGraw Hill. 6. The New Strategic Brand Management- Kapfere, Jean-Noel, Kogan page 5th edition 7. Das & Naveen, Brand Management Perspectives and Practices, ICFAI University Press. 8.

## **SIXTH SEMESTER**

### **BBA601 PROJECT MANAGEMENT**

**UNIT I** - Introduction to Projects Projects – Meaning, nature and significance – Understanding Project Management - Project Management Lifecycle - Project Development Cycle -

**UNIT II** - Project Appraisal, Design and Planning Project Appraisal – Financial appraisal - Technical appraisal - Economical appraisal - Environmental Appraisal - Risk Analysis in Project Appraisal - Project Design - Project Planning - Project Formulation

**UNIT III** - Budgetary Control, Project Cost Management and Selection Budgetary Control - Project Cost Management - Project Finance – Assistance from Indian and International Financial Institutions, ECB - Cost Benefit Analysis (CBA) - Social Cost Benefit Analysis (SCBA) - Project Selection

**UNIT IV** - Project Scheduling and Evaluation Project Scheduling – Network Analysis - Project Management Structure - HR Areas in Project Management (Leadership, Teams, Motivation, Conflicts, Communication, Co-ordination, Direction) - Project Contracts - Organizing System and Procedures - Project Execution or Implementation - Project Monitoring and Evaluation

**UNIT V** - Project Audit, Closure and Modern Concepts Project Audit - Project Termination or Project Close out - Computers in Project Management - Modern Concepts in Project Management - Project Report (Detailed Project Report – DPR)

#### **TEXT BOOK**

1. Dr. C.D. Balaji, Project Management, Margham Publications, Chennai, 2016

#### **REFERENCE BOOK**

1. Prasanna Chandra, Projects, Planning, Analysis, Selection, Financing, Implementation and Review, 7th edition, Tata McGraw Hill, 2016

## **BBA602 SALES AND EVENT MANAGEMENT**

**UNIT I Sales Management** – Objectives – Market Potential – Analysing Market Potential –Sales potential- Market Indexes – Personal selling process-Sales Forecast Sales Forecasting Methods-Understanding online tools used along with traditional methods-Nature of Sales Management Positions – Functions of the Sales Executive

**UNIT II Sales Organization** – Purpose -Setting up a Sales Organization - Basic types of Sales Organizational Structures – Organization of the sales department - Schemes for dividing Line Authority in the Sales Organization

**UNIT III Sales Force Management** – Job Analysis – Job Description - Organization for Recruiting and Selection –Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training , Motivation Compensation Of Sales Force and performance evaluation : Building Sales Training Programs – Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs

**UNIT IV The Sales Budget:** Purpose of the Sales Budget – Form and Content – Budgetary Procedure - Quotas: Objectives in using Quotas - Types of Quotas and Quota-Setting Procedures— Sales Territories: Sales Territory Concept – Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.

**UNIT V Planning corporate event-** fundamental of corporate hospitality –managing customer expectation–types of corporate events – corporate event packages – team building- types of team.

**UNIT VI Risk management-** outdoor events –event planning and logistics- promotional tools and sponsorship- celebrity events- concrete –launches- trade shows – fashion shows –national festivals –high profile charity events –budgets –cost of events

### **TEXT BOOK**

1. Richard R. Still, Edward W.Cundiff& Norman A.P.Govoni; “Sales Management “ Prentice – Hall of India , 5thEdition.

### **REFERENCE BOOKS**

1. RamneekKapoor , Fundamentals of Sales Management , Macmillan 2. Inagram ,LaForge, Avila,SchweperJr.,Williams , Sales Management , Thomson

## **BBA603 E-COMMERCE AND DIGITAL MARKETING**

**UNIT I** Fundamental of E-Commerce, E-commerce and E-Business, -Features of Ecommerce's,- Customer service and service quality- B2B, B2C, C2C,P2P –Ecommerce models –E Governance.

**UNIT II** Digital Signature- digital certificate- concept of encryption and cryptography – Public and secret key encryption –IT act to legalize – E-commerce- consumer protection in cyberspace.

**UNIT III** Principal of Digital Marketing, Comparison of Traditional and Digital Marketing. Statistics of Digital Marketing, Benefits of Digital marketing, Latest Digital marketing trends, Digital marketing platforms, Digital Marketing strategy for websites.

**UNIT IV** Search Engine Marketing (SEM): Introduction to Paid Marketing, Google Ad Words ,account and billing settings ,Types of Campaigns, PPC Campaign Setup , Shopping Campaigns, Dynamic search campaigns, Display Ads Campaigns , Remarketing campaigns, Mobile Apps marketing, Video Marketing.

**UNIT V** Social Media Marketing- Introduction to social media marketing ,Face book marketing, Face book advertising ,YouTube marketing ,Twitter marketing ,Google+ marketing, LinkedIn marketing , Pinterest marketing, Stumble Upon Document Sharing Site

**TEXT BOOK** 1. E-Commerce: An indian perspective, S.J.Joseph,P.T., PHI

**REFERENCE BOOK** 1. Social media Marketing- all-in-one for dummies, Jan Zimmerman, Deborah Ng.

## **BBA604 PROJECT REPORT AND VIVA (VOCE)**

**INTERNSHIP AND PROJECT WORK** Each candidate has to undergo internship for not less than 30 days in any industry during the 4th Semester holidays and has to submit the report for the same in the 6th Semester.

### **GUIDELINES FOR PROJECT WORK**

1. Candidate should submit the internship certificate to the supervisor.
2. Project can be in any field of specialization (HR, Finance and Marketing based topics)
3. The project report should be neatly presented in not less than 60 pages.
4. Paper size should be A4
5. 1.5 spacing should be used for typing the general text. The text should be 'justified' and typed in the font style (Font: Times New Roman, Font Size: 12 pt. for text, 14pt for sub-headings)
6. The candidate should submit the periodical report of the project to the supervisor.
7. TWO reviews would be conducted before the viva-voce.
8. Each candidate should submit 2 hard copies and one soft copy in CD to the Department. After the evaluation of the project report one hard copy would be returned to the candidate.

**NOTE:** If a candidate fails to submit the Project report or fails to appear for the viva-voce examination then it will be considered as 'Arrear' Paper.

**BBA605 SPECIALIZATION - III**

**BBA606 SPECIALIZATION - IV**

## **BBAF605 INTERNATIONAL FINANCE**

**OBJECTIVES:** To familiarize the students with International Financial environment, instruments and institutions.

**UNIT – 1: INTRODUCTION TO INTERNATIONAL FINANCE** Issues involved in International Business and Finance, methods of payment, International Monetary system – Fundamental terms and concepts – Home currency – foreign currency – direct quote – indirect quote – bid and ask, spot and forward rate - appreciation and depreciation – cross currency rates.

**UNIT – 2: FOREIGN EXCHANGE AND BALANCE OF PAYMENTS** Forex Market & Its Intermediaries, ADR, Foreign Exchange Rate, Theories of Foreign Exchange Rate Determination. Components of Balance of Payments – Disequilibrium in the balance of payments- methods of correction of disequilibrium.

**UNIT – 3: INSTRUMENTS IN INTERNATIONAL FINANCIAL MARKETS** Meaning-Definition-International Financial Markets-Globalization of Capital markets, Innovation in foreign securities and International Portfolio Management.

**UNIT – 4: FOREIGN EXCHANGE RISK** Exchange risks – Hedging, Forward, Future, Swaps Options, -Valuation of future and swaps- valuation of options and efficiency of the exchange market.

**UNIT – 5: INTERNATIONAL FINANCIAL INSTITUTIONS AND LIQUIDITY** The IMF, International liquidity and SDR's (special drawing rights) – International bank for reconstruction and development (World Bank), International development association, International investment guarantee agency.

### **SKILL DEVELOPMENT:**

- Visit any authorized dealers' establishments and understand their activities.
- Analyze the trend of FDI into India in the last five years.

**BOOKS FOR REFERENCE:** 1. Avadhani B.K, International Finance Theory and Practice, HPH 2. Aswathanarayana T & K. Rajeswari – International Finance – VBH 3. K. Venkataramana, International Finance, SHBP. 4. Harris Manville, International Finance. 5. Madhu Vij, International Finance, Excel Books 6. Keith Pibean, International Finance, McMillan 7. Timothy Carl Kesta, Case and Problems in International Finance. 8. R.M Srivastava , Multinational Financial Management, Pragathi Publications 9. P.A. Apte, International Financial Management, TMH 10. Somanath : International Financial Management I.K. Intl 11. Levi, International Marketing Management. 12. Bandar D.C, International Finance. 13. Murthy E.N, International Finance & Risk Management. 14. M.L. Verma, Foreign Trade & Management in India. 15. Rao and Chary, International Finance.

## **BBAF606 STOCK AND COMMODITY MARKETS**

**OBJECTIVE:** The objective is to provide students with a conceptual framework of Stock Markets and Commodity Markets, functionalities in these markets and their mode of trading.

**Unit 1: AN OVERVIEW OF CAPITAL AND COMMODITY MARKETS:** Primary Market, Secondary Market (Stock Market), Depositories, Private placements of shares / Buy back of shares, Issue mechanism. Meaning of commodity and Commodity markets, Difference between Stock Market and Commodity Market.

**Unit 2: STOCK MARKET:** History, Membership, Organization, Governing body, Functions of stock Exchange, on line trading, role of SEBI, Recognized Stock Exchanges in India (brief discussion of NSE BSE and Nifty). Derivatives on stocks: meaning, types (in brief).

**Unit 3: TRADING IN STOCK MARKET:** Patterns of Trading & Settlement – Speculations – Types of Speculations – Activities of Brokers – Broker Charges – Settlement Procedure, National Securities Depository Ltd.( NSDL) Central Securities Depository Ltd.( CSDL) (in brief).

**Unit 4: COMMODITY MARKET:** Evolution, Commodity derivatives, Commodity exchanges-Regional & National and International, Functions, role, objectives and types- Types of transactions in Commodity market – Spot, Future and Forward options markets.

**Unit 5: TRADING IN COMMODITY MARKETS:** Patterns of Trading & Settlement, Price discover, Efficiency of Commodity Markets - Size of Commodity Markets in India - Benefits of Commodity Markets.

### **SKILL DEVELOPMENT**

- Prepare the list of recognized stock exchanges in India
- Prepare the process chart of online trading of share and debentures.
- Prepare the chart showing Governing Body of the Commodities Market.
- Prepare the list of commodities traded on commodity market.
- Enlist the role of NSDL and CSDL.

**BOOKS FOR REFERENCE:** 1. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill. 2. Srivastava RM : Management of Financial Institutions, HPH 3. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill. 4. Bharat Kulkarni; Commodity Markets and Derivatives, Excel Books. 5. Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill 6. Bhole, L.M. (2000), Indian Financial Institutions, Markets and Management, McGraw Hill, New York 7. PallaviModi: Equity – The Next Investment destination, HPH. 8. Avadhani (2010) Financial Markets and Services, Himalaya Publishers. 9. K. Venkataramanappa, SHB Publications

## **BBAH605 ORGANIZATIONAL CHANGE & DEVELOPMENT**

**OBJECTIVE:** The objective is to enable the students to understand need for Organizational Change and Development and the OD interventions

**Unit 1: CHANGE MANAGEMENT** The importance and nature of change. Change and human response. Introducing change effectively: Basic steps, factors influencing change- resistance to change, overcoming resistance to change

**Unit 2: ORGANIZATION EFFECTIVENESS** Organization effectiveness: Concept, problems in measurement of effectiveness. System - level criteria of judging effectiveness.

**Unit 3: ORGANIZATIONAL DEVELOPMENT** The nature of Organizational Development (OD): Assumptions and values. Relevant systems concepts. Action research, OD Interventions: Team interventions, Inter-group interventions, personal, interpersonal and group processes interventions: A descriptive inventory of OD interventions.

**Unit 4: OD INTERVENTIONS** Comprehensive interventions, Structural interventions, Job enrichment and MBO, Conditions for optimal success of OD.

**Unit 5: CREATIVITY & INNOVATION** Creativity & Innovation: Meaning, Need, Components of Creativity & Innovation, Organizational Constraints, Organizational environment for Creativity & Innovation,

### **SKILL DEVELOPMENT**

- List out the recent OD interventions in Organizations.
- Discuss case studies on Impact of change on Organizational effectiveness.

### **BOOKS FOR REFERENCE**

1. Dunnette, M.D. (Ed.) (1976). Handbook of Industrial and Organizational Psychology. Chicago: Rand McNully. 2. French, W.L.; & Bell, C.H. Jr. (1980). Organizational Development. London, Prentice Hall. 3. Herbert, T.T. (1981). Dimensions of Organizational Behavior. London: MacMillan. 4. Khandwalla, P.N. (1988). Organizational effectiveness. In J. Pandey (Ed.) Psychology in India: The State-of-the Art (Vol.3, pp. 97-215). New Delhi: Sage. 5. Luthans, F. (1989). Organizational Behaviour. London: McGraw Hill. 6. Margulies, N.; & Raia, A.P. (1975). Organizational Development: Values, process and technology. New Delhi: Tata McGraw Hill, 7. McGill, M.E. (1977). Organizational Development for Operating Managers. AMACO (a division of American Management Association). 8. Pareek, U. & Rao, T.V. (1986). Designing and Managing Human Resources Systems. New Delhi: Oxford. 9. Rudrabasavaraj, M.N. (1977). Executive Development in India. New Delhi: Himalaya Publishing House. 10. Sharma, R.A. (1982). Organizational Theory and Behaviour. New Delhi: Tata McGraw Hill,

## **BBAH606 COMPENSATION MANAGEMENT**

**OBJECTIVE:** The objective is to enable the students to understand the various aspects of Compensation Management

**UNIT-1: JOB EVALUATION AND PERFORMANCE APPRAISAL** Job Evaluation - Definition - Traditional and New Techniques - Performance Appraisal -Basic concepts - performance standard - Appraisal methods.

**UNIT-2: COMPENSATION MANAGEMENT** Compensation - Definition - Classification - Types - Incentives - Fringe Benefits.

**UNIT-3: WAGE AND SALARY ADMINISTRATION** Theories of wages - wage structure - wage fixation - wage payment - salary administration. Difference between salary and wages - Basis for compensation fixation- Components of wages - Basic Wages - Overtime Wages - Dearness Allowance - Basis for calculation - Time Rate Wages and Efficiency Based Wages - Incentive Schemes - Individual Bonus Schemes, Group Bonus Schemes - Effect of various labour laws on wages-Preparation of Pay Roll

**UNIT- 4: REWARDS AND INCENTIVES** Rewards for Sales personnel - Pay - commission- Performance based pay system - incentives - executives compensation plan and packages.

**UNIT- 5: REGULATORY BODIES FOR COMPENSATION MANAGEMENT** Wage Boards - Pay Commissions - Compensation Management in Multi-National organizations.

### **SKILL DEVELOPMENT**

- List out the fringe benefits offered to employees of any two companies
- Discuss the role of regulatory bodies in compensation management
- List out various Incentive Schemes of wage payments

### **BOOKS FOR REFERENCE**

1. Compensation & Reward Management, BD Singh, Excel Books 2. Compensation, Milkovich & Newman, TMH 3. Strategic Compensation, Joseph J. Martocchio, 3rd Edition, Pearson Education 4 Compensation Management in Knowledge based world, Richard I. Anderson, 10th edition, Pearson Education 6 Compensation Management, Er Soni Shyam Singh, Excel Books. 7. Richard Thrope& Gill Homen : Strategic Reward Systems - Prentice-Hall. 8. Thomas. P. Plannery, David. A. Hofrichter & Paul. E. Platten: People, Performance & Pay – Free Press. 9. Michael Armstrong & Helen Murlis: Hand Book of Reward Management – Crust Publishing House. 10. Joseph. J. Martocchio: Strategic Compensation – A Human Resource Management Approach - Prentice-Hall. 11. Edward. E. Lawler III: Rewarding Excellence (Pay Strategies for the New Economy) – Jossey -Bass.

Chaturvedi, B.M, Total Brand Management: An Introduction-, ICFAI University Press. 9. Ray, Brand Management Financial Perspectives, ICFAI University Press.

## **BBAM606 RETAIL MANAGEMENT**

**OBJECTIVE** The objective is to enable students to acquire skills in Retail Management.

**Unit 1: INTRODUCTION TO RETAILING** Definition – functions of retailing - types of retailing – forms of retailing based on ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retailing in India – Influencing factors – present Indian retail scenario. Retailing from the International perspective

**Unit 2: RETAIL CONSUMER BEHAVIOUR** Buying decision process and its implication to retailing – influence of group and individual factors. Customer shopping behaviour - Customer Service satisfaction. Retail planning process – Factors to consider – Preparing a complete business plan – implementation – risk analysis.

**Unit 3: RETAIL OPERATIONS** Choice of Store location – Influencing Factors, Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Store Layout and visual merchandising – Store designing – Space planning, Retail Operations - Inventory management – Merchandise Management – Category Management.

**Unit 4: RETAIL MARKETING MIX** Retail marketing mix –Introduction. Product – Decisions related to selection of goods (Merchandise Management revisited) –Decisions related to delivery of service. Pricing – Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place – Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion – Setting objectives – communication effects - promotional mix. Human Resource Management in Retailing – Manpower planning – recruitment and training – compensation – performance appraisal.

**Unit 5: IMPACT OF IT IN RETAILING** Non store retailing (E tailing) The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing.

### **SKILL DEVELOPMENT:**

- Draw a retail life cycle chart and list the stages
- Draw a chart showing a store operations
- List out the major functions of a store manager diagrammatically
- List out the current trends in e-retailing

### **BOOKS FOR REFERENCE**

1. Barry Bermans and Joel Evans, "Retail Management – A Strategic Approach", 8th edition, PHI Private Limited, New Delhi, 2002. 2. Suja Nair: Retail Management, HPH. 3. A.J. Lamba, "The Art of Retailing", 1st edition, Tata Mc GrawHill, New Delhi, 2003. 4. SwapnaPradhan,

Retailing Management, 2/e, 2007 & 2008, TMH 5. A. Siva Kumar; Retail Marketing, Excel Books. 6. James R. Ogden & Denise T. Ogden, Integrated Retail Management 2007, Biztantra Cengage Learning 7. R.S. Tiwari : Retail Management , HPH 8. Chetan Bajaj, Retail Management, Oxford Publication. 9. Uniyal & Sinha, Retail Management,, Oxford Publications.