

**MAHATMA GANDHI CHITRAKOOT GRAMODAYA VISHWAVIDYALAYA,
CHITRAKOOT SATNA MP**

**BACHELOR OF BUSINESS ADMINISTRATION (SIX SEMESTER PROGRAMME)
(w.e.f. July 2015-16)**

FIRST SEMESTER

BBA 101	Business Organisation	(3+0)	3
BBA 102	Business Economics	(3+0)	3
BBA 103	Business Mathematics	(3+0)	3
BBA 104	Business Communication – 1	(3+0)	3
BBA105	Financial Accounting	(3+0)	3
BBA106	Business Clinic	(0+2)	2
BBA 107	Internet & Digital Marketing	(2+2)	4
	TOTAL	(17+4)	21

SECOND SEMESTER

BBA 201	Principles of Management	(3+0)	3
BBA 202	Advanced Accounting	(3+0)	3
BBA 203	Business Statistics	(3+0)	3
BBA 204	Computer Applications	(2+1)	3
BBA 205	Business Communications-II	(3+0)	3
BBA 206	Values and Social Responsibility(VSR)	(0+2)	2
BBA 207	Comprehensive Viva-Voce	(0+5)	5
	TOTAL	(14+8)	22

THIRD SEMESTER

BBA 301	Legal Environment of Business	(3+0)	3
BBA 302	Quantitative Techniques	(3+0)	3
BBA 303	Cost Accounting	(3+0)	3
BBA 304	Organisational Behaviour	(3+0)	3
BBA 305	Banking and Insurance Management	(3+0)	3
BBA 306	Industrial Tour Report	(0+5)	5
BBA 307	Tally & Payroll Accounting	(1+2)	3
	TOTAL	(16+7)	23

FOURTH SEMESTER

BBA 401	Marketing Management	(3+0)	3
BBA 402	Human Resource Management	(3+0)	3
BBA 403	Financial Management	(3+0)	3
BBA 404	Income Tax Laws and Practices	(3+0)	3
BBA 405	Research Methodology	(3+0)	3
BBA 406	Computer Application (Tally)	(2+1)	3
BBA 407	Values and Social Responsibility(VSR)	(0+2)	2
	TOTAL	(17+3)	20

FIFTH SEMESTER

BBA 501	Business Environment	(3+0)	3
BBA 502	Specialisation Area I Paper I	(3+0)	3
BBA 503	Specialisation Area I Paper II	(3+0)	3
BBA 504	Specialisation Area II Paper I	(3+0)	3
BBA 505	Specialisation Area II Paper II	(3+0)	3
BBA 506	Training Report Viva-Voce	(0+6)	6
	TOTAL	(15+6)	21

SIXTH SEMESTER

BBA 601	Business Policy & Strategy Management	(3+0)	3
BBA 602	Accounting for Managerial Decisions	(3+0)	3
BBA 603	Specialisation Area I Paper I	(3+0)	3
BBA 604	Specialisation Area I Paper II	(3+0)	3
BBA 605	Specialisation Area II Paper I	(3+0)	3
BBA 606	Specialisation Area II Paper II	(3+0)	3
BBA 607	Comprehensive Viva-Voce	(0+10)	10
	TOTAL	(18+10)	28
	GRAND TOTAL	(98+40)	136

Specialization Areas :- Fifth Semester

Students are required to select any TWO out of FOUR specialization areas:-

(A) Marketing

(B) Human Resource Management

(C) Finance

(D) Information Technology

(A) MARKETING:

BBA-M-502/504: Advertising and Sales Management

BBA-M-503/505: Rural & Agricultural Marketing

(B) HUMAN RESOURCE MANAGEMENT

BBA-HRM-502/504: Training and Development

BBA-HRM-503/505: Industrial Relations

(C) FINANCE

BBA-F-502/504: Indian Financial System

BBA-F-503/505: Investment Management

(D) INFORMATIONAL TECHNOLOGY

BBA-IT-502/504: Management Information System

BBA-IT-503/505: Internet and Web Page Designing

Specialization Areas:- Sixth Semester

Students are required to select any TWO out of Four specialization areas according to fifth semester:-

(A) Marketing

(B) Human Resource Management

(C) Finance

(D) Information Technology

(A) MARKETING:

BBA-M-603/605: Marketing of Services

BBA-M-604/606: International Marketing

(B) HUMAN RESOURCE MANAGEMENT

BBA-HRM-603/605: Social Security and Welfare

BBA-HRM-604/606: Organisational Change and Development

(C) FINANCE

BBA-F-603/605: Project Management

BBA-F-604/606: Business Taxation

(D) INFORMATIONAL TECHNOLOGY

BBA-IT-603/605: Programming in c++

BBA-IT-604/606: E-Business

Important Notes:-

- 1- Industrial tour report(course BBA 306) shall be examined by the internal and external examiners.
- 2- The summer training project report will be based on the in-plant training of the students in IV semester (May- July) for a minimum period of 4-6 weeks.
- 3- The students will have to submit their training report atleast 7 days before the commencement of their V semester external written exams. Two copies of such reports will be submitted by them in the office of the coordinator, BBA program/Faculty for Evaluation.
- 4- Evaluation of the papers BBA-106, BBA-207 and BBA-607 would be conducted jointly by the one internal and one external examiner.
- 5- The project report of BBA V semester will prepared by the students and the faculty will provide guidance for this purpose. The project report BBA 506 shall be examined by the internal and external examiners.
- 6- Faculty reserves the right not to offer those options/electives/courses to the students of BBA for which adequate teaching facilities do not exist in the faculty. The decision of coordinator of BBA program will be final in this matter.
- 7- Evaluation of the papers BBA-107, BBA-206, BBA-307, BBA-407 and BBA-507 would be conducted as per University rule.

BUSINESS ORGANISATION

CREDIT 3(3+0)

UNIT-I: INTRODUCTION:

Concept and nature of Business and organization, objectives of Business, classification of Business activities, environment of business system. Social responsibilities of business

UNIT-II: FORMS OF BUSINESS ORGANISATION:

Sole trader, partnership , Joint Stock Company and co-operative Institutions.

UNIT-III: PROMOTION OF BUSINESS ORGANISATION:

Concept and stages of promotion, position, function and role of promoter, Promotion of new business, financial sources for establishment of new business.

UNIT-IV: LOCATION:

Theories of industrial location, Factors affecting the location of industry , Government policy towards the localization,

Combination: Concept of combination, Merits and demerits and types of combination.

UNIT-V: PUBLIC ENTERPRISE:

Concept & objectives of public enterprises, Forms of organization-Departmental undertakings, Public corporations, Government companies, New policy enterprises in India.

References:

1. Chhabara T N- Business organization & Principle of Management- Dhanpat Rai Pub.
2. Y.K.Bhushan- Fundamentals of Business Organization & Management- Sultan Chad & Sons.
3. C.B.Gupta - Business Organization & Mgt.- Sultan Chand
4. Dinkar Pagau- Business Organization & Mgt.- Sultan Chand

BUSINESS ECONOMICS

CREDIT 3(3+0)

UNIT- I: NATURE & SCOPE OF BUSINESS ECONOMICS:

Nature, scope and significance of business economics, Five fundamental concepts, Role & responsibility of business economists.

UNIT- II: ANALYSIS OF INDIVIDUAL DEMAND:

Utility, Demand, Law of demand, Elasticity of demand, Demand forecasting.

UNIT- III: THEORY OF PRODUCTION:

Basic concept of production, Laws of production, Laws of returns to scale, Laws of returns to scale through production.

UNIT- IV: MARKET MORPHOLOGY:

Monopoly, Oligopoly, Duopoly and Perfect Competition

UNIT- V: WELFARE ECONOMICS:

Peguvian welfare economics, Keynes welfare theory, Amthyasen theory of welfare

References:

Ahuja H L- Advanced Economic Theory(Microeconomics)- S Chand

Mehta P L- Managerial Economics- S Chand

Mehtani M L- Fundamentals of Business Economics- Himalaya Publishing house

Dewitt K K- Modern Economics Theory- S Chand

CREDIT 3(3+0)

BUSINESS MATHEMATICS

UNIT-I

Ratio and proportion, logarithms, percentage, average, Permutation and combination.

UNIT-II

Commission, Brokerage and discount, rates and taxes, stocks and shares, Simple annuities, present value and discount, simple and compound interest, Profit and loss account.

UNIT-III

Matrices: Addition, subtraction, multiplication of matrices, Inverse of matrices, System of linear equations and its applications.

UNIT-IV

Functions, Types of functions, Applications of linear functions in Business, Simple equations, Quadratic equations, Simultaneous equations and problems theorem.

UNIT-V

Differentiation of functions of single variable (excluding trigonometric functions) Break even analysis, simple problems of maxima and minima.

References:

- 1- Business mathematics- Goyal, Yadav and VVerma- Romesh book depo
- 2- Business mathematics- D. C. Sancheti- Sultan Chand & Sons.
- 3- Business mathematics- V. K. Kapoor- Sultan Chand & Sons.

Business Communication-I

CREDIT 3(3+0)

UNIT-I

Meaning , objectives of communication, Significance of Communication in business organization and its process.

UNIT-II

Barriers to communication, essentials of effective communication, channels of communication, media of communication.

UNIT-III

Nature and characteristics of group communication, Committees: meanings, essentials, Advantages and Disadvantages and types of committees. Conferences: Meanings, essentials, Importance and difference between conference and committee.

UNIT-IV

Drafting of effective business letter, practice of business letters (a) Enquires & replies (b) Order and their execution (c) Complaints and adjustment (d) Collection letter (e) Sales letter and Memo.

UNIT-V

Drafting of notice, Agenda, Minutes, Report writing, Effective listening, Public speech, Interviewing skills.

References:

1. Pal Rajendra & Korlahalli J S- Essentials of Business Communication- Sultan Chand
2. Business Communication- Kalra, Chitkara, Mittal-Ramesh Books Depo
3. Business Communication- Singhal, Mittal- Ramesh books Depo
4. Business Communication- Mittal, Garg, Saxena- Ramesh books Depo.

FINANCIAL ACCOUNTING

CREDIT 3(3+0)

UNIT-I

Nature and objectives, concepts, conventions and principles of accounting, Double entry system, journal, ledger, cash book and trial balance.

UNIT-II

Concepts of capital of revenue, Final accounts with adjustment, Depreciation accounting.

UNIT-III

Accounts of Non-Trading Institutions- Receipts and payment account, Income and expenditure accounts, Single entry system.

UNIT-IV

Accounting for Joint venture, Consignment accounts and royalty accounts.

UNIT-V

Branch accounts and Departmental accounts

References:

1. Shukla S M- Financial Accounting- Sahitya Bhawan Pub.
2. Thakur, Nema –Financial Accounting- Ramesh Book Depo
3. P. Mohana Rao- Accounting Theory & Practice- Deep & Deep
4. B. S. Bhatia- Accounting and Financial Management- Deep & Deep

CREDIT 2(2+0)

BUSINESS CLINIC

Seminars, presentations, Debates, Group discussion and library activities will be conducted during this course.

INTERNET & DIGITAL MARKETING

Credit 3(2+1)

UNIT-I -Introduction of Internet:

Needs of Internet, Advantage and Disadvantage of Internet, How Internet related involve in Human life, Field s of Internet used, World Wide Web,

UNIT-II - Terms to Be Familiar With:

Browser, download, upload,E-mail,Filter, Home Page ,HTML (HyperText Markup Language) , Search Engine, TCP/IP, URL, Web Browser, Exploring the Internet using Microsoft Internet Explorer, Internet Explorer 5.5 Standard Buttons Toolbar: Internet Explorer 5.5 Standard Buttons Toolbar, URL, Domains

UNIT-III -Communication

Basic elements of a communication system, Data transmission modes, Bandwidth, Baud Narrow band, Voice band,Broad Band, Data transmission Media, Hub, various Topologies of connectivity computers,

UNIT-IV -Internet Applications,

Static & Dynamic Components, E-Mail Work, various types of Network explain,Various types of Network explain, Communication Protocol, ISO/OSI Model,

UNIT-V -digital Marketing

Introduction to digital Marketing,

- The Significance of **digital** Marketing, Internal Measures for SEO, Link Building,

Introduction to AdWords,

- Online Advertising and Search Engines, **Display Network**, Advertising on Display Networks, Image Advertizing, Mobile Advertising, Video Advertising, YouTube Advertising.

Social Media Advertising

- Creating Effective Content, Do and Dont's for Social Media, Analysing Target Audience.

E-mail. Marketing:

- Creating E-mail Campaigns, Effective strategies for E-mail Marketing.

PRINCIPLES OF MANAGEMENT

CREDIT 3(3+0)

UNIT-I

Introduction: concept, significance and nature of management, Management process Management & administration, Functions and principles of management, level of management, functional areas of management, professionalization of Management in India.

UNIT-II

Planning and Decision Making: Concept and nature of planning, objectives and components of planning, nature and process of planning, Principles of planning, Dimension/ types of planning, tools and techniques of planning. Decision making: Nature, significance and process, Techniques of decision making

UNIT-III

Organizing: Concept, importance and elements of organization, Process and Principles of organization, Theories of organization, organizational structure, organization chart and manuals.

UNIT-IV

Directing and Communication: Concept, nature , scope, Principles and techniques of directing, Concept and process of communication, channels/ media of communication, barriers to effective communication.

UNIT-V

Controlling: concepts, objectives, process and principles of control, various control techniques in detail.

References:

1. Prasad L. M.- Principle & Practices of Management- Sultan Chand
2. Koontz- Principle of Management- Mc-Graw Hill
3. R.D. Agrawal- Organization & Management
4. Koontz- Essentials of Management-Pearson Education
5. Nirmal Singh- Principle of Management- Deep & Deep
6. T. N. Chhabra- Principle & Practices of Management-Dhanpat Rai & Co.
7. C.B. Gupta- Management Theory and Practice- Sultan Chand

ADVANCED ACCOUNTING

CREDIT 3(3+0)

UNIT I:

Concept of partnership, partnership deed, preparation of Capital account, Past adjustment, Goodwill, Change in profit sharing ratio, Admission of a partner, Retirement of a partner, Death of a partner.

UNIT II:

Amalgamation of partnership firms, Dissolution of a partnership firm and Sale of firm.

UNIT III:

Issue of Shares, Forfeiture, Reissue of shares and buy back of shares.

Redemption of Preference Shares. Issue & Redemption of Debentures.

UNIT IV:

Final Accounts of Companies (Including calculation of managerial remuneration).
Declaration of dividend, Profit and Loss Appropriation

Account and disposal of Profits. Calculation of Pre and Post incorporation Profit / Loss.

UNIT V:

Accounts for hire purchase and installment system, investment accounting.

References:

1. Shukla S.M.- Advanced Accountancy- Sahitya Bhawan
2. S. N. Maheshwari- Advanced Accounting
3. S.K. Paul- Accounting
4. R.L Gupta & M.Radhaswamy- Advanced Accounting-Vol.I &II- Sultan Chand & Sons
5. S.P.Iyengar- Advanced Accounting- Vol.I&II- Sultan Chand

BBA-203

BUSINESS STATISTICS

CREDIT 3(3+0)

UNIT I:Introduction:

Concept, scope, nature, importance and limitations of Statistics, functions of Statistics, misuse of statistics, planning of statistical enquiry.

UNIT II: Statistical Averages

Arithmetical average, Weighted mean, mode, median and geometric mean, Weighted geometric mean, uses of various averages and limitations of averages.

UNIT III: Dispersion and Skewness

Concept of dispersion, methods of measuring dispersion, Quartile deviation, mean deviation and standard deviation- coefficient of variation, coefficient of skewness method of Karl Pearson's and Bowley's

UNIT IV: Correlation Analysis

Concept and importance of correlation, types of correlation, coefficient of correlation method by Karl Pearson's, Spearman's and concurrent deviation, Probable error.

UNIT V: Index Numbers

Meaning and uses of index number, methods of constructing index numbers, Simple, Aggregative method, Weighted Aggregative method, Fisher's Ideal Method.

References:

1. Gupta S.P.- Statistical Method- Sultan Chand
2. N.P. Agrawal- Advanced Business Statistics- Ramesh Book Depo
3. Oswal, Agrawal- Business Statistics- Ramesh Book Depo
4. S. P. Gupta and M.P.- Business Statistics- Sultan Chand & sons
5. Dr. B.N. Gupta- Statistics- SBPD Publishing House, Agra

BBA-204

COMPUTER APPLICATION

CREDIT 3(3+0)

UNIT- I

Introduction to computer, History and generation of computers, Classification of computer, Components and functioning of computers, Input-output devices, Block diagram of computers, Types of memories.

UNIT- II

Introduction to operating system, Types of operating system, Development of operating system- Serial processing, Batch processing, Multiprogramming, Real time, On-time, Multitasking and multi-user system.

UNIT- III: MS- WORD

Word basics, Document and templates, Creating and modifying documents, Mail merge.

MS- EXCEL

Introduction to MS- excel, Data sort and functions:

Round(), Sort(), Average(),Max(),Min(),Count(),Sum(),If(),Sum if(),ABS(), Roman(), Upper(),Lower(),Cell(),Today(),Now().

UNIT- IV: Power Point

Introduction, Parts of power point window, Changing font, Inserting copying, Moving picture and text, New slide, Entering data to graph and map, Design template, Colour box, Auto content wizard and templates.

UNIT- V: Internet:

Concept, types and advantages, types of interconnection, Modem, Getting registered for e-mail accounts, sending and receiving e-mails, www, search engine, Web browser.

Reference:

1. M.N. Doya- Fundamentals of Computers & Information Technology- Deep & Deep.
2. Sanjay Saxena- A First case in Computer-Vikas Publication

BUSINESS COMMUNICATION-II

CREDIT 3(3+0)

UNIT I-

Non-verbal Communication: Body language, postures and gestures, Attire, Appearance, Handshake, Personal space, Timing behaviour smile.

Listening Skills: Process, Types, Barriers and importance, Essentials of good listening.

Communication skills: Concept, Humor in communication, Interpersonal communication, communication Skills & leadership.

UNIT II-

Business Letters: Essentials of business letter, Parts, Forms, Types, Preparation of business letters related to tenders, Quotations, Orders, Sales, Enquiry & complaints

Internal Communication: Letters to staff, Circular & memos, Office note, Representations & suggestions, Motivational Communication, Letters from top management, Reminders & follow ups, Employees news letters.

UNIT III-

Interactive Communication: Meetings, conferences, Presentation Skills, Oral Communication, Telephonic conversation.

Mass Communication: Advertisements, Publicity, Press release, Media mix, Public relations, News letters.

Direct Marketing: Report writing, Types, Essentials of good report, Committee report, Annual report.

UNIT IV-

Interviews: types of interviews, job interview, telephonic interview, Conducting the interview, Sending the job application, Preparation of resume, Group Discussion.

Types of Pictorial Presentation: Charts, graphs & pictures, New trends in business communication, Communication overload, BPO/Call centers, Technical writing, Professional presentation, Cardinal principles of communication, Communication policy & ethical dimensions.

UNIT V-

Paragraph Writing & Presentation- Story writing, Presentation on Industrial policy, Public sector, ecology & environment.

References:

1. Pal Rajendra & Korlahalli J S- Essentials of Business Communication- Sultan Chand
2. Singhal, Mittal & Garg- Business Communication- Ramesh Book Depo
3. Dr. Vinod Mishra & Narendra Shukla- Business Communication-SBPD Pub. House
4. Dr. Mishra, Shukla & Patil- Business Communication- SBPD Pub. House
5. Rajendra Pal- Essentials of Business Communication- Sultan Chand & Sons.

LEGAL ENVIRONMENT OF BUSINESS

CREDIT 3(3+0)

UNIT-I: INDIAN CONTRACT ACT, 1872:

Major provision of contract act with indemnity, guarantee

UNIT-II: INDIAN CONTRACT ACT, 1872(Contd.):

Major provision of Contract Act with Bailment, Pledge and Agency.

UNIT-III: Sales of Goods Act- 1930:

Major provision of Sales of Goods Act.

UNIT-IV: Negotiable Instruments Act, 1881:

Major provision of Negotiable Instruments Act

UNIT V: Partnership Act, 1932:

Major provisions of Partnership Act

References:

1. Kuchhal M.C- Business Law- Vikas Publication
2. Kapoor N.D- Mercantile Law- Sultan Chand
3. Dr. O.P.Gupta - Mercantile Law- SBPD Pub.House, Agra
4. Dr. O.P.Gupta- Business Law- SBPD Pub.House, Agra

BBA-302

ADVANCED QUANTITATIVE TECHNIQUES

CREDIT 3(3+0)

UNIT-I: Regression Analysis:

Meaning and uses of regression analysis, Regression lines, Regression co-efficient, Regression equations (a) by using means, SD and coefficients of correlation and (b) by using method of least square.

UNIT-II: Analysis of Time Series:

Meaning and uses of time series, Analysis, Components of time series, Measurement of trend by using moving average method and method of least square, Measurement of seasonal variation by using simple average method (monthly and quarterly).

UNIT-III: Probability:

Meaning and importance of the concept of probability, basic terminology, calculation of probability, Addition theorem, multiplication theorem

UNIT IV:

Association of attribution, Chi-square test, Meaning and uses of Chi-square measure.

UNIT V:

Tests and Hypothesis: Concept of standard error, test of significance, t-test, F-test, Z-test.

References:

1. Gupta S.P.- Statistical Methods- Sultan Chand
2. N.P.Agrawal- Quantitative Technique- Ramesh Book Depo
3. S.P.Gupta & Man Mohan Gupta- Business Statistics and Operation Research- Sultan Chand & Sons.

COST ACCOUNTING

CREDIT 3(3+0)

UNIT-I: Review of major cost Concept

Concept of cost Accounting, Objectives and functions of cost accounting, Elements and classification of cost, concept of material control, Methods of pricing material issues.

UNIT-II: Labor Control and Overhead Control

Methods of Labor remuneration, Labor turnover, Classification of overhead, Allocation, Apportionment and Absorption of overhead, machine hour rate and labour hour rate.

UNIT-III: Cost System

Preparation of cost sheet, Calculation of quotation price, cost audit and various techniques of cost reduction.

UNIT-IV: Process Costing

Simple process accounts, Treatment of normal and abnormal losses. Inter process profits, Equivalent production.

UNIT-V: Operating Costing

Concept and objectives of operating cost, Transport, Power house and Hotel costing.

References:

1. Maheshwari S.N.- Cost Accounting- Sultan Chand
2. Oswal, Maheshwari, Modi- Advanced Cost Accounting- Ramesh Book Depo
3. Oswal, Maheshwari, Jain- Cost Accounting- Ramesh Book Depo
4. S.P. Iyengar- Cost Accounting- Sultan Chand & Sons.

ORGANISATIONAL BEHAVIOUR

CREDIT 3(3+0)

UNIT-I: INTRODUCTION

Concept and nature of organization, Properties of modern organization, nature of organization behaviour, Approaches to organization behaviour.

UNIT-II: HUMAN BEHAVIOUR AND BEHAVIOURAL SCIENCES

Individual differences, Perception, Learning, Personality, Attitudes and values.

UNIT-III: INTER PERSONAL BEHAVIOURAL DYNAMICS

Transactional analysis, Johari windows, Management of conflict.

UNIT-IV: DYNAMICS OF GROUP BEHAVIOUR

Concepts of group dynamics, Formation of groups, Types of groups, Functions of group, Management of change.

UNIT-V: KEY ISSUES IN ORGANIZATIONAL BEHAVIOUR

Concepts and theories of motivation, Concepts and styles of leadership, Concept of organizational effectiveness.

References:

1. Luthans Fred- Organisational Behaviour- Prentice hall
2. Prasad L.M.- Organisational Behaviour- Sultan Chand
3. Robbins- Organisational Behaviour-TMH
4. Chhabra & P L Tanya- Organisational Behaviour- Dhanpat Rai & co.

BANKING AND INSURANCE MANAGEMENT

CREDIT 3(3+0)

UNIT-I: Introduction

Origin, Definitions, Functions of banks, Classification of banks, Function/services and principles of commercial bank. Reserve Bank of India.

UNIT-II: Banker and Customer

Meaning of banker and customer, relationship between banker and customer, Obligations of banker, Banker's duty to maintain secrecy of the customer's account & rights of the banker, Nomination of deposit accounts and lockers.

UNIT-III: Accounts of Customers

Various types of deposit accounts- Opening and operation, deposit scheme, insurance of bank deposits and steps for improving customer service in banks.

UNIT-IV: Nature and Organisation of Insurance

Origin and development of insurance, Scope of insurance, nature of insurance, functions of insurance, importance of insurance and types of insurance.

Organisation of insurance: Organisation of insurance, insurance organization in India, Role of Insurance.

UNIT-V: Insurance Legislation in India

A brief history of Insurance Legislation in India, The Insurance Act 1938 with important provisions, Indian insurance industries and insurance in India.

Insurance Regulatory and Development Authority Act 1995 and Insurance Regulatory and Development Authority regulations 2000 and 2002 regarding amended provisions.

References

1. O.P. Gupta-Banking Law & Practices-SBPD Pub. House
2. P.N. Varshney- Banking Law & Practices- Sultan Chand & Sons
3. Dr. Sharma & Sharma- Banking Vidhi Avam Vyavhar- SBPD Pub. House

BBA-306

INDUSTRIAL TOUR REPORT

CREDIT 5(0+5)

Industrial Tour: All students of BBA III Semester shall visit the industries in consultation with the coordinator and will submit the report within one month after the industrial visit.

Note: Industrial tour (course BBA 306) report shall be examined by the external examiner who will be invited to conduct the viva-voce examination.

Tally & Payroll Accounting

Credit-3(2+1)

UNIT-I

Basic concept of accounting-, book keeping, characteristics of accounting, concept of accounting, financial statement, Classification of accounts,

UNIT – II

Introduction to tally .ERP9, features of tally.ERP9-resizing screens, multiple selection, capabilities information, tally.ERP9screen components, ledgers, voucher, current liability, bank reconciliation, bank reconciliation statement in tally

UNIT – III

Balance sheet ,profit& loss ,ratio analysis ,trail balance, account book, cash bank book, ledger, group summary ,voucher summary -sales register ,purchase register, journal register, out standing

UNIT – IV

Create company, modification in company, ledgers account, group, predefined groups of account, create account/ledger, delete ledger, create multiple ledgers, create new group delete group

UNIT – V

Check printing, common printing option, multi accounting printing, security control, types of voucher, voucher entry

MARKETING MANAGEMENT

Credit 3(3+0)

UNIT – I:

Introduction of Marketing: Definition, Concept, Scope, Importance, Objectives, Functions, Difference between Marketing & Selling. Introduction of Marketing Management, Recent trends in Marketing.

UNIT – II:

Marketing Environment: Environmental Screening & Significance, Components of marketing Environment.

UNIT – III:

Marketing Mix: Elements of Marketing Mix, New Product Development, Product Life Cycle.

UNIT – IV:

Market Segmentation & Consumer Behavior: Definition of Market Segmentation, Classification & Strategies. Importance of Consumer Behavior, Factors affecting consumers buying behavior, Models of Consumer Behavior.

UNIT – V:

Customer Relationship Management: Concept, Advantage, Disadvantage, Importance, Models, Recent trends in CRM, CRM practices- Tools of business Practice.

References-

1. Kotler Philip- Marketing Management- Prentice Hall
2. Marketing Management, Strategic Approach with a Global Orientation
3. HARPER W.Boyd.Jr. Orville. Walker.Jr, Jean- Claude Larreche
4. G.S.Monga, Shallini Anand- Marketing mgt. – Deep & Deep
5. G.S. Batra- Marketing Mgt. - Deep & Deep

HUMAN RESOURCE MANAGEMENT

Credit 3(3+0)

UNIT-I: INTRODUCTION:

Concept, Importance, Nature and scope of human resource management, Objectives of HRM, Activities of HRM, Managerial skills and roles.

UNIT-II: EVOLUTION AND ENVIRONMENT:

Evolution of HRM, Theories of HRM, Influence of scientific management on HRM, Influence of labour movement on HRM and influence of government regulations on HRM.

UNIT-III: RECRUITMENT AND SELECTION:

Recruitment policy, Source of recruitment , Methods of recruitment and effectiveness of recruitment programmed.

Selection: Policy and process, Selection tests and interview.

UNIT-IV: PROMOTION AND TRANSFER:

Concept of promotion, promotion policy, promotion plans, promotion programmed and problems in promotion.

Transfer- Meaning, Objectives Types, Policy and programmed.

UNIT-V: PLACEMENT AND DEMOTION:

Concept of placement, Factors of demotion, Demotion policy, Types of separation and career planning.

References-

1. Ashwathapa K- Human Resource Management- Himalaya pub. House
2. Rao VSP- Human Resource Management- Vikas Pub.
3. Ashwathapa- Human Resource Mgt.- Tata Me Grow Hill
4. B.L.Mathur- HRM- Mohit Pub. New Delhi
5. G.S. Batra- Human Resource Mgt. - Deep & Deep

BBA-403

FINANCIAL MANAGEMENT

Credit 3(3+0)

UNIT-I: INTRODUCTION:

Concept & nature of financial management, Types of financial decisions, Importance, objectives, organization and responsibilities of finance function. Role and status of financial executive in organization structure.

UNIT-II: Patterns of Fund Requirements:

Short- term, Medium term& long term financial planning Capitalization, Types of securities and their evaluation.

UNIT-III: Capital Structure planning:

Approaches to capital structure, Objectives and determinants of optimum capital structure, Cost of capital, Financial and operating leverage.

UNIT-IV: Capital Budgeting:

Nature and importance of investment decisions, Techniques of capital budgeting, Dividend theories, dividend policy and dividend studies in India.

UNIT-V: Working Capital Management:

Concept of fixed and working capital, Determinants of working capital, Management of cash, Management of inventory and accounts receivable, Tools for analysis of working capital.

References:

1. Maheswari S.N- Financial Management- Sultan Chand
2. Khan & Jain - Financial Mgt.
3. P. Mohana Rao- Financial Mgt. Deep & Deep
4. P. Mohana Rao- Financial Mgt. & Accounting- Deep & Deep\
5. Agrawal & Agrawal- Financial Mgt.-Ramesh Book Depot.

BBA-404

INCOME TAX LAWS AND PRACTICE

Credit 3(3+0)

UNIT-I:

Basic concepts of Income, Agriculture Income, Assesses, Previous year, Assessment year, Residence and tax liability, Exempted incomes, Income from salaries.

UNIT-II:

Income from house property, Profits and gains of business or profession.

UNIT-III:

Capital gains, Income from other sources, Set off and carry forward of losses, Clubbing of income.

UNIT-IV:

Deductions from gross total income available to all types of assesses, Rebates and relief from tax liability, Assessment of Individuals.

UNIT-V:

Computation of tax liability of individuals, Procedure for Assessment, Income Tax Authorities.

References:

1. Taxman- Income Tax- TMH
2. Agrawal Sharma & Shah- Tax Planning & Mgt.- Ramesh Book Depot.

RESEARCH METHODOLOGY

Credit 3(3+0)

UNIT-I: Concept of Research:

Concept, Assumption and steps of scientific method, Nature and objectives of research, Significance of research, Types of research, Steps in the research process.

UNIT-II: Research Design:

Concept, types and stages in research design, Concept of a research problem, Selection and formulation of a research problem.

UNIT-III: Hypothesis and Test of Significance:

- (A) Hypothesis concept and sources of hypothesis, Procedure for formulation of hypothesis. Types of hypothesis.
- (B) Test of significance in large sample standard error, Difference of mean test of significance in small samples T test, F test & Z test.

UNIT-IV: Data Collection:

- (A) **Collection of Primary Data:** Direct personal investigation, Indirect oral investigation, Local reports, Schedules and questionnaires, Drafting and presentation.
- (B) **Collection of Secondary Data:** Sources of Data, Editing and sorting of secondary data.
- (C) **Census, Sample and Universe**
- (D) **Presentation of Data**
- (E) **Tabulation and analysis of data**

UNIT-V: Research Communication:

Techniques of scaling- Likert, Thurston and Gutman Scale, Format of research report, Precautions in report writing, Footnoting, Bibliography and index.

References:

1. Kothari C.R- Research Methodology- New Age Publication
2. Santosh Gupta- Research Methodology & Statistical Technique- Deep
3. B.S. Bhatia & G.S. Batra- Business Mgt. Research- Deep & Deep
4. P.P Arya, Yesh Pal- Research Methodology in Mgt. - Deep & Deep

BBA-406

COMPUTER APPLICATIONS (TALLY)-III

Credit 3(1+2)

UNIT-I:

Introduction to Tally

UNIT-II:

This Unit Covers creation of Company Files, opening files, related to company, altering company information of group accounts, creation of ledger accounts, altering ledger accounts, deletion of ledger accounts and closing of Tally.

UNIT-III:

Inventory control option like creating, manipulating and deleting stock categories, creation of multiple Stock category, creating, altering, deleting purchase orders, creating and deleting sales orders and printing invoices.

UNIT-IV:

Voucher entries, deletion of vouchers and manipulating of vouchers.

UNIT-V:

Printing of various business reports, like balance sheet, profit and loss Accounts, Trial Balance, Day Book, Cash book, Bank Boll Ledger Accounts etc.

SEMESTER-IV: COMPLOSORY PAPERS

BBA-501

BUSINESS ENVIRONMENT

Credit 3(3+0)

UNIT-I: INTRODUCTION:

The concept, Nature, Significance of business environment, Basic indicators of economic development and performance of Indian economy, Indian economic planning- major objectives and assessment of five year plans.

UNIT-II: Social Environment:

Social responsibilities of business, Business ethics and Corporate Governance, Problems of regional imbalances and economic development.

UNIT-III: Industrial Environment:

Industrial policy and performance, Public sector in India, Process of privatization through disinvestments.

UNIT-IV: Economic Environment:

The Indian financial sector, Indian fiscal policy and its implications, Capital market in India.

UNIT-V: Technological Environment:

Technology policy and environment, selection and transfer issues, Energy resource management.

References:

1. Gupta, Swami- Economic & Business Environment- Ramesh Book
2. V.C Sinha- Business Environment- SBPD Pub. House

BBA-M-502/504

ADVERTISING AND SALES MANAGEMENT

Credit 3(3+0)

UNIT-I: INTRODUCTION:

Concept, scope, objectives and functions of advertising, Role of advertising in marketing mix and the advertising process, Legal ethical and social aspect of advertising.

UNIT-II: Pre-Launch Advertising Decision:

Determination of target audience, Advertising media and their choice, advertising measure. Layout of advertisement and advertising appeal, advertising copy.

UNIT-III: Promotional Management:

Advertising department , Role of advertising agencies and their selection, Advertising budget, Evaluation and advertising effectiveness.

UNIT-IV: Personal selling:

Meaning and importance of personal selling, Difference between personal selling, advertising and sales promotion. Methods and procedure of personal selling.

UNIT-V: Sales Management:

Concept of sale management, Objectives and functions of sale management. Sales organization, management of sales force and sales force objectives, Sales force recruitment, Selection, training, compensation and evaluation.

References:

1. Thakur D.- Advertising marketing & Sales mgt.- Deep & Deep
2. K. Ashwthapa- Advertising Theory & Practice- Himalaya Pub.
3. G.S.Sudha- Sales and Advertising mgt.- Ramesh Book Depot.

RURAL & AGRICULTURAL MARKETING

Credit 3(3+0)

UNIT-I: Rural Marketing:

Image of Indian rural marketing and approach to rural markets of India, Rural consumer and demand dimensions and market segmentations, Channels of distribution and physical distribution product management, marketing communication and sales force tasks.

UNIT-II: Agricultural Marketing:

Concept, Nature, Scope and subject matter, Classification of agricultural products and their difference with manufactured goods.

Agricultural market- Meaning, Components, Dimensions and classification

Market structure- Dynamics of market structure, Components of market structure and market forces.

UNIT-III: Market marketing and Channel Strategy:

Modern marketing management and agricultural products, Structured organized markets- commodity exchange and produce exchange, Cash market, Forward dealing, Exchange market, Speculative market, Channels of distribution for consumer goods, Agricultural consumer goods and agricultural raw materials.

UNIT-IV: Regulated Market in India:

Regulated market, Genesis of regulated markets in India. Limitations in present marketing regulations, Advantages and limitations of regulated market. Organization of regulated markets, Future of regulated markets & regulated market in India.

UNIT-V: Marketing of farm Products- Packaging- Packing and packaging, Packing material. **Transportation-** Advantages, Means of transport and transportation cost. **Grading and standardization-** Meaning, Type, Criteria, Labeling and grade specification, Storage Warehousing, processing and selling.

References:

1. Sukhpal Singh- Rural Marketing Mgt.- Vikas Pub.

TRAINING AND DEVELOPMENT

Credit 3(3+0)

UNIT-I: INTRODUCTION:

Concept, need and objective of training, Principles of training, Methods of training and training policy.

UNIT-II: Employees Training:

Training process, Identification of training needs, Planning of training programs, Selection of trainees, Implementation of training, Performance evaluation of training and follow-up training.

UNIT-III: Management Executive Development:

Importance of training & development, Objectives of training & development, Executive training and development process, Methods of training & development and its selection, Evaluation of training & development, Management training & development practices in India.

UNIT-IV: Performance Appraisal:

Basic concept of performance appraisal, Factors affecting performance appraisal, Criteria of performance appraisal, performance appraisal methods, Limitations of performance appraisal methods & performance appraisal in Indian organizations

UNIT-V: Career Development:

Basic concepts, stages of career development & career development programmed.

References:

1. K. Ashwathapa- Training & Dev.- Tata Mc Craw Hill
2. T.N. Chhabra-H.R.M- Dhanpat Rai Pub.
3. S.K.Bhatia- Training & Dev.- Deep & Deep
4. S.Nakkiran- Training Techniques for mgt. Dev.- Deep & Deep

BBA-HRM-503/505

INDUSTRIAL RELATIONS

Credit 3(3+0)

UNIT-I: INTRODUCTION:

Meaning nature & significance of industrial relations, Approaches to industrial relations, Conditions for good industrial relations, Suggestions to improve industrial relations & industrial relations in India.

UNIT-II: Industrial Disputes:

Meaning, Forms, causes and results of disputes, Methods for prevention & settlement of industrial disputes. Authorities for settlement of disputes & Industrial disputes in India.

UNIT-III: Human Relation:

Meaning and approaches, Difference between HR & IR, Importance of HR in maintaining good industrial relations, Theories of human relations.

UNIT-IV: Employee Discipline:

Concepts, Importance & types of discipline, Arguments against negative discipline, Essentials of a good disciplinary system, Kinds of punishment,

UNIT-V: Grievance Handling:

Absenteeism its causes and remedial measures, Employees counseling.

References:

1. Industrial Relations & Collective Bargaining- Nirmal Singh & S.K.Bhatia- Deep & Deep
2. Constructive Industrial Relations & Labour Laws- S.K.Bhatia- Deep
3. International Practices in Industrial Relation- S.K.Bhatia- Deep & Deep

(C) FINANCE

BBA-F -502/504

INDIAN FINANCIAL SYSTEM

Credit 3(3+0)

UNIT-I: INTRODUCTION:

Formal and financial systems, Functions of financial system, Nature & role of financial institutions financial markets, financial system & the economy.

UNIT-II: Reforms in the Financial System:

Objectives of financial system reforms & Indian financial system in Pre-reform period, Meaning of new financial instrument & types of new financial instruments.

UNIT-III: Disinvestment of public Sector Undertakings-

Meaning of public sector undertakings, Meaning & objectives of disinvestment, History of disinvestment, Disinvestment machinery, PSU sell-off methods ,Evaluating the disinvestment program & disinvestment of PSU sin different countries.

UNIT-IV: Mutual Funds:

Benefits of mutual funds. History and growth of mutual funds in India, Types of mutual funds schemes, Organization of mutual funds, SEBI (mutual funds) Regulation 1996 & SEBI guidelines (2001-2002) relating to mutual funds, Association of mutual funds in India & performance of mutual funds in India.

UNIT-V: Financial Regulation:

Profile of SEBI Act 1992, power & functions of SEBI, Achievements of SEBI, Joint parliamentary committee on SEBI & future plans of SEBI.

References:

1. Gupta R.K- Financial administrative in India- Deep & Deep
2. Batra- Financial Services and Markets- Deep & Deep
3. Rao P.M- financial system & Economic Reforms - Deep & Deep

INVESTMENT MANAGEMENT

Credit 3(3+0)

UNIT-I: INTRODUCTION:

Types of investments, Objectives of investment, Types of investors, Nature and scope of investment, Investment v/s speculation, Investment process, Investment categories, Investment alternatives.

UNIT-II: Stock Exchange in India:

Organization & function of stock exchange, primary v/s secondary market ,Regulation of stock market in India, Functions & operation of SEBI.

UNIT-III: Economic analysis, Industrial analysis, company analysis, technical analysis and efficient market theory.

UNIT-IV: Portfolio analysis:

Portfolio analysis, Portfolio selection and techniques of portfolio revision.

UNIT-V: Classification of investment Companies, performance measurement of portfolios, new directions in investment management.

References:

1. Vashishtha A.K- Investment management & Stock Market- Deep & Deep

(D) INFORMATION TECHNOLOGY:

BBA-IT-502/504

MANAGEMENT INFORMATION SYSTEM

Credit 3(3+0)

UNIT-I: An Overview:

MANAGEMENT INFORMATION SYSTEM:

Meaning, Objectives and classification of MIS. System, Framework for MIS organization management, Information needs and its economics, system approach, MIS and levels of management. MIS design, implementation of MIS, Approaches of MIS development and its limitations.

UNIT-II: INFORMATION SYSTEM FOR DECISION MAKING:

Transactional processing system, Decision support system, Executive information system, Export system and office automation system.

UNIT-III: INFORMATION SYSTEM IN BUSINESS:

Functional areas of business information system- Manufacturing, marketing, Quality, Financial and accounting, Research and Development and human resource information systems.

UNIT-IV: SYSTEM ANALYSIS AND DESIGN: Meaning of system analysis, System development life cycle, Prototyping, Rapid application development (RAD), End- user computing software packages, Outsourcing, Tools for information systems development, computer aided software engineering and challenges in developing information systems.

UNIT-V: STRATEGIC MANAGEMENT INFORMATION SYSTEM: Meaning, Characteristics of SMIS, Strategic Planning for SMIS, Development of SMIS, MIS strategy implementation and barriers to development of SMIS.

References:

1. Effy Oz- Management information system- Vikas Pub. House
2. Kenneth C.Laudon- Management information system-Prentice Hall India
3. Robert Shulthis- Management information system- Irwin
4. Gordon B. Daris- Management information system- Tata Mc Graw Hill
5. M.K.Singh- Management information system- Discovery Pub. House New Delhi

INTERNET AND WEB DESIGNING

Credit 3(1+2)

UNIT-I: INTERNET: Introduction, URL, Mail services: Getting on and off mailing lists, Finger services, Remote login, FTP, Downloading and Uploading.

UNIT-II: HTML, Producing HTML documents, Creating web page with HTML, Tags, Minimal HTML, documents, Headings, Paragraph, Nested tags, Font size and attributes, Changing colour.

UNIT-III: Numbered and unnumbered list, Performing text, Extended quotations, Forced line breaks, Horizontal rules, Character formatting, Linking, Inline images, Backgrounds Graphics, Background colours.

UNIT-IV: External images, Sound and animation, Building a web site.

UNIT-V: TABLES:

Tables, rows and columns, Creating a simple table, Spanning columns and rows with HTML tables, Table alignment properties, Fill out forms.

References:

1. V.K. Jain- O' Level Internet & web page designing- BPB publication.

BUSINESS POLICY AND STRATEGIC MANAGEMENT

CREDIT 3(3+0)

UNIT I Business Policy- an Introduction:

Nature , importance, purpose and objective of Business Policy. Various terms in business policy. Levels of strategy.

UNIT II An Overview of Strategic Management:

Nature of strategic decision making. Pattern of strategic behaviour. Process of strategic management.

UNIT III Strategy Formulation:

Environmental Appraisal- Components, Environmental Scanning, Environmental Appraisal.

Organisational Appraisal- Org. capability factor, Org. Appraisal. Strategic Alternatives, strategic choice and SWOT Analysis.

UNIT IV Strategy Implementation:

Project and procedural implementation- Structural Consideration, structures.

Functional Implementation- Financial/Marketing/Operations

Behavioural Implementation- Leadership, Corporate culture and personal values.

UNIT V Strategy Formulation:

Strategic control- Basic types of control. Operational Control- Process of evaluation. Techniques of evaluation and control. Role of organization system.

References

1. Lawrence R. Jauch, Rajiv Gupta & William FoGweck. (Business Policy and Strategic Mgt.)- Frank BROS & Co.
2. L.M. Prasad- Sultan Chand
3. P.K.Ghosh- 'Business Policy'- Sultan Chand
4. Azahar Kazmi- Business Policy- Tata Mc Graw Hill

ACCOUNTING FOR MANAGERIAL DECISION

CREDIT 3(3+0)

UNIT – I Nature and Function of Accounting:

Concept, nature and scope of management accounting, significance and tools of management accounting.

Limitation of Management accounting, the management accountant and its function, Role of management accountants in business enterprise. Organisation for management accounting.

UNIT – II Financial Analysis

Analysis of Financial statements, Cash flow and fund flow statement.

UNIT – III Costing for Management Decisions

Cost volume profit analysis, break-even charts, marginal costing, various uses of marginal costing in managerial decisions.

UNIT – IV Budgetary Control

Concept, objectives and functions of budgetary control, preparation of various functional budgets, sales budget, cash budget and flexible budget. Zero based budgeting and performance budgeting.

UNIT – V Standard Costing

Concept of standard costing, importance and limitation of standard costing and computation of material and labour costing.

References:

1. S.N.Maheshwari- Financial Mgt- Sultan Chand
2. Thakur D.- Management Accounting & Budgeting-Deep & Deep
3. Agrawal, Agrawal & Jain- Management Accounting- Rameh Book Depo.

(A)MARKETING GROUP

BBA-M-603/605

MARKETING OF SERVICES

CREDIT 3(3+0)

UNIT – I INTRODUCTION

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of Services – Unique characteristics of services - Challenges and issues in Services Marketing.

UNIT – II SERVICE MARKETING OPPORTUNITIES

Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT – III SERVICE DESIGN AND DEVELOPMENT

Service Life Cycle – New service development – Service Blue Printing – GAP’s model of service quality – Measuring service quality – SERVQUAL – Service Quality function development.

UNIT – IV SERVICE DELIVERY AND PROMOTION

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

UNIT – V SERVICE STRATEGIES

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services .

References

1. B. Balaji- Services Marketing & Management- Sultan Chand
2. K. Rama Mohan Rao- Services Marketing- Pearson Education
3. Zeithmal Bitner- Services Marketing- Pearson Education
4. J.N. Jain, P.P. Singh- Modern Marketing of Services- Deep & Deep

INTERNATIONAL MARKETING

CREDIT 3(3+0)

UNIT – I:

International Marketing: Scope and Significance of International Marketing, The importance of international marketing, Differences between international and domestic marketing International environment, International Social & culture Environment, the political legal environment and regulatory environment of international marketing, Technological Environment.

UNIT – II:

International Market Entry Strategies: Indirect Exporting, Domestic Purchasing, Direct Exporting, Foreign Manufacturing Strategies without Direct Investment, Foreign Manufacturing Strategies with Direct Investment. Entry Strategies of Indian Firms.

UNIT – III:

International product management: International product positioning, Product saturation Levels in global Market, International product life cycle, Geographic Expansion–Strategic Alternatives. New products in Intentional Marketing, Product and culture, brands in International Market.

UNIT – IV:

International Marketing Channels: channels –Distribution Structures, Distribution Patterns, Factors effecting Choice of Channels, the Challenges in Managing an international Distribution Strategy Selecting Foreign Country Market intermediaries. The management of physical distribution of goods, Advertising and Branding, Grey Market goods.

UNIT – V:

Export Marketing: Introduction to Export Marketing, Export Policy Decisions of a firm, EXIM policy of India. Export costing and pricing, Export procedures and export documentation. Export assistance and incentives in India.

References:

1. International Business- Batra, Dangwal- Deep & Deep
2. Caleora Graham- International Marketing- Tata Mc Graw Hill
3. Bennet- International Business- Pearson Education
4. Onkvisit Shaw- International Marketing- Prentice Hall India

(B) HUMAN RESOURCE MANAGEMENT

BBA-H-603/605

SOCIAL SECURITY AND WELFARE

CREDIT 3(3+0)

UNIT-I SOCIAL SECURITY

Definition, Components, Evolution and International Standard of social security, Social security in India, Drawbacks of our social security schemes and major recommendations of the second NCL on social security.

UNIT-II WAGES & SALARIES

Basic concepts, theory of wages, process of wage payments, Wage (Pay) structure, wage fixation, Wage incentives plans and national wage policy.

UNIT-III LABOUR WELFARE

Concept, classification and significance of labour welfare, Principles of labour welfare, Evaluation and growth of labour welfare measures in India, Labour welfare schemes and constitutional provision regarding labour welfare.

UNIT-IV COLLECTIVE BARGAINING

Concept, evaluation, nature scope and types of collective bargaining. Process of collective bargaining, policies of collective bargaining, benefits of collective bargaining, conditions/essentials for successful collective bargaining. Laws of collective bargaining and collective bargaining regarding public and private sector.

UNIT-V WORKERS PARTICIPATION

Meaning origin, growth and objectives of workers participations, factors influencing participation, Scheme of workers participation and worker participation in management in India with special reference to Indian industries.

References

1. R. C. Saxena- Labour Welfare
2. Report of ministry of social Justice-2007-08

ORGANISATION CHANGE AND DEVELOPMENT

CREDIT 3(3+0)

UNIT-I ORGANISATION CHANGE

Meaning, Characteristics and scope of change, Response to change, Theories of organisation change and managing organization changes.

UNIT-II RESISTANCE TO CHANGE

Nature, types and benefits of resistance, reasons for resistance, overcoming resistance, Models for change and role of change agent.

UNIT-III ORGANISATIONAL DEVELOPMENT

Concept, Objectives, nature and significance of organizational development, culture and process of OD, Implementation of OD programmes, Interventions and OD approach in India.

UNIT-IV ORGANISATIONAL CULTURE

Meaning, characteristics and process of organizational culture, Evolution of a culture, types of culture, various aspects of culture, system analysis concept of organizational culture, maintaining an uniform culture.

UNIT-V ORGANISATIONAL CLIMATE

Concept, factors affecting organizational climate, measurement of organization climate and present position of organization climate in Indian organizations.

References

1. S.K. Bhatia- Management of change & organizational Development- Deep & Deep
2. P.P.Singh- Modern Organisational Development & Change- Deep
3. C. B. Gupta- Mgmt. Theory and Practices- Sultan Chand Pub.

(C) FINANCE

BBA-F-603/605

PROJECT MANAGEMENT

CREDIT 3(3+0)

UNIT- I INTRODUCTION

Meaning of project management, Forms of project organization, Project planning , Project control, human aspect of project management, and Pre-requisites for successful project implementation.

UNIT- II GENERAL AND SCREENING OF PROJECT IDEAS

Generation of ideas, Monitoring the environment, Corporate appraisal, Scouting for project ideas, preliminary screening, Project rating index.

UNIT- III NETWORK TECHNIQUES FOR PROJECT MANAGEMENT

Development of project network, Time estimation, Determination of the critical path, PERT model and CPM model and network cost system.

UNIT- IV PROJECT REVIEW AND ADMINISTRATIVE ASPECTS

Initial review, performance evaluation, administrative aspects of capital budgeting, evaluation of capital budgeting system of an organization and economic life of projects.

UNIT- V FINANCIAL ANALYSIS

Cost of project, means of finance, Working capital requirement and its financing, Profitability projection.

References

1. Vasant Desai- Project Management- Himalaya Pub. House
2. Bhavesh M. Patel- Project Management- Vikas Publication
3. P. C. K. Rao- Project Management and Control- Sultan Chand & Sons.

BUSINESS TAXATION

CREDIT 3(3+0)

UNIT-I ASSESSMENT OF FIRMS

Computation of income of the firm, Computation of Tax, Dissolution of a firm or discontinuance of business, association of persons or Body of individuals.

UNIT-II ASSESSMENT OF HUF

Concept of hindu coparcenaries, difference between a HUF and a firm, assessment of HUF, partition of the HUF, Income which are not treated as family income.

UNIT-III ASSESSMENT OF COMPANIES

Types of companies, Amalgamation of companies and its tax implications, Minimum Alternative Tax (MAT) on certain companies, Computation of total income and tax liabilities.

UNIT-IV TAX PAYMENTS

Return of income and assessment, Penalties and Prosecutions, appeals and revisions, Tax deduction and collection at source, Advance payment of tax and refund of tax.

UNIT-V SPECIAL TAX PROVISIONS

Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exporters and tax planning.

References

1. Aayakar vidhan avam lekh- Dr. R.K.Jain-SBPD Pub.
2. Income tax Law & Accounts- Dr. R.K.Jain- SBPD Pub.
3. Simplified Approach to income tax- Dr. Ahuja & Gupta- SBPD Pub.

(D) INFORMATION TECHNOLOGY

BBA-IT-603/605

PROGRAMMING IN C++

CREDIT 3(1+2)

UNIT-I OBJECT ORIENTED CONCEPTS: Objects and classes, data encapsulation, links & associations, generalization and inheritance, polymorphism. Object modeling- Modeling, object modeling technique- object model, dynamic model & functional model.

UNIT-II INTRODUCTION TO C++: Data types, control statements and conditional expression operator, go to statement, while, do....while and for loops, break, continue arrays.

UNIT-III FUNCTIONS: Library function, user defined functions passing by parameter and passing by reference, inline function, overloading.

UNIT-IV POINTERS & REFERENCES: reference and deference operator, arrays and pointets, new and delete operator, pointers to pointers, C-strings, string I/O, arrays of strings.

UNIT-V Class declaration, constructor and destructor, structures, static data member, operator overloading, composition and inheritance, protected class member.

References

1. E. Balagurusamy - Object Oriented Programming in C++ - Tata McGrawHill

E-BUSINESS

CREDIT 3(2+1)

UNIT-I INTRODUCTION TO E-BUSINESS: Overview of EE-business, Information services, Interpersonal communication, shopping services, virtual enterprises.

E-commerce: Origin and need of E-commerce, factors affecting E-commerce, business dimension and technological dimension of E-commerce, E-commerce frame work, Internet as an E-commerce enabler handling business transactions.

Handling payments: Electronic fund transfer system, digital token and national based electronic payment system, smart card, credit card and emerging financial instruments.

UNIT-II B2B E-COMMERCE: Commerce models: supply oriented, buyer oriented, Intermediary oriented, Just in time for B2B commerce.

Mobile commerce: Introduction to mobile commerce, Frame required for mobile computing, challenges emerging in mobile commerce security consideration.

UNIT-III E-COMMERCE & BANKING: Changing dynamics in banking industry, Home banking and its implementation, management issues in online banking.

E-commerce & retailing: Online retail industry dynamics, Online mercantile models from customer perspective, management online retailing.

UNIT-IV E-COMMERCE & ONLINE PUBLISHING: Online publishing approach from customer prospective, supply chain management fundamentals, intranets and supply chain management, managing retail supply chains, Supply chain application software.

EDI: EDI application in business development, EDI technology, EDI as a reengineering tool, Financial EDI.

UNIT-V INDIAN PERSPECTIVE: Benefits of e-commerce, drawbacks and limitations of e-commerce, major requirements in e-business, Emerging trends and technologies in e-business,

Web security: Introduction, firewalls and transaction security.