

SYLLABUS

Bachelor of Business Administration (BBA)

Applicable from Academic Session 2017-18 onwards

Semester III

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

Semester IV

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

BBA 301: Company Law

Course Objective:

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

Course Content:

Unit I (10 lectures)

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

Unit II (8lectures)

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

Unit III (10 lectures)

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

Unit IV (8 lectures)

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

SUGGESTED READINGS

- Company Law
- Company Law
- Text Book of Company Law

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

BBA 302: Marketing Management

Course Objective:

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

Course Content:

Unit I

(10 lectures)

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

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

Unit II

(8 lectures)

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

Unit III

(10 lectures)

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

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

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

Unit IV

(8 lectures)

Emerging Trends in Marketing: Societal marketing, Green Marketing. International Marketing:
Concept & factors for becoming Global Player. Rural Marketing.

SUGGESTED READINGS

- Modern Marketing Management C.B.Mamoria
- Marketing Management Phillip Kotler
- Marketing Management Ramaswamy,
Namakumari
- Marketing Management Arun Kumar,
N.Meenakshi

BBA 303: Macro Economics for Business

Course Objective:

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

Course Content:

Unit I

(8 lectures)

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

Unit II

(10 lectures)

National Income: Concepts, definition, methods of measurement, National Income in India, Problems in measurement & precautions in estimation of national income.

Macro Market Analysis: Theory of full employment and income, classical, modern (Keynesian) approach, consumption function, relationship between saving and consumption.

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

Business Cycle: Meaning, Characteristics and phases

Unit III

(10 lectures)

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

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

Unit IV

(8 lectures)

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

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

SUGGESTED READINGS

- Macro Economics
- Principle of Economics
- Introductory Macro Economics
- Introduction to Macro Economics

D.N.Dwivedi
Amit Kumar Upadhyay
T.R.Jain, V. K. Ohri
C.B. Sachdeva

BBA 304: Principles of Management

Course Objective:

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

Course Content:

Unit-I

(8 lectures)

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

Unit- II

(12 lectures)

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

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

Unit-III

(10 lectures)

Staffing: Concept, nature and Importance of Staffing. Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation; Leadership – meaning and importance; Traits of leader; leadership Styles.

Unit-IV

(6 lectures)

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques traditional and Modern; Effective Control System.

SUGGESTED READINGS

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

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

BBA 305 : Organizational Behaviour

Course Objective:

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

Course Content:

Unit I

(10 lectures)

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

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

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

Unit II

(10 lectures)

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

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

Unit III

(8 lectures)

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

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

Unit IV

(8 lectures)

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

SUGGESTED READINGS

- Organizational Behaviour J.S.Chandan;
- Organizational Behaviour Dbra L.Nelson, James Campbell Quick; Cengage
- Organizational Behaviour Robinson
- Organizational Behavior Verma&Agarwal
- OrganizationalBehavior L.M.Prasad

BBA 306: Management Accounting

Course Objective:

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

Course Content:

Unit I (10 lectures)

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

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

Unit II (10 lectures)

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

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

Unit III (10 lectures)

Budgets & Budgetary Control: Concept of budgets and Budgetary Control, Advantages and limitations, Establishing a system of budgetary control, Preparation of different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Based Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centers.

Standard Costing and Variance Analysis : Meaning of standard cost, Relevance of standard cost for variance analysis, significance of variance analysis, computation of material, labour variance.

Unit IV (10 lectures)

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

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

SUGGESTED READINGS

- Management Accounting B.K.Mehta
- Management Accounting S.P.Gupta; Sahitya Bhawan Publication
- Management & Cost Accounting M.N.Arora

BBA 307: Industrial Visit Report & Viva Voce

Course Objective:

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

Report Preparation:

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

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

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

BBA 401 : Financial Management

Course Objective :

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

Course Content :

Unit I **(06 lectures)**
Introduction : Nature, Scope, Process, Objectives & Functions of financial Management, Functions of financial Managers, Concept of time value of Money
Cost of Capital : Concept, Significance, types, cost of equity, Preference, Debt & Retained Earnings, Weighted average cost of capital.

Unit II **(10 lectures)**
Capitalization- Meaning, Importance, Over Capitalization, Under Capitalization & Optimum Capitalization
Capital Structure – Meaning, forms & determinants of capital structure
Leverages – Financial Leverage, Operating Leverage & Combined Leverage, Planning the capital Structure by EBIT-EPS Analysis

Unit III **(10 lectures)**
Capital Budgeting : Meaning, Need, Nature & Objectives, Kinds of Capital Budgeting Decisions, Methods of evaluation of capital budgeting – Traditional & Discounted Methods
Dividend Policies – Concept, Types, Models of Dividend Policies- Walter, Gordon & Modigliani & Miller

Unit IV **(10 lectures)**
Working Capital Management- Meaning , scope, importance , determinants and sources
Management of Cash, Receivables, & Inventory

SUGGESTED READINGS

- | | |
|------------------------|------------------|
| • Financial Management | I.M.Pandey |
| • Financial Management | Shashi K. Gupta |
| • Financial Management | Prasanna Chandra |

BBA 402 : Project Management & Planning

Course Objective

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

Course Contents

UNIT I

(10 lectures)

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

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

Unit II

(8 lectures)

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

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

UNIT-III

(10 lectures)

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

Unit IV

(8 lectures).

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

SUGGESTED READINGS

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

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

BBA 403 : Research Methodology

Course Objective:

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

Unit I

(8 lectures)

Introduction to Research: Introduction to Research Methodology, importance, process of a research.

Research Design: Formulating the research problem, choice of research design, types of Research design, sources of experimental errors.

Unit II

(10 lectures)

Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean.

Scaling Techniques: The concept of attitude, difficulty of attitude measurement, types of Scales, criteria for good test.

Unit III

(8 lectures)

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

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

Unit IV

(10 lectures)

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

SUGGESTED READINGS

- Research Methodology
- Research Methodology
- Research Methodology
- Text of Research Methodology

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

BBA 404 : Human Resource Management

Course Objective :

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

Course Content :

Unit I

(8 lectures)

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

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

Unit II

(10 lectures)

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

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

Unit III

(8 lectures)

Employee Compensation : Compensation & Welfare, Job Evaluation.

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

UNIT -IV

(10

lectures)

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

SUGGESTED READINGS

- Human Resource Management C.B.Mamoria
- Human Resource Management Pravin Durai
- Human Resource Management Saiyadain
- Human Resource Management Gary Dessler
- Human Resource Management K.Ashwathappa

BBA 405 : Taxation Laws

Course Objective :

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

Course Content :

Unit I (10 lectures)

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

Heads of Income: House Property, Business & Profession, Simple Numerical, Residential Status and Tax Liability.

Unit II (10 lectures)

Heads of Income: Salaries- Meaning, Allowances, Prerequisites, Valuation of Prerequisites, Provident Fund, Simple Numerical.

Unit III (10 lectures)

Heads of Income: Capital Gains, Other Sources, Determination of Gross Total Income, Simple Numerical.

Unit IV (10 lectures)

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

SUGGESTED READINGS

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

BBA 406 : Production and Operations Management

Course Objective :

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

Course Content :

Unit I

(10 lectures)

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

Unit II

(8 lectures)

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

Unit III

(10 lectures)

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

Unit IV

(8 lectures)

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

SUGGESTED READINGS

- Production and Operation Management
- Production and Operation Management
- Modern Production & Operation Management

C.B.Gupta
Chunnawala
Edwin S.Bufa

BBA 407 : Minor Project

Course Objective :

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

Minor Project and Presentation

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

Case Study

Or

Industry Analysis

Suggested Topics could be for minor projects

I. CASE STUDY

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

II. Industry Analysis

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

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

Reference Book:

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