



**BHARATI VIDYAPEETH  
DEEMED UNIVERSITY, PUNE (INDIA)**

(Established u/s 3 of the UGC Act, 1956 vide Notification No.F.9-15/95-U-3 of the Govt. of India)

**‘A’ Grade Accreditation by NAAC**

**Social Transformation Through Dynamic Education...**

**SCHOOL OF DISTANCE EDUCATION**

**PROGRAMME GUIDE**

**OF**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(B.B.A.)**

# **BACHELOR OF BUSINESS ADMINISTRATION - I**

**(B.B.A. - I)**

## **Objectives:**

The objectives of the Programme shall be to develop youths to work in business systems as well as to groom the key persons who can identify and develop business opportunities into viable projects and units, in various sectors of the economy. The Programme shall be focused on exposing students to the world of business.

The programme runs over three years. The course offers opportunities for students to specialize as they wish. The degrees combine both theory and practice and encompass the many different disciplines, which make up management.

## **The degrees aims in:**

- Developing knowledge and understanding in the core aspects of management theory and practice
- Establishing a learning environment where students have a high degree of choice of advanced courses in the context of multidisciplinary study where intellectual rigour and analytical skills are rewarded.
- Encouraging individual self-development and assessment as a necessary lifelong habit for an uncertain world of work and employment.

Business Administration students are required to think and analyze in a variety of different ways: inductively and deductively, applying the disciplines of Management, Economics, Sociopolitical studies, Mathematics, Statistics, Research, Computer applications, Law along with field activities.

A well designed, well taught management course, tailored for able students, is demanding, stimulating and practical since it develops different ways of thinking, analyzing, deciding and communicating appropriate to the rapidly changing business environment. This is achieved by a combination of what is taught and how it is taught; and with concern with how the learning happens

## **Career Opportunities**

Graduates of IMED find employment in widely differing fields. Many can go into industry, where their particular kind of education enables them to develop rapidly in company management development schemes. Others can work in specialized

applications of different industry work, often in management services departments, accountancy, marketing, management consultancy, or personnel management. Some graduates can pursue further study Or research in a particular area of management in Universities and Business Schools both here and abroad. Some young people can take a degree in Management because of its interesting range of disciplines and subjects During their time of study, they come across a variety of possibilities and may finally enter a field of employment which was not obvious to them when they embarked upon the degree program.

BBA students can also pursue professional courses such as **CA, ICWA, CS & CFA** Employers find the BBA degree attractive because it combines an academic education which stresses on critical thinking and the application of management related ideas, the opportunity to gain work experience and the development of transferable skills in areas such as team working, leadership and communication.

**Duration:**

The duration of the BBA degree programme shall be three years divided into six Semesters.

**Eligibility for Admission:**

In order to be eligible for admission to Bachelor of Business Administration, a candidate must have passed HSC (10+2) from any stream with English as passing subject or Diploma in Engg / Technology / Vocational education awarded by State Board / University of 2 Years duration after SSC (X<sup>th</sup> std.) or I year duration after HSC.

**Programme Structure:**

**BBA Part I**

<b>Semester I</b>	<b>Semester II</b>
101 Introduction to Business Mathematics	208 Human Resource Management
102 Business Economics	209 Applied Macro Economics
103 Business Organizations Systems	210 Business Statistics - I
104 Business Environment	211 Financial Accounting
105 Fundamentals of Management	212 Environmental Studies
106 Computing Skills for Business Management	213 Computer Algorithm & Problem Solving
107 English Language - I	214 English Language - II

### **The Scheme of Examination:**

The BBA Examination will be of 4200 marks divided into 3 parts as given below:

- (1) BBA - I (Sem I, II) Total marks 1400
- (2) BBA - II (Sem III, IV) Total marks 1400
- (3) BBA - III (Sem V, VI) Total marks 1400

There will be University written Examination of 80 marks of 3 hrs duration for every Theory Paper at the end of each Semester. The class work will carry 20 marks in each subject. For the subject in Industrial Exposure (Sem IV) there will be viva voce examination of 20 marks and for Written Report on Industrial visits 80 marks. The Project work of Sem VI, there will be test on oral presentation consisting of 40 marks and Written Report of 60 marks.

The students will be allowed to carry any number of backlogs of subjects prescribed for BBA-I, BBA-II. However a student shall not be admitted to BBA-III Exam (Sem V & VI) unless he has passed in all subjects at the BBA-I.

### **Standard of Passing and award of Class:**

In order to pass in the examination a candidate has to obtain 40 marks out of 100( Sem – end – Exam 80 + class work marks 20 taken together) in each course. The class will be awarded to the student on the basis of marks obtained in all the semesters taken together. The award of Class shall be as Follows:

#### **The award of Class shall be as follows:**

<b>Aggregate Percentage of Marks</b>	<b>Class</b>
40% & above – less than 50%	Pass Class
50% & above but less than 55%	Second Class
55% & above but less than 60%	Higher Second Class
60% & above but less than 70%	First Class
70% & above	First Class with Distinction

The medium of instructions shall be English.

A student having passed BBA with one Elective subject may appear with additional Elective subject for BBA examination after keeping satisfactorily the terms for said subject. The schedule of exam fees etc, shall be as prescribed by the authorities of the Vidyapeeth. The expenditure on Industrial Exposure and Project Report shall be incurred by the student concerned

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## **Syllabus**

### **BBA Sem-I**

**Course No. 101**

#### **INTRODUCTION TO BUSINESS MATHEMATICS**

##### **Objectives**

This course aims to equip the students with the mathematical background required for business management and to know role of mathematics in Business areas - accountancy, economics, management science etc.

##### **Unit 1 : Ratio, Proportion and Percentages**

Ratio proportion, variation, percentages problems on increase and decrease commission.

##### **Unit 2 : Payroll**

Gross pay, hourly rate and hours worked, overtime, salary, commission, net pay etc.

##### **Unit 3: Profit and Loss**

Buying: Trade discounts, chain discounts, cash discounts etc. Cost price selling price, Profit and Loss, Partnership

##### **Unit 4: Interest and Discount**

Simple and compound interest, time value of money, simple annuity

##### **Unit 5 : Sequences and series, Linear Equations**

Application of Linear equations, arithmetic progression to business problems

##### **Unit 6 : Derivatives**

Application of derivatives  $dy/dx$  in business problems

##### **Books Recommended:**

1. Basic Business Mathematics - Schaum Series
2. A class textbook of Business Mathematics - by Padmalochan Hazarika
3. Commercial Arithmetic and Statistics - by M. G. Dhaygude

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**BUSINESS ECONOMICS**

**OBJECTIVES:**

The course in economics will help learners to:

- Develop their own perception, exercise the power of thinking, and are in a position to comprehend and appreciate the basic concepts and theories of economics.
- Familiarize themselves with demand supply, consumption, production and distribution.
- Understand the implications of market forces determine the choice and allocation of resources

**Unit 1: Introduction**

- (a) What economics is all about?
- (b) Central problems of an economy, production possibility curve and opportunity cost.
- (c) Micro economics – meaning.

**Unit 2: Consumer Behavior and Demand**

- (a) Consumers equilibrium-meaning Utility concept, Indifference curve analysis.
- (b) Demand, market demand, determinants of demand, demand schedule, demand curve movement along the shifts in demand curve, concepts of price elasticity of demand, measurement of price elasticity of demand - percentage, total expenditure and geometric methods.

**Unit 3: Producer Behavior and Supply**

- (a) Production function - Returns to a factor and returns to scale
- (b) Producer's equilibrium - meaning;
- (c) Supply, market supply, determinants of supply, supply schedule, supply curve, movement along and shifts in supply curve, price elasticity of supply, measurement of price elasticity of supply - percentage and geometric method.
- (d) Cost and Revenue - concepts of costs, short-run costs, fixed and variable costs total average and marginal costs; concepts of revenue, total, overage and marginal revenue and their relationship.

#### **Unit 4: Forms of Market Price Determinations**

- (a) Forms of market - Perfect competition, Monopoly, Monopolistic competition - their meaning and features.
- (b) Price determination under perfect competition - Equilibrium price effects of shifts in demand and supply

#### **Unit 5: Factor Price Determination**

- (a) Demand for a factor - meaning, supply of a factor - meaning, determination of price of a factor under perfect competition.
- (b) Differences in absolute and relative factor prices- meaning and effects on internal and international specialization

#### **Books Recommended:**

1. Economics by Samuelson
2. Business Economics by Adhikari
3. Managerial Economics by P. Maheshwari

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#### **Course No. 103**

### **BUSINESS ORGANIZATION AND SYSTEMS**

**Objectives:** To acquaint students with fundamentals of Business Organization and management systems as a body of knowledge.

#### **Unit 1: Nature of Business**

Concept of Business - Meaning, Definition, Nature and Scope

Characteristics of Business

Business as an Economic Activity

Objectives of Business

Structure of Business (Classification of Business Activities)

Business System

Requisites for Success in Modern Business

Qualities of a successful Businessperson

#### **Unit 2: Evolution of Business**

Beginning and development of Commerce

Evolution of Industry

Industrial Revolution

Beginning and growth of Indian Business

Industrialization in India

Modern Business Organizations and their management practices.

### **Unit 3: Forms of Business Ownership**

Introduction to various forms - Factors affecting choices of an ideal form of ownership.

Measuring features Merits and Demerits of Sole Proprietorship - Joint Hindu Family

Business - Partnership - Joint Stock Company - Co-operative Organization. Public

Enterprises (Private and Public Sector, Various types of Public sector enterprises)

Emergence of Indian Multinational Companies and their current Business Practices

### **Unit 4: Formation of a Company**

Stages in formation and incorporation of a company (e Promotion - incorporation and

registration - Capital Subscription - Commencement of Business. Documents of a

Company i.e. Memorandum of Association - Articles of Association Prospectus

### **Unit 5: Establishment of Business Enterprise**

Various factors to be considered while starting a new Business enterprise i.e.

identification of Business Opportunity - Market Assessment - Suppliers - Technology -

Location Human Resource - Finance etc. Small and Medium Enterprises - Meaning

Characteristics and objectives Role of Support Organization such as Trade Associations

and Chambers of Commerce

### **Unit 6: Organization of Trade**

Channels of Distribution - Meaning, Functions and types

Internal Trade - Wholesale and Retail

External Trade - Import and Export

Role and importance of support services to Business such as Transport Insurance etc

Franchising

Business Combinations - Mergers and Acquisitions

### **Topics prescribed for Workshop / Assignments**

1) Types of Business Organization

2) Multinational Companies

3) Public Utilities

### **Books Recommended:**

1) Modern Business Organization and Management - S. A. Sherlekar

(Himalaya Publishing House)

2) Fundamental of Business Organization & Management - Y. K. Bhushan



(Sultan Chand and Sons Publishers)

- 3) Business Organization and Management - D. P. Jain (Vrinda Publications Pvt. Ltd.)
- 4) Principles & Practice of Management - M. D. Kakade. (Nirali Prakashan, Pune)

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**Course No. 104**

## **BUSINESS ENVIRONMENT**

### **Objectives:**

To study the complex and indicate environment within which contemporary business work

To evaluate various challenges and opportunities provided by forces operating within the economic, political social, legal geographic, ecological and demographic framework.

### **Unit 1: An Overview of Business Environment**

Types of Environment - Internal External Micro and Macro

Significance and impact of Environment on Business decision-making

Environment analysis - Techniques and methodology

Impact of forces operating in social political economic, legal ecological

Demographic and technological framework on business

### **Unit 2: Business and Society**

Social responsibilities of Business - Arguments for and against social involvement of Business

Ethical Business practices for a socially responsible business.

Demographic environment - Population and occupational structure

Impact of cultural environment on Business

### **Unit 3: Economic Environment of Business**

Economic systems - Socialism, Capitalism and Mixed Economy

Nature and structure of the Indian Economy, Contemporary economic conditions of the country Liberalization, Privatization and Globalization

Economic reforms and impact of government policies on Business

### **Unit 4: Political and Legal Environment of Business**

Role of Government, Political Stability and its impact on Business

Legal framework governing business

Brief description of specific laws and legal bodies that govern business and its activities

**Unit 5: Natural and Technological Environment of Business**

Corporate responsibility towards natural environment

Environment protection and sustainable development, Green issues

Environment audit

Technological development and competitive advantage Role of Information Technology

**Unit 6: Business Development and Growth**

Contribution of Support services and infrastructure such as Banking

Insurance, Transport, Telecommunications etc

Inter Business trade Business responsibility towards suppliers, Vendor Relationship and development.

Contribution of Government and non-government bodies in business development

**Unit 7: Business and Global Environment**

Role and impact of World economic and Trade organizations

Global economic and political conditions and its impact on domestic business

India and evolving economic global ties in economy and business

**Books Recommended:**

1. Business Environment by Francis Cherunilam
2. Business Environment by K Aswathappa
3. Business Environment by Raj Agarwal
4. Principles & Practice of Management - M. D. Kakade.

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**Course No. 105**

**FUNDAMENTALS OF MANAGEMENT**

**Objectives:** To know and to understand the concepts in Management and to develop skills related to practice of management.

**Unit 1: Management & Evolution of Management thought**

The Definition of Management: Its nature and purpose Managerial functions at different organizational levels, Managing Science or art, the functions of Managers

Evolution of Management thought -

Management thought in antiquity, Fredrick Taylor and Scientific Mgt., Sources of Taylor and their contribution, Contribution of Fayol, the emergence of Human Relations School

## **Unit 2: Planning**

The nature of planning - Types of plan, purpose or mission, objectives - a hierarchy of objectives, key Result Areas the process of setting objectives. The nature and purpose of strategies and policies, Steps in planning - Being aware of opportunities, developing premises, Decision making - Identifying the alternatives, evaluating the alternative

## **Unit 3: Organizing**

Formal and informal organization, Process of Organizing, Organization structure - Functional organization and Divisional organization, Authority - delegation of functional authority, the nature of decentralization, the determinants of decentralization, difference between delegation and decentralization, advantages of delegation.

## **Unit 4: Leading**

Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, different types of leadership.

## **Unit 5: Controlling**

The basic control process - feed forward control and feedback control, requirements for effective controls - tailoring controls to individual managers and plan, ensuring flexibility of controls, fitting the control system to the organization culture, control techniques - the Budget, traditional non - budgetary control devices.

## **Unit 6: Management and Society**

Social responsibility of managers, ethics in managing - institutionalizing ethics, factors that raise ethical standards.

### **Books Recommended:**

- 1 Principles and Practice of Management - Heinz Wehrich & Harold Koontz
- 2 Principles of Management by Moshal
- 3 Principles of Management : Tripathi & Reddy
- 4 Management Principles and Practices: Chunawala and Shreenivasan
- 5 Principles & Practice of Management: M. D. Kakade.

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**Course No. 106**

**COMPUTING SKILLS FOR BUSINESS MANAGEMENT**

**Objectives**

To develop an understanding of the concepts of information technology and its application in management

**Unit 1: Fundamentals of Information Technology:**

Evolution of Computers, Classification of computer Systems, Block diagram, Flowcharts, Algorithms

Number system and Arithmetic: Binary, Octal and

Hexadecimal Number System, Binary Codes, Conversions

**Unit 2: Computer Software**

Application and System Software's

Word Processors, Spreadsheets, Presentations Graphics,

Introduction to DBMS

**Unit 3: Managing Data**

Programming languages and their

Classification, Assemblers, Compilers and Interpreters

Operating System: Functions of Operating Systems,

Multitasking, Multiprocessing, Real time systems.

**Unit 4: Computer Hardware:** Central Processing Unit, memories,

I/O devices and their functions

**Unit 5: Computer Networks:** Overview of Computer Networks,

Applications and Advantages of Computer Networks

Topologies (Ring, Bus, Star, Mesh), Communication Media and Devices, Types of networks, LAN/WAN/MAN

**Unit 6: Overview of CBIS Application:**

Introduction to Internet and E-mail. Concept of - MIS, DSS, GDSS, ERP, OLTP,

Data - Warehousing and Data Mining, E-Commerce

**Books Recommended:**

1. Computer Fundamentals - P.K. Sinha
2. Introduction to Computers - Peter Norton
3. Fundamentals of Computers - V. Rajaraman

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## **INTRODUCING THE ENGLISH LANGUAGE AS A COMPULSORY PAPER IN THE REVISED STRUCTURE OF THE B.B.A. COURSE**

### **OBJECTIVE:**

There is a clear necessity for effective English communication skills for graduates in the current globalized work environment. It is observed that students are required to gain a kind of proficiency in communication in English far beyond that being currently offered in Universities through their course structures. Today, communication has surpassed the mastery of reading, speaking, listening and writing and has assumed more challenging hues.

Communication across global companies and multinationals, or even in the Call Centers require workforce that is competent in skills like negotiations, team work, oral presentations, report writing, decision making, etc. So far as students of Business Administration are concerned they are required to be adept with the skills mentioned above in addition to many other traits that a manager must possess esp. in the present transnational business scenario.

The conventional syllabi in the English Language, across most Universities do not adequately help students gain competency in such skills, which are crucial in the places of work. The undergraduate students' knowledge of English at the tertiary level is usually in the area of general English and does not include specific preparation for study at the university level, or for the specific tasks carried out in English in a work or business context.

The general English language course at the degree level course should be supplemented with specific course content, which focuses the learner's attention on the language and communication requirements in their respective area of study.

Therefore, here is an attempt to assimilate all the current trends in the use of the English Language at corporate houses and at the same time retaining the importance of learning the basics. While the subject would span over four semesters, it gives us ample opportunity to cater to a phased method of coverage of the syllabus, beginning with the fundamentals of English grammar.

**N.B: The above-mentioned objectives shall stand good for the first four semesters in which the subject "English Language" would be taught.**

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ENGLISH LANGUAGE I

**A. GRAMMAR PROFICIENCY**

**Parts of Speech: Part One**

**Unit 1:** The Noun: Gender, Number, Case.

**Unit 2:** The Adjective: Kinds; Comparison of Adjectives; Adjectives used as nouns; Position of Adjectives; Correct use of adjectives.

**Unit 3:** Articles: Definite; Indefinite; Repetition of the article

**Unit 4:** Pronoun: Personal, Reflexive and Emphatic pronouns; Demonstrative, Indefinite and Distributive pronouns; Relative pronouns and Interrogative pronouns.

**Unit 5:** The Verb: Transitive and Intransitive verbs

**B. ORAL PROFICIENCY**

**Unit 6: LISTENING:** Hearing vs. Listening; The listening process; Barriers to effective listening and bad listening habits; Types of listening: Guidelines to effective listening.

**Unit 7: PERCEPTION BUILDING:** What is Perception? How to construct Perception; to develop thinking in English -how to desist making literal translations from native tongue to English; Thematic apperception - elementary level

**Unit 8: NARRATIVE:** Rapid reading of an English text followed by a narration of the summary.

**Books of Reference:**

English Grammar by Wren and Martin

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## **BBA Sem-II**

**Course No. 208**

### **HUMAN RESOURCE MANAGEMENT**

#### **Objective:**

The purpose of this course is to facilitate an understanding of the concepts, methods, and strategies for Human Resource Management.

**Unit 1:** Introduction to Human Resource Management: Introduction, Concept of HRM, Evolution, Changing Environment and duties of HRM, Strategic challenges for HR, HR and Technology, Managing HR globally.

**Unit 2:** Human Resource Planning: Corporate Objectives and HRP, Process and Scope of Job Analysis, Recruitment: Methods of Manpower search, latest recruitment procedures, Selection: Selection Procedure, Basics of testing and selecting employees, types of tests, usage of tests, Interviews, types of interviews, conduction of interviews, other selection techniques.

**Unit 3:** Induction, Training and development, orientation, Training Process, Training Techniques, evaluation of training programmes.

**Unit 4:** Performance Appraisal: Process, systems, Potential Appraisal, Career Development.

**Unit 5:** Compensating Management: Job evaluation, Wage and Salary administration, Statutory Deductions.

**Unit 6:** Employee Relations - Industrial Relation, meaning, concept, role of Govt. Management and trade unions in JR, Industrial Disputes, Grievance Management.

#### **Books recommended:**

Human Resource Management: Ashwathappa

Human Resource Management: Dr. VSP Rao

Human Resource Management: R. Gomez - Mejia

Human Resource Management: G. Dessler

Human Resource Management: P. C. Paradeshi

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**APPLIED MACRO ECONOMICS**

**OBJECTIVES**

The course in economics will help learners to:

Get acquainted with the basic concepts of national income aggregates theories of income and employment, money and functions of banks.

Enhance their awareness of issues and problems confronting the Indian economy.

Understand strategy of achieving higher levels of economic growth and development structural and institutional changes, the planning process and the new challenges before the Indian economy.

**Unit 1: Introduction** (a) Macro Economics - meaning, difference between Micro and Macro Economics.

**Unit 2: National Income and Related Aggregates: Basic Concepts and Measurement**

- (a) Circular flow of income, concepts of GDP, NDP, NNP (at market price and factor cost). National Disposable Income (gross and net)
- (b) Measurement of National Income - Value added method. Income method and Expenditure method

**Unit 3: Determinations of Income and Employment**

- (a) Aggregate demand, aggregate supply and their components.
- (b) Propensity to consume and propensity, to save (average and marginal).
- (c) Meaning of involuntary unemployment and full employment.
- (d) Determination of income and employment.
- (e) Concept of investment multiplier and its working.
- (f) Problem of excess and deficient demand.
- (g) Measures to correct excess and, deficient demand: - availability of credit, change in Government spending.

**Unit 4: Problems of Macro Economy**

- (a) Business Cycles - meaning and impact
- (b) Unemployment - meaning, types and impact
- (c) Inflation - meaning, types, and impact

**Unit 5: Money and Banking**

- (a) Money -meaning and functions
- (b) Money supply - meaning



- (c) Commercial banks - meaning and functions
- (d) Central bank - meaning and functions
- (e) Monetary Policy

**Unit 6: Government Budget and the Economy**

- (a) Government budget - meaning and its components.
- (b) Classification of receipts - revenue and capital; classification of expenditure - revenue and capital plan and non-plan, and developmental and non-developmental.
- (c) Balanced budget, surplus budget and deficit budget - revenue deficit, fiscal deficit and primary deficit - meaning and applications.
- (d) Objectives of government budget.

**Unit 7: Balance of Payments**

- (a) Foreign exchange rate-meaning and determination.
- (b) Balance of payments account - its meaning and components.

**Books Recommended:**

1. Economics by Samuelson
2. Business Economics by Adhikari

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**Course No. 210**

**BUSINESS STATISTICS-I**

**Objectives:** To acquaint the students with the basics of Business statistics for enhancing managerial decision making

**Unit 1: Introduction to Business Statistics**

Definition, descriptive and inferential statistics in business

Statistical Enquiry Population and sample, data, types of data, sources of data, methods of data collection

**Unit 2: Statistical Presentations and Graphical Displays**

Frequency, cumulative frequency percentage frequency, Frequency distributions, importance of Diagrammatic and Graphic Representation of data frequency polygons and frequency curves, histograms, ogives

**Unit 3: Descriptive statistics - Measures of Central Tendency**

Arithmetic mean, median, mode, G.M. Quartiles deciles, percentiles

**Unit 4: Descriptive Statistics - Measures of Dispersion**

Absolute and relative measures of dispersion, Range quartile deviation, mean deviation, standard deviation, variance, skewness and kurtosis.

**Unit 5: Index Numbers**

Types of index numbers uses and importance of index numbers

**Unit 6: Statistical Quality Control**

Quality, variation, types of variation, control charts

**Books Recommended:**

1. Business Statistics - by Hooda
2. Fundamentals of statistics - S. C. Gupta

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**Course No. 211**

**FINANCIAL ACCOUNTING**

**Objective:** The subject of Financial Accounting will introduce students to the system of recording, classifying and interpreting financial data related to business transactions. The elementary topics in Accounting will familiarize students with various terminologies in Accounting acquaint them with different books of accounts and also assist them in preparation of important financial statement also briefing them related banking transactions.

**Unit 1: Meaning and Scope of Accounting**

- Need for Accounting
- Definition and Functions of Accounting
- Book-keeping
- End-users of Accounts
- Branches of Accounting
- Objectives of Accounting

**Unit 2: Accounting Principles**

- Accounting Concepts
- Systems of Accounting

- System of Book-Keeping

### **Unit 3: Journalizing Transactions and Ledger Posting**

- Accounting Cycle
- Journalizing Rules of Debit and Credit (Rules of Double -entry Book Keeping
- Keeping
- Ledger Posting

### **Unit 4: Subdivisions of Ledger and Trial Balance**

- Sales Ledger
- Purchase Ledger
- Cash Book
- Preparation of Trial Balance

### **Unit 5: Preparation of Financial Statements**

- Trading Account
- Profit and Loss Account
- Balance Sheet

### **Unit 6: Banking Transactions**

- Kinds of Bank Instruments
- Cheques - Crossing and Dishonour
- Draft
- Record of Bank Transaction
- Cash Book with cash and bank columns
- Meaning and importance of Bank Reconciliation Statement, Its Preparation

### **Books Recommended:**

1. Bhattacharya S.K. and Reardon J Accounting for Management -Test and Cases
2. Dr. Maheshwari S.N. and Dr. Maheshwari S.K. Financial Accounting
3. A Mukherjee, Mohammed Hanif  
Financial Accounting
4. P .C. Tulsian - Financial Accounting
5. Dr. S. V. Patankar - Financial Accounting

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**ENVIRONMENTAL STUDIES**

**Objectives:**

To understand the nature and function of the natural environment affecting society

**Unit 1:**

The multidisciplinary nature of environment studies - Definition, scope and importance need of public awareness.

**Unit 2: Natural Resources**

- a. Renewable and non-renewable resources:
  - i) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b. Water resources: Use and over-utilization of surface and groundwater, floods, drought, conflicts over water, dams-benefits and problems.
- c. Mineral resources: Use and exploitation 'environmental effects of extracting and using mineral resources', case studies.
- d. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer - pesticide problems, water logging, salinity, case studies.
- e. Energy resources: Growing energy needs, renewable and non-renewable energy resources, use of alternative energy sources
- f. Land resources: land as resources, land degradation, man induced landslides, desertification, Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles

**Unit 3:** Ecosystems - Concept of an ecosystem, Structure and function of an ecosystem, Producers consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Introduction, types, characteristic features, structure and function of the following ecosystem, Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems ponds, streams, lakes, rivers, estuaries

**Unit 4:** Biodiversity and its conservation - Introduction; Definition: genetic, species and ecosystem diversity, Biogeographically classification of India, Value of biodiversity: consumptive use, productive use'; social, ethical, aesthetic and option values, India as a

mega-diversity nation, Hot-spots of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts, Endangered and endemic species of India, Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

#### **Unit 5: Environmental Pollution**

Definition - Causes, effects and control measures of: Air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards. Soil waste management: cause, effects and control measures of urban and industrial waste

Role of an individual in prevention of pollution, Pollution case studies, Disaster management: floods, earthquake, cyclone and landslide

**Unit 6: Social issues and Environment - From Unsustainable to sustainable development, urban / problems related to energy, water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns Case studies, Environments ethics: Issues and possible solutions, wasteland reclamation, Consumerism and waste products. Environment protection Act**

Air (presentation and Control of pollution) Act

Water (prevention and control of pollution) Act

Wildlife Protection Act Forest Conservation Act - Issues involved in enforcement of environmental legislation. Public awareness.

#### **Unit 7: Human Population and The Environment**

Population growth, variation among nations, Population explosion-Family Welfare Programme, Environment and human health

Human Rights Value Education. HIV / AIDS Women and Child Welfare,

Role of Information Technology in Environment and human health.

Case Studies.

#### **Field Work**

Visit to a local area to" document environmental assets- river / forest / grassland / hill / mountain Visit to the local polluted site- Urban/Rural/Industrial/ Agricultural

Study of common plants, insects, birds

Study of simple ecosystems-pond, 'river, hill slopes, etc. (Field work Equal to 5 lecture hours)

**Books Recommended:**

- Agarwal KC.: Environmental Biology: Nidhi Publishers Ltd. (2001)
- Bharucha Erach : The Biodiversity of India: Mapin Publishing Pvt. Ltd.
- Jadhav H and Bhosale V.M. : Environmental Protection and Laws: Himalaya Publishing House.
- Miller T.G. Jr.: Environmental Science: Wadsworth Publishing Co.

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**Course No. 213****COMPUTER ALGORITHM AND PROBLEM SOLVING****Unit 1: Introduction to Algorithms:**

Algorithms representations through Flowcharts, Mathematical Flowcharts, finding highest and lowest of given quantities, finding sum of 100 odd numbers, commerce related flowcharts like laying customs duty, finding Gross Sales and discount, Calculations for salary of employees.

**Unit 2: Array Algorithms**

Concept of Array, Flowcharts and their Algorithms for manipulation of arrays to transfer contents of one memory array to another, assigning Constant value to the contents of an array, addition, subtraction, multiplication of arrays, sorting and printing techniques through Algorithm.

**Unit 3: Decision Tables**

Introduction to Decision making Structure of Decision Tables Algorithms for selection criteria's, Drafting entries in the decision tables for the same

**Unit 4: Introduction to Problem Solving**

Components of Program, Constants, Variables, Input and Output in Progress, Operators, Decision Making, Iteration, the concept of Loop

**Unit 5: Arrays Revisited**

Types of Arrays, Subroutine calls, top-down design, subroutines and structured problem solving.

**Books Recommended:**

1. Solving it by Computers - R.G. Dromey
2. Let us C : Yashwant Kanetkar

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**Course No. 214**

**ENGLISH LANGUAGE-II**

**A. Grammar Proficiency**

Parts of speech: Part two

1. Tenses: Present; Past; Future; Uses of the Tenses.
2. The Adverb: Kinds; Formation; Position.
3. Preposition and Conjunction
4. Analysis of Simple Sentences
5. Introduction to Phrasal Verbs

**B. Oral Proficiency**

**PRONUNCIATION:** Phonetics 7<sup>th</sup> elementary; Accent Neutrality:

1. An exercise to neutralize the native accent; Diction Exercises.
2. Speaking impromptu; Continuous speaking (with gradual increase in time).
3. Telephone Speaking Skills.

**Books Recommended:**

English Grammar by Wren and Martin

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**Bachelor of Business Administration- II**

**(B.B.A.- II)**

**BBA Sem - III**

**Course No. 315**

**BUSINESS STATISTICS – II**

**Objectives:**

To orient the students towards quantitative techniques involved in business and understanding the statistical interpretation of business data

**Unit 1:** Business Forecasting Techniques - Correlation and Regression

Correlation, types of correlation, methods of studying correlation, Regression, Analysis, concept of error, coefficient of determination

**Unit 2:** Business Forecasting Techniques - Times series analysis

Components of times series analysis. Fitting of trends. Applications to business problems

**Unit 3:** Probability theory, Permutations and Combinations

Elementary probability theory, permutations and combinations, Conditional, Probability, Bayes Theorem

**Unit 4:** Probability Distributions

Applications of Binomial, Poisson and Normal probability distributions

**Unit 5:** Association of Attributes, Sampling and Estimation

Association of attributes, coefficient of association, sampling, estimation

**Unit 6:** Testing of Hypothesis

Hypothesis types of hypothesis, type I and type II error, procedure of hypothesis, testing of Chi-Square tests

**Books Recommended:**

1. Business Statistics - by Hooda
2. Fundamentals of Statistics - by S. C. Gupta
3. Statistical Methods - by Sancheti -Kapoor

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**Course No. 316**

**FUNDAMENTALS OF ORGANIZATIONAL BEHAVIOUR**

**Objectives:**

To understand the implication of individual, group and organization processes on individual behaviour, in a work setting

**Unit 1: Introduction to O.B.**

Def. of O.B. emergence of organizational behavioural approach, models of O.B. Contribution of behavioural sciences

**Unit 2: Understanding Individual Behaviour**

Personality - The meaning of personality, the development of personality determinants of personality, personality and work - Locus of control, authoritarianism of other traits. Attitude formation, Job - related attitude

Perception - The nature of importance of perception, perceptual process in organization. Motivation - The meaning motivation, model of motivation, types of motives, content theories of motivation - Need Hierarchy Theory, ERG Theory, 2 - Factory Theory.

**Unit 3: Interpersonal Process in Orgn.**

Group Dynamics - Definition of Group, the importance of studying groups, types of groups, Stages of Group Development.

Power politics Conflict in organizations – Tradition view, Modern view of conflict, Types of conflict - intra individual conflict, inter personal conflict.

**Unit 4: Enhancing Individual and Interpersonal Process**

Goal setting and Rewards - The role of goal setting, goal setting and motivation, Job Design - The evolution of Job Design, Job specialization, Job enlargement and Job enrichment, Job Dimension.

**Unit 5: Overview of Organizational Process**

Organization Design - Universal approach to Organization Design

The ideal bureaucracy, the classical principles of organizing, contingency approach to organization, Design - Socio - technical systems approach, structure imperatives Organizational culture - Defining Organizational Culture, managing organization culture taking advantage of the existing culture, changing the organization culture

**Books Recommended:**

1. O.B. Fred Luthans
2. O.B. Ashwa Thppa

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**Course No. 317**

## **COST AND MANAGEMENT ACCOUNTING**

### **Objectives:**

To make students familiar with the concept and importance of cost accounting. To impart them an elementary knowledge of various techniques that will assist them in managerial decision-making.

### **Unit 1:**

Nature and scope of Cost and Management Accounting

Need for costing

Definition and scope of cost accounting

Nature of cost accounting

Introduction of management accounting

Relationship between financial and management accounting

### **Unit 2:**

Cost Accounting and Classification

Definition and role of cost in cost accounting Cost and cost centre

Cost classification

Elements of cost, structure of cost sheet

### **Unit 3:**

Job, Batch and Process Costing; Definition, meaning and elementary practicals

### **Unit 4: Marginal Costing**

Difference between Absorption costing and marginal costing

Cost behaviour and impact over marginal costing; Cost-Volume-Profit analysis and breakeven point

### **Unit 5: Budgets and Budgetary Control**

Definition and objectives; Types of Budgets

Advantages and limitations of budgetary control

### **Unit 6: Standards Costing and Variance Analysis**

Definition and meaning; Difference between budget and standard

Advantages and limitations of standard costing

Variance analysis - elementary practical on material, labour and overhead variance

**Books Recommended:**

1. R. P. Rustogi - Management Accounting.
2. Cost and Management Accounting by M. E. Thukaram Rao, New Age International Publication.
3. Saxena & Vashist - Cost and Management Accounting.
4. Bhattacharya S. K. and Dearden I - Accounting Management.

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**Course No. 318****FUNDAMENTALS OF MARKETING****Objectives:**

1. To acquire knowledge & understanding of basic concepts of marketing.
2. To develop skills for analyzing market situation.
3. To know the application of basic marketing concepts in designing suitable marketing plans.

**Unit 1: Introduction to marketing**

1. Market, Types of market, kinds of goods.
2. Marketing - Definitions of marketing; Marketing Process Marketing Functions.
3. Approaches to marketing.
4. Selling vs. Marketing.

**Unit 2: Introduction to Marketing Management**

1. Definition of Marketing Management.
2. Functions of Marketing Management, Responsibilities of Marketing Executive
3. Interface of Marketing with Production, Purchase, Finance, Personnel, Legal & other Department.
4. Marketing Organization, Forms of Marketing Organization.

**Unit 3: The Changing Marketing Environment**

1. Analyzing needs & trends on Macro Environment.
2. Analyzing needs & trends in Micro Environment Effect of Liberalization.
3. Globalization & Privatization on Indian Economy.

#### **Unit 4: Market Segmentation & Marketing**

1. Market Segmentation, Meaning, Bases for Market Segmentation.
2. Benefits of Market Segmentation.
3. Market Targeting & Positioning & Meaning & Importance.
4. Marketing Research, Elements of Marketing Research, Importance of Marketing Research, Objectives of Marketing Research, Marketing Research Process; Preparation of Questionnaire, Market Survey.

#### **Unit 5: Marketing Mix (P's of Marketing)**

1. Product, Product Classification, Concept of Product Life Cycle, New Product Development.
2. Pricing steps in the pricing procedure, Pricing Methods, Discounts & Allowances.

#### **Unit 6: Promotion Mix, Distribution Strategy & Channel Decisions**

1. Process of Communication in Marketing Advertising.  
Objectives of Advertising, Advt copy & types
2. Sales Promotion, Sales Promotion Tools.
3. Channels of Distribution - Role of Channels & Distribution, Middlemen in Distribution.

#### **Books Recommended:**

1. Marketing Management - Philip Kotler.
2. Fundamentals of Marketing - Steenton.
3. Marketing Management- S. Ramaswamy & S. Nama Kumari.
4. Principle of Marketing, 9<sup>th</sup> ed. Philip Kotler & Gary Armstrong.
5. Marketing Management- S. A. Sherlekar.
6. Physical Distribution & Logistic Management- Dr. Subhash W. Bhawe.

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**Course No. 319**

**INTRODUCTION TO DATABASE MANAGEMENT SYSTEMS**

**Unit 1: Database Basics**

Introduction to DBMS, Features of MS Access, Database Object such as Queries, Forms, Reports, Designing a database, Planning and Opening a database. Working with Tables, Datasheets View Design View and Table wizard. Modules in DBMS and its architecture

**Unit 2: Designing Database**

Modifying the Table design, inserting new fields, renaming fields, deleting fields, knowing fields, changing a field size, printing table. Working with tables, adding records, navigating the datasheet. Navigating Buttons Go To Menu. Finding a specific valley, editing and deleting records, Cutting, Copying and Pasting data. Sorting and Filtering data in a datasheet. Referential Integrity, Creating relationships.

**Unit 3: Using Operators and Functions**

Operators - Mathematical, String, Boolean, Miscellaneous, Operator Precedence. Functions and their types.

**Unit 4: Query Basics**

Queries, creating a query, Query Wizard, The Design View. Working with fields, Saving and Printing a query. Creating a calculated field in a query. To find duplicates Query, to find unmatched Query Wizard. Crosstab Queries. Creating the Crosstab Query, specifying criteria for Crosstab Query.

**Unit 5: Form Basics**

Introduction to Forms Types of Forms. Creating a Form with Auto Form, with Form Wizard. Using the Form Window. Moving between fields and records in a form, displaying saving a record and the form, Printing a form Designing a form. Using sub-forms.

**Unit 6: Report Basics**

Reports, Need for Report, Creating report, creating with auto report wizard, creating report with wizards. Previewing and printing a report, Labels. The Label Wizard, Graphs, Macros - Creating a Macro, Running a Macro

**Books Recommended:**

1. Database System Concept - Korth.
2. Principles of Database Management - James Mart.
3. Introduction to Database Systems - C. J. Date.
4. ANSI SQL - Swapna and Kishore.

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**Course No. 320**

**ENHANCING PERSONAL AND PROFESSIONAL SKILLS - I**

**Objective:**

With a view to inculcating and honing their skills, students shall be instructed in various drills required to become better managers. These activities have been carefully selected and emphasis has been laid on the holistic development of their personalities. This would enable them to assimilate themselves into the mainstream of corporate life without any inhibitions.

**Unit 1: LISTENING**

Hearing vs. Listening; the listening process, barriers to effective listening; types of listening and listening habits; guidelines to effective listening.

**Unit 2: THE VOICE**

Importance of Voice Clarity, Modulation, Intonation, Inflection, Exercise to be performed for the voice, syllables. Consonants and Diphthongs

**Unit 3: BODY LANGUAGE**

Discussing and exhibiting various postures and gestures that convey a message - interpretation and analysis of the same

**Unit 4: FEAR FACTOR**

What is Fear Psychosis, 'Importance' of Fear, How to overcome Stage flight, of speaking in Public at meetings, in parties, Extensive exercise in Class-room speaking with the necessary inputs on grooming, voice modulation, eye contact and consistency.

**Unit 5: BUSINESS CORRESPONDENCE**

Writing Business letters, Memos, (placing) Orders, Invoice, Quotation, Telephone Speaking Skills.

**Unit 6: OFFICE AUTOMATION**

Functional and Operational inputs on Facsimile machine, EPBAX; Office Photocopying machine, L.C.D., O.H.P; Video Conferencing.

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**Course No. 321**

**ENGLISH LANGUAGE - III**

**(A) Grammar Proficiency**

Clauses and Phrases: Adverb and Adjective

Analysis of Compound and Complex Sentences

Transformation of Sentences

Essay writing

Precis writing

Synonyms and Antonyms: Their use in sentences and an exercise to choose the right alternative from those given, which will be the appropriate synonym / antonym to the word question.

**(B) Oral Proficiency**

Speaking Extempore

Courteous Talk incl. ice-breakers, small talk, business meets, party talk and basic negotiation skills. Enriching the vocabulary with quizzes and drills.

**Books Recommended:**

English Grammar by Wren and Martin

Chambers Dictionary of Synonyms and Antonyms

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**B.B.A. Sem - IV**

**Course No. 422**

**BUSINESS INFORMATION SYSTEM**

**Objective:**

To develop basic skills in planning, designing and evaluating information system for business management

Introduction to information technology & MIS: Different Computer System configurations, transaction Processing Systems. Network distributed system. Decision of information technology for MIS

Concept under MIS: Decision making Principles and process of decision making, types and systems of decision making. Method and tools of decision making. Principles of

rationality, Utility, Risk and its application in decision making. Herbert Simon Model and law of Requisite Variety Management of Risk and Decision making

Definition and Difference Between data information: Relevance of information to decision making. Source and types of information. Quality of information. Perfect Information and value of additional Information. Application of communication Model and Concept of Human as information Processor. Relevance of Information in MIS

Systems: System Definition- Types of systems. Use of Control Principle in system Design. Open-Closed Deterministic and Probabilistic System. Use of feedback Principle for control. Method of Handling Complex System. Relevance of Choice of Systems in MIS Integration of Organization Systems and Information Systems

Organization: Structures and types of Organizations. Decision making and Information flow in Organization. Dynamics of Organizational Behaviours, Culture, Attitudes and Management style

Assessing Information Needs of Organization: Need to analyze Information needs at Organizations as a whole. Methods and Tools for Assessing Information needs. Relating Organizational goals, Objectives and targets to Information needs. Breaking Information needs by function.

Departments and its Users: Relations to Nature, Type, Quantity and Quality of Information to Type of Decision, its Impact on. the Decision of Information to type of Decision, its impact on the Decision Maker. Information Modeling and Business Orientation. Information Model and its Integration with Data Processing System.

**Books Recommended:**

1. Management Information Systems - Davis Olson, McGraw Hill.
2. Management Information Systems - W. S. Jawadekar Tata.
3. Management Information Systems - Milind Oke Everest Publishing House.

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**Course No. 423**

**PRODUCTION AND OPERATIONS MANAGEMENT**

**Objective:**

To acquire knowledge and understanding of production operation functions in business.

**Unit 1: Introduction**

Concept of Planning for production, Technology Importance of Production functions.

**Unit 2: Manufacturing Systems**

Process design and process selection adoption of appropriate Technology as per market requirements.

**Unit 3: Planning and Control**

Functions of production planning and control Routing and scheduling of planning - Production automation technology concept and importance of product design, production, and quality.

**Unit 4: Project Analysis**

Introduction PERT / CPM - Concept of critical path

**Unit 5:**

Capacity planning and work study - Plant location - plant layout importance of maintenance management - Objectives of work study importance of method study and work management.

**Unit 6:**

Objectives of - Supply Chain Management - just in time system forecasting – Computer system and packages

**Topics prescribed for Workshops:**

Production systems

Production planning systems

Production control systems

**Books Recommended:**

1. Production and Operations Management - K. Ashwathappa and K. Sridham Bhat.
2. Manufacturing automation - Morris Cohen - Tata McGraw Hill.
3. Manufacturing and Technology Management - L. C. Jhamb.
4. Production and Operations Management - Dr. B. S. Gole.

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**Course No. 424**

**BASICS OF CORPORATE GOVERNANCE & BUSINESS ETHICS**

**Objectives:**

1. To expose the students to the important moral issues that arise in various business contents.
2. To provide the students an understanding of the moral, social and economic environments within which those problems occur.
3. To introduce student's ethical concepts that are relevant for revolving ethical dilemmas in business.
4. To assist students in developing the necessary reasoning and analytical skills for doing co.

**Unit 1: Moral Philosophy & Business**

1. Concept & Nature of Business Ethics.
2. Various Ethical issues in Business decision-making.
3. Business Ethics and Profits.

**Unit 2: Business Ethics & Normative Philosophy**

1. Philosophical Foundation of B. Ethics.
2. Utilitarianism, Universalism, Distributive Justice.

**Unit 3: Role of Government & Legislation in Enforcing Ethical Business Practices.**

**Unit 4: Ethics in functional areas of business.**

1. Ethics in Marketing, finance, HRM.
2. Ethical business practices in Global Business.
3. Ethics & Environment Protection; Sustainable Environment.

**Unit 5: Corporate Social responsibility & Corporate Governance.**

1. Arguments for and against CSR.
2. Responsibility towards stakeholders.
3. Maintaining Ethical Culture in Organization, Developing & maintaining codes of conduct.
4. Value - based managerial behaviour & leadership.
5. Narrow & Broad view of corporate social responsibility.

**Unit 6: Case Studies of Ethical issues of Business ethics strategies for problem solving.**

**Books Recommended:**

1. Business Ethics - Riturparnal Raj.
2. Business Ethics - Hosmer.
3. Business Ethics - William H. Shaw.

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**Course No. 425****FINANCIAL MANAGEMENT****Objectives:**

1. Conceptual Orientation as a ground for understanding what are application areas of financial management.
2. A broad overview of applications to develop the comprehension and insight into application methods of Financial Management.
3. Knowledge of real life situations through assignments.

**Unit 1: Introduction to Financial Management**

1. Definition, Nature and Scope of FM.
2. Functions of a Financial Manager or CFO in globalized environment.
3. Different Sources of Long Term Finance, their merits and demerits.
4. Concept of Capital Structure.
5. Cost of Capital- Concept only Impact on Capital Structure.

**Unit 2: Time Value of Money**

1. Concept of Interest and their types.
2. Compounding and Present Value Techniques.

**Unit 3: Valuation of Securities**

1. Valuation of Share and Debentures.
2. Risk, Return and share value relationship.

**Unit 4: Financial Leverages**

1. Concept of leverage and its significance.
2. Operating, Financial and Combined Leverage.

**Unit 5: Capital Budgeting**

1. Meaning, Nature and significance.
2. Techniques of Evaluation of projects; Payback, NPV, IRR and PI.

## **Unit 6: Dividend Policy**

1. Dividend - meaning under Companies Act, 1956 and Income Tax Act, 1961.
2. Provisions regarding dividend under Companies Act, 1956.
3. Dividend Policy - meaning and Factors Affecting dividend decisions.
4. Relationship between dividend and Market Value of Shares.

### **Books Recommended:**

1. Financial Management - Text, Problems and Cases M.Y. Khan and P. K. Jain, 4<sup>th</sup> ed. Tata McGraw Hill.
2. Financial Management - Prasanna Chandra, Tata McGraw Hill.
3. Financial Management - I M. Pandey.
4. Financial Management - Rastogi.
5. Financial Management - P. V. Kulkarni.

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## **Course No. 426**

### **ENHANCING PERSONAL AND PROFESSIONAL SKILLS – II**

#### **Objectives:**

With a view to inculcating and honing their skills, students shall be instructed in various drills required to become better managers. These activities have been carefully selected and emphasis has been laid on the holistic development of their personalities. This would enable them to assimilate themselves into the mainstream of corporate life without any inhibitions.

Part II shall cater to an all-round nurturing and development of their professional and personal proficiencies.

#### **Unit 1: PRESENTATION SKILLS**

What is a presentation? What are presentation skills? Why give a presentation? Factors required to be borne in mind when making presentation:

Environmental Analysis, Audience Analysis, Selecting a Topic Researching; Speech Articulation

#### **Unit 2: INTERVIEWING SKILLS**

Types of Interviews, What makes a Successful Interviewer / Candidate

### **Unit 3: BUSINESS ETIQUETTE**

Good Grooming, Effective Mingling, Mannerism; Table etiquette, Body Language, Making small talk.

### **Unit 4: EVENT MANAGEMENT**

Organizing and executing Business meets, Luncheons, Banquets, Conferences, Seminars, Business Trips, Pleasure, Trips company events campaigns and get-together

### **Unit 5: CURRENT AFFAIRS**

Initiating reading habits and involving the students in reading of Business Journals and newspapers, conducting regular quizzes and debates on the latest occurrences in business and fringe topics.

### **Unit 6: GROUP ACTIVITIES**

Conducting management games, role-plays, group discussions and simulation exercises, cross-culture transactions.

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**Course No. 427**

## **ENGLISH LANGUAGE – IV**

An introduction to Business English: dealing with people; striking a conversation; asking questions with special emphasis on open ended questions; eliciting information.

Electronic mailing: the art of mailing right; making offers; placing orders; responses; conveying regrets; turning down offers; sending firm reminders; acknowledging receipt.

Summaries, notes and reports: report writing, faxes, memos, circulars and notices.

Sales and Negotiation: selling and negotiation; advertisements (drafting, editing and inserting); talking shop; co-operation and competition; international styles of negotiating.

International Trade: Import and Export; documentation; making enquiries; sales and delivery. Self- Check: Checking and correcting spelling and punctuation mistakes; making impressive presentations, both oral as well as written; editing skills

Exhaustive drills in the form of quizzes and debates with emphasis on communication oriented towards business.

### **Books Recommended:**

1. New International Business English: Leo Jones & Richard Alexander: Cambridge University Press.
2. Business Communication: K. K. Sinha.

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**Course No. 428**

### **INDUSTRIAL EXPOSURE**

**Objectives:**

To enable the students to gain knowledge and understanding of business system and activities involved therein and acquire experience by seeking association or intervention in the system.

<b>Unit No.</b>	<b>Particulars (The Co-ordinator will prescribe the assignments based of these particulars)</b>	<b>Batch-wise Contact Hours per week</b>
1-3	Understanding Business activity by sector, by level and volume, by legal organization & ownership: Tasks: Visits to Chamber of Commerce, branch of Merchants Association, CII, FICCI or Trade Association. Preparation of Report based on visits. (There will be 3 assignments under these units)	2
4-6	Industry Study Tasks: Select an Industry / business for detailed study. Prepare a scrap book based on press clippings, industry folders, catalogues and other printed literature. Record observations. (There will be one assignment under these unit)	1

The performance of students in this course will be evaluated as under:

1. Internal evaluation (Class Participation): 20 marks.
2. Semester-end practical examination: 80 marks.
  - (a) 20 marks: oral presentation by the student base on assignments performed during the term.
  - (b) 40 marks: journal maintained by the student.
  - (c) 20 marks: viva voce based on assignments performed.

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**Bachelor of Business Administration – III**

**(B.B.A.- III)**

**BBA Sem- V**

**Course No. 529**

**AGRI-BUSINESS MANAGEMENT**

**Objectives:**

To types and areas mentioned are stated to suit the requirement and grasping ability of the students of the undergraduate level. The syllabus will give these student and introductory information and average data on this subject which happens to be new to them.

**Unit 1:** Agri-Business: Meaning, nature, importance for rural sector, process, practices in India.

**Unit 2:** Structure forms of Agri-Business: Agro base industries services Agri intention services storage warehouse technology industries.

**Unit 3:** Association and role of Corporate Sector, Export of Agri Product

**Unit 4:** Farm Business Management: Features problems farm accounting, farm-budgeting, agricultural cash, prices

**Unit 5:** Agricultural Finance: Rural credit, Agri. Credit, Importance, Role of various Institutions example RBI, NOBARD, RRB, Land Development Banks etc.

**Unit 6:** Marketing of, Agro Produce: Marketing function, agricultural marketing concept, Importance, meaning Marketing Agencies, role of NAFED, coop. Marketing, agencies Procurement of outputs & service, trade of outputs, Buying & Selling activity.

**Books Recommended:**

1. Agri Business Management - S. Diwase
2. Agriculture Marketing in India - Acharya

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**Course No. 530**

## **ENTREPRENEURSHIP DEVELOPMENT**

### **Objectives:**

- To develop an understanding of entrepreneurship concepts
- To provide sufficient knowledge for students aspiring to be entrepreneurs

### **Unit 1: Entrepreneurship**

Evolution, concept and definition of an entrepreneur, characteristics, functions and types of entrepreneurs, qualities of an entrepreneur, growth of entrepreneurship in India, role of entrepreneurship in economic development, women entrepreneurship in India.

### **Unit 2: Business Opportunity Identification**

Search for Business Ideas, Market Assessment, Sources of Information, Modalities of Information collection. Environmental Analysis, Entrepreneurial opportunities in sectors such as manufacturing services, knowledge based industries. Business Opportunity identification and selection

### **Unit 3: Business Plan Preparation**

Meaning of Business plan, Significance and contents of a Business Plan Feasibility Study

### **Unit 4: Project Finance**

Need for Finance, Types of Finance, Sources of Finance, Venture Capital, Financial Institutions.

### **Unit 5: Support Agencies**

Need for Support, Support to Entrepreneurs by DIC, SIDBI, SIDeO, ssm, NSIC, SISI, ROC's, Others Institutions etc: Entrepreneurship promotion by Government through various schemes.

### **Unit 6: Entrepreneurial Motivation and Development**

What is Motivation, Factors motivating entrepreneurs, Meaning and Development programmes, Objectives, Basic course contents of EDP's, Evaluation of EDP's, Organization involved in EDP's.



**Books Recommended:**

1. Entrepreneurship Development and Project Management: Dr. Dilip Sarwate: Everest Publishing House.
2. Dynamics of Entrepreneurship Development and Management: Vasant Desai: Himalaya Publishing House.
3. Entrepreneurship and New Venture Creation: David H. Holt: Prentice Hall.

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**Course No. 531**

**RESEARCH METHODOLOGY****Objectives:**

This course aims to train the students about the basics of research for business applications. The objective is to equip the students with the necessary skills on carrying out preliminary research study.

Knowledge of statistical techniques is presumed for this course.

**Unit 1: Introduction to research:**

Meaning, Definitions, Characteristics, Objectives of research, motivations in research, importance of research in business

Research methods and research methodology, Types of research, Research in functional / business areas, Qualities of a good researcher.

**Unit 2: Research Process:**

Steps involved in the research process.

Research Design: meaning, characteristics, advantages, importance. Measurement: Sources of errors in measurement.

**Unit 3: Census and Sample survey Sampling techniques:**

Sources of Data - primary and secondary

Detailed discussion on Observation, Interview and Questionnaire method of data collection

**Unit 4: Processing of data:**

Meaning, importance and steps involved in processing of data; Analysis of data; Use of statistical tools for analysis. Interpretation of results

**Unit 5: Report Importance of Written and Oral presentation, Types of research reports.**

Format of a good research report, Role of I.T. in research

**Unit 6:** Practical project work involving the various steps in conducting research inquiry. Groups of students may carry out studies involving different research areas, data collection techniques and presentation of the same.

**Books Recommended:**

1. Research Methodologies and Project Work - Dr. P. M. Herem
2. Research Methodology C, R. Kothari.
3. Business Research Methods - Cooper.
4. Research Methods - Ram Ahuja.

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**Course No. 532**

**LEGAL ASPECTS OF BUSINESS**

**Objectives:**

To acquaint the students with the legal formalities and prerequisites to running business entities and organizations, here, the attempt shall be limited to providing them only with a cursory view of the legal ambit of business for constraint of time and level of attainment of the students.

The ubiquitous requirement of instruction in every legislation shall be a discussion on the nature, scope and applicability of the enactment, which is not mentioned separately under the head "Contents".

**Unit 1: Introduction**

Definition of Law Sources of Indian Law; Types of Law Business Law

**Unit 2: The Indian Contract Act, 1872**

Essential elements of a contract incl. Offer and Acceptance Consideration, Legality of Object; Capacity to contract Free Consent; Void Agreements Discharge of a contract; Modes of discharge and remedies for breach.

**Unit 3: The Sales of Goods Act, 1930**

Formation of a contract of Sale; Distinction between "Sale" and "Agreement to Sell" Conditions and Warranties; Performance of the Contract; Unpaid Seller

**Unit 4: The Negotiable Instruments Act, 1881**

Definition of the Negotiable Instruments

Promissory Note, Bill of Exchange, Cheque; Parties to Negotiable Instruments, Endorsement (in brief); Dishonour of Negotiable Instruments.

**Unit 5: Law pertaining to Business Organizations**

1. Types of Business Organizations (only enlisted version)
2. Focus on Partnership Firm and Companies
3. Points of Distinction between Firm and Company

**Unit 6: The Consumer Protection Act, 1986**

Definition of Consumer, Complaint, Defect in Goods, Deficiency in Services, Unfair Trade Practices, Consumer Dispute Redressal Agencies their Jurisdiction, Composition Procedure, Findings & Appeal

Emphasis shall be laid on Case Law wherever relevant.

**Books Recommended:**

1. N. D. Kapoor - Elements of Mercantile Law - S. Chand & Co.
2. K. R. Bulchandani - "Business Law for Management" - Himalaya Publishing House.
3. M. C. Kutchal- "Mercantile Law" - Vikas Publishing.

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**Course No. 533**

**BUSINESS COMMUNICATION**

**Objectives:**

Communication, has, for long, been rightly regarded as the lifeline of human relations. The more adept one becomes with this art, the more he endears himself to his peers and becomes socially acceptable, with absolute ease. Many a success stories are woven around the dynamics of "communication". With business transactions, deals and talks getting even more intense and intricate with every passing day... it is imperative that a B-School student learn the ropes of managerial communication from every perspective that is globally demanding. This course structure has been designed with a view to serve the stated purpose.

**Unit 1: Concept and Nature of Communication**

Meaning and Introduction, Importance and Nature of Communication; Process and objectives of Communication; Types of Communication; Barriers to Communication; Seven C s of effective communication.

## **Unit 2: Verbal and non-verbal Communication**

Verbal Communication (oral) - Meaning, Advantages, Disadvantages; Essentials of effective oral communication, Types; Non-verbal Communication - meaning, types such as Body Language; Para Language, Provernicism Artifacts Sign language etc.

## **Unit 3: Forms of Communication Skills**

Listening Skills - Meaning and importance - Types - Listening Barriers - Improving Listening skills; Reading skills - Meaning and importance- steps for better reading; Speaking skills - Meaning and importance - Guidelines for preparing a Speech - Strategies for good conversation etc.; Writing skills -. Meaning and importance of written communication in business - features - advantages

## **Unit 4: Written Communication**

Business Letters: Tact for use of Language - Structure of a Business letter - Business letter formats - Types of letters such as Letters of inquiry and Reply, Letters placing and fulfilling orders, Complaint and follow up letters Sales letters, job application letters. Business correspondence memos - e-mails - Notices - Proposals - Notification - Agenda and Minutes of Meeting. Basics of Report Writing

## **Unit 5: Presentation skills**

Introduction and importance; Planning the Presentation; Presentation Structure; Organizing the Presentation; Qualities of a skillful Presenter; Use of Visual aids in Presentation.

## **Books Recommended:**

1. Effective communication - Urmila Rai and S. M. Rai (Himalaya Publishing House).
2. Business Communication - Doctor and Doctor (Sheth) Publishers Pvt. Ltd.)

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**Course No. 534**

**Elective - I**

**HUMAN RESOURCE MANAGEMENT- I**  
**(Employee Relationship Management)**

**Objectives:**

The purpose of this course to facilitate an understanding of the concepts methods and strategies for Human Resource Management

**Unit 1: Introduction of Industrial Relation**

An introduction to labour management relations the structure, function and government of labour unions, labour legislation, the collective bargaining process and the public interest in industrial relations.

**Unit 2: Concept of Occupational Health and Safety**

Examines the public policy of occupational health and safety as well as the dynamics of contemporary occupational health and safety management occupational safety and health, human rights and workers compensation legislation, accident prevention and investigation, ergonomics, safety training and workers compensation claims management.

**Unit 3: International Labour Relations**

Industrial relations systems of other nations including those of the EEC Includes a discussion of the existing industrial structure, the historical and recent developments in these systems the role of multi-national corporations as well as the current economic and political context.

**Unit 4: Public Policy in Industrial Relations**

Development and structure of legislative framework governing labour management relations. Court cases, arbitration precedents, labour relation's board activities and public attitudes the formation of a public policy for labour relations. Major issues in shaping labour policy and the linkages between policy and experience in labor management relations

**Unit 5: Labour Law**

Introduction to the basic concepts of labour law relevant to the practice of industrial relations Historical development of labour law in certain social and legal systems and the culmination in the legislative enactments and jurisprudence of Canadian jurisdictions and certain comparative foreign models.

## **Unit 6: Collective Bargaining**

Principles of collective bargaining in Canada and abroad Problem oriented Mock collective bargaining sessions provide an opportunity for students to apply knowledge gained.

### **Books Recommended:**

1. Dynamics of Employee Relations by Paul Blyton
2. Personnel Management and Industrial Relations by Pandey and Rastogi.
3. Industrial Relations in India and Workers involvement by V. P. Michael.

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**Course No. 535**

**Elective - II**

## **HUMAN RESOURCE MANAGEMENT- IT (Labour Legislation)**

### **Objectives:**

To acquaint the students with the legal formalities and prerequisites to functioning of industries, the treatment to be mandatory meted out to workmen, the jurisprudence of labour and the history of Trade unionization Here the attempt shall be limited to providing them only with a cursory view of the legal ambit of business owing to constraint of time and level of attainment of the students.

### **Unit 1: Industrial Jurisprudence & Trade Union Movement**

1. Jurisprudence (concept in brief) An overview of Industrial jurisprudence, Principles such as Social Justice. Natural Justice, Equity and National economy
2. History of Trade Union Movement, Discussion (brief) on prominent Trade Unions formation, membership, functions, political affiliation and weaknesses.

### **Unit 2: The Factories Act, 1948**

Definition of Factory, Manufacturing Process,

Worker, Occupier, Health, Welfare and Safety

Provisions; Hours of Work, Annual Leave with Wages

### **Unit 3: The Payment of Wage Act, 1936**

Definition of Wages: Rules for Payments of Wages, Authorized Deductions from Wages  
Obligation of employers and employees.

**Unit 4: The Industrial Employment (Standing Orders) Act, 1946**

Definition of Certifying Officer, Employer; Certification of Standing Orders; Acts and Omissions constituting misconduct

**Unit 5: The Industrial Disputes Act, 1947**

Definition of Industry, Industrial Dispute Award, Public Utility Service, Workman; Concept of Strike, Lock-out, Lay-off, Retrenchment and Closure; Machinery set up for resolution of disputes; both with State intervention and without State intervention.

**Unit 6: Shops and Establishments Act (The Bombay Act, 1948)**

Definition of Commercial Establishment, Shop; Registration of Establishments, Working Hours of Shops, Restaurants, Theatres Employment of Women and Children, Health and Safety; Obligation of Employers  
Emphasis shall be laid on Case Law wherever relevant

**Books Recommended:**

1. Unit I, II, III, IV & VI - A.M. Sharma - 'Industrial Jurisprudence and Labour Legislation Himalaya Publication.
2. Unit V - P.R.N. Sinha & Ors. - "Industrial Relations, Trade Unions and Labour Legislation", Pearson Education.

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**Course No. 534**

**Elective - I**

**MARKETING MANAGEMENT- I**  
**(Consumer Behaviour)**

**Objectives:**

To acquaint students with understanding the diversity in consumer behaviour & to equip them in designing marketing programmes so as to build up customer brand loyalty

**Unit 1:** Introduction: - Customer Vs consumer meaning of consumer behaviour, need for studying consumer behaviour, participants in consumer buying decision, consumer decision making process, influence of social sciences on buyer behaviour (like economics, psychology, sociology and anthropology).

**Unit 2:** Buyer Behaviour Models: - The Economic Model, The Learning Model, The Psychoanalytical Model, The Sociological Model, The Nicosia Model, The Noward - Sheth Model, Factors influencing consumer Behaviour - Needs, Motivation. Perception, Personality, self-concept culture, learning memory Attitude, social class, family, reference groups etc. Buying Motives.

**Unit 3:** Consumer Satisfaction, Consumer Delight, Consumer Surprise, Consumer and after Sales Services, Consumer Psychology

**Unit 4:** Industrial Buying Behaviour: - Industrial Buying Behaviour Vs. Consumer (Domestic) Buying Behaviour Participants in industrial buying Process stages of industrial buying process.

**Unit 5:** Consumerism & Consumer Protection: - Consumerism in India, The Indian Consumer, Social Responsibility, Reasons behind rise of consumerism, Government measures to protect the consumer interest Benefits of consumerism, The Consumer Protection Act, 1986 objects Rights of Consumer, Redressal Machinery under the Act.

**Unit 6:** Global Consumer: - Globalization at Consumer Level, Emergence of Global Consumer, Environmental & Cultural Dynamics of Global Consumer what makes Global Consumer to Buy? E-marketing Environment.



**Course No. 535**

**Elective - II**

**MARKETING MANAGEMENT- II**  
**(Sales and Distribution Management)**

**Objectives:**

To acquaint students with the concepts about developing a sound Sales & Distribution Policy & organizing & managing sales force & distribution channels in global market.

**Unit I:** Sales Management - nature & scope, difference between Marketing & Sales functions.

**Unit 2:** Sales Manager - Duties & Responsibilities - Administering Strategic Sales Programmes, organizing sales meetings

**Unit 3:** Personal selling - objectives process, Management of Sales Force (Recruitment, Selection, Training, Compensation, Motivating Sales Force).

**Unit 4:** Sales Quota & Sales Territories: Objectives, designing & Implementation.

**Unit 5:** Distribution Mix - Objectives, ingredients - Distribution channel Alternatives – Channel choice - Distribution & PLC, changing role of wholesaling & retailing - retail organization - channels conflicts & strategies to overcome channels conflict - physical distribution: concept & functions.

**Unit 6:** Case studies / case lets on: Sales force management, Sales forecasting and channel management

**Books Recommended:**

1. Sales Management (Unit No.1 to 5): Cundiff & Govani
2. Sales Management (Unit No.1 to 5): M. D. Kakade.
3. Sales Management (Unit No.5): Dr. S. W. Bhave.
4. Sales Management (Unit No.1 to 4): Chunawala S. A.
5. Distribution Management (Unit No. 5): M. V. Kulkarni. 6. Indian Cases in Marketing (Unit No.5): M. D. Kakade.

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**Course No. 534**

**Elective - I**

**FINANCIAL MANAGEMENT-I**  
**(Elements of Financial Services)**

**Objectives:**

To acquaint the students with the financial aspects of business, the interpretation and analysis of financial statements, the role-played by financial institutions and the financial services available.

**Unit 1:** Introduction to Financial Statements.

**Unit 2:** Interpretation of Financial Statements.

**Unit 3:** Contents of Annual Report.

**Unit 4:** Sources of Short Term & Long Term Funds.

**Unit 5:** Financial Institutions - LIC, IDBI, EXIM Bank, Development Banking, Foreign Banks, Mutual Funds.

**Unit 6:** Insurance - Basic Concepts, Players in Insurance Sector.

**Unit 7:** Financial Services - Underwriting, Parties to IPO, Bill Discounting. Factoring, BPO.

**Books Recommended:**

1. Indian Financial System by V. K. Bhalla.
2. Capital Markets and Institutions by Dougall, Herbert E. and Gaumnitz.

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**Course No. 535**

**Elective - II**

**FINANCIAL MANAGEMENT- II**  
**(Elements of Management Control System)**

**Objectives:**

- To provide conceptual orientation as a ground for understanding the application areas of Management Control System
- To give a broad overview of applications to develop the comprehension and insight into application methods of Management Concepts and its incorporation into Control System

**Unit 1: Introduction to MCS**

- a) Definition, Nature and Significance of the concept system.
- b) Objectives and advantages of MCS.
- c) Concept of Control and steps into the process of control.
- d) At orientation level: Basics of different Management Accounting Technique - Marginal Costing, Variance Analysis etc. and Their integration into control system.

**Unit 2: Responsibility Centers**

- a) Concept, Need and Advantages of Responsibility Centers.
- b) Cost Center, Profit Center and Investment Center.
- c) Transfer Price - meaning, significance.
- d) Problems of Transfer Price

**Unit 3: Behavioural Aspect of MCS**

- a) Motivations Morale, Participative Management and integrating them in control system.

**Unit 4: MCS and Non Profit Organizations**

- a) Need for MCS in NPOs.
- b) Evaluation ofMCS in NPOs.

**Unit 5: Audits and Reports**

- a) Internal Audit under MCS.
- b) Information of performance Hom MCS point of view and Reports of MCS.

**Unit 6: Budgets**

Flexible Budget, Functional Budgets and their relationship with MCS

**Books Recommended:**

1. Management Control System - Anthony Robert and V. Govindrajan.
2. Management Control System - Pearson Education.
3. Management Control System - Himalaya Publications.

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**Course No. 534**

**Elective - I**

**INTERNATIONAL BUSINESS MANAGEMENT- I****(International Marketing)****Objectives:**

- To enable an understanding of what marketing is and how it operates in the international context.
- To understand international markets and international issues

**Unit 1: Introduction to International Marketing**

International dimensions of Marketing; Domestic versus International Marketing; International Marketing - scope and challenges; International marketing process; characteristics of MNC's; Benefits of International marketing.

**Unit 2: Global Marketing Environment**

Political and legal environment; cultural influences; consumer behaviour in global context psychological and social dimension; assessing global marketing opportunities; emerging markets.

**Unit 3: Planning for International Marketing**

Marketing research and information systems - meaning, need and scope in the global context; market analysis and foreign market entry strategies; organizing marketing effort for global competition.

**Unit 4: Developing Global Marketing Strategies**

Brands in the international markets, products and culture, product adaptation; marketing consumer services globally; International marketing channels; Integrated marketing communication for global markets; Pricing for international markets.

**Unit 5: Global Quality Standards**

Quality issues in global markets; Global quality standards; international agencies; quality

issues for Indian products in international markets

## **Unit 6: Case Studies and Project work**

### **Books Recommended:**

1. International Marketing Strategy by Fram Bradley.
2. International Marketing by Alexander Hiam and Charles Shaw.

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**Course No. 535**

**Elective - II**

## **INTERNATIONAL BUSINESS MANAGEMENT- II (Global Business Environment)**

### **Objectives:**

- To understand the challenging and complex environmental perspective for global business
- To learn business strategies for effectively managing various internal and external environment issues in the global context

### **Unit 1: Introduction to Global Business Environment**

Globalization; MNC's; Global and local markets; Arguments for and against globalization; Major economic systems - capitalism and socialism; Globalization and regionalization

### **Unit 2: Factors of Global Business Environment - I**

Micro Environment; Factors of Micro environment

### **Unit 3: Elements of Global Business Environment - II**

Elements of Macro environment- Social, Cultural, Political, Legal, Technological, Economic, Natural environment affecting global business

### **Unit 4: World Trade and the International Competitive Environment**

International trade theories; Trade policy of nations; International regulation of trade; resolution of disputes in international business

### **Unit 5: International Trade Organization**

WTO / GATT, The United Nations (UN) and UNCTAD; OECD - Organization for economic cooperation and development

## **Unit 6: Case Studies and Project Work**

### **Books Recommended:**

1. International Business Environment and Management by V. K. BhaUa and S. Shivaramu.
2. International Business Strategy by Ellis John.
3. Global Strategic Management Perspective by Jagdish N. Sheth.

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### **Course No. 534**

#### **Elective - I**

### **SYSTEMS - I**

#### **(Networking)**

#### **Objectives:**

- This is a first subject for BBA students in Networking, so care should be taken that each topic is explained in detail and with relevant illustrations.
- Students should be given at least 10 case studies to be performed in the lab for topics like type of topology, type of network and communication media.
- Computer Networks should be shown in actual practice t6 the students to get a grasp of subject.
- To know and understand the tools of Internet through presentations

#### **Unit 1: Introduction to Computer Networks**

Network, networking, advantages' of network, structure of' communication network, Network topologies and design goals. Types of topologies - Standard and Mesh topologies, modem asynchronous and synchronous transmission.

#### **Unit 2: Types of Networks**

Wide area network and local area networks, connection oriented and connectionless networks, Data transmission modes. Concept of LAN, Primary attributes of a LAN

#### **Unit 3: Layered Protocols and OSI Model**

Functionality of protocols Software and hardware protocols, Roles of protocol, Examples of protocol Goals of layered protocols, communication between layers. Introduction to standard organizations and the OSI model standards organizations, Layers of OSI and their functionality

#### **Unit 4: Communication Devices**

Hub, Bridge, Multiplexer, Router, Brouter, Gateway

#### **Unit 5: Communication Media**

Wired, Wireless, Twisted pair of cables, coaxial cables, Fiber optic cables, Microwave links.

#### **Books Recommended:**

1. Computer Network Protocols, Standards and Interface by Black U.
2. Computer Networks by Tanenbaum A. S.
3. Computer Today by S. Basandra

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**Course No. 535**

**Elective - II**

### **SYSTEMS - II**

**(Oracle)**

#### **Objectives:**

- To understand the concept of the subject of each topic with detailed explanation and with relevant illustrations
- Students should be given at least 20 lab assignments to be performed in the lab for topics in Oracle
- Before starting with queries in Oracle, basics of Database management systems taken in the first year of BBA, should be revised
- Conduct of lab sessions for adequate practice

#### **Unit 1: Introduction to Relational Database**

RDBMS and DBMS Software, Advantages and Disadvantages of using DBMS, Three - layered architecture, DBMS Languages, Integrity Constraints Oracle as RDBMS, Features of Oracle, Multi-user Environment, Security, Concurrent Operations Query Optimization Backup and Recovery, Components of Oracle SQL \*PLUS, PL/SQL, SQL Report Writer, SQL Forms, Utilities.

#### **Unit 2: Introduction to SQL Language**

Components of SQL, Data Definition Language, Data Manipulation Language, SET Operations, UNION, INTERSECT, MINUS, IN Clause; EXIST Clause, Self Join, Retrieving Data from Multiple tables, SET Operators, SQL Values Operators, SQL

Logical Operators, SQL Query Expression Operators, SQL Functions, Updating & Deleting Date in existing table, UPDATE Clause, DELETE Clause, Dropping Table, Renaming Table, Inserting Data using Query, Creating Table using Query, Views, Creation of Views, Synonyms, Facilities of SQL \*PLUS, Creating Reports with SQL \*PLUS, Showing timings in Output, Formatting the Data, Char Format, Numeric Format, Data Format, Hierarchical Queries, GROUP BY Clause, HAVING Clause, Sub Queries, Granting and Revoking Permissions, Permissions on the objects created by the user, Granting permissions using GRANT statement, Object Privileges, WITH GRANT OPTION, Referencing a table belongs to another user, Multi-level GRANT Option, Revoking permissions using REVOKE statement.

### **Unit 3: PL/SQL**

Introduction, Performance, Performance Improvements, Portability, PL/SQL data types, What PL/SQL can do for Programmers? PL/SQL Execution Environment, PL/SQL in Oracle RDBMS, Using PL/SQL Block, PL/SQL Syntax, Variables, data type, comments, assigning values, declaring constants, operators, PL/SQL Block Structure, Conditional Control in PL/SQL, Iterative Control, Displaying data, Concurrency Control in Oracle, Oracle transactions.

### **Unit 4: Cursors Stored Procedures and Stored Functions**

Cursors in PL/SQL Cursor Attributes, Cursor Loops, Stored Procedures. Creation of stored procedures, Applications using procedures, Advantages of stored procedures, stored functions, Advantages of Functions, Creation of Functions.

### **Unit 5: Database Triggers**

Introduction Use of Database Triggers, Types of Triggers, ROW Trigger Statement Trigger, BEFORE Vs AFTER Trigger, Creation of Triggers, Application development using Database Triggers

### **Books Recommended:**

1. SQL, PL/SQL for Oracle 8/8i - P. S. Deshpande DREAM TECH Press, Delhi.
2. Commercial Application Development using ORACLE DEVELOPER 2000 IVAN BAYROSS PBP Publications

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## **B.B.A. Sem-VI**

**Course No. 636**

### **PROJECT MANAGEMENT**

#### **Objectives:**

To understand the framework for preparing and evaluating project proposals and to learn the tools and techniques of Project Management

**Unit 1:** Project management concept and 'scope, types of project, importance and difficulties in project planning.

**Unit 2:** Project Risk Management. Risk planning cycle - technology platforms in risk management, risk modeling and simulation

**Unit 3:** Establishing the project: Feasibility studies - studies - financial analysis - tools and techniques.

**Unit 4:** Social cost benefit analysis -project profitability - economic viability methods of assessments.

**Unit 5:** Project organization - project management team, Contracts - planning, tendering, evaluation -legal aspects of contract management - global tendering.

**Unit 6:** Project network - PERT: evolution, techniques, monitoring and control of projects - project evolution.

**Unit 7:** Software Project Management: Activities covered - planning - ISO certification specialized bodies.

**Unit 8:** Case studies in Project Management.

#### **Books Recommended:**

1. S. Choudhary - Project Management, Tata McGraw Hill
2. P. Gopakrishnan, Rammoorthy - Textbook of Project Management, MacMillan
3. N. G. Nair-Resource Management, Vikas
4. D. Hughes, Mike Cotter ell- Software Management, Tata McGraw Hill

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**Course No. 637**

## **BUSINESS POLICY AND STRATEGY**

### **Objectives:**

The course makes an attempt to learn and understand the concept of strategy formulation and business policies for effective business functioning in an environment of change.

It aims to study the identification of opportunities and threats in the environment critical internal appraisal of resources within an organization, so as to develop corporate and business strategies.

### **Unit 1: Introduction to Business Policy and Strategic Management**

Concept, Nature, Importance, Objectives of Business Policy Understanding Strategy - Meaning and definition, Benefits of strategic management.

### **Unit 2: Strategic Management Process**

Introduction, Meaning, Components of strategic management process

### **Unit 3: Corporate Strategic Formulation**

Vision, Mission, Objectives and Goals, Corporate philosophy, Corporate Governance, Corporate culture

### **Unit 4: Internal and Environmental Analysis**

Industry analysis - Identification of opportunities and threats; Environmental Analysis - Competitive analysis, Micheel Porters; Five forces model; Internal Analysis - SWOT analysis, Identification of distinct competencies.

### **Unit 5: Strategic Analysis and Choice**

Strategic Analysis and choice in Business Strategic alternatives Evaluating and choosing Business strategies BCG matrix

### **Unit 6: Corporate and Business Strategies**

Foundations of Business Strategies, Types of business strategies; Various Corporate strategies

### **Unit 7: Strategic Implementation and Control**

Designing organizational structures Vertical Management; Horizontal differentiation Understanding strategic evaluation and control, Types of Control, Techniques of strategic evaluation and control.

### **Books Recommended:**

1. Business Policies and Strategic Management - Azhar Kazmi, Tata McGraw Hill
2. Business Policies and Strategic Management- N. S. Gupta. Himalaya Publishing House

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**INTERNATIONAL BUSINESS**

**Objectives:**

- To orient the students regarding growing global trade & basics of managing global business
- To enable the students an understanding of basic concepts necessary for effective exports & imports

**Unit 1:** International Business - an overview; why companies engage in international business? The Multinational Company; Difference between domestic & international trade.

**Unit 2:** Emerging world business Environment, Liberalization & Globalization; Global competitiveness of business; International trade & WTO, Role of international institutions in promoting world trade.

**Unit 3:** Basis of Foreign Exchange Markets; Exchange rate system - fixed & flexible x  $\Delta$  rates, Factors affecting exchange rates; Basics of currency convertibility.

**Unit 4:** Balance of Payments - Definition & concepts, Surpluses and Deficit, Capital & Current account; International trade Flows - Exports & Imports.

**Unit 5:** International marketing; domestic Vs global marketing strategies; Managing international - marketing functions.

**Unit 6:** International H.R.M.: Problems of multi-cultural- Managing global workforce.

**Books Recommended:**

1. International Business Environment - Francis Cherunilam
2. International Financial Management - P .G. Apte

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**Course No. 639**

## **E-BUSINESS APPLICATIONS**

### **Objectives:**

To enable the students to understand the fundamental concepts pertaining to E-business applications, To acquaint them with evolving technologies applicable to the usage of internet and networks

### **Unit 1: Study the Electronic Commerce Framework**

Get an overview of e-commerce, electronic commerce and media convergence, what is convergence? Media convergence; understand the term convergence. Describe media convergence the anatomy of electronic commerce. Multimedia content for e-commerce applications multimedia storage servers and electronic commerce applications information delivery transport and e-commerce applications, Consumer access devices, know about the various applications of e-commerce.

### **Unit 2: Networks for Electronic Business**

Market Forces Influencing the I-Way, Demands and Requirements of Market participants Strategic Alliances and the I-way Infrastructure, Choosing Lanes on the information Superhighway, Developing Markets by Developing minds, Components of the I-way Network Access Equipment, Local Roads and Access Ramps.

### **Unit 3: Electronic Commerce**

Global Information Distribution, Networks Structure, Long Distance Networks, Fibre Op Network, Satellite Networks, World Wide Web, Elements of e-commerce architecture, 3-t architecture, the Web and Databases.

### **Unit 4: Internet**

Client-server Network Security, Emerging Client-server Security Threats, Firewalls and Network Security, Data and Message Security, Challenge Response Systems.

### **Unit 5: Cryptography**

Encryption systems, Types of encryption systems Regulation on encryption, overview D.S. Controls on encryption, Specific issues in U.S. encryption Controls, Current Legislative Proposals.

### **Unit 6: Electronic Payment Systems**

Web Background, Hypertext Publishing, Technology behind the Web, Security and the Web

**Books Recommended:**

1. E-commerce: The Cutting Edge of Business by Bajaj K. K. and Nag Debjani.
2. Frontiers of Electronic Commerce by Kalakota, Ravi and Whinston A. B.
3. Electronic Commerce by Schreider P. Gary and Perry T. James.

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**Course No. 640**

**Elective- III**

**HUMAN RESOURCE MANAGEMENT – III**  
**(Training and Development)**

**Objectives:**

To know the various training techniques and develop proficiency in identifying, conducting and evaluating training *for* optimizing individual learning

**Unit 1:** Training in organizations: what is training? Importance of training, How training works, whom is involved?

**Unit 2:** The Process of training: Identifying the needs, Types of Learning needs. Methods and sources of identifying training needs, gathering information, establishing objectives, Developing Training Plan

**Unit 3:** Designing Training Programmes: Different Methods of training, Role of technology in the current training methods, selecting training methods, Advantages and disadvantages training methods, Structure of session.

**Unit 4:** Training facilities and materials: Choosing learning material, designing Audio-Visual Aids, Choosing Venue and location. .

**Unit 5:** Evaluation of Training: What is evaluation, Different Approaches for Evaluation of training, Methods of Evaluation, Tools of Evaluation.

**Unit 6:** Training Administration: Budget of Training, costs of training, Administration of training records.

**Books Recommended:**

1. Effective Training by Blanchard Tracker.
2. Training and Development Concepts and Practices by S. K. Bhatia.

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**Course No. 641**

**Elective- IV**

**HUMAN RESOURCE MANAGEMENT - IV**  
**(Performance Appraisal Systems)**

**Objectives:**

To understand the design and implementation of performance appraisal systems in the organization

**Unit 1:** Employee Performance: Concept of Performance in Organizations Application of the concept of in the Organizational Context. Overview of Performance Management System, Process of Performance Management System, Brief introduction of EPSS (Ele. Performance Support Systems)

**Unit 2:** Performance Appraisal: Meaning Concept, Role of Performance Appraisal Systems in the Performance Management System. Overview of the process of Performance Appraisal, Uses of PA

**Unit 3:** Process of Performance Appraisal: Prerequisites for deciding the Performance Criteria, Objectives of the Organization, Deciding Performance dimensions and indicators, Planning Performance Plans for the employees. Performance Measurement Criteria, Tools for Performance Measurement

**Unit 4:** Methods of Performance Appraisal: Types of various systems of Performance Appraisal Traditional Methods, Modern Methods, Advantages and disadvantages of the methods, selecting a proper method of Appraisal for the organization.

**Unit 5:** Implementation of Performance Appraisal System: Training the support staff, Scheduling form completion, data collection and analysis, feedback and Performance Counseling and communicating the results of PA.

**Unit 6:** Evaluation of the performance Appraisal System: Finely review, feedback collection, redesigning the system, evaluating effectiveness of the system. Study of comparative practices of Performance Appraisal Systems in different sectors

**Books Recommended:**

1. Performance Management by M. Armstrong.
2. Performance Management by LOWE.
3. Performance Management by T. V. Rao.

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**Course No. 640**

**Elective - III**

**MARKETING MANAGEMENT - III**  
**(Advertising & Sales Promotion)**

**Objectives:**

To acquaint students with the role of Advertising media in promotion mix & to equip them in taking media decisions

**Unit 1:** Advertising Nature & Scope, Objectives - Advertising in changing business scenario - Sales Promotion \ Publicity, Salesmanship, Public Relations - Promotion mix - Outdoor advertising objections to advertising.

**Unit 2:** Advertising environment - influence on society economy social cultural and legal issues Advertising on internal (portal) - Advertising of Services. Banking hotel, tourism, entertainment sector

**Unit 3:** Advertising research: Techniques, ad- effectiveness studies.

**Unit 4:** Ad - agency organization services selection criteria compensation .an agency.

**Unit 5:** Media Mix: Planning merits & demerits of Print, electronic and outdoor media.

**Unit 6:** Sales promotion - tools - planning mechanism, sales promotion campaign - case studies.

**Books Recommended:**

1. Advertising theory and practice (Unit no. 1 to 6): Chunawala S. A.
2. Advertising (Unit no. 1 to 4): Inder Mohan.
3. Advertising Principles (Unit no. 1 to 6): Dr. P. C. Pardeshi.
4. Indian Cases in Marketing (Indian Context) (Unit no. 6): M. D. Kakade.
5. Marketing Management (Unit no. 5 to 6): Ramaswami - Nandkwnar.

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**Course No. 641**

**Elective- IV**

**MARKETING MANAGEMENT - IV**

**(Creative Selling)**

**Objectives:**

To acquaint students with the sales process and creative techniques of meeting customer needs in a global market.

**Unit 1:** Sales Process: - Fundamental steps - opening & closing sales.

**Unit 2:** Meeting with Consumer Objections - winning the customer - types of customer.

**Unit 3:** Modern Selling skills & techniques.

**Unit 4:** Sales Force Automation - Direct Selling Mechanism - tools & techniques.

**Unit 5:** Qualities of a successful salesman - types of salesman, Fundamentals of successful creative selling.

**Unit 6:** Case studies: Sales Planning art of selling, effective sales presentation.

**Books Recommended:**

1. Sales Management-(Unit no. I to 5): Cundiff & Govani.
2. Sales Management (Unit no. 4 to 6): Mr. M. D. Kakade.
3. How to Win Customers (Unit no. 3 to 4): Heing Goldmann
4. The Selling Edge (Unit no. 1 to 2): Patrick Forsynth.
5. Successful Selling (Unit no. 3 to 4): Bordon.

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**Course No. 640**

**Elective- III**

**FINANCIAL MANAGEMENT – III**  
**(Elements of Corporate Finance)**

**Objectives:**

- To understand basic concepts in corporate finance
- To know how firms organize the finance function in business

**Unit 1:** Financial Environment- A concept- finance and other disciplines- economics, accounting, corporation finance, business finance- finance function in business

**Unit 2:** Company Promotion - Meaning stages in company promotion- Economics functions of the promoter Rights and Duties of the promoter- Qualities of the promoter, corporate sector in India - Growth and Pattern

**Unit 3:** New Capital Issues- Registration- Government companies- non-Government companies - Companies with liabilities limited by Guarantee-foreign companies.

**Unit 4:** Capital Issues Control-Definition-Criteria of Examining Capital Issues Proposal, Terms and Conditions

**Unit 5:** Financial Planning - Steps in financial planning- Characteristics of financial planning estimating financial requirements-over capitalization-under capitalization-over trading and under trading.

**Unit 6:** Working capital concept of working capital-types of working capital, factors determining working capital adequacies of working capital-bank credit for working capital.

**Unit 7:** Ownership securities, classification of securities, Equity Shares- Preferred stocks- Corporate Stock - Water Stock - Par stock, on par stock-Rights of stock holders - Voting rights Proxies-Rights Shares- Procedure for the issue of Right shares- Bonds Classification of bonds - Debentures - Convertible Debentures and Loans.

**Books Recommended:**

1. Financial Management by I. M. Pandey
2. Financial Management Theory and Practice by Prasan Chandra.
3. Corporate Financial Management by Emery Dooglas.

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**Course No. 641**

**Elective- IV**

**FINANCIAL MANAGEMENT - IV**  
**(Fundamentals of International Finance)**

**Objectives:**

- To understand the basics of finance function and environment for international business
- To find out financial challenges faced by businesses in increasingly globalizing economies.

**Unit 1: Introduction**

Meaning and scope of international financial; Globalization and its impact; Emerging trends in global trade; challenges for international finance.

**Unit 2: Balance of Payments**

Definition; Significance; Components; Equilibrium, Disequilibrium and adjustment

**Unit 3: Exchange Rate Systems**

Meaning; Classification and Types; Currency convertibility; Competitiveness of Indian National Rupee (INR)

**Unit 4: Financing the International Trade**

Payment Methods; Letter of Credit; Bill of Exchange; Trade Finance - Sources and Modalities; Role of banks and other institutions in international finance

**Unit 5: Issues and Concept in International Finance**

FII and FDI; International equity - GDR and ADR; Concept of Euro; Role of international institutions in international finance; Formation of regional blocs and international finance

**Unit 6: Field Exercise in International Finance**

A research study on international finance functions performed by a firm engaged in international business; A project on emerging trends in international finance.

**Books Recommended:**

1. International financial Management - H. R. Machiraju.
2. International Financial Management - P. G. Apte.

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**Course No. 640**

**Elective- III**

**INTERNATIONAL BUSINESS MANAGEMENT – III**  
**(Basics of International Finance)**

**Objectives:**

- To understand the basics of finance function and environment for international business
- To find out financial challenges faced by businesses in increasingly globalizing economies

**Unit 1: Introduction**

Meaning and Scope of international finance; Globalization and its impact; Emerging trends in global trends in global trade; Challenges for international finance.

**Unit 2: Balance of Payments**

Definition; Significance; Components; Equilibrium, Disequilibrium, and adjustment

**Unit 3: Exchange Rate Systems**

Meaning; Classification and Types; Currency convertibility; Competitiveness of Indian National Rupee (INR)

**Unit 4: Financing the International Trade**

Payment Methods; Letter of Credit; Bill of Exchange; Trade Finance - Sources and Modalities; Role of banks and other institutions in international finance.

**Unit 5: Issues and Concept in International Finance**

FII and FDI; International equity - GDR and ADR; Concept of Euro; Role of international institutions in international finance; Formation of regional blocs and international finance

**Unit 6: Field Exercise in International Finance**

A research study on international finance functions performed by a firm engaged in international business; A project on emerging trends in international finance

**Books Recommended:**

- International financial Management - H. R. Machiraju
- International Financial Management - P. G. Apte

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**Course No. 641**

**Elective IV**

**INTERNATIONAL BUSINESS MANAGEMENT - IV**  
**(Fundamentals of International Economics)**

**Objective:**

- To understand economics of international business
- To enable analysis of problems of global economics and formulate strategies for the same

**Unit 1: Introduction to international Economics**

Introduction to international Economics - meaning and scope; Gains from International trade; Significance of international economics; International Trade theory; Classical theory; Modern theory; Heckscher Ohlin theory

**Unit 2: Exchange rate system**

Foreign exchange rate and markets; Convertibility of currencies; Fixed and floating exchange rates

**Unit 3: International Trade Policy**

Case for free trade; Restrictions on International trade; Tariff & Non - tariff barriers; Argument for & against protection; Trade policy for a developing nation; Formation of regional blocs and Discriminatory trade.

**Unit 4: Balance of Payments**

Meaning & structure of BoP; Equilibrium; Disequilibrium and adjustment in BoP; Statistical discrepancy

**Unit 5: International Macroeconomic Policy**

Macroeconomic Policy for an open economy; WTO & its impact

**Unit 6: Case study and Project Work**

**Books Recommended**

1. International Economics - Koutsiyannis
2. Economics by Samuelson

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**Course No. 640**

**Elective III**

**SYSTEMS - III**  
**(Operating Systems)**

**Objective:**

To orient the students towards a better understanding of various Operating Systems used for enhancing organizational effectiveness.

**Unit 1: Introduction**

Evaluation of Operating systems, Different views of Operating System concepts and structure

**Unit 2: Processes**

The Process concept, Systems programmer's view of processes, The Operating system view of processes, Operating system service for process management, scheduling Algorithms, The need for interprocess Synchronization, Mutual Exclusion, Semaphores, Deadlocks

**Unit 3: Memory Management**

Memory Management without swapping, Virtual memory, Page replacement algorithms, design issues of paging, segmentation.

**Unit 4: File Systems**

File systems directories, Types of files. File Organization techniques. File system implementation, security protection mechanisms.

**Unit 5: Input/ Output**

Principles of I/O hardware, I/O devices Device controllers, direct memory access, principles of I/O software goals, Interrupt handlers, device drivers, device independent I/O software.

**Books Recommended:**

1. Tenenbaum A. S. "Modem Operating System", PH India Ltd, 1995.
2. Milankovi'c "Operating System Concepts and Design", McGraw Hill 1990.
3. Dettel H. M. "An Introduction to Operating Systems" Addition Wesley Pub. Co. 1984.
4. Peterson J. L. Abraham Silbraschat "Operating System Concepts", Addition Wesley Pub. Co. 1984.

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**Course No. 641**

**Elective IV**

**SYSTEMS –III**  
**(Internet Programming)**

**Objectives:**

- To acquaint the students with the knowledge of HTML and it's usage in internet programming
- To provide an understanding of V. B. and other Browser objects.

**Unit 1: The www Arena**

WWW server, WWW browser, HTTP, SGML, CGI, Getting connection to the Internet and publishing your web site, Introduction to HTML - structure of HfML document Head and Body section elements, image map creating server side and client side image maps. Presenting information in tables. Dividing the window with frames, formatting your site with cascading style sheets, building interactively with forms, external files multimedia and animation looking to the future changes to HTML and the web.

**Unit 2: Dynamic HTML**

Introduction to dynamic HTML, the dynamic HTML object model, Dynamically changing text and styles. Java scripts style sheets, dynamically changing control and placement.

**Unit 3: Java Scripts Overview**

Java scripts object model, Strengths and weaknesses of java scripts, Building and extending objects in java scripts, 'Events in java scripts, event-handlers, Creating interactive forms. Introduction to cookies, using cookies in java scripts and storing users choices in cookies, Encoding cookies

**Unit 4: Browser object**

The object hierarchy, creating browser objects, working with window, document, history and location, Browser detection, java to java communication, Java scripts extension for layers. Security issues. Java scripts in your server working of server side language additions

**Unit 5: V.B. Scripts**

Identifiers, operators, controlling, web browser object model, window objects, pre-defined functions and event handling. XML: Introduction, Components of XML, Document type definition, cascaded style sheets

**Books Recommended:**

1. HTML 4.0 - No experience required - E. Stephen Mack and Janan Platt.
2. Teach yourself in web publishing with HTML 4 in 14 days - Lauea Lenary.
3. The Complete Reference HTML - Thomas A. Powell.
4. The HTML example book - Edward & Norman E. Smith.
5. Teach yourself dynamic HTML in a week - Bruce Campell and Rick Darnell.
6. Learn advance Java script programming- Ye Huds Shiran and Tomer Shiran.
7. Teach yourself java script in 24 hours - Michel Moncur.
8. The ABC's of java script - Lee Purcell and May Jane Mara.

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**Course No. 642****Project Work****Details:**

At the end of Semester V, a student shall be required to prepare a project in anyone of the functional areas of business i.e.

- Marketing Management.
- Human Resource Management
- Financial Management

The project report will be conducted in an organization under the guidance of a faculty member. The duration will be for 30 days. The report is to be prepared and submitted to the institute before commencement of study leave for semester VI.