

Compulsory Subjects for Fifth Semester:

BBA 501 Production and material management (compulsory)

BBA 502 Money and Banking Practices

BBA 503 Management Information Systems

BBA 504 Comprehensive Viva Voce

Elective 1

Elective 2

Compulsory Subjects for Sixth Semester:

BBA 601 Business Policies and Strategic Management

BBA 602 Marketing research

BBA 603 Project Work

BBA 604 Comprehensive Viva Voce

Elective 1

Elective 2

Electives for Semester V & VI:

Marketing: M-1 Marketing strategy

M-2 Consumer behavior

M-3 Advertising and sales promotion

M-4 Sales Management

M-5 Product management

Human Resource: HR-1 Human resource development

HR-2 Human resource Management

HR-3 Social psychology

HR-4 Organizational development

HR-5 Management of change

Finance:

F-1 Project Management

F-2 Financial control Systems

F-3 Management of working capital

F-4 Security analysis and portfolio management

F-5 Financial services

Fifth Semester

BBA 501

Production and material management (compulsory)

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Introduction, production planning and control, Production design and development, plant location, Plant layout, productivity, Production order and work study 15 lectures

Unit II

Routing, scheduling, CPM and PRET, economic studies for investment and replacement

15 lectures

Unit III

Materials management, Integrated Materials Management, Organization for material management 15 lectures

Unit IV

Material planning and budgeting, Material's Identification, Codification and Standardization

15 lectures

Unit V

Purchasing organization, principles, procedures and systems, purchasing and corporate planning ethics of purchasing

15 lectures

Reference Books: Production Management- Manoj Kr Sarkar

Materials management-A K Datta

Materials management-Chitale & Gupta

Production Management-R Pannerselvam

BBA 502

Money and Banking Practices

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Principles of banking: definition of bank, creation of money; present structure of commercial banking system in India , brief history, functions, working during 1947-1990 and thereafter .

15 lectures

Unit II

Management of deposits and advances , deposit mobilization, classification and nature of deposits accounts ,advances, lending practice, types of advances, principles of sound lending, preparation and reports, credit plans, limit of credit, security.

15 lectures

Unit III

Investment management; nature of bank investment, liquidity and profitability, preparation of cheques, bills, endorsement, government security, documents and title to goods railway receipt, bills of lading, book debts, securities-government and commercial .

15 lectures

Unit IV

Banking regulation act 1949, history, social control, banking regulation act applicable to banking companies and public sector, banking regulation act applicable to cooperative banks.

15 lectures

Unit V

Reserve bank of India, objective organization, functions and working, money policy, credit control measure and their effectiveness .

15 lectures

Reference Books: RBI manuals, IGNOU Booklets, ICFAI workbooks
Money and Banking: M L Seth
Money and Banking: Jhinghan
Money and Banking: Suraj B Gupta
Financial management and market: Bhole
Modern Banking- D Muraleedharan

BBA 503

Management Information Systems

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Introduction concept, evaluation and meaning of MIS; Goals of MIS, information System for competitive advantage, systems applicable to problem solving, challenge in developing of MIS, MIS functions in an Organization. 15 lectures

Unit II

Information and managerial effectiveness, information as corporate resource, pervasiveness of information, types of information, operation tactical and strategic, levels of management and information needs of management, process of generation of information, quality of information. 15 lectures

Unit III

Information systems for finance, marketing, manufacturing, research and development and human resource. 15 lectures

Unit IV

System development life cycle: sequential process of software development, computer aided Software engineering (CASE), Tools and the modular approach to software development, information system audit. 15 lectures

Unit V

Information evaluation and maintenance of systems, methods and steps in implementation of systems, approaches and process of evaluating MIS, threats to information system, vulnerability, risk and control measures. 15 lectures

Reference Books:

Management Information System—Gordon B Davis
System Analysis and design Methods—Bentley & Barlow
Management information System –S A Kelkar
Management information System- Jerome Kanter

Sixth Semester
BBA 601
Business Policies and Strategic Management

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Introduction to business policy & strategic management; concept, evolution of business policy as a discipline, the nature of business policy, objective of business policy, an overview of strategic management, nature of strategic decision making, -approaches to strategic management, strategist and their role in strategic management 15 lectures

Unit II

Mission and purpose of business-Definition. Objectives and goals Environmental appraisal: concepts of environment, components of environmental scanning, appraising the environment. 15 lectures

Unit III

Organizational appraisal, dynamics of internal environment, organizational capability factors, consideration in organization appraisal methods and techniques used, structuring organizational appraisal. 15 lectures

Unit IV

Strategic choice and process, corporate portfolio analysis, industry corporate and SWOT analysis, subjective factors in strategic choice, contingencies strategies, interrelationship between formulation and implementation. 15 lectures

Unit V

Behavioral implementation, leadership implementation, corporate culture, corporate politics and use of power, personal values and business ethics, social responsibility and strategic management. 15 lectures

Reference Books: Strategic Management- Pearce and Robinson
Strategic Management-David

BBA 602
Marketing research

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Conceptual framework, historical development, nature scope, importance, limitation, organization of marketing research, marketing research agencies, problem, discovery and formulation, marketing research process, scientific methods, distinction between scientific and non scientific methods

15 lectures

Unit II

Explanatory and descriptive research, special techniques of marketing research & use of marketing experimentation and marketing research, experimentation vs. Other methods of collecting primary data types of experimental designs, other designs

15 lectures

Unit III

Secondarily and primary data collection methods, questioners, survey methods & its administration, questionnaire designs, attitude measurement and scaling techniques, observation methods, sampling concepts, types of experimental designs, other designs

15 lectures

Unit IV

Data analysis and interpretation, use of statistical techniques to verify the validity of questionnaire

15 lectures

Unit V

Presentation of research reports, product research, advertising research, motivation research, sales control, research ethics in marketing research, future in marketing research

15 lectures

Reference Books: Market research: Boyd

Market research: Green and Tull

ELECTIVE – MARKETING

M-1

Marketing strategy

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Introduction to marketing strategy, strategic marketing process, product strategy, product life cycle strategy, product mix strategy, concepts and cases

15 lectures

Unit II

Pricing strategy, pricing modification strategy concepts and cases

15 lectures

Unit III

Placement strategy, channel design and management strategy, concepts and cases

15 lectures

Unit IV

Promotion strategy: advertising strategy, sales promotion, personal selling strategy, publicity strategy

15 lectures

Unit V

Rural and industrial marketing strategy: concepts, issues and cases

15 lectures

Reference Books: Marketing Strategy—John Mill

Marketing Research –Measurement & Method-Tull & Hawkins

Research for Marketing Decisions-Green, Tull & Albaum

M-2
Consumer behavior

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Consumer behavior studies, scopes and their application, Consumer's need and motives

15 lectures

Unit II

Consumer as a perceiver and learner, mechanics of learning, influence of personality and attitude in buying behavior, process of attitude formation and functioning models

15 lectures

Unit III

Group Dynamics & consumer buying behavior, group dynamics as a role model of purchasing decision process, reference group system

15 lectures

Unit IV

Personal influence and opinion leadership process, dynamics of opinion leadership, personality traits of innovator

15 lectures

Unit V

Social classes and their influence on consumer behavior, Model of consumer decision, social economic and cultural aspects of Indian consumer market; model of industrial buying behavior, pattern of industrial buying behavior in India

15 lectures

Reference Books: Consumer Behavior—Schiffman and Knauk

M-3

Advertising and sales promotion

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Advertising as a marketing communication process. Use of advertising for stimulating primary and selective demand

15 lectures

Unit II

Campaign planning, building advertisement copy, elements of advertisements, layout administration

15 lectures

Unit III

Media planning: media characteristics, media selection and media scheduling

15 lectures

Unit IV

Advertising agency: organization, compensational control

15 lectures

Unit V

Regulation and control of advertising, rules governing unethical and improper advertising

15 lectures

Reference Books:

Advertising Management: Aaker, Batra & Meyer

Advertising Management: Manindra Mohan

M-4
Sales Management

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Concept of sales management, objectives, scope, significance & sales control, personal selling- objectives and strategies 15 lectures

Unit II

Planning for sales management- Sales organization- purpose, types, setting up of sales organization, sales forecasting and budgeting, development of sales strategy. 15 lectures

Unit III

Sales force management: selection, training, compensation and motivation 15 lectures

Unit IV

Operational sales management, sales quota, objectives, types; sales territories concept, reason for establishing territories and procedures of setting up 15 lectures

Unit V

Sales control and cost analysis, sales audit, sales analysis, marketing cost analysis 15 lectures

Reference Books:

Sales management—Still, Cundiff & Giovanni

M-5

Product management

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Key concepts in product management, organization for product management

15 lectures

Unit II

New product development & test Marketing- concepts and cases

15 lectures

Unit III

Product lifecycle and Marketing strategies- concepts and cases

15 lectures

Unit IV

Product positioning and market segmentation-- concepts and cases

15 lectures

Unit V

Product policy decision- concepts and cases

15 lectures

Reference Books:

Product Management—Ramanuj Mazumdar

ELECTIVE – HUMAN RESOURCE

HR-1

Human resource development

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Rationale for training in organizations, determining training needs

15 lectures

Unit II

Methods of training: on the job and off the job training methods, evaluation of training methods

15 lectures

Unit III:

Planning for training and development, organizing the training department

15 lectures

Unit IV

Staffing and training department, controlling training

15 lectures

Unit V

HR development climate in Indian organizations, HR development Practices in Indian industries-trends

15 lectures

Reference Books:

Personnel Management—C. B. Mamoria

Personnel Management—R.S. Davar

HR-2
Human resource Management

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

The concepts and perspectives of human resource management, structure and role of human resource management, Human resource planning

15 lectures

Unit II

Job analysis and job description, recruitment and selection process

15 lectures

Unit III

Socializing the new employee, employee training and development, performance evaluation and potential appraisal

15 lectures

Unit IV

Job evaluation, compensation and reward system

15 lectures

Unit V

Industrial dispute management, trade unions and participative management, Human resource information system

15 lectures

Reference Books: Human Resource management—Udai Parikh

HR-3
Social psychology

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Introduction to social psychology: Emergence of social psychology, Definition, Social Psychology as a science, scope of social psychology, evaluation of the experiment method, use of deception in social psychology research. Relation between social psychology and sociology, theory in social psychology and confirmation

15 lectures

Unit II

Social Perception and impression formation: nature and significance of social perception, evaluation effects on social perception, theories of attribution, modification of Kelley's theory of casual attribution: relationship between Appearance and Impression formation-Intrinsic motivation and self perception (over justification effect)

15 lectures

Unit III

Attitude: Dimensions of Attitudes, Persuasive Communication, the effects of distraction of attention, methods of persuasion (a) Sleeper Effect (b) Attitude functions and Persuasion (c) Effects of mood on persuasion (d) Individual Differences and persuasion, Dissonance and Attitude change, Prejudice and Discrimination-subtle forms of discrimination, influence of prejudice on social perception, Personality Structure as a source of prejudice.

15 lectures

Unit IV

Social Learning: Social Learning- Influence of others' evaluations on the formation of self concept, influence of cultural expectations and values on social learning, factors involved in social learning through the process of imitation (a) Choice of models and significance of reference groups in social learning (b) Perpetual factors in social learning (c) Reward difference in models.

15 lectures

Unit V

Environment and human behavior: Functions of personal space, factors affecting personal space, factors affecting personal space, types of territories, functions of territories, noise- its negative effect on health and behavior, Air pollution: negative effects of air pollution on health, influence of temperature on behavior, environmental perception, Feeling and perception, effects on human behavior, effects on interpersonal behavior 15 lectures

Reference Books:

Social Psychology-Dr. G. Das

HR-4
Organizational development

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Introduction, Definition and History of Organizational Development Nature of Organizational Development Problem and contingencies, Assumptions of Organizational Development Goal setting for Organizational Development. 15 lectures

Unit II

Organizational Development process, Action research and Organizational Development Action research as an approach. 15 lectures

Unit III

Organizational Development intervention, Definition, nature of Organizational Development intervention, Classification of Organizational development intervention, Organizational Development in an NGO 15 lectures

Unit IV

Team intervention, team building intervention, RAT (Role Analysis Technique), Continuous development- introduction, definition, evaluation and key concepts. 15 lectures

Unit V

Structural Intervention and Organizational Development suggestion criteria for congruency/ in congruency within Organizational Development, Training Philosophies, MBO and appraisal, Physical setting and Organizational Development, Organizational as a learning environment. 15 lectures

Reference Books:

Organizational Development-French & Bell

HR-5
Management of change

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

The process of organizational change, culture and change, managing resistance to change, effective implementation of change 15 lectures

Unit II

Organizational Diagnosis: Issues and Concepts- an Overview, diagnostic methodology: salient feature, Diagnostic methods: Quantitative and Qualitative 15 lectures

Unit III

Intervention in organizational change, evaluation of organizational change programs 15 lectures

Unit IV:

Models of Organizational change some models of organizational change; why change may fail-cases, organizational change process consultation, work redesign model 15 lectures

Unit V

Consulting: Approaches and skills- management as agent of change, internal change agent, external change, agent styles 15 lectures

Reference Books:

Organizational Change- Robbins

ELECTIVES- FINANCE

F-1

Project Management

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Planning: overview, resource allocation framework, generation and screening of project ideas (generation of ideas, scouting for project ideas, preliminary screening, project rating index, porter model for profit potential of industries), Project identification for an existing company

15 lectures

Unit II

Analysis: market and demand analysis (situational analysis and specification objectives, collection of secondary information, conduct of market survey, characterization of market, demand forecasting, market planning) technical feasibility, financial analysis (cost of project, means of finance, assessing the tax burden and financial projections)

15 lectures

Unit III

Selection: basic concepts and criteria: project cash flows (basic principles for measuring project cash flows), cost of capital (basic concepts- premises and rationale, cost of debt preference capital and equity, weighted average cost of capital) Appraisal criteria: NPV, benefit cost ratio, IRR, payback period

15 lectures

Unit IV

Implementation- Project management- planning and control, human aspects of project management, network techniques- PERT models, CPM model, network cost system

15 lectures

Unit V

Review: project review and administrative aspects, performance evaluation, abandonment analysis, administrative aspect of capital budgeting, evaluating the capital budgeting system of an organization

15 lectures

Reference Books:

Project appraisal, planning and control- Prasanna & Chandra

F-2

Financial control Systems

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Budgeting control, objectives of budgeting, classification budgets, flexible budgets, performance budgeting, zero based budgeting 15 lectures

Unit II

Standard costing and variance analysis, components of standard costing, material labor and overheads standard 15 lectures

Unit III

Financial goal setting: concepts and techniques, profit and investment centers, breakeven analysis and responsibility centers 15 lectures

Unit IV

Cost audit and procedures, characteristics, scope and functions of cost audit, benefits and limitations, cost audit program and procedure, cost audit rules and reports 15 lectures

Unit V

Management audit, Finance audit& cost audit- a competitive study, government and tax audit and the income tax act. 15 lectures

Reference Books: Management control system—Lal
Cost Accounting—M.L. Agarwal

F-3

Management of working capital

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Principles of working capital—concepts of working capital, need for working capital, issues in working capital management estimating working capital needs, financing current assets, concept of operating cycles 15 lectures

Unit II

Working capital finance- concept trade credit, accrued expenses and differed income, bank finance for working capital, regulation of bank finance, commercial paper, chore committee(summary of recommendation), Marathe committee(summary of observation and recommendations) 15 lectures

Unit III

Accounts receivable and payable management, objectives credit policy: nature and goals, optimum credit policy- cost benefit analysis, credit policy variables, credit evaluation of individual accounts, monitoring receivables, factoring concepts, introduction and importance of payable management, effective management of payables 15 lectures

Unit IV:

inventory management: objectives, nature of inventories, inventory management techniques, analysis of investment in inventory, selective inventory control: ABC analysis, inventory management process 15 lectures

Unit V

Cash management: objectives, facets of cash management, motives for holding cash, cash planning, managing cash collections and disbursements, investing surplus cash in marketable securities 15 lectures

Reference Books:

Financial management- I.M. Pandey

Financial management-Prasanna Chandra

F-4

Security analysis and portfolio management

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Investments, Nature & scope of Investment Analysis, Elements of Investment, Avenues of investment, approaches to investment analysis, concept of return and risk, security return & risk analysis, measurement of return & risk. 15 lectures

Unit II

Security Market in India: Primary Market & Secondary Market, Function of Stock exchanges in India, SEBI- its functions & operations, Depositories Act 1996 15 lectures

Unit III

Types of Investment & risk: security & derivatives, Deposits, LIC policies, UTI, non financial investment- real estate, gold & other types, tax saving schemes in India; risk- interest rate risk, market risk & inflation risk

15 lectures

Unit IV

Analysis for investment: fundamental Analysis- Economy Analysis, Industry Analysis, Company Analysis, Efficient Market Hypothesis- Weak, Semi strong & strong market & its testing techniques

15 lectures

Unit V

portfolio construction: traditional portfolio & modern portfolio, Markowitz model, selection of optimum portfolio, management Portfolio & portfolio revision

15 lectures

Reference Books:

Security Analysis & portfolio management- Jordan & Fischer

Investments- Sharpe & Alexander

F-5

Financial services

Maximum Marks: 40

Pass marks: 16

Duration: 3 Hours

Unit I

Merchant banking- functions and roles of merchant bankers, categories of merchant bankers, SEBI regulations pertaining to merchant banking- pricing and regulatory aspects of public issues, right issues and private placements 15 lectures

Unit II

Leasing- introduction, concept and classification, finance and operating lease, advantages of leasing, disadvantages of leasing, leasing in Indian context, legal aspects of leasing, lease accounting and reporting, financial evaluation of lease 15 lectures

Unit III

Hire purchase and consumer credit: concept and characteristics, Mathematics of hire purchase, tax aspects of hire purchase, features of consumer credit transaction, legal frame work, consumer credit act 1974. 15 lectures

Unit IV

Mergers and acquisitions, types of combinations, motives and benefits of mergers, analysis of mergers and acquisitions, significance of P/E ration and ESP analysis, leveraged buyout, regulation of mergers and takeovers in India, Accounting For mergers and acquisitions 15 lectures

Unit V

Other services- venture capital, securitization, insurance, credit card, and housing finance, bill financing (concepts and overview) 15 lectures

Reference Books:

Financial Services- Sriram