

Proposed Course Structure for Bachelor of Business Administration (B.B.A.) Regular Course

Ist Semester

Papers:

1. Business Mathematics
2. Communicative English
3. Business Accounting
4. Business Economics
5. Business & Industrial Organisation

IInd. Semester

1. Principles of Management
2. Organisation Behaviour
3. Business Communication
4. Business Statistics
5. Fundamentals of Computers

IIIrd. Semester

1. Materials & Production Management
2. Human Resource Management
3. Marketing Management
4. Fincial Management
5. Legal Aspects of Business

IVth. Semester

1. Computer Applications in Management
2. Research Methodology
3. Management & Control of Costs
4. Entrepreneurship
5. Business Environment

Vth. Semester

1. Corporate Taxation
2. Business Values & Ethics
3. Fundamentals of Operation Research
4. Management Control Techniques
5. Management Information System

Vlth. Semester

Candidates will be required to opt any one group comprising two papers of the following:-

Group – A: Marketing Management

Paper: I Advertising & Sales Management
Paper: II Consumer Behaviour

Group – B Human Resource Management

Paper: I Human Resource Development
Paper: II Industrial Relations

Group – C Financial Management

Paper: I Securities & Securities Market
Paper: II International Finance

Group – D Information Resource Management

Paper: I E – Commerce
Paper: II Database Management

Group – E Managing Rural Change

Paper: I NGO Management
Paper: II Management in Rural Development

Group – F International Trade Management

Paper: I International Business
Paper: II Export Procedures & Documentation

Group – G Management of Services

Paper: I Hospitality Management
Paper: II Insurance Management

Paper: III Project Report 50 marks
Viva-voce 50 marks
(based on Project Report)

Semester - I

Paper: I; Business Mathematics

- * Algebra: Theory of Indices, Quadratic Equations and Expressions, Progressions – Arithmetic and Geometric, Surds, Simple Permutations and combinations. Partial Fractions, Application to economic and business problems.
- Differential Calculus : Definition of limit & Continuity, Differentiation and Partial Differentiation with application to economic and business problems (only algebraic functions).
 - Integral Calculus : Integration of Standard forms, integration by Parts, integration by Substitution. Integration of Rational Numbers, Application to economic and business problems (only algebraic functions).
 - Elements of Matrix Algebra : Elementary Operations, Inverse of a Matrix.
 - Set Theory : Types of Sets, Venn Diagrams, Application of Set Theory to business problems. Stress should be given on development of ideas, concepts and their applications to the Management area rather than solving difficult problems. Proofs of theorems and derivation of formula is not required.

Text books / Reference Books :

1. Saha, S. : Business Mathematics
2. Kapur & Sancheti : Business mathematics
3. Zameeruddin & Others : Business mathematics
4. Basu, K.P. : Algebra Part I & Part II
5. Sundaresan, V. & Jayaselan, S.K. : An introduction to Business mathematics
6. Jena, R.K. & Others : Fundamentals of Business mathematics
7. Rao, V. Venkateswara & Others : Intermediate Mathematics
8. Sancheti, D.C. & Kapoor, V.K. : Business mathematics
9. Bose, D. : Introduction to mathematical Economics
10. Nag, N.K. : Business mathematics.

Paper:II Communicative English

Group Discussion

Extempore Speeches

Mock Interviews

Debates

Quizzes

Paper presentation

Guest Lectures and Experimental exercises by Communication experts

Role playing.

Paper:III BUSINESS ACCOUNTING

1. Accounting: Basics of Accounting, Accounting Machines - Double Entry System, Classification, Rules for Debit & Credit, Concepts & Conventions, Indian Accounting Standards
2. Journal, Ledger and Trial Balance:
Journal: Meaning of Journal, Advantages, Subdivision of Journal
Ledger: Meaning, Subdivision, Mechanics of posting, balancing Ledger Accounts
3. Trial Balance:
Objectives, Defects of trial balance, errors disclosed by trial balance, preparation & locating errors.
Cash Book and Subsidiary books of Accounting : Kinds of cashbook, Purchase day book, Sales day book, Bills receivable book, Bills payable book.
4. Finance Accounts: trading account, Profit & Loss Account, Adjustments, Balance sheet, Form of balance sheet, Assets & their classification, liabilities and their classification, uses & limitations.
5. Capital & Revenue Expenditure & receipts: Rules for determining capital expenditure & revenue expenditure, deferred revenue expenditure, capital & revenue receipts, Capital & Revenue Profits, Capital & Revenue Loss.
6. Accounting for Non-Profit Organisation: Accounting Procedures, Receipts and Payment Accounts, Distinction between receipts and payment Accounts, Income and expenditure Account problems.
7. Bill of Exchange: Parties to a Bill of Exchange, Types, Promissory Notes, Distinction between promissory notes & bill of exchange, Dishonour of bills, Effects of insolvency of drawee, renewal of bills.
8. Consignment Accounts: Economics of consignment, Distinction between sale & Consignment, Accounts Sales, Cost Price method, Invoice Price Method, Invoice Price Memorandum Column Method.

Books:

1. Advance accountancy - J.R. Batliboi
2. Advance Accounting - Dr. S.M. Shukla
3. Modern Accountancy - A. Mukherjee & M. Hanif
4. New Perspectives in Management Accounting - S.K. Chakraborty
5. Financial Accounting Principles - Robert N. Anthony.

Paper:IV BUSINESS ECONOMICS

Concept: Meaning, nature, scope & significance of Business Economics.

Utility Approach: Law of diminishing marginal utility, Law of utility

Demand Analysis and Forecasting: Demand Schedule & Demand curve, Significance of Demand Forecasting and techniques.

Production Function: Concept, break even analysis, law of variable proportion.

Cost & Revenue : Concept, Short run & long run cost curves, concept of total, marginal and average revenues, relationships between average revenue, marginal revenues and Elasticity of Demand.

Pricing: Objectives of the firm - profit maximization / sales revenue maximization / survival, pricing under different market structures - perfect competition, Monopoly, discriminating, Product - Line pricing, joint product pricing.

Profit Management: Concept of profit management, profit planning & control.

Books:

1. Managerial Economics - Varshney & Maheshwari
2. Managerial Economics - J.G.Verma
3. Economic Analysis for Management Decisions - T.W.Elliot
4. Business Economics - V.G.Mankar
5. Managerial Economics - N.F.Dufty

Paper:V **Business And Industrial Organisation**

1. Nature and Scope of Business. Business, Trade and Commerce. Objectives of a Business. Problems before establishing a New business. Social Responsibility of Business.
2. Forms of Business Organisation – Sole Trader, Partner-ship and joint company their characteristic features. Cooperatives. Suitability of a form of Organisation.
3. Public Enterprises and their Rationale. Public Enterprises in India and their main contributions. Causes of low productivity and efficiency in Public Enterprises.
4. Home Trade Transactions. Different Forms and Documents used in Home Trade.
5. Functions and Organisation of Wholesale and retail Trade. Departmental Stores and Multiple Shops. Super market. Merchantile Agents and their functions.
6. Banking and Insurance Sectors and their fuctions.
7. Introduction to Business Combinations and their different forms.

Text Books / Reference Books ;

1. Arunahalam,P. : Business Organisation and management
2. Tanna & Tanna : A Text-book of Business Organisation
3. Sharma & Gupta : Business Organisation and management
4. Sherlekar & Janardanan : Essentials of Business Organisation and Management.
5. Shukla,Madhukar : Understanding Organisations.

Semester: II

Paper: I

PRINCIPLES OF MANAGEMENT

Concept: Nature, Functions of Managers, Management: Arts Vs Science, Evolution of Management Thoughts.

Planning: Nature, Purpose, Importance of Planning, Types of Planning, Steps in Planning, Planning Barriers & Planning Hierarchy.

Organising: Nature & Purpose, Basic Departmentation, Classification of Organisation Structure, Organisation Process and Importance.

Staffing: Definition, Steps involved in staffing Process, Human Resource Planning, Recruitment & Selection, Placement, Training & Development, Performance Appraisal.

Directing: Concept of Motivation, Need for Motivation and Motivation Chain - Maslow, Herzberg, and the Sources of Motivation.

Controlling: Nature & Purpose of Control, Types of control, Steps involved in Control Process.

Books:

1. Principles & Practices of Management by L.M. Prasad.
2. Essentials of Management by Harold Kooutz & Oddenell.
3. Organisation and Management - R.D.Agrawal.

Paper: II ORGANISATIONAL BEHAVIOUR

Meaning and importance of the study of Organisational Behaviour

- Behaviours and its causation : Introduction to personality, perception, learning and attitude.
- Motivation - definition and importance of psychological process of motivation
- Leadership and group dynamics: formal and informal groups, role concept
- Improving interpersonal effectiveness, Interpersonnel communication
- Conflict Management and team building
- Concepts of organisational culture and organisational development
- Moral, job satisfaction.

Books-

1. Organisational Behaviour - Fred Luthens
2. Management of Organisation Behaviour - Hershey & Blanchard
3. Human Behaviour at work - Keith Davis

Paper: III Business Communication

1. Meaning and process of Communication and barriers to communication.
2. Verbal Communication and non-verbal communication.
3. Business Communication and its importance in Business Organisation.
4. Principles of Letter Writing. Business Letters : Quotations, Orders, tenders, Sales Letters, Claim and Adjustment Letters, Credit and Collection Letters. Social Correspondence : Letters of Congratulation, Invitations, Introduction, Recommendation, Condolence, Conveying Acceptance and regrets etc.
5. Drafting of notices, Agenda and minutes of Company Meeting.
6. Office procedure : Receipt and Dispatch of mail, Filing and Indexing Systems, Classification of mail.
7. Electronic Communication System and Introduction to telegram, cablegram, telephone, telex, teleprinter, PBX, Fax, E-Mail, Internet.

Reference:

1. Business Communication – U.S.rai and S.M.rai
2. Communication – C.S.Rayudu
3. Communication Today – Reuben Ray
4. Essentials of Business Communication _ Reddy, Apparnaiah, Rao
5. Essentials of Business communication – R.Pal & J.S.Korlahalli
6. Business Communication – Theory and Application.

Paper:IV **Business Statistics**

Introduction: Definition of statistics, function & scope of statistics, Collection and Presentation of Data classification, frequency distribution, diagrammatic and Graphic presentation of data.

Measures of Central Tendency: Range, inter quartile range, Quartile deviation, Mean deviation, Standard Deviation

Correlation Analysis: Correlation, Coefficient, Measurement Karl Pearson's Method, Spearman's rank correlation, Significance and limitation.

Regression Analysis: Equation of regression lines and Regression coefficients.

Index Numbers: Types of index number and methods of their construction, Base Shifting, Splicing and deflating.

Business Forecasting Through Time Series Analysis: Time series and its components, Measurement of trend.

Basic Concepts of Probability: Dependant and independant events, Addition and Multiplication rule of probability.

Books:

1. Business Statistics - Gupta & Gupta (Sultan Chand & Sons)
2. Statistics for Management (PHI) - R.I.Levin & D.S.Rubin
3. Statistical Analysis of managerial decisions (McGraw Hill)- E.B.Cox and J.C.Boot
4. Business Mathematics: Zamearuddin et. al. (Vani Educational Books Vikash)

Paper:V **Fundamentals of Computer**

Introduction to Computers

Fundamentals of Computers, Types of Computers, Components of Computers, Hardware and Software. Generation of Com[puters. Input/Devices-Keyboard, Light Pen, Mouse, Output-printer.

Concept of operating system, Concept of drive, directory and files – their naming convention, listing the contents of a drive/directory.

Disk operating system.

Boot record, formatting the Diskette, Internal and External commands, Protecting Files and undeleting files.

Introduction to Windows – NT. Concept of GUI, starting Windows and existing Windows, Starting and Application, Running & Managing Multiple Applications, using the Explorer : Creating, deleting Folders, Moving Copying and Deleting Program Files. Tally – concept and applications.

References :

1. Fundamentals of Computer – V.raja Raman
2. Computer Fundamentals – P.K.Sinha
3. Wordstar Professional 7.0 – R.K.Taxali.
Illustrated MS-DOS 6.22 – Russel and Stultz

Semester:III

Material MATERIALS AND PRODUCTION MANAGEMENT

Materials Management

Nature, scope and Importance of Materials management in the Business World.

Concept of integrated approach of materials management and its advantages and

functions.

Basic ideas of purchasing and purchasing functions.

Basic principles of inventory control. Concepts of EOQ and ROP.

ABC analysis. Its importance.

Production management

Design of Production Systems. Production process Design.

Deciding location and layout of production facilities for plants. Types of layout.

Forecasting, production planning, scheduling and control.

Maintenance of plants and production facilities. Types of maintenance.

Material handling equipments. Its uses and importance.

Paper:II

HUMAN RESOURCE MANAGEMENT

Introduction to Human Resource Management

Definition and need of Human Resource Planning, The process of recruitment, selection and transfers

Need and importance of Human Resource Development, Introduction to training and development programmes, The meaning of performance appraisal.

Compensation of Human Resource

Structure and purpose of wage and salary administration, Introduction to time rate and piece rate systems, Their merits and demerits, The meaning of fringe benefits .

Human Relations

Importance of human relations in Human Resource Management. The philosophy and objective of human relations, Understanding human behaviour.

Labour-Management Relations.

Importance of good labour management relations. Types and causes of disputes. Prevention of disputes. The role and objective of trade union. The concept and objectives of participative management and collective bargaining.

References

Personnel Management – C.B. Mamoria

Personnel Management and Industrial Relations -- Bhogoliwal

Personnel Management & Industrial Relations -- Yoder Dale

Human Resource Management – Jan Beardwell and Len Holden.

Paper:III **MARKETING MANAGEMENT**

Nature & Scope of marketing: The core concepts of marketing, marketing concept and selling concept

The marketing environment: Introduction to the elements of the Macro and Micro Environment

Market Segmentation & Targeting: Concept of market segments, Need for segmentation, concept of target market.

Consumer buying behaviour: The buying decision process and buying roles

Product Management: Product Forms, Concept of Product Line & Product Mix and Concept of Brand

Pricing Decisions: an overview of the pricing process.

Channel Management: Need for intermediaries, types of intermediaries, channel design decisions

Marketing communication: Concept of promotion mix, Introduction to the elements of the promotion mix

Books:

1. Principles of Marketing - Philip Kotler
2. Principles of Management - Ramaswamy and Namakumari
3. Marketing Management - Rajan Saxena.

Paper:IV FINANCIAL MANAGEMENT

Nature of Financial Management: Scope of finance functions, finance functions and job of finance manager, organisation of finance functions.

Understanding of financial statements: Concept of profit & loss account and balance sheet - significance of their preparation.

Statement of changes of financial position : definition of funds, fund flow statement, cash flow statement

Financial Analysis: Users of financial analysis, nature of ratio analysis, classification of ratios.

Basic concept of investment decisions

Concept of working capital management

Basic concept of financial decision : Capital, capitalisation, and capital structure, Introduction to dividend policy

Books:

1. Financial Management & Policy - Van Horne
2. Theory of Financial Management - Solomon Ezra
3. Financial Management - Pandey I.M.
4. Financial Management - Chandra Prasanna.

Paper:V **Legal Aspects of Business**

1. Indian Contract Act, 1872. Formation of a Contract Essentials of a valid contract. Void and Voidable Contracts. Capacity of the Parties of Contract. Position of the Minor to Contract. Free Consent. Lawful object and consideration. Breach of a Contract.
2. Indian Partnership Act, 1932. Nature of Partnership, Rights, Duties and Liabilities of Partners, Minor Partner.
3. Sale of Goods Act, 1930. Sale and Agreement to sell. Conditions and warranties. Rights of an Unpaid Seller.
4. Companies Act, 1956. Provision relating to formation of Companies. Memorandum and Articles of Association. Equity and preference shares, Debentures, Private Companies and their Privileges, Appointment, Power, Duties and Liabilities of Directors, Company Auditor, his rights, duties and liabilities.
5. Negotiable Instruments Act, 1949. Salient Features and Legal Presumptions of Negotiable Instruments, Bills, Notes and Cheques, Negotiation and Presentation, Parties to Negotiable Instrument and their discharge from Obligations, Bankers and Customers.

Semester: IV

Paper: I **Computer Applications in Management**

01. MS Word: Opening, Creating, Saving a Document. Editing, Finding and Replacing text. Using the Interface (Toolbars and Menus). Spell check feature, Autocorrect feature and Grammar facility. Formatting text, Formatting a Document and Autoformat feature. Adding Borders, Headers and Footers.
02. MS Excel :
Concept of a Workbook, Creating Opening and saving a Workbook and organization of Worksheets in Workbook. Data entry in Cell, Selecting Copying/Moving Data in a Worksheet or to different Worksheet. Using the interface (Toolbars and menus). Formatting & Calculations. Creating embedded charts using chart wizard.
03. Power point :
Business presentations and their advantages. Creating a presentation. Enhancing a presentation : Adding graphics and other objects; setting transition.
04. FOXPRO Programming :
Concept of Programming and FOXPRO 9 command file, Creating & Editing a command file, Running a command file, Creating report and Label.
05. Introduction to Network and Internet :
Concept of Network and their types, Need and Advantages of Networking, Sending E-mail, Receiving E-mail, Web Surfing.

The total marks of 80 will be divided into two parts as :-

- i) Theoretical Exam - 40 marks
- ii) Practical - 40 marks

Practical exam will be conducted by two Examiners – one internal and the other external. External Examiners will be appointed from outside the University.

Paper:II RESEARCH METHODOLOGY

Meaning Importance of research in Management

Defining the research problem and research objectives.

The basic research process – an overview.

Exploratory & conclusive research.

Sources of Data:Primary & Secondary.

Sampling Techniques- use of probability & non-probabilistic samples.

Methods of data collection-survey Vs observation method.

Process of editing and tabulation of data.

Significance of cross tabulation.

Report writing- report format, characteristics of a good report.

Book

Research Methodology Methods & Techniques-C.R.Kothari.

Paper:III **MANAGEMENT AND CONTROL OF COST**

Cost Accounting - Introduction, Cost concepts and cost object, cost, classification, cost organisation and its relation with other departments.

Cost Accounting Records – Elements of Cost and Cost determination, Cost ledgers, reconciliation of cost and financial accounts and integrated accounts.

Methods of costing -

Specific Order Costing- job, batch and contract, determination of cost accounting in job, batch and batch features of contract cost, certification of work done, profit on completed contract.

Process costing - treatment of normal and abnormal losses and gains, valuation of work in progress, accounting for joint products, by products, waste, scrap, spoilage and defectives.

Techniques of Costing-

a) Marginal Costing - basic concepts, marginal costing and absorption costing, cost volume profit analysis, break even analysis, limitations of break even analysis and its application for management decision making.

b) Budgetary Control- basic concepts, functional budgets, master budgets, flexible budgets.

c) Standard Costing - concepts and uses, setting of standard cost, computation of variances relating to material and labour.

Books -

1. Principles and Practices of Cost Accounting - N.K.Prasad
2. Cost Accounting - Nigamanand Sharma
3. Cost Accounting - M.L.Agrawal
4. Cost Accounting - S.M.Shukla
5. Legal Lekhankan - R.K.Gupta.