COURSE STRUCTURE

YEARLY SCHEME OF EXAMINATION – BBA COURSE I YEAR

PAPER CODE	PAPER TITLE	EXAMINATION DURATION	MARKS	
			MAX.	MIN.
BBA 101	Fundamentals of Accounting	3 Hrs	100	35
BBA 102	Business Ethics & Environment	3 Hrs	100	35
BBA 103	Principles of Management	3 Hrs	100	35
BBA 104	Legal Framework	3 Hrs	100	35
BBA 105	Business Economics	3 Hrs	100	35
BBA 106	Event Management	3 Hrs	100	35
BBA 107	Communication & Computer Application	3 Hrs	100	35

COURSE STRUCTURE

YEARLY SCHEME OF EXAMINATION – BBA COURSE II YEAR

PAPER CODE	PAPER TITLE	EXAMINATION DURATION	MARKS	
			MAX.	MIN.
BBA 201	Cost and Management Accounting	3 Hrs	100	35
BBA 202	Economic Environment	3 Hrs	100	35
BBA 203	Marketing Management	3 Hrs	100	35
BBA 204	Human Resources Management	3 Hrs	100	35
BBA 205	Company Law	3 Hrs	100	35
BBA 206	Development	3 Hrs	100	35
BBA 207	Operation Management	3 Hrs	100	35

COURSE STRUCTURE

YEARLY SCHEME OF EXAMINATION – BBA COURSE III YEAR

PAPER CODE	PAPER TITLE	EXAMINATION DURATION	MARKS	
			MAX.	MIN.
BBA 301	Financial Management	3 Hrs	100	35
BBA 302	International Business	3 Hrs	100	35
BBA 303	Organizational Behaviour	3 Hrs	100	35
BBA 304	Strategic Management	3 Hrs	100	35
BBA 305	Corporate Management	3 Hrs	100	35
BBA 306	Management Information System	3 Hrs	100	35
BBA 307	Project Report		100	35

Duration : 3Hrs. **BBA-101** **Marks (Max. 100, Min. 35)**

FUNDAMENTALS OF ACCOUNTING

Objective : To provide basic fundamental of accounting and application of accounting to sole business. Also provide knowledge about accounting of non – profit organization.

Module I : Accounting : Meaning, scope, need and objectives. **Accounting Principles :** Concepts and conventions, Accounting equation.

Module II : Journal : Rules of debit and credit, compound journal entry and subsidiary books. **Ledger :** Rules regarding posting.

Module III : Depreciation : Concepts of Depreciation, Methods of accounting for depreciation.

Module IV : Provisions : provisions for Bad debts and discount on bad debts and

Module V : Reserves : Reserve for discount on creditors, Rectification of Errors.

Module VI : Trial Balance : Meaning, objectives & preparation. Errors **:** Types of Errors and, rectification. Self – Balancing and Section Balancing system

Module VII : Final Accounting : Trading account, Profit & Loss account, Balance sheet and Adjustment entries.

Module VIII : Book of Original Record : Journal; Rules of debit and credit; compound journal entry; Opening entry; Relationship between journal and Ledger, Rules regarding posting.

Module XI : Partnership Accounts : Problems Relating to Admission, Retirement, Death and Dissolution of a Firm

Module X : Accounting of Non Profit Organization : Accounting for insurance, Incomplete Records – Meaning, method of Preparation of Accounts from Incomplete Records.

Module XI : Issue of Shares and Debentures : Meaning, Types, Methods of issue, forfeited of shares and reissue of forfeited shares, treatment of interest on debentures.

Module XII : Redemption of Preference Shares and Debentures : Meaning, Legal provision and methods of redemption, preparation of balance sheet after redemption.

Module XIII : Financial Statements : Meaning, Capital Expenditure, Revenue expenditure and Deferred Revenue Expenditure.

Module XIV : Analysis of Accounting Information : Financial statement analysis and application, Statement of cash flow, preparation and interpretation.

Module XV : Accounting for Insurance Claim : Loss of Stock and consequential loss. Accounting principles; Accounting Standards in India.

***Books Recommended* :**

1) Sharma & Bhardwaj — Book-keeping & Accounting (RBD, Jaipur).
2) Sharma, Shah & Agarwal — Financial Accounting (Shiv Book Depot, Jaipur).
3) Monga, Sehgal,Ahuja — Advanced Accounts (RBSA, Jaipur).
4) Jain, Khandelwal & Pareek – Fundamentals of Accounting, Vol. I & II (RBD, Jaipur).
5) Agarwal, Shah, Goyal & Sharma — Fundamentals of Accounting, Vol. I & II (NBH, New Delhi).

Duration : 3Hrs. **BBA-102** **Marks (Max. 100, Min. 35)**

BUSINESS ETHICS AND ENVIRONMENT

Objective : To assess ethics and environment and evaluate their implication on business.

Module I : Business Ethics : Introduction, Values, Morals, Levels of Business Ethics, Myths of Business Ethics, Relationship between values, morals and ethics, Ethical Decision Making.

Module II : Changing workforce, Employee's Employer rights and responsibilities, **Discrimination**, Equal Employment opportunity and Affirmative Action, organizational politics. Indianism and Indian Management.

Module III : Gandhian Philosophy and Trusteeship, **Ethics in Human Resource, Marketing, Production, IT, Finance and Operations**

Module IV : Business : Meaning, Scope, Characteristics, Goals, Objectives, Mission and Vision.

Module V : Environment : Meaning, objective and need. Indian Constitution **:** Fundamental Right, Directive and Principles of state policy.

Module VI : Economic Factors affecting environment : Social-Cultural Environment. Business and society. Corporate social responsibility.

Module VII : An Overview of Business Environment : Type of Environment-internal, external, micro and macro environment.

Module VIII : Competitive structure of industries, environmental analysis and strategic management. Managing diversity.

Module IX : Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

Module X : Economic Environment : Nature of Economic Environment.

Module XI : Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies.

Module XII : Political Environment : Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

Module XIII : Natural and Technological Environment : Innovation, technological leadership and followership,

Module XIV : Sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India.

Module XV : Management of technology, features and impact of technology. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

***Books Recommended* :**

1) C. S. V. Murthy – Business Ethics (Himalaya Publishing House)
2) D. Senthil Kumar & A. Senthil Rajan – Business Ethics & Values (Himalaya Publishing House)
3) Joseph W. Weiss – Business Ethics (Thomson south – western)
4) Desjarding, Joseph — An Introduction to Business Ethics (McGraw-Hill)
5) Richard T. and E George — Business Ethics (Macmillan)

Duration : 3Hrs. **BBA-103** **Marks (Max. 100, Min. 35)**

PRINCIPLES OF MANAGEMENT

Objective : To familiarize the students with concepts and principles of Management.

Module I : Management : Concept, Nature, Objective, Principles, Importance, process and Functions. MBO. Planning **:** Nature, type, importance, principles and techniques of decision making.

Module II : Nature of Management : Meaning, Definition, it's nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System Concepts of management-Administration-Organization

Module III : Organization : Structure, importance, process and principles. Types of organization. Organization design, Types of authority, Delegation of authority.

Module IV : Communication : Significance, Channels of communication, types and process of communication, barriers and remedies.

Module V : Leadership : Functions, qualities.

Module VI : Co-ordination and co-operation, co-ordination as essence of management, principles and techniques, obstacles in co-ordination, essential of effective co-ordination.

Module VII : Direction : Concept, nature, importance and principles, Importance, type process and techniques, Nature, process, techniques and essentials of effective control.

Module VIII : Decision-Making : Meaning and Importance, Forms of Decision-Making, Techniques of Decision-Making, Decision-Making Process.

Module IX : Authority : Delegation , Decentralization, Difference between authority and power, Uses of authority, Distinction between Centralization and Decentralization**,** Responsibility

Module X : Business Organization : Significance and establishment of business organization, Different types of business organization.

Module XI : Finance : Need and importance of Finance. Sources of Finance. SIDBI, RFC and RIICO.

Module XII : Evolution of Management Thought : Contribution of F.W.Taylor, Henri Fayol ,Elton Mayo , Chester Barhard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought) Indian Management Thought

Module XIII : Strategic Management : Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist, Relevance of Strategic Management and its Benefits, Strategic.

Module XIV : Recent Trends in Management : Social Responsibility of Management – environment friendly management**,** Management of Change**.**

Module XV : Management of Crisis, Total Quality Management**,** Stress Management**,** International Management

***Books Recommended* :**

1) B.S. Mathur **:** Principles of Management.
2) Satya Saran 'Chatterjee' **:** Introduction of Management.
3) Mritunjoy Banerjee **:** Business Administration.
4) Richard, Hatman Tuwence P. Hogan and John Wholipan **:** Modern Business Administration.
5) S. Sarlekar **:** Business Management.
6) Koontz O'Donnel and Essentials of Management.

Duration : 3Hrs. **BBA-104** **Marks (Max. 100, Min. 35)**

LEGAL FRAMEWORK

Objective : To provide insight into the Indian Contract Act, Sale of Goods Act, Indian Partnership act and Consumer Protection Act.

Module I : Law of Contract : Nature of Contract, Classification. Offer and Acceptance, Capacity to Contract,

Module II : Free Consent, Consideration, Legality of object, Performance of Contract, Discharge of Contract, Remedies for breach contract.

Module III : Sale of Goods Act : Formation of Contract of sale, Goods and their classification,

Module IV : Price, conditions & warranties : Passing of property in goods, performance of contract of sale, unpaid seller, sale by auction.

Module V : Pledge : Meaning, Essentials, Rights and duties of Pawnor and Pawnee.

Module VI : Agency : Formation & termination methods of Agency. Rights & duties of agent.

Module VII : Bailment : Meaning, Essentials, Rights & duties of Bailer & Bailee.

Module VIII : Indian Partnership Act : Introduction to partnership, Types of partnership and partners, Registration of partnership firm,

Module IX : Rights and duties of Partners : Dissolution of firm.

Module X : Consumer Protection Act : Introduction, Rights of Consumers, Consumer protection councils,

Module XI : Dispute Redressal agencies- The district forum, the state and national commission.

Module XII : Law of Contract : Nature of Contract, Classification. Offer and Acceptance Capacity to Contract,

Module XIII : Free Consent, Consideration, Legality of contract.

Module XIV : Agreements declared Void. Performance of Contract. Discharge of Contract. Remedies for Breach of Contract.

Module XV : Special Contracts : Indemnity, Guarantee, Bailment, Pledge, Agency, Chat Conversation End

***Books Recommended* :**

1) Gulshan and Kapoor — Business Law (Law Book Publication, Lucknow).
2) Avtar Singh — Mercantile Law (Eastern Book Co., Lucknow).
3) M.J. Mathew — Commercial Law (RBSA, Jaipur).
4) Dr. R.L. Nolakha – Business Regulatory framework (RBD, Jaipur).
5) Dr. R. L. Naulakha — Business Law (RBD, Jaipur).

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BBA-I YEAR

Duration : 3Hrs. **BBA-105** **Marks (Max. 100, Min. 35)**

BUSINESS ECONOMICS

Objective : To provide the knowledge of economic theories and their application for managerial decisions.

Module I : Business Economics : Meaning, nature and scope. Difference between Traditional economics and business economics**.** Role of Micro & Macro analysis in formulation of business policy; Inductive & deductive methods.

Module II : Consumer Behavior : Utility Analysis, Law of Diminishing Marginal Utility, Equi-marginal utility, Consumer's surplus, Indifference curve analysis, consumer equilibrium – price, income & substitution effect.

Module III : Demand analysis : Determinants and Changes in Demand, Law of Demand, Elasticity of Demand & its Measurement,haa Demand Forecasting.

Module IV Supply analysis : Determinants and Changes in Supply. Law of Supply, Elasticity of Supply.

Module V : Production Analysis : Production Function in Short-Run and Long Run, Law of Variable proportions, Returns to scale, production and Equal product curves, least cost combination. **Cost concepts and Revenue Analysis.**

Module VI : Cost Analysis : Accounting Costs and Economic Costs**,** Short Run Cost Analysis **:** Fixed, Variable and Total Cost**,** Curves, Average and Marginal Costs**,** Long Run Cost Analysis **:** Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves

Module VII : Markets : Meaning and structure, Price and output determination under Perfect Competition, Monopoly, Discriminating Monopoly, Monopolistic competition and Oligopoly.

Module VIII : Pricing Under Various Market Conditions : Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly - Price Determination under Monopoly, Monopolistic Competition - Price and Output

Module IX : Distribution : Marginal Productivity Theory of Distribution, Rent, Modern Theory of Rent, Wages **:** Wage Determination under Imperfect, Bargaining in Wage Determination, Interest **:** Liquidity, Preference Theory of Interest

Module X : Concepts of Macro Economics : Definitions importance, growth, limitations of macro-economics, macro-economic variables, Circular flow of income in two, three, four sector economy, relation between leak ages and injections in circular flow.

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

Module XII : Investment function : concept of marginal efficiency of capital and marginal efficiency of investment. National income determination in two, three and four sector models, Multiplier in two, three and four sectors model.

Module XIII : Money Market : Functions and forms of money, demand for money-classical, Keynesian and friedman approach, measures of money supply, quantity theory of money, inflation and deflation.

Module XIV : National Income Determination : Concepts, definition, method of measuring, National income in India, problems in measurement of national income & precautions in estimation of national income.

Module XV : Equilibrium of Product and Money Market : The IS-LM model, product market and money market, derivation, shift, Equilibrium of IS-LM curve, Application of IS-LM model in monetary and fiscal policy.

***Books Recommended* :**

1) M.L. Seth — Principles of Economics (Laxmi Narain Agarwal, Agra).
2) D.N. Divedi — Managerial Economics (Vikas, New Delhi).
3) N.D. Mathur — Business Economics (Shivam Book House (p) Ltd., Jaipur).
4) P.L. Mehta – Managerial Economics (S.Chand & Sons Publication, New Delhi).
5) Agarwal, Som deo – Business Economics (RBD, Jaipur).

Duration : 3Hrs. **BBA-106** **Marks (Max. 100, Min. 35)**

RETAIL MANAGEMENT

Objective : To make students capable enough to understand the management and operational aspects pertaining to event management.

Module I : Event Management : Concept, Importance and Advantages, Type of events- Cultural, festivals, religious, business etc, Qualities of Event managers.

Module II : Conceptualizing the event : Introduction, Stakeholders in events, the host organization, The host community, Sponsors.

Module III : Perspectives on events : Introduction, The government perspective, The corporate perspective, The community perspective**.**

Module IV : Sponsorship : Concept benefits and approaching sponsors, event management services.

Module V : Event Planning : Concept and Design- purpose of an event, Analysis of need of audience,

Module VI : Process of event planning. Event Planning Tips **:** - 5 W's of event planning & and 1 H, Venue selection and Contracting Event Venue.

Module VII : Event Analysis : Market Research, Market Analysis, Competitors Analysis in Event Planning. SWOT Analysis in Event Planning. Project planning and development

Module VIII : Event Marketing : Introduction, Steps involved in creating a promotional campaign.

Module XI : Event promotion : advertising and public relation, formulation of event marketing budget and budget plan. Identifying funding resources,

Module X : Incentives to attract the sponsors : Tactics and methods of successful event marketing. Evaluation of marketing efforts.

Module XI : Meeting and Exhibitions : Introduction, Trade shows and exhibitions, principal purpose, types of shows, benefits,

Module XII : Major participants : organization and membership, evaluation of attendees. Convention/ exhibition facilities; Benefits of conventions facilities.

Module XIII : Event impacts and legacies : Introduction, Balancing the impacts of events, Economic impacts and the role of government, Economic impact studies, Community perceptions of event impacts, Cost-benefit analysis, Monitoring long-term impacts.

Module XIV : Sustainable development and events : Introduction, Forces influencing the 'greening' of events, The Events industry approach to sustainable events.

Module XV : Financial management and events : Introduction, Forecasting Finance and ROI, The Budget, Control and financial ratios, Costing and estimating Financial reporting.

***Books Recommended* :**

1) Corporate Events, Sohini Singh
2) Event marketing & mgt – Sanjaya Singh Gaur, Sanjay V. Saggere
3) Best Practices in Modern Event Management.-Goldblatt-, John Viley & Sons.
4) Allen, J. (2000). Event Planning **:** The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. Canada **:** Wiley.
5) Armstrong, J. S. (2001). Planning Special Events. New York **:** Josse Bass Wiley

Duration : 3Hrs. **BBA-107** **Marks (Max. 100, Min. 35)**

COMMUNICATION AND COMPUTER APPLICATIONS

Objective : To enable the students to understand the application of computers in Business Environment with an emphasis on Accounting.

Module I : Communication : Concept, objectives, importance, process and effectiveness. Types of Communication – upward & downward horizontal and grapevine.

Module II : Media of Communication : Written, oral, face to face, visual, audiovisual, modern media-telex, fax teleconferencing, mail. Media of nonverbal communication.

Module III : Communication Barriers : Wrong choice of medium, Physical barriers, Semantic barriers, Socio-psychological barriers **:** remedies to overcome barriers.

Module IV : Resume : Resume writing, preparing the resume, Do's and Don'ts of resume. Presentation **:** Presentation skill, tools and techniques of effective presentation. Styles/Types of presentation, body language, interview preparation.

Module V : Computers : Meaning and classification of computers, input and output device,

Module VI : Central processing unit **:** types of software, windows operating system, elements of desktop, Task bars, Control panel, Accessories (Calculator, paint, system tools, note pad).

Module VII : MS office : Introduction to Ms-Word – Editing and Formatting text, Finding and Replacing text and spelling checking, Tables and mail merge.

Module VIII : Introduction to MS-Excel : Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc

Module IX : Computer applications using internet, chatting and e mailing; computer applications, advantages and limitations, use in offices, education, institutions, healthcare

Module X : Computer Software : Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low and High Level Languages. Computer Memory **:** Primary Memory & Secondary memory. Storage Media. Introduction to Windows Operating System **:**

Module XI : Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.

Module XII : The non-verbal mode of communication-verbal Vs. Non-verbal communication, Importance of Non-verbal communication, Elements of Non-verbal communication.

Module XIII : Written Communication : Issues and Principles**;** Principles of Letter Writing – Planning Business Letters – Structure and Layout-Specimen Letters-Writing of Business Reports **:** nature, Importance and Types **:** Short Report, Formal Report and routine

Module XIV : Report-Structure : Layout of Reports-Important Preparatory, Steps-Specimen, Report on Business Issues, Guidelines for writing project reports; Quotation and Orders; Inter-office memorandum.

Module XV : Modern Communication Technology : Electronic Communication System **:** Tele Printer, Computer, Fax, E-mail, Voice Mail, Teleconferencing, Video and Audio Conferencing - Duplication Technology-Storage Devices-Application and Utility of Various communication Technologies and Devices.

***Books Recommended* :**

1) Craig Stinson "Running Microsoft Windows-98" – Microsoft press.
2) Joshua C. Nossiter "Using Excel – 5 for Windows"
3) Vishnu Priya Singh & Meenakshi Singh "Computerized Financial Accounting"
4) "Working with Word" – Aptech Computer Education
5) Malhotra **:** Computer Applications in Business.

Duration : 3Hrs. **BBA-201** **Marks (Max. 100, Min. 35)**

COST AND MANAGEMENT ACCOUNTING

Objective : To develop an understanding of cost classification, allocation and how the costing techniques are useful in the process of managerial decision-making.

Module I : Cost Accounting : Introduction, Elements of cost**,** Material**,** Purchasing, storing and pricing of stores issued inventory control.

Module II : Inventory System, Selective Stock Control Systems, Concept and classification of material losses.

Module III : Labor : Methods of remuneration, incentive plans.

Module IV : Time keeping and Time booking Idle and overtime-concept and treatments; Various methods of Remuneration; Various Incentive Schemes.

Module V : Definition, Classification, Accounting and Control of overheads; Allocation, Appointment and Re-apportionment and Absorption of overheads; Determination of overhead rates; Under and over absorption of overhead.

Module VI : Job costing – Concept and Job Cost Accounts; Contract Costing – Concept, Contract Account and Determination of Profit or Loss on incomplete contract,

Module VII : Presentation of Contract particulars in the Balance Sheet : Retention money, Cost Plus Contract Escalation clauses,

Module VIII : Process costing : concept and Process Accounts with Process Losses and Gains,

Module IX : Process Losses (Normal and Abnormal) and Gains-concepts and Module X : Accounting Treatment. Equivalent Production, Inter Process Profit, Joint Product, By-Product are excluded.

Module XI : Concepts of Budget, Budgeting, Budgetary Control; Objectives, advantages and limitations of budget and Budgetary Control, Planning, Budget Factors; Cast Budget and Flexible Budget.

Module XII : Meaning of Standard Cost and Standard Costing; Advantages and limitations of Standard Costing; Standard Costing vs. Budgetary Control; Types of standard; Analysis of Variances – material and labour (excluding mix variance and yield variance).

Module XIII : Definition of Marginal Cost and Marginal Costing; Assumptions and uses of Marginal Costing; Differences between Marginal Costing and Absorption Costing; Marginal Cost equation; Computation of Contribution,

Module XIV : Profit-Volume Ratio, Break Even Point, Margin of Safety, Angle of Incidence; Decision making with the held of Marginal Costing.

Module XV : Fund flow statement : Meaning, concept and preparation, Comparison between fund flow and cash flow statement.

***Books Recommended* :**

1) Jain, Khandelwal, Pareek — Cost Accounting (Ajmera Book depot, Jaipur)
2) Oswal, Managal, Bidawat — Cost Accounting (RBD, Jaipur)
3) Saxena and Vashistha — Advanced Cost Accounts (Sultan Chand & Sons)
4) Oswal, Maheshwari, Modi — Cost accounting. Cost Accounting (RBD, Jaipur)
5) Agrawal, Jain, Sharma, Shah, Mangal — Cost Accounting (RBD, Jaipur)

Duration : 3Hrs. **BBA-202** **Marks (Max. 100, Min. 35)**

ECONOMIC ENVIRONMENT

Objective : To assess external environment and evaluate their implication on business.

Module I : Business : Meaning, Scope, Characteristics, Goals, Objectives, Mission and Vision.

Module II : Concepts of Macro Economics : introduction, definition, concept

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

Module IV : Investment function : concept of marginal efficiency of capital and marginal efficiency of investment. National income determination in two, three and four sector models. Multiplier in two, three and four sectors model.

Module V : Money Market : Functions and forms of money, demand for money-classical,

Module VI : National Income Determination : Concepts, definition, method of measuring, National income in India, problems in measurement of national income & precautions in estimation of national income.

Module VII : Environment : Meaning, objective and need. Indian Constitution **:** Fundamental Rights, Directive principles of State policy.

Module VIII : Types of Environment : Social-Cultural Environment, Technological environment and Political environment.

Module IX : Business and society. Introduction, Corporate social responsibility.

Module X : Economic Environment : Nature of Economic Environment. Economic Factors affecting environment.

Module XI : Various Policies : Industrial Policy, Agriculture Policy, Monetary Policy, Fiscal Policy and EXIM Policy.

Module XII : Industrial growth : Meaning, features and latest trend. Small and medium industries **:** Problems and suggestions. Industrial sickness. Globalization and Privatization.

Module XIII : Economic Planning : Salient features of India's five year plans.

Module XIV : Planning machinery in India : Unemployment and Poverty in India. India's foreign trade.

Module XV : Keynesian and Friedman Approach **:** introduction, measures of money supply, quantity theory of money, inflation and deflation.

***Books Recommended* :**

1) Francis Cherunalum — Business Environment (Himalaya Bombay).
2) K. Ashwathapa – Essentials of Business Environment (Himalaya Bombay).
3) Chopra B — Business Environment in India (ABD, Pune).
4) Agarwal, Som deo – Business Economics (RBD, Jaipur).
5) Mathew M — Business Environment (RBSA, Jaipur).

Duration : 3Hrs. **BBA-203** **Marks (Max. 100, Min. 35)**

MARKETING MANAGEMENT

Objective : The objective of this course is to introduce the basic concepts of marketing and to develop a feel of the marketplace

Module I : Marketing : Nature, scope and importance, marketing concept, Rapid adoption of marketing management.

Module II : Marketing Environment : Demographic, Economic, natural, technological, political, legal and socio- cultural environment, The Indian Marketing Environment, Marketing process and mix.

Module III : Consumer Behavior : The buying decision making process, Targeting, Positioning, Product life cycles, stages in lifecycle and factors affecting each stage, Managing product life cycles. New Product development

Module IV : Promotion Tools : Advertising-meaning, objectives & types of advertising decisions, planning and evaluation of campaign, Trends in Advertising in Indian **:** Public Relations-Importance and methods, Direct Marketing Concept **:** Sales Promotion purposes and tools.

Module V : Market Segmentation : What is Market Segmentation?**,** Need for Market Segmentation & Benefits of Market Segmentation, Bases of Segmenting Consumer Market

Module VI : Targeting and Positioning : introduction, concept and definition, Target Marketing and Positioning

Module VII : Product Life Cycle : Meaning of Product Life Cycle (PLC), Stages of P.L.C. and marketing strategies

Module VIII : New Product Development : Meaning of new product, New product development process

Module IX : Marketing Challenges : Marketing in 21st century, Impact of globalization, technological advances. Challenge for rural marketing in India, Need of marketing in the service sector in India.

Module X : Pricing Strategy : Concept of price**,** Objectives of pricing

Module XI : Pricing methods : introduction, concept and definition, Factors Affecting Pricing

Module XII : Distribution : Marketing Channels - Structure, Functions and Significance, Types of intermediaries in distribution channel & their functions, Distributions strategies

Module XIII : Logistic Management : Physical distribution, marketing logistics and supply chain management, Importance, Functions of marketing logistics

Module XIV : Promotion strategy : Promotion Mix, Advertising, Personal Selling & Direct marketing, Sales Promotion, Publicity and public relations.

Module XV : Product Management : Concept of product, Levels of products, Classification of products

***Books Recommended* :**

1) Kotler Philip — Marketing Management (New Delhi Prentice-Hill of India Pvt., Ltd. The Millennium edition).
2) Saxena Rajan — Marketing management (Tata Mc Grow-hill Publishing Co. Ltd. New Delhi)
3) Ramaswamy V.S. & Namakumari S. — Marking Management planning Implementation and Control The Indian context (Macmillan India Ltd. Delhi)
4) Varshney R.L. & Gupta S.L. — Marketing Management (An Indian Perspective) Text and cases (Sultan Chand & Sons, New Delhi)
5) Kotler Philip & Armstrong Gary — Principles of Marketing (Prentice Hall of India Pvt., Ltd. New Delhi)

Duration : 3Hrs. **BBA-204** **Marks (Max. 100, Min. 35)**

HUMAN RESOURCE MANAGEMENT

Objective : To develop an understanding of Management of Human Resources with references to various aspects of personnel Management.

Module I : Human Resource Management : Concept, functions, importance and role, HRM model.

Module II : Human Resource Planning : Need, Nature, Importance, process, Factors affecting HRP, Requisites of HRP and Barriers to HRP.

Module III : Orientation : Meaning & Definition, Orientation, Programmer, Procedure**,** Problems of Orientation

Module IV : Placement : Introduction**,** Meaning & Definition, Process, Problems, Principles

Module V : Job design, Job Analysis, Job Description, Job Specification, Job Enlargement, Job Enrichment and Job Rotation.

Module VI : Recruitment : Nature, Purpose, Sources, Importance, Process, Types and factors affecting. Selection **:** Characteristics, Stages in selection process and Induction.

Module VII : Training : Need, objectives and benefits of Training. Training Phases, Training Methods **:** Lecture, case, role playing, Business game, Apprenticeship, Syndicate.

Module VIII : DEVELOPMENT : Introduction**,** Meaning & Definition, concepts, methods, Management development

Module IX : PROMOTIONS, TRANSFER AND SEPARATION : Purposes and Principles of promotion, Bases and types for promotion**,** Transfer **:-** Reasons, Principles, Types, Separation

Module X : Performance Appraisal : Objectives, importance and methods of Performance Appraisal, Discipline, Morale and Productivity.

Module XI : TRADE UNION : Trade Union **:-**Nature of Trade Union, Why do, employee join trade union?**,** Consequences of trade union, Trade Union Movement in India,

Hurdles in Trade unionism in India

Module XII : COMPENSATION OF HUMAN RESOURCE : Job Evaluation**,** Wage and Salary Administration**,** Concept, Scope**,** Types of Wage**,** Systems of Wage Payment

Module XIII : INDUSTRIAL RELATIONS : Industrial relations **:-** Importance, Approaches, Parties and IR Strategy

Module XIV : DISPUTE AND RESOLUTION : Nature of Disputes**,** Causes of Disputes**,** Settlement of Disputes

Module XV : HRM in 21st CENTURY : New Trends and Challenges to HRM, Globalization and HRM**,** International HRM**,** Comparison of HRM and IHRM**,** Factors affecting IHRM, HRM Functions in MNCs, Problems of IHRM Research.

***Books Recommended* :**

1) K. Aswathappa - Human Resource Management (Mc Graw Hills).
2) G.S. Sudha - Human Resource Management (RBD, Jaipur).
3) D. K. Bhattacharya - Human Resource Management (Excel Booka)
4) S. K. Bhatia - Human Resource Management (Deep and Deep Publication)

Duration : 3Hrs. **BBA-205** **Marks (Max. 100, Min. 35)**

COMPANY LAW

Objective : To provide complete knowledge of Indian Companies Act 1956, so that students can handle every legal matter of corporate sector.

Module I : Company law : Meaning and Nature of Company, Classification of companies,

Module II : Principle of separate legal existence, Functions, Duties,

Module III : Liabilities and Rights of Promoters : Formation of company Difference between private company and public company, Privileges and exemptions of private company.

Module IV : Memorandum of association : meaning, contents and alteration of memorandum.

Module V : Articles of association : meaning, contents and alteration of articles.

Module VI : Prospectus : meaning and contents, Registration and issue of prospectus, Consequences and remedies of misstatement in prospectus.

Module VII : Shares : Types of shares and share capital, share certificates and share warrants, Transfer and transmission of shares, Procedure of reduction in capital, Buy back of shares, Right Shares.

Module VIII : Directors : Power, Duties, Appointment and Removal of Directors.

Module IX : Winding up of company : Modes of winding up, winding up by the tribunal and voluntary winding up.

Module X : Meetings : General principles of meeting. Types of meetings- statutory meetings, annual general meetings and extra ordinary general meeting.

Module XI : Management of Company : Appointment of directors, Legal Position, Duties & liabilities & Powers,

Module XII : Company Meetings- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD,

Module XIII : Guidelines for managerial remuneration, Quorum for different meetings,

Module XIV : Resolutions, Provisions regarding borrowing, & issue of debentures, dividend and bonus shares, Notes on binding up.

Module XV : Memorandum of Association (MOA) : Contents, Doctrine of Ultravires, Articles of Association (AOA), Doctrine of Indoor Management & exceptions to it.

***Books Recommended* :**

1) Company Law — Dr. R.L. Nolakha (RBD, Jaipur)
2) Company Law — M.J. Mathew (RSBD Publications, Jaipur)
3) Company Law — Avtar Singh (Eastern Book Co, Lucknow)
4) Company Law and Practice — Majumdar and Kapoor (Taxman, New Delhi)

Duration : 3Hrs. **BBA-206** **Marks (Max. 100, Min. 35)**

PROJECT MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

Objective : The objective of the course is to make the students familiar with the planning, analysis, selection, and implementation of projects.

Module I : Project Management : Project identification and formulation-Different types of projects under modernization, Replacement, expansion and diversification and feasibility analysis.

Module II : Project appraisal : Different type of appraisal, Capital Budgeting.

Module III : -Project Planning : Project planning, pattern of financing, Sources of Finance, Direct financial assistance, Role of tax planning in project financing.

Module IV : Project Planning Techniques : Concept**,** Gantt chart, Critical Path Method, Program Evaluation and Review Technique.

Module V : -Project Administration : Project and Administration **:** Progress, payments and expenditure planning system, project scheduling and network planning, Use of PERT and CPM.

Module VI : Project Report Preparation : Introduction, Project Viability, Appraisal, Project Management Communications

Module VII : Entrepreneurship : Meaning, Types & Qualities. Role of entrepreneur in Economic growth, Strategic approaches in the changing economic scenario for small scale Entrepreneurs.

Module VIII : Government Support to Entrepreneurs : Incentives and Subsidy, Schemes of Incentives in Operation.

Module IX : Entrepreneurship Trial Support System : Support System. District Industry, Centers (DICs) Commercial Banks, State Financial Corporations.

Module X : Market Survey and Opportunity identification (Business Planning) : How to Start a Small Scale Industry?, Procedure for Registration of Small Scale Industry, Assessment of Demand and Supply in Potential Areas of Growth, Considerations in Product Selection, Data Collection for Setting up Small Ventures.

Module XI : Small Industrial Development Bank of India : RFC, National Small Industries Corporation, Small Industries Development Organization, Small Industries Service Institute, Role of RIICO in Entrepreneurship development.

Module XII : Entrepreneurship Development Programmes : The Concept of Entrepreneurial Development, Need for Training and Development, Phases of Entrepreneurial Development Programs.

Module XIII : Entrepreneurial Development in India : History, Objectives, Stages of Growth, Target Group, Programmers, Govt. Policy towards SSI's. EDP- Role, Relevance, and Achievements,

Module XIV : Institutional support to Entrepreneurs : Small Scale Industries Board, District Industries Centers, And Industrial Estates.

Module XV : Challenges of Entrepreneurship in India : Infrastructure, Marketing, Pricing, and Sickness in small scale industry.

***Books Recommended* :**

1) P. Gopalakrishan — Project Management (MacMillan)
2) P. Chandra – Project Management (TMH, New Delhi)
3) Bhavesh M. Patel — Project Management (Vikas Publishing House)
4) N. P. Agarwal — Project Management (RBD , Jaipur)
5) S. Choudhary — Project Management (TMH, New Delhi)

Duration : 3Hrs. **BBA-207** **Marks (Max. 100, Min. 35)**

OPERATIONS MANAGEMENT

Objective : To equip the students with the basic concepts and process of Production and Operations Management and to develop an understanding about the role of production and operations management.

Module I : Production and Operations Management : Meaning, Nature, Significance, Scope, Role and Functions. Types of Productions Systems **:**

Module II : Continuous and Mass Production : Intermittent Production, Batch, Job-shop Production.

Module III : Plant Location : Factors Influencing Selection of Plant Location,

Module IV : Plant Layout **:** Product, Process, Project Layout. Selection of Product Design and Features. Process Design.

Module V : Production Planning : Production Planning and Scheduling, Capacity Planning, Aggregate Planning.

Module VI : Job Design : Work Study, Method Study, Work Measurement.

Module VII : Inventory and Materials Management : JIT Manufacturing, EOQ Model, ABC Analysis, Material Requirement Planning, Value Chain Analysis.

Module VIII : Quality : Meaning, Quality characteristics of Goods and Services, Service Quality, Statistical Quality Control and TQM, ISO 9002,

Module IX : Industrial Safety and Safety Management : Introduction, Maintenance Management.

Module X : Methods Study- Concept, Questioning Techniques, Principles of Motion Economy,

Module XI : flow Process Chart, Multiple, Activity Chart, SIMO Chart, Travel Chart.

Module XII : Work Study- Concepts, Scope and Applications, Work, Study and Production Improvement.

Module XIII : Time Study –Routing Concepts, Stopwatch Study, Allowance, PMTS Systems (Concepts Only) Activity, Sampling.

Module XIV : Ergonomics : Definition, Importance, Work and Rest Cycles, Biomechanical, Factors, Effects of Factors such as Light, Ventilation, Noise, Heat on Performance., Importance, Safe Practices in handling Chemicals, Gases,

Module XV : Bulk Materials : Safety with cargo handling equipment, Safety equipments and Devices, Statutes Governing Safety

***Books Recommended* :**

1) Buffa & Sarin **:** Modern Production & Operations Management
2) Chunawalla, Patel **:** Production and Operations Management
3) Goel & Gupta **:** Production Management
4) Prasad & Banerjee **:** Production Management

Duration : 3Hrs. **BBA-301** **Marks (Max. 100, Min. 35)**

FINANCIAL MANAGEMENT

Objective : To familiarized student basic knowledge of financial management that can be helpful for a beginner in financial decision making.

Module I : Financial Management : Meaning, importance and objectives.

Module II : Financial decisions : Financial planning – objectives and principles of sound financial planning.

Module III : Concepts in Valuation :, Valuation Concepts, Valuation of Securities viz., Debentures, Preference Shares and Equity Shares.

Module IV : Time Value of Money : Concept; compounding and Discounting Concepts; Present Value of a Single Amount; present Value of an annuity; Future value of a Single Amount; Future value of an annuity.

Module V : Financial Statements and Financial Statement Analysis : Meaning, Nature, Importance and Limitations of Financial Statements; Meaning, Objectives, Types and Methods of Financial Statement Analysis

Module VI : Capital structure : Factors influencing capital structure, EBIT, EPS analysis. Types of leverages.

Module VII : Ratio Analysis : Meaning, Utility, Limitations, process of Analysis, Classification of Accounting Ratios, Important Accounting Ratios used in measuring liquidity, solvency, profitability and managerial efficiency, Computation and Interpretation of these Ratios.

Module VIII : Management of working capital : Meaning, importance of working capital, excess or inadequate working capital, determinants of working capital requirements, Management of Cash. Management of inventory.

Module IX : Break Even Analysis : Meaning, importance**,** objectives and practical approaches of break even analysis,

Module X : Dividend policy : Introduction, importance, objectives and determinants of dividend policy, types of dividend.

Module XI : Capital Budgeting : Capital expenditure decisions, Pay-back period, return on investment, discounted cash flow. Cost of capital.

Module XII : Sources of Finance : Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments viz., Depositories, Factoring,

Module XIII : Dividend, Bonus and Rights : Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.

Module XIV : Working Capital Management : Concept, Management of Cash, Management of Inventories, Management of Accounts Receivable and Accounts Payable, Over and Under Trading.

Module XV : Analysis of Changes in Financial Position : Funds Flow **:** Meaning and Purposes of Funds Flow Statement

***Books Recommended* :**

1) R.S. Kulshreshta **:** Financial Management
2) Agarwal & Agarwal **:** Financial Management (RBD, Jaipur)
3) M.R. Agarwal **:** Financial Management (Malik & Company, Jaipur)
4) I.M. Pandey **:** Financial Management
5) Khan & Jain **:** Financial Management

Duration : 3Hrs. **BBA-302** **Marks (Max. 100, Min. 35)**

INTERNATIONAL BUSINESS

Objective : To equip the students about the global scenario of business & to give knowledge about the art of managing business across domestic borders.

Module I : International Business : Meaning, Domestic V/S I.B., Scope of I.B. Role of I.B. Driving forces of I.B. Forces restricting I.B.

Module II : Global market entry strategies : Trading company, licensing, Franchising, FDI, Mergers and acquisition.

Module III : International Business Environment : Nature, Theories o International Trade, Ricardo's Theory, Heckscher-Ohlin Theory

Module IV : Culture : Definition, components, Imperatives. Political Environment **:** Political Systems, Major Political objective –

Module V : Legal Environment : Laws relating to IB, Market entry laws, Product liabilities, warranties.

Module VI : Global Economic Environment : Decision concerning global manufacturing and materials management, managing global supply chains, product and branding decisions, distribution channels, international promotion mix and pricing decisions, counter trade.

Module VII : International Trade : World Trading Patterns, Trade Theories, Absolute Advantage, Comparative Advantage, Modern theory. Barriers to World Trade, free trade vs protection tariff, Quotas. WTO,

Module VIII : Regional Integration : Foreign Direct Investment-Reasons, Volume and directions.

Module IX : International Institutions : IMF, International Liquidity and SDRs, IBRD, IFC, IDA, ADB.

Module X : Foreign Exchange : Meaning, Types, Determination of Exchange Rates, Balance of Trade vs Balance of Payment. Methods to correct adverse balance of Payment

Module XI : Multinational Enterprises : Meaning of International Corporations, Role and importance of Multi-national corporations in international business

Module XII : Foreign Exchange Market : Meaning of Exchange Rate, Determination of Exchange rate – Fixed, Flexible and, Managed.

Module XIII : International Financial Management : Balance of Trade and Balance of Payments**,** International Monetary Fund (IMF) – Objectives and functions, World Bank – Objectives and Functions.

Module XIV : Regional Economic Grouping : Evolution, structure and functions , North Atlantic Free Trade Agreement (NAFTA)**,** South Asian Association for Regional Cooperation**,** (SAARC), European Union (E.U.), World Trade Organization (WTO)

Module XV : India's Foreign Trade : Composition and direction of India's Foreign Trade since 1991, Current Foreign Trade Policy of India. (2004-09)**,** Role of Special Economic Zones (SEZs) in International**,** Business.

***Books Recommended* :**

1) Thakur and Mishra **:** International Business.
2) J.M. Diwan and K.N. Sudarshan **:** International Business Management.
3) R.D. Robinson **:** International Business Management a guide to decision making
4) Ramu Shiva **:** International Business

Duration : 3Hrs. **BBA-303** **Marks (Max. 100, Min. 35)**

ORGANISATIONAL BEHAVIOUR

Objective : The students are made to understand management and its behavior which are essential to guide large and small, profit and non-profit organizations.

Module I : Organizational Behavior : Meaning, Discipline Contributing to O. B., Role of O.B. in business organizations. Learning,

Module II :.Perception : Nature and Importance, Personality **:** Meaning, characteristics, determinants.

Module III : Motivation : Primary and secondary motives, Theories of motivation **:** Content and process-theories - Vroom's expectancy theory. Alderfers ERG Theory, Mc Clelland's Need Theory.

Group Dynamics : Theories of groups, group norms and roles.

Module IV : Leadership : Leaders versus Managers, Theories of leadership **:** Trait theory, behavioral theory, Fiedler's contingency theory. Leadership styles.

Module V : Individual Processes : Personality, values, attitudes, perception, learning and motivation

Module VI : Management of Conflicts & Power : Reasons and types of conflicts. Management of Interpersonal conflicts and organizational conflicts**.**

Module VII : Power : Meaning of Power, Source of power, Implications for performance and satisfaction.

Module VIII : Organizational Change : Major forces of change. Resistance to change. Process of change. Developing support for change, Change Model.

Module IX : Team Processes – Interpersonal communication, group dynamics, teams and teamwork, decision making, conflict and negotiation in workplace, power and politics

Module X : Organizational processes – Elements of organization structure, organizational structure and design, organizational culture, organizational change

Module XI : Group Behaviour : Concept of Group and Group Dynamics;Types of Groups; Formal and Informal Groups;

Module XII : Stages of Group Development : Theories of Group Formation; Group Norms, Group Cohesiveness;

Module XIII Groups : Group Think and Group Shift. Group Decision Making; Inter Group Behaviour;

Module XIV : Team Development : Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

Module XV : Interpersonal Behaviour : Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

***Books Recommended* :**

1) Robbins — Organizational Behavior (Pearson edition)
2) Udai Pareek — Understanding Organizational Behavior (Oxford Publications)
3) R.S. Dwivedi — Human Relations and Organizational Behavior (RBD, Jaipur)
4) K. Aswathappa — Organizational Behavior (Himalaya publications)
5) Chandan — Organizational Behavior (Vikas publications)

Duration : 3Hrs. **BBA-304** **Marks (Max. 100, Min. 35)**

STRATEGIC MANAGEMENT

Objective : To make student aware of measurement of performance in various business and effect of strategies

Module I : Strategic Management : Concept, meaning, need, Role of SM in Business and non-Business organizations. Organizational mission, vision, objectives, goals & Ethics.

Module II : Broad Environment : Social, Ethical, Economic, Technological, Legal/ Political, Global Environment.

Module III : Organization- Managers, Owners, Employees & Human Resource Management, and Internal Resources, core competence & Competitive Advantage.

Module IV : Value of developing strategies : Marketing, finance, production and HRM.

Module V : Choice of Strategy : Concept of choice of Strategy, Choice process. Evaluation of Strategic alternatives.

Module VI : Strategic Control : Meaning of Strategic control, Corporate Restructuring, Case Analysis

Module VII : Environmental Analysis and Diagnosis : Concept and Issues – Environmental factors – Synthesis of External Factors – Industry Analysis; Porter's Five-Forces Model.

Module VIII : Internal Analysis and Diagnosis : Analysis of Internal Resources and Capabilities – Synthesis of Internal Factors – Core competence – Value – Chain Analysis – SWOT analysis.

Module IX : Strategic Options : Alternative Grand Strategies;

Module X : Stability : Growth, Retrenchment and Combinations – Mergers, Acquisitions and Joint

Module XI : Ventures : Porter's Concept of Generic Strategies and Competitive advantage.

Module XII : Choice of Strategy : Process of Strategic choice – Portfolio Analysis – Role of Board of Directors; Corporate Governance.

Module XIII : mportant Issues : Interrelationship between Formulation and Implementation – Important Issues in Strategy Implementation;

Module XIV : Resource Allocation : Leadership Implementation – Structural considerations.

Module XV : Functional Strategies : Marketing, Human Resources, Production / Operations and R & D Finance / Accounting and other issues.

***Books Recommended* :**

1) Grigspy D.W. and Stahl, M.J. — Cases in Strategic managements (Blackwell publishers LTD)
2) David F.R. — Cases in Strategic management (Prentice Hall New Jersey)
3) Rowe A.J. & others — Strategic Management a Methodological (Adison- Wesley)
4) Prasad L.M. — Business policy & Strategy (Sultan chand & Sons New Delhi)
5) Ramaswamy V.S. & Namakumari S. — Strategic planning formulation of Corporate Strategy (Macmillan India Delhi)

Duration : 3Hrs. **BBA-305** **Marks (Max. 100, Min. 35)**

CORPORATE MANAGEMENT

Objective : To equip the students with the skills for decision making at top level of management.

Module I : Corporate Management : Professional Management-Nature, Scope and Importance, Role of Professional Management in Corporate Sector, Company Management and Control.

Module II : Corporate Planning : Introduction**,** Definition, Advantages, Disadvantages.

Module III : Corporate Behavior : Introduction, Nature, Scope, Objectives and Importance of Corporate Behavior.

Module IV : Role of Financial Institutions : Managerial Remuneration, Role of Financial Institutions in Corporate Management-Their Shareholding and Management Control.

Module V : Corporate Restructuring : Nature, Scope and Importance, Mergers and Acquisitions.

Module VI : Present Status of Mergers and Acquisitions in India : Nature, Scope and Importance of Governing Board, Chief Executive and Board.

Module VII : Development of Corporate Management in India : Introduction, Development in Company Law in India, Formation and growth of company's

Module VIII : Corporate Culture : Introduction, important to understand the corporate culture, identify the corporate culture, Can corporate cultures be changed?

Module IX : Corporate Investment : Introduction, Nature, Scope of Corporate Investment, Objectives and Importance,

Module X : Turn-around Management : Nature, Scope and Importance, Turn-around Strategies in India.

Module XI : Multinational Corporations : Nature, Objectives, Scope and Importance, Working of MNCs in India.

Module XII : Corporate Strategy : Introduction, Nature, Scope, Objectives and Importance

Module XIII : Corporate Governance : Nature, Scope, Objectives and Importance, Committee Recommendations, Corporate Governance Practices in India,

Module XIV : Management Discussion and Analysis : Nature, Scope, Objective and Importance, MDA Reporting in India.

Module XV : Strategic Planning for Corporate Success : Introduction, Nature, Scope of Strategic Planning for Corporate Success, Objectives and Importance.

***Books Recommended* :**

1) Prakash, Jagdish & Shukla, M.B. **:** Administration of Public Enterprises
2) Shukla, M.B.& Gupta, Ranjita **:** Corporate Management **:** Principles and Practice

Duration : 3Hrs. **BBA-306** **Marks (Max. 100, Min. 35)**

MANAGEMENT INFORMATION SYSTEM

Objective : To manage the information systematically for effective decision making.

Module I : Management Information System : Definition, characteristics and significance of MIS. Information Concepts **:** Data v/s Information, types of information, quality of information.

Module II : Decision Making : Simon's model of decision making – understand the role and relevance of an information system in aiding decision making. Structured and unstructured decisions – approach and objectives.

Module III : Database Management : Objectives, role, advantages and disadvantages of DBMS, SQL, use of databases for integration across functional areas. Introduction to Decision support system **:** elements process.

Module IV : Design Methodology & System Design : System development life cycle, software development models. System analysis – DFD, DD & Decision Tables .System Design – design methods, detailed system design, design documentation. System implementation and testing.

Module V : Planning : overview and types of planning.

Module VI : Organizing : organizing the management process. Testing & Changeover. Evaluation Approaches.

Module VII : System Concepts : General Model, Types of System, Subsystems

Module VIII : Information Concepts : Definition, Quality of Information, Value of Information**,** Information Needs of Manager at different Levels

Module IX : Control Process : Control on Systems; Feedback Control

Module X : Law of Requisite Variety : Management Control through Reporting

Module XI : Human as Information Processors : Newell-Simon Model, Limits on human Information Processors, Characteristics of Human Information Processing, Performance

Module XII : Information System for Functional Areas : Information for Financial, Marketing Inventory Control, Production and Personal Functions

Module XIII : Management Support System-Overview : Decision Making Phase, Concepts of Decision Making, Decision Supports System, Difference between MIS and DSS

Module XIV : Decision Making Systems and Modeling : Modeling Process, Information need 3d for different phases and decision, making, Sensitivity Analysis, Static and Dynamic Models, Simulation, Operations Research Techniques, Heuristic Programming Case Studies

Module XV : Executive Information and Support Systems Needs : Characteristics, Software and Hardware, Integrated EIS and DSS, EIS Implementation

***Books Recommended* :**

1) D.P. Goyal – Management Information Systems (MacMillan Publication).
2) Davis & Olson — Management Information Systems (McGraw-Hill).
3) Murdick, Ross& Clagett – Information Systems for Management (Prentice Hall Professional Technical Reference).
4) Gary W. Dickson, James C. Wetherbe — The management of information systems (McGraw-Hill, Inc.).
5) Hossein Bidgoli — Handbook of management information systems **:** a managerial perspective (Academic Press, Inc).

Duration : 3Hrs. **BBA-307** **Marks (Max. 100, Min. 35)**

PROJECT REPORT

The students will be required to undertake an industrial project to correlate theories with practical aspects so that he/she can become a competent manager and an effective implementer to be fit for the corporate positions. The training duration will be two to three weeks.