

## **B.B.A. Revised Papers**

### **BBA-Ist Semester**

BBA N 101 Business Organization

102 Business Mathematics

103 Principles of Economics

104 Book Keeping & Basic Accounting

105 Business Law

106 Fundamentals of Management

107 Business Ethics

### **BBA-IIInd Semester**

BBA N 201 Business Environment

202 Business Communication

203 Indian Economy

204 Principles of Accounting

205 Organizational Behaviour

206 Business Statistics

207 Comprehensive - Viva -Voce

### **BBA-IIIrd Semester**

BBA N 301 Advertising Management

302 Indian Banking System

303 Human Resource Management

304 Marketing Management

305 Company Accounts

306 Company Law

## **BBA-IV Semester**

BBA N 401 Consumer Behaviour

402 Financial Management

403 Production Management

404 Sales Management

405 Research Methodology

406 Operations Research

407 Training Report Viva-Voce

## **BBA-V Semester**

BBA N 501 Managerial Economics

502 Entrepreneurship and small Business

503 Income Tax Laws and Accounts

504 Cost and Management Accounting

505 Industrial Law

506 Computer Fundamentals

## **BBA-VI Semester**

BBA N 606 Industrial Trade

602 Strategic Management & Business Policy

603 VAT & Service Tax

604 Management Information System

605 Auditing

606 Fundamental of E-Commerce

607 Comprehensive - Viva -Voce

## BBA- III Semester

### BBA N 301

### Advertising Management

Unit I	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.
Unit II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.
Unit III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget-approaches allocation of budget.
Unit IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix.
Unit V	Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.

### Suggested Books

1. Advertising and Promotion      George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases      Manendra Mohan,  
TMH
3. Advertising Management      Rajeev Batra, PHI

## BBA- III Semester

### BBA N 302

### Indian Banking System

Unit I	Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development banks.
Unit II	State Bank of India: Brief History; Objectives Functions; Structure and organization; Working and progress.
Unit III	Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co-operative banks.
Unit IV	Regional Rural and Co-operative banks in India: Functions; Role of regional rural and co-operative bank in rural India; Progress and performance.
Unit V	Reserve Bank of India; Objectives; Organization; functions and working; monetary policy credit control measures and their effectiveness.

#### Suggested Readings:

1. Basu A.K. : Fundamentals of banking- Theory and Practice; A. Mukherjee and Co., Calcutta
2. Sayers R.S. : Modern Banking; Oxford University, Press.
3. Panandikar, S.G. and Mithani D.M.: Banking in India; Orient Longman
4. Reserve Bank of India : Functions and Working
5. Dekock : Central Banking; Crosby Lockwood Staples, London
6. Tennan M.L.: Banking-Law and Practice in India; India law House, New Delhi.

## **BBA- III Semester**

### **Human Resource Management**

#### **BBA N 303**

Unit I	Introduction to HRM & HRD Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.
Unit II	Human Resource Policies & Strategies Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme., developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.
Unit III	Human Resource Procurement & Mobility Productivity & improvement job analysis & Job design, work measurement, ergonomics. Human Resource planning-objectives, activities, manpower requirement process Recruitment & Selection Career planning & development, training methods, basic concept of performance appraisal. Promotion & Transfer.
Unit IV	Employee Compensation Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965.
Unit V	Employee relations Discipline & Grievance handling types of trade unions, problems of trade unions

#### **Suggested Books:**

1. Human Resource Management – Dipak Kumar Bhattacharya
2. Managing Human Resource-Arun Monappa
3. Essential of HRM and Industrial Relations-P.Subba Rao
4. Personnel Management-C.B. Memoria

**BBA- III Semester**  
**Marketing Management**

**BBA N 304**

Unit I	Marketing : Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing.
Unit II	Segmentation : Concept, basis of segmentation, Importance in marketing; Targeting : Concept Types, Importance; Positioning : Concept, Importance, Brand positioning, Repositioning.
Unit III	Marketing Mix: Product : Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging. Distribution : Concept, importance, different types of distribution channels etc.
Unit IV	Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion : Promotional mix, tools, objectives, media selection & management.
Unit V	Marketing Research : Importance, Process & Scope Marketing Information Systems : Meaning Importance and Scope Consumer Behavior : Concept, Importance and factors influencing consumer behavior.

**Suggested Books:**

1. Marketing Mgt. by Philip Kotlar (PHI)
2. Marketing by Etzet, Walker, Stanton
3. Marketing Management by Rajan Saxena

**BBA- III Semester  
Company Accounts**

**BBA N 305**

Unit I	Joint Stock Companies- its types and share capital, Issue, Forfuture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.
Unit II	Final Accounts : Including Computation of managerial Remuneration and disposal of profit.
Unit III	Accounting for Amalgamation of companies as per Accounting Standard 14 Accounting for Internal reconstruction.
Unit IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary Only.
Unit V	Liquidation of Company, Statement of Affairs and Deficiency/Surplus, Liquid for final statement of A/c Receivers Receipt and Payment A/c.

**Suggested Books:**

- 1.Gupta R.L. Radhaswamy M, Company Accounts, Sultan chand &
- 2.Maheshwari, S.N., Corporate Accounting, Vikas Publishing
- 3.Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting
- 4.Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts, S. Chand & Co.
- 5.Moore C.L. and Jaedicke R.K., Management Accounting

## BBA- III Semester

### Company Law

#### BBA N 306

Unit I	Corporate Personality : Kinds of Company, Promotion and Incorporation of Companies.
Unit II	Memorandum of Association, Articles of Association Prospectus.
Unit III	Shares ; Share Capital, Members , Share Capital- Transfer and Transmission, Directors-Managing Director, Whole Time Director.
Unit IV	Capital Management-Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds quorum, voting resolutions, minutes.
Unit V	Majority Powers and minority Rights Prevention of oppression and mismanagement, winding up-Kinds and Conduct.

#### Suggested Books:

1.Grower L.C.B.	Principles of Modern Company Law, Stevens & Sons, London
2.Ramaiya A.	Guide to the Companies Act. Wadhwa & Co., Nagpur
3.Singh, Avtar	Company Law, Eastern Book Co. , Lucknow
4.Kuchal, M.C.	Modern Indian Company Law, Sri Mahavir Books, Noida
5.Kapoor, N.D.	Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons



## BBA- IV Semester

### Consumer Behaviour

#### BBA N 401

Unit I	Introduction to consumer Behavior (CB)- Importance, Scope, need for studying CB, Consumer research process.
Unit II	Consumer models : Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-kollat-Blackwell model.
Unit III	Individual determinates: Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.
Unit IV	Influences & Consumer Decision making : Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.
Unit V	Industrial Buying Behaviour : Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.

#### Suggested Books:

1.Consumer Behaviour in Indian Perspective	Suja. R. Nair
2.Consumer Behaviour	Schifman & Kanuk
3.Consumer Behaviour	Louden & Bitta
4.Consumer Behaviour	Bennet & Kasarjian

**BBA- IV Semester  
Financial Management**

**BBA N 402**

Unit I	Introductory : Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.
Unit II	Capital Structure Planning : capitalization Concept, basis of capitalization, consequences and remedies of over and under capitalization. Determinants of Capital structure, Capital structure theories.
Unit III	Management of Fixed Capital: Cost of Capital, Nature & Scope of Capital budgeting-payback NPV, IRR and ARR methods and their practical applications. Analysis of risk & uncertainty.
Unit IV	Management of Working Capital : Concepts of working Capital, Approaches to the financing of current Assets determining capital (with numerical problems) Management of different components of working capital.
Unit V	Management of Earning : Concept & relevance of Dividend decision. Dividend Models-Water, Gordons, MM Hypothesis. Dividend policy-determinants of dividend policy.

**Suggested Books:**

1.Financial Management	S.N. Maheshwari
2.Financial Management	Khan & Jain

## **BBA- IV Semester**

### **Production Management**

#### **BBA N 403**

Unit I	Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.
Unit II	Types of manufacturing Systems: Intermittent & Continuous Systems etc., Product design & development.
Unit III	Plant Location & Plant layout.
Unit IV	Materials Management & Inventory Control : Purchasing Economic lot quantity/Economic order quantity(EOR), Lead time, Rorder level. Brief of ABC analysis, Stock Keeping.
Unit V	Quality Control : Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control.

#### **Suggested Books:**

1.Prodcution Operation management	B.S. Goel
2.Production & Operation Management	Buffa
3.Production & Operation Management	S.N.Chany

**BBA N 404****BBA- IV Semester  
Sales Management**

## Unit I

## Sales Management :

- Evolution of sales function
- Objectives of sales management positions
- Functions of Sales executives
- Relation with other executives

## Unit II

## Sales Organisation and relationship :

- Purpose of sales organization
- Types of sales organization structures
- Sales department external relations
- Distributive network relations.

## Unit III

## Salesmanship :

- Theories of personal selling
- Types of Sales executives
- Qualities of sales executives
- Prospecting, pre-approach and post-approach
- Organising display, showroom & exhibition

## Unit IV

## Distribution network Management

- Types of Marketing Channels
- Factors affecting the choice of channel
- Types of middleman and their characteristics
- Concept of physical distribution system

## Unit V

## Sales Force Management

- Recruitment and Selection
- Sales Training
- Sales Compensation

**Suggested Books:**

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|----------------------------|-------------------------|
| 1.Sales Management         | -Cundiff, Still, Govoni |
| 2.Salesmanship & Publicity | -Pradhan, Jakate, Mali  |
| 3.Sales Management         | -S.A. Chunawalla        |

## **BBA- IV Semester**

### **Research Methodology**

#### **BBA N 405**

Unit I	Introduction – Meaning of Research ; Objectives of Research; Types of Research; Research Process; Research Problem formulation.
Unit II	The Design of Research-Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Data types; Sources of Error.
Unit III	Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.
Unit IV	Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing- Chi-square test, Z test, t-test, f-test.
Unit V	Presentation- Diagrams; graphs; chars. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report.

#### **Reference Books:**

1. Research Methodology

C.R. Kothari

