

BBA (w.e.f June 2010-11)

I Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of the subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
BBA-1	M-201	(A) Principles of Management	√	√	√	√				8	100
	M-202	(B) Organization Behavior									
BBA-2	M-203	(A) Business Communication	√	√	√	√				8	100
	M-204	(B) Principles of Marketing									
BBA-3	M-207	(A) Principles of economics	√	√	√					8	100
	M-208	(B) Business Laws									
BBA-4	M-206	(A) Business Statistics	√	√	√					8	100
	M-212	(B) Financial Management									
BBA-5	M-205	Financial Accounting	√	√	√					6	100
BBA-6	C-115	Computer Fundamental	√	√			√			4	100
<b>Total</b>										<b>42</b>	<b>600</b>

## BBA

II Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of the subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
BBA-7	M-220	(A) Business Economics	√	√	√	√	√			8	100
	M-237	(B) Marketing Research									
BBA-8	M-221	Cost & Management Accounting	√	√	√	√				5	100
BBA-9	M-222	(A) Banking Law & Practice	√	√	√					8	100
	M-224	(B) Company Law									
BBA-10	M-223	Human Resource Management	√	√	√	√				5	100
BBA-11	M-211	(A) Indian Economics	√	√	√	√				8	100
	M-227	(B) Productions & Materials Management									
BBA-12	M-225	(A) Industrial Relations	√	√		√	√			8	100
	M-226	(B) Industrial Psychology									
<b>Total</b>										<b>42</b>	<b>600</b>

III Year			Instructional System							Credits	Marks
Course Code	SLM Code	Name of the subject	PCP	AW	VGD	PDP	PEC	PRO	IIIL		
BBA-13	M-228	(A) Quantitative Techniques	√	√	√	√	√			8	100
	M-229	(B) Entrepreneurship & Small Business Management									
BBA-14	M-230	Consumer Behavior & Advertising Management	√	√	√	√				6	100
BBA-15	M-231	Income Tax Law & Practice	√	√	√					6	100
BBA-16	M-232	(A) International Trade	√	√	√	√				8	100
	M-233	(B) Sales & Distribution Management									
BBA-17	H-306	General Socio Economics & Scientific Studies	√	√	√					6	100
BBA-18	-	Project	√		√			√	√	8	100
<b>Total</b>										<b>42</b>	<b>600</b>

## **I YEAR**

### **PRINCIPLES OF MANAGEMENT M-201**

#### **SECTION –A: PLANNING AND ORGANIZING MANAGEMENT**

##### **Unit-I: Definitions of Management**

Its Nature and Purpose, Management as a Science and art, the Elements of science, Patters of Management Analysis-System Approach to Operational Management.

Function of managers.

Management and Society - Social Responsibility and Ethics with Reference to Indian and EN India. Operating in a Pluralistic Society, Social Responsibility of Manager, and ethics in Managing. A Broad Overview of the Different Forms of Business Enterprises in India.

##### **Unit-II: Nature and Purpose of Planning**

Types of Plans; Steps in Planning, The Planning Process- A rational Approach to Goal Achievement.

Objectives- The Nature of Objectives, Evolving Concepts in Management by Objectives (MBO), The Process of MBO, Setting Objectives, Benefits and weakness of MBO .The Nature and Purpose of Strategies Planning Process, The TOWS matrix, The portfolio Matrix, Major kinds of Strategies and Policies, The Three Generics Competitive Strategies by Porter, Effective Implementation of Strategies, Premising and Forecasting.

Decision Making- The importance and limitations of Rational Decision Making. Evaluation of Alternatives, Selecting a Alternative, Programmed and Non- Programmed Decisions, Decision Making Under Certainty and Risk, Modern Approaches to Decision Making under Uncertainty, Evaluating the Importance of a Decision, Other Actors in Decision Making, Decision Support Systems, Systems Approach and Decision making.

##### **Unit-III: Nature and Purpose of Organizing**

Formal and Informal Organization,

Organizational Division—The Department, Organization Level and the Span of Management, Factors Determining an Effective Span, Organizational Environment for Entrepreneur and Entrepreneur, The Structure and Process of Reorganizing.

Departmentation by Simple Member, by Time, by Enterprise function, by Territory or Geography by Customer, by Process or Equipment, and by Product. Matrix Organization, Strategic Business Unit, Choosing the Pattern of Departmentation. Authority and Power, Line and Staff concepts, Functional Authority, Benefits and Limitations of Staff, Decentralization and Delegation of Authority, art of Delegation, Balance as a key to Decentralization.

## **SECTION – B : FUNCTIONAL METHODOLOGY**

### **Unit – I: Human Resource Management and Selection**

Definition of Staffing, Defining the Managerial job, System Approach to HRM- an overview the staffing Function, Situational Factors Affecting Staffing, Selection- Matching the Person with the Job, Systems Approach, Position Requirements and Job Designs, Skills and Personal Characteristics Required by Managers, matching Qualifications with Position Requirements, Selection- Process , Techniques and Instruments, Orienting and Socializing New Employees.

Performances Appraisal- Purposes and uses of Appraisal , Problem of Management Appraisal, Choosing The Appraisal Criteria, Traditional, Traits Appraisals, Appraising Managers Against Verifiable Objectives , Appraising Managers as Managers, Rewards and Stress of Managing , Formulating the career Strategy.

Manager Development Process and Training, Approaches to Manager Development, on – the- job Training and Internal and External Training, Managing Changes, Organizational conflict, Organizational Development.

### **Unit – II: Controlling the Basis Control Process**

Critical control points and Standards, Control as a feedback, Real-time information and Control feed Forward Control, Requirements for Effective Controls.

Budget—Traditional non-budgetary control devices, Time-event Network analysis, information technology, use of computer in handling information, Challenges created by information technology.

Control of overall performances, budget Summaries and report, profit and loss control, Control through return investment, Direct Control vs. Preventive Control, developing Excellent Managers.

**ORANISATIONAL BEHAVIOUR**  
**M-202**

**Chapter –I: INTRODUCTION**

**PART-I**

- Unit –I** : Emergence, concepts, importance, nature, characteristics.  
**Unit –II** : Models, cognitive, social cognitive framework  
**Unit –III** : Relationship with other fields.

**PART-II**

- Unit –I** : Perception- nature, concept, process and importance.  
**Unit –II** : Attitude- concept, process and importance, attitude measurement.  
**Unit –III** : Personality- concept, nature, types and theories.  
**Unit –IV** : Learning – concept and theories.

**Chapter – II: WORK MOTIVATION**

- Unit- I** : Concept, application, principles theories, involvement.  
**Unit-II** : Theories of Motivation: Maslow’s need hierarchy, Herzberg theory of motivation.

**Chapter – III: GROUP DYNAMICS**

- Unit-I** : Definition types of group, Stage of Group Development.  
**Unit-II** : Group Characteristics, Group Structure, Group norms and Group Cohesiveness. Group decision-making.

**Chapter – IV: LEADERSHIP**

- Unit –I** : Definition and framework of leadership perspectives.  
**Unit –II** : Leadership theories and models: Trait theories, Behavior theories, Leadership styles.  
**Unit –III** : Nature of conflict, Reaction of conflict, Managing Conflicts.

**Chapter – V: ORGANISATIONAL CHANGE**

- Unit –I** : Forces of change, process for planned Organizational Cultures.  
**Unit –II** : Globalization and Organizational Cross Cultures, the emergence of global organization.

## **BUSSINESS COMMUNICATION**

**M-203**

### **SECTION –A: BUSINESS COMMUNICATION AND SELF DEVELOPMENT**

#### **Unit-1 : Introducing Business Communication**

Basics Forms of Communication, Communication models and processes, Effective Communication, Theories of communication, Audience analysis.

#### **Unit-2: Self Development and Communication**

Development of positive personal attitudes, SWOT analysis, Vote's Model of interdependence, Whole Communication.

#### **Unit-3: Corporate Communication**

Formal and Informal Communication Networks, Grieving, Miscommunication (Berries), Improving Communication.

### **SECTION –B: PRINCIPLES OF EFFECTIVE COMMUNICATION**

#### **Unit-1: English Grammar**

The Noun, The Pronoun, Articles, The Adjectives, The Verb.

#### **Unit-2: Practices in Business Communication**

Group Discussions, Mock Interview, Seminars, Effective Listening Exercises, Individual and Group Presentation and Reports Writing.

#### **Unit-3 : Writing Skills**

Planning Business Messages , Rewriting and Editing, The First Draft, Reconstructing the Final Draft, Business Letters, Sales Letters, collection Letters, Collection Letters, Office Memorandum.

### **SECTION –C : REPORT WRITING AND PRESENTATION SKILLS**

#### **Unit-1: Report Writing**

Introduction to Proposal, Short Report and Format Report, Report Preparation.

#### **Unit-2 : Oral Presentation**

Principal of Oral Presentation, Factors Affecting Presentation, Sales Presentation, Training Presentation, Conducting Surveys, Speeches to Motivate, Effectives Presentation Skills, Interviewing Skills: Appearing in Interviews, Conducting Interviews, Writing Resumes and Letter of Application.

## **PRINCIPLES OF MARKETING (M-204)**

### **Block-1: Product Marketing & Consumer Behavior**

#### **UNIT - 1: Introduction**

Nature and Scope of marketing, Importance of Marketing as a Business Function and in the Economy, Marketing Concepts of Traditional and Modern, Selling Vs. marketing, marketing Mix, Marketing Environment.

#### **UNIT - 2: Consumer Behavior and Market Segmentation**

Nature, Scope and Significance of Consumer Behavior – Market Segmentation - Concept and Importance - bases for Market Segmentation.

#### **UNIT - 3: Product**

Product - Concept Product, Consumer and Industrial Goods - Product Planning and Development - Packaging and Functions - Brand Name and Trading after Sales Service product life cycle Concept.

### **Block-2: Price, Promotion and Distribution of a Product**

#### **UNIT-1: Price**

Importance of Price in marketing mix-Factors affecting price product/service - Discounts and Rebates.

#### **UNIT-2: Promotion**

Methods of Promotion - Optimum Promotion Mix - Advertising Media - Their Relative Merits and Limitations - Characteristics of an Effective Advertisement - Personal Selling as a Career - Classification of a successful sales Person - Functions of Salesman.

#### **UNIT-3: Distribution Channels and Physical Distribution**

Distribution Channels - Concept and Role - Types of Distribution Channels - Factors Affecting Choice of Distribution Channel - Retailer and Wholesales - Physical Distribution of Goods - Transportation - Warehousing - Inventory Control - Order Processing.

## **PRINCIPLE OF ECONOMICS**

**M-207**

### **Section A**

#### **Introduction**

Nature and significance of economics, meaning of science, engineering & technology and the relationship with economic development.

### **Section B**

#### **Basic Concepts**

The concept of demand & supply, elasticity of demand and supply. In differences curve analysis, price effect, income effect and substitution effect.

### **Section C**

#### **Money & Banking**

Function of Money, Value of Money, inflation and measure to control its brief data of function of Banking System.



**BUSSINESS LAWS**  
**M-208**

**Unit 1: The Law of Contract**

Agreement and Contract; Void and Voidable Contracts; Capacity of Parties; Free Consent; Legality of Object and Consideration; Performance and Discharge of Contracts; Indemnity and Guarantee; Bailment and Agency.

**Unit 2: The law Relating to Sale and Goods**

Sale and Agreement to Sell, Conditions and Warranties, Transfer of Property Doctrine of Caveat Emptor, Auction Sale, And Unpaid Seller.

The Laws Relating to Carriage of Goods.

Introduction, Carriage by Land; Carriage by Sea; Carriage by Air.

The Laws Relating to Partnership.

The Partnership Act; Nature, Test and Types of Partnership; Partnership Deeds, Right and Liabilities of Partners; Registration; Dissolution.

**Unit 3 : The Law Relating to Companies**

The Companies.

**BUSSINESS STATISTICS**  
**M-206**

**SECTION-A**

- 1. Introduction to Statistics:** Frequency Distribution, Graphical Representations.
- 2. Measures of Location:** Definition of Central Tendency, Arithmetic Means (A.M.) Geometric Mean(G.M.) Harmonic Mean(H.M.) Median, Mode, Quartiles, Deciles and Percentiles.
- 3. Measures of Dispersion:** Definition, standard Deviation (S.D.), Mean Deviation (M.D) Quartile Deviation (Q.D.) Range(R).
- 4. Measures of Skewness and Kurtosis:** Moments, Skewness, Kurtosis.

**SECTION-B**

- 5. Correlation and regression:** Bivariate Distribution, Correlation-Coefficient, Rank, Multiple and Curvilinear Regressions.
- 6. Probability:** Sample Space and Events- Probability- The Axioms of Probability-Some Elementary Theorems-Conditional Probability- Baye's Theorem.
- 7. Probability Distribution:** Random Variables-Discrete and Continuous- Distribution- Distribution Function.
- 8. Some Probability Distribution:** Distribution –Binomial- Poisson and Normal Distribution – Related Properties.

**SECTION-C**

- 9. Sampling Theory:** Population and Samples-Sampling Distribution of Mean (Known and Unknown) Properties, Sums and Differences.
- 10. Estimate:** Point Estimation- Interval Estimation Bayesian Estimation.

**SECTION-D**

- 11. Test of Hypothesis:** Means and Properties- Hypothesis Concerning one and two means- Type-I and Type- II Error, One-Tail, Two-Tail, Test of Significance- Student's T-Test,  $X^2$  – Estimation of Properties.
- 12. Analysis of Variances:** ANOVA Table Randomized Block Design.
- 13. Stochastic Process:** Definition, Morkov Process, and Morkov Chain, Chapman-Kolmogorov Equation, Steady-State and First Entrance Probabilities.

**FINANCIAL MANAGEMENT**  
**M-212**

**SECTION –A**

- Unit-1 : Introduction :** Financial Objectives – Profits and Wealth Maximization, Finance Function, Role of Finance Manager.
- Unit-2 : Capitalisation :** Basics of Capitalisation, Estimation of Annual Net Earnings, Capitalisation Rate, Overcapitalisation, Undercapitalisation.

**SECTION –B**

- Unit-3 : Capital Structure :** Principle of Capital Structure , Management , Factors Affecting Capital Structure.
- Unit-4 :** Capital Structure and cost of Capital : Concept of Cost of Capital- Importance Calculation, Composite, Leverage, Theories of Capital Structure.

**SECTION –C**

- Unit-5 : Time Value of Money :** Compounding and Discounting Techniques, Present Value of Cash Flows, Techniques of Evaluation of Capital Expenditure Proposals.
- Unit-6: Sources of Working Capitals:** Meaning and Concept of Working Capital, Management, Management Policies and Various Elements, Cash Management – Nature, Planning Aspect, Control Process, Models, Cash Budgets, Playing and Kinds of Floats.

**Financial Accounting**  
**M-205**

**Section A: Fundamentals of Accounting**

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

Need, Development and Definition of Accounting; Book keeping and Accounting; Persons interested in Accounting; Disclosures; Branches of Accounting; Objectives of Accounting.

**UNIT 2: Accounting Principles**

International Accounting Standards (Only Outlines); Accounting Principles; Accounting standards in India.

**UNIT 3: Accounting Transactions**

Accounting Cycle; Journal; Rules of debit and credit; Compound Journal Entry; Opening Entry; Relationship between journal and Ledger, Rules Regarding Posting; Trail balance; Sub Division of Journal.

**Section B: Concepts of Income and Depreciation**

**UNIT 1: Capital and Revenue**

Classification of Income; Classification of Expenditure; Classification Receipts. Accounting Concept of Income; Accounting Concepts and Income Measurement; Expired Cost and Income Measurement. Final Accounts; Profit and Loss account; Balance sheet; Adjustment entries. Rectification of Errors; Classification of Errors; Location of Errors; Rectification of Errors; Suspense Account; Effect on Profit.

**UNIT 2: Depreciation Provisions and Reserves**

Concept of Depreciation; Causes of Depreciation; Depreciation, Depletion, Amortization and Dilapidation; Depreciation Accounting; methods of Recording Depreciation; methods for Providing Depreciation of Different Assets; Depreciation of Replacement Cost; Depreciation Policy as per Accounting Standard : u; Depreciation Accounting; Provisions and Reserves.

### **UNIT 3: Accounts of Non - Trading Institutions**

Introduction, Financial Statements of Not-for-Profit organizations, Income and Expenditure Account, Steps in Preparation of Balance Sheet, Incidental trading Activity.

### **COMPUTER FUNDAMENTAL**

#### **C-115**

#### **Section A**

##### **Information Concepts & Processing**

Definition of information, data vs information, introduction to information system, information representation digital media, images, graphics, animation, audio, video, etc. Need a value & quality of information the concept of information entropy & numerical.

#### **Section B**

##### **Computer Appreciation**

Definition of electronic computer, history, generation, characteristics and application of computers, classification of computer RAM, ROM, computer hardware, CPU, various I/O devices, peripherals, storage media, software definition and concepts.

#### **Section C**

##### **Data Communication & Networks**

Computer networks, networking of computers, introduction to LAN, WAN, MAN, network topologies, basic concepts in computers, computers networks, introduction to GPRS, CDMA, GSM & FM technologies.

#### **Section D**

##### **Introduction to Internet Technologies**

HTML, DHTML, WWW, FTP, TELINET, web browser, net surfing, search engines, E-mail, ISP, e-commerce, public key, private key, safety of business transaction on web.

##### **Concepts in Operation System**

Elementary concepts in operations system, GUI, introduction to DOS, MS windows, Classification of computers, RAM, ROM, computer hardware, CPU, various I/O devices, peripherals storage media, software definition and concepts.

## II YEAR

### BUSINESS ECONOMICS (M-220)

#### UNIT-I

**The Market Mechanism:** Price and output determination. Price policies-factors affecting pricing policy, general considerations while formulating pricing policies, objectives of pricing policy, pricing practices.

#### UNIT-II

**Market:** perfect Competition, price and output determination, profit maximization as the goal of the firm.

**Imperfect Competition:** Monopoly, discriminating Monopoly.

#### UNIT-III

**Wages:** Nominal and Real wages, Marginal productivity theory of wages and its criticism.

**Interests:** Nature of interest, Gross Vs. pure rate of interest, classical theory of interest and its criticism, The Loanable funds theory of interest and its criticism, Liquidity Preference, Theory and its criticism, Modern Theory of Interest (LS-LM approach).

#### UNIT-IV

**Profit:** Concept of profit, gross and net profits, comparison of accountant and economist's profit. Profit theories-Hawket's Risk bearing theory, Profit as a reward for uncertainty bearing, Profit as a reward for innovation, Dynamic theory of profit.

#### UNIT-V

**Rent:** Meaning, Economic Rent, Quasi Rent, Rent Theories Ricardian Theory of Rent, Modern Theory of rent.

**Business Cycle:** Meaning, Phases and effects of business cycles, causes of business cycles, Measures to minimize the impact of business cycle.

## **MARKETING RESEARCH (M-237)**

### **UNIT- I**

**Marketing Research:** Meaning, functions and importance.

### **UNIT- II**

**Marketing Research Process:** Objectives and needs.

**Types of Research:** Exploratory, Descriptive and Experimental.

### **UNIT- III**

**Data Collection:** Primary and Secondary sources, the process of data collection & analysis, Hypothesis testing, Questionnaire construction, Accuracy of observed data. Planning & Rating system in measurement.

Attitude Measurement scales.

### **UNIT- IV**

**Survey Administration:** Administering questionnaires.

**Sampling:** Types of samples, sampling problems & procedures.

### **UNIT- V**

**Consumer Research:** Motivational research techniques, focus group interviews, depth interviews and projective techniques.

Preparation of Report and Report Writing.

## **COST AND MANAGEMENT ACCOUNTING (M-221)**

### **UNIT-I**

Meaning, Scope, objectives of Cost Accounting & Management Accounting, Financial Accounting Vs. Cost Accounting Vs. Management Accounting. Advantages & Limitation of Cost & Management Accounting. Elements of Cost, Cost Sheet, Cost Concepts, Cost Classification.

### **UNIT-II**

**Total Cost and Marginal Cost:** Cost-Volume-Profit Analysis, relevant costing for decision-making.

### **UNIT-III**

**Budgetary Control:** Meaning of budget, budgetary control: Objectives, uses Types of Budget-functional, fixed and variable budget.

### **UNIT-IV**

Standard costing and Variance Analysis, Advantages and Disadvantages of Standard Costing, Analysis of Variance: Material, Labor.

### **UNIT-V**

Analysis of financial statement-Ratio Analysis, Funds Flow Statement and Cash Flow Statement.



## **BANKING LAW & PRACTICE (M-222)**

### **UNIT-I**

Main provisions of the Banking Regulation Act 1949, RBI Act 1934, Banker & Customer relationship. Opening and operations of different kinds of bank accounts & their special features.

### **UNIT-II**

Legal provisions regarding loans & advances, general principles of sound lending. Types of securities & secured advance like lien. Pledge, hypothecation & mortgage.

### **UNIT-III**

Practice & law relating to Negotiable Instruments cheques, Bill of exchange, promissory notes, payment in due course, Endorsement, Crossing, maturity.

### **UNIT-IV**

Guarantees & laws of suretyship.

### **UNIT-V**

Protection to a collecting banker and to a paying banker.

## **COMPANY LAW (M-224)**

### **UNIT-I**

Definition, Features & Classification of Companies.

### **UNIT-II**

Incorporation of Company with special reference to documents viz memorandum of association, articles of association, prospectus and statement in lieu of prospectus.

### **UNIT-III**

Company Meeting and Resolution: Statutory, Annual General & Extraordinary general meetings.

### **UNIT-IV**

Power of the Company Law Board to call meeting, Requisition of valid meeting, voting, resolutions, minutes, proxy quorum. Issue, allotment, transfer and transmission of shares.

### **UNIT-V**

Right & duties of Company directors (including liabilities), directors as agent, trustees, qualifications, disqualification.

## **HUMAN RESOURCE MANAGEMENT (M-223)**

### **UNIT-I**

**HRM:** Introduction, Objectives, Structure and functions of HR department.

### **UNIT-II**

- Changing role of HRM in India.
- Human Resource Planning Process.
- Recruitment and Selection-Need, Methods and Practices in Indian Organizations.

### **UNIT-III**

**Internal Mobility:** Transfer, Promotion, Demotion.

### **UNIT-IV**

**Training & Development:** Meaning, Importance, Methods & Practices, Process of Training & Development.

### **UNIT-V**

**Performance Appraisal:** Meaning, Objectives, Methods and Practices.

- Career & Succession Planning, Counseling.
- Compensating Employees.

## **INDIAN ECONOMICS (M-211)**

### **UNIT-I**

**Indian Economy:** Sectoral divisions-public sector, joint sector, private sector, cooperative societies, small scale enterprises.

### **UNIT-II**

**Economic Growth, Development and Underdevelopment:** The concept of economic growth, Meaning contrast of economic growth and development. Under development indicators, common characteristics of underdeveloped countries. Factors in Economic Development, Strategy of growth: Balanced vs. Unbalanced growth.

### **UNIT-III**

**Economic Problems of Growth:** Saving and capital formation, poverty, unemployment, inflation, parallel economy, industrial sickness.

### **UNIT-IV**

**Nature of Indian Economy:** India-A developing economy, A dualistic economy, A mixed economy.

### **UNIT-V**

**National Economic Planning:** Planned Economic development since 1951 (objects, achievements and constraints). Five year plans, Assessment of Indian Planning.

## **PRODUCTION AND MATERIALS MANAGEMENT (M-227)**

### **UNIT-I**

Evolution, Meaning, Objectives and Scope.

Facilities Planning: Product Selection, Process Selection, Location, Plant Layout.

### **UNIT-II**

**Capacity Planning:** Meaning, Measurement, Process and Capacity Utilization.

Work Design and Job Design.

### **UNIT-III**

**Purchasing:** Fundamentals of Purchasing, Purchasing Decisions.

### **UNIT-IV**

**Inventory Management:** Inventory Models and Safety, ABC and other classifications of inventory.

### **UNIT-IV**

Materials Requirement Planning, Storage Management.

## **INDUSTRIAL RELATIONS (M-225)**

### **UNIT-I**

Introduction and concept of Industrial Relations.

### **UNIT-II**

IR-conceptual aspects and interactions among the principal parties within social, economic and political context, changing aspiration of the workforce.

### **UNIT-III**

**Functions of IR manager.**

Trade Unions: Meaning, Importance, Growth, Structure and Strategies, Problems.

### **UNIT-IV**

**Collective Bargaining:** Nature, Development and Process.

**Grievance Handling:** Causes, Procedure and Practices.

**Industrial Disputes:** theoretical frame work, causes types and machinery.

### **UNIT-V**

**Worker's participation in Management:** Conceptual aspects, styles of WPM.

Social Security and Labor Welfare Schemes: A brief overview.

I.L.O. & Indian Labor.

## **INDUSTRIAL PSYCHOLOGY (M-226)**

### **UNIT-I**

Historical background of Industrial Psychology in India.  
Introduction to Industrial Psychology and its basic concepts.

### **UNIT-II**

**Personnel Selection-I** : Occupational Information

**Personnel Selection-II** : Individual Differences

**Personnel Selection-III**: Techniques, Application Blanks & Interview

**Personnel Selection-IV**: Psychological tests, and Psychological Testing

### **UNIT-III**

Human Performance: Engineering Psychology

### **UNIT-IV**

Industrial Accidents and their Prevention, Morale and Monotony

### **UNIT-V**

Personnel Counseling.

Psychological aspects of Labor Relations.

### **III YEAR**

#### **QUANTITATIVE TECHNIQUES (BBA – M-228)**

##### **Unit-I**

**OPERATIONS RESEARCH**: Scope and techniques.

##### **Unit-II**

**LINEAR PROGRAMMING**: Basic concepts, objective function and constraints, feasible solutions & optimal solution, Graphic method.

##### **Unit-III**

**ASSIGNMENT AND TRANSPORT PROBLEMS**: Basic concepts, simple models, cost and time of transportation, simple problems.

##### **Unit-IV**

**QUEUING THEORY & MARKOV CHAIN**: Basic concepts, queuing models, simple problems.

##### **Unit-V**

**CONTROL TECHNIQUE**: Application of budgetary control system. Inventory control, statistical quantity control, Network Analysis and Control of projects. Decision Tree Analysis.



## **ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT (M-229)**

### **Unit-I**

**ENTREPRENEURSHIP:** Meaning types of entrepreneurs, Qualities, Psychological factors in entrepreneurship, Factors influencing the Government policies and measures towards promotion of entrepreneurship.

### **Unit-II**

**SMALL SCALE INDUSTRIES:** Importance, Growth and Problems; Central & State Govt. Assistance to the SSI sector, Incentives and concessions; Industrial Estates; District Industries Centres, SISIs, NSIC, SIDO.

### **Unit-III**

**FINANCIAL ASSISTANCE:** SIDBI, SBI and Commercial Banks; Marketing Assistance to SSIs.

### **Unit-IV**

**HOW TO START A SMALL SCALE UNIT:** Conception of idea, Preparation of feasibility report, clearances and permissions, basic legal and registration formalities, Documentation Procedures.

### **Unit-V**

Sickness in Small Scale Industries, Causes and Remedies.

## **CONSUMER BEHAVIOUR AND ADVERTISING MANAGEMENT (BBA M-230)**

### **Unit-I**

Introduction : Defining Consumer Behavior, Reasons for Studying Consumer Behavior, Understanding Consumer and Market Segments, Environmental Influences on Consumer Behavior : Culture, Subcultures, Social Class, Reference Group and Family Influences, Personal Influences and Diffusions of Innovations.

### **Unit-II**

Individual Determinants of Consumer Behavior, Motivation, Personality and Self Concept, Concept Perception, Consumer Learning, Consumer Attitude Formation and Change. Consumer Decision Process : Problem Recognition, Search and Evaluation, Purchasing Processes, Post-Purchase Behavior, Consumer Behavior Models, Consumerism, Organization Buying Behavior.

### **Unit-III**

Communication Process of Communication, Marketing Communication, Objectives of Marketing Communication, Integrated Marketing Communication (IMC), Factors Contributing to IMC, Participants in IMC, IMC Promotion Mix, IMC Management & Planning Model, Challenges in IMC, Promotion Mix, Sponsorship : POP : Supportive Communication, Role of E-Commerce in Marketing Communication.

### **Unit-IV**

Advertising Management, Overview : Meaning, Nature and Scope of Advertising, Advertising and Other Promotional Tools, Role of Advertising in Promotion Mix, Process of Advertising, Customer and Competitor Analysis, STP Strategies for Advertising. Campaign Planning : Message Creation, Copywriting. Role of Creativity in Copywriting Media Planning, Testing of Advertising Effectiveness, Preparation and Choice of Methods of Advertising Budget, Ethical and Social Issues in Advertising, Management of Advertising Agencies, Role of Advertising in National Development.

## **INCOME TAX LAW AND PRACTICE ( – M-231)**

### **Unit-I**

**BASIC CONCEPTS:** Assessment year, Previous year, Person, Assesses, Income, Gross Total income, Total income.

### **Unit-II**

Residential status and tax incidence. Income exempt from tax under section 10.

### **Unit-III**

**COMPUTATION OF TAX UNDER DIFFERENT HEADS:** (1) Salary (2) House Property (3) Business or Profession, (4) Capital gains, (5) Income from other source.

### **Unit-IV**

Deductions from Gross total income and Rebates from tax liability.

### **Unit-V**

Set off and carry forward of losses.

## **INTERNATIONAL TRADE (-M-232)**

### **Unit-I**

Meaning, need for International Trade, distinction between foreign trade and domestic trade. Need for separate theory of international trade.

### **Unit-II**

**THEORIES OF INTERNATIONAL TRADE:** Classical and neo-classical, Gains from international trade. Balance of trade, Balance of payments, Disequilibrium in balance of payments; Causes, Consequences and Cures.

### **Unit-III**

**FOREIGN EXCHANGE:** Meaning and need, Theories for exchange rate determination, Mint parity theory, Purchasing Power parity Theory, Balance of payment theory.

### **Unit-IV**

Direction and Composition of India's foreign trade, recent trends, export promotion policies. International Liquidity Problems.

### **Unit-V**

**I.M.F. and W.T.O.:** Documents used in foreign trade: Foreign bill of exchange, Letter of credit, Bill of lading.

## **SALES & DISTRIBUTION MANAGEMENT (M-233)**

### **Unit-I**

**SALES MANAGEMENT AN INTRODUCTION:** Personal Selling and Salesmanship-Nature & Scope; Organization of Sales Department-Interdepartment Relations.

### **Unit-II**

**SALES FORCE MANAGEMENT:** Recruitment, Selection, Training and Compensation.

### **Unit-III**

**MOTIVATION:** Sales People; Evaluation of salesman's performance.

### **Unit-IV**

**Sales Quotas and Budgets.**

### **Unit-V**

**MARKETING CHANNELS CONCEPTS:** Channel participants, designing marketing channel, channel management, Transporting & Warehousing; Channel Control.

**H-306**

**Introduction To Indian Polity And Socio Economic Studies**

**Chapter 1 : National Resources and Their Management**

Broad Coverage of the Physical, economic and Social geography of India, Main Features of Indian agriculture and natural resources, Environmental issues, zoological preservation and conservation of natural resources.

**Chapter 2 : Human Resources Management and Social Welfare**

Social System in India, Community development and panchayatiraj, Socially, economically, physically and culturally challenged and excluded section of Indian Society. Management of Public health and health education, Human rights, Probability in public life.

**Chapter 3 : Indian Policy-Construction and Public Administration**

Broad Features of Indian Constitutional, legal, administrative and other issues emerging from the Politico-administrative system of India, Principle of good governance, Main features of India administration, Law enforcement, internal security and preservation of communal harmony.

**Chapter 4 : Indian Policy-Theories & International Relations**

Political system of India, India's relationship with the World in the sphere of foreign affair with special emphasis on India's relations with neighboring countries and in the region, Security and defense related matters, nuclear Policy, issues and conflicts, The Indian Diaspora and its contribution to India and the World, International organizations.

**Chapter 5 : General Economic Theories and Role of financial Institutions**

Fundamental concepts in economics, Theories relating to planning, mobilization of resources, Relevance of classical economic theories to Indian Situation, Role of Banks and Financial institutions.