

MGU

Mahatma Gandhi University

Programme Project Report

BBA

2018-19 Session

**“Be the Change that you
wish to see in the world”**

—Mahatma Gandhi



PROGRAMME PROJECT REPORT

PROGRAMME NAME: BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Institution's Mission and Vision Statement

Mission: To offer quality educational services and transforming lives through knowledge.

Vision: The vision of the Promoting Body is set-up a University with a difference. It envisages the Proposed University to come up as a centre of excellence for training of management Professional and shaping and molding of Business and Corporate Leaders of tomorrow.

Relevance of Programme to the Institution's Mission and Goals

- Committing to continuous improvement through industry relations, and assurance of learning across all programmes.
- To fulfil the knowledge and development needs of the individuals, institutions and society in general, by relating, particularly, the courses, to the needs of the employment and economic development of the state on the basis of its natural and human resources.
- To provide an innovative system of University level education in regard to the methods and pace of learning, combination of courses, eligibility for enrolment, age of entry, conduct of examinations and operation of the programme, with a review to promote learning and encourage excellence in all fields of Knowledge.

Objective of the Programme

- To provide competency-driven education, a core component of our growth and success.
- To build the department as a centre of excellence for imparting high quality management education.
- To develop and promote quality and market-driven competitive academic and professional programmes
- To empower underprivileged sections of community to become self-reliant through appropriate technology, education, economic activities, better health opportunities and access to resources
- Enhance our knowledge and resources to provide experiential learning, immersion and other collaboration opportunities.
- Offers the best professional development and career management opportunities for our students.

Nature of Prospective Target Group of Learners

- Candidates of HSC or any 10+2 passed with a focus on developing their future. Candidates desirous to join service sector will opt for this programme because of the unique methodology of the programme, where students will get real-life workplace experience and learn simultaneously through eLearning support.
- The Duration of BBA courses shall be of 3 Years. The Programme is on Semester system, thus there shall be six semester Examination. The University has continuous system on assessment & evaluation of measurement of learning outcomes by students. The Learning is assessed by blend of quizzes, assignment, Exercise analysis, report submission, Annual Examination.

Programme Appropriateness in Open and Distance Learning mode

- Appropriateness of Programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence
- The learner will acquire necessary knowledge in the area of business process management to work in service sector which will help the learner to make them employable in service sector.
- The learner will be able to develop skills and competencies through actual work in industry to understand business processes.
- The learners learn the theory concepts using eLearning.
- 'Learning through working' model makes them independent at the very beginning of their graduation.

Various Modes of Education Delivery

- *Instructional Design*: Study focuses on the instructional design process on management, communication, technology and learning about organizations. Emphasis is given to the students' application and evaluation of their learning.
- *Self-Learning Material (SLM)*: SLM includes all the instructional design part like graphics oriented content, every unit contains Introduction, Activity, Notes, Summary, Keywords, Review Questions, Further reading & Explanatory figures.
- *e-Learning*: eLearning is a way to provide quick delivery of lessons. e-Learning helps in creating and communicating new training, policies, concepts, and ideas. eLearning enables educators to get a higher degree of coverage to communicate the message in a consistent way which ensures that all learners receive the same type of training with this learning mode.
- *Video Lectures*: It produces authentic learning opportunities for students. It inspires and engages students when incorporated into students centered learning activities through increased students' motivation, enhanced learning experience, and enhanced team working and communication skills.
- *Dynamic Web-Portal*: It provides a resource for locating and navigating to web based resources that support educational endeavours. It helps to keep up-to-date with new content and customize information depending on who is visiting the site.

- *Learning Management System (LMS)*: It create multimedia learning content which is comprehensive and practical, using video, images, audio and text which all serve as great tools in learning new skills or information.
- *Dictionaries of Specialized Subjects*: An insight into the terminology used subjects specific words and word origins. Dictionaries provide extra help with words and symbols to build subject understanding at home and in the classroom.
- *Instructional Simulations*: It is an educational simulation in which simulation of some type of reality (system or environment), which also includes instructional elements that help a learner explore, navigate or obtain more information.

CURRICULUM, DETAILED SYLLABUS & OTHER DETAILS

The Curriculum, Detailed Syllabus & other details are as under:

Name of Programme : BBA (Bachelor of Business Administration)
Duration : 3 Years
Examination : 6 Semesters

BBA: Three-Year (6-Semester) CBCS Programme			
Programme Structure			
Course No.	Course Title	Credits	Course Type
	Semester I		
BBA11	Principles of Management	4	Core Course
BBA12	Managerial Economics	4	Core Course
BBA13	Introduction to Information Technology	4	Core Course
BBA14	Communication Skills	4	Core Course
	Semester II		
BBA21	Quantitative Technique -1	4	Core Course
BBA22	Organizational Behaviour	4	Core Course
BBA23	Business Communication	4	Core Course
BBA24	Computer Application in Business	4	Core Course
	Semester III		
BBA31	Quantitative Technique -II	4	Core Course
BBA32	Business Law	4	Core Course
BBA33	Information Systems in Business	4	Core Course
BBA34	Marketing Management	4	Core Course
	Semester IV		
BBA41	Tourism Development	4	Core Course
BBA42	Personality Development	4	Core Course
BBA43	Business Ethics	4	Core Course
BBA44	Human Resource Management		Core Course
	Semester V		

BBA51	Marketing of Services	4	Core Course	
BBA52	Production Management	4	Core Course	
BBA53	Cost and Management Accounting	4	Core Course	
	Choose any one from Group A, B, C			
	Group A			
BBA54A	Human Resource Management	4	Core Course	
BBA54B	Human Resource Development			
BBA54C	Industrial Relations			
	Group B			
BBA55A	Retaining		Core Course	
BBA55B	Understanding the Customers			
BBA55C	Sales Management			
	Group C			
BBA56A	Business Finance		Core Course	
BBA56B	Indian Financial System			
BBA56C	Taxation			
	Semester VI			
BBA61	Project Study	4	Core Course	
BBA62	Entrepreneurship Development	4	Core Course	
	Choose any one from Group A, B, C			
	Group A			
BBA62A	Human Resource Management I		Core Course	
BBA62B	Human Resource Development II			
BBA62C	Industrial Relations III			
	Group B	4		
BBA63A	Retaining	Core Course		
BBA63B	Understanding the Customers			
BBA63C	Sales Management			
	Group C			
BBA64A	Business Finance	Core Course		
BBA64B	Indian Financial System			
BBA64C	Taxation			
	TOTAL CREDIT			

Faculty Details

S.No.	Name	Designation
1	Dr. Vikas Kumar Mishra	HOD
2	Dr. Ranu Devi	Associate Professor

3	Dr. Aruna Bhattacharya	Asst. Professor
4	Mrs. Mousmi G. Dutta	Asst. Professor

Student Support Staff

S.No.	Name	Designation
1	Ms. Pratyakshi Goswami	Incharge-Student Support Division
2	Ms. Anita Das	Sr. Student Counsellor
3	Mr. Nimpal Kalita	Incharge Grievance Cell
4	Mr. Geeti Gogoi	Asst. Incharge Students Activity Cell

Student Support Service System

- The Student Support System aims to help students in a variety of ways, including career development, legal regulation, counseling, psychological support, and special concerns for international students.
- New students receive student handbook, which includes helpful information to acclimate them to the campus and University community.
- Students are surrounded by an extensive support system all the way from orientation through graduation.

Procedure for Admission, Curriculum Transaction and Evaluation

- Counseling session at Campus
- Application form submission along with required documents check list – Online or at Campus
- Eligibility check from the Admission Section
- Documents verification
- Payment of Fees
- Issuance of Enrollment Number & ID Card
- Issuance of SLM & Academic Kit
- Scholarship test

Details of Laboratory Support

- Computer Lab Support to aid students with their studies.
- The lab can help you with your homework, assignments, difficult course content and test preparation.
- Both experienced students from the programme and faculty members themselves volunteer at the lab, which makes it a key resource for any student.
- There is English & Soft Skills lab for students' development.

Library Resources

- We have library at campus which combine more than 10,000+ books for various courses and 400 national and international journals can be accessed by commonly used application.
- MGU partners with Excel Books Pvt. Ltd. a renowned publishing house for digital library access. It is a distinctive group of publishing companies, has a rich history in the book industry.

Facilities Available to Learners

- *Scholarship*: Through this full tuition scholarships or other substantial awards being offered to the high qualifying students, either in the form of need-based or academic scholarships for university.
- *Book-lending*: An initiative to ensure the academic success of every student funded through alumni donations. This programme provides books for students who could not otherwise afford to purchase them.
- *CD/audio/video cassettes*: Enhance understanding with a teaching guide for using audio cassettes or CDs includes suggested teaching tips that engage learners with auditory and spatial intelligence learning styles.
- *Internet facility*: It opens doorways to a wealth of information, knowledge and educational resources, increasing opportunities for learning in and beyond the classroom.
- *Digital Library*: Provides access to digital repository or digital collection of e-books and e-notes.

Cost Estimate of the Programme and its Provisions

The Cost estimate for BBA Course on No Profit No Loss comes to Rs. 7000/- Semester. The University has made provision of Rs. 10 Lakh for running of different course of Management Dept. (BBA, MBA) including the Printing of Teaching Material for the students.

Quality Assurance Mechanisms

1. Learning Material (Print Media)

- The Self Learning Material is designed with the approach of two-way communication between the learner and content.
- It also involves the learner actively through various experience-based activities and assignments.
- The learner gets clear information about the structure of the programme and course.

2. Audio–Video Material

- There is adequate consideration of learners' prior knowledge, skills and attitudes.
- Level and style of language shall be appropriate.

3. Online Material

- There is description of credit value of each module or unit in the course.

- There are clear guidelines on academic integrity and netiquette (internet etiquette) expectations regarding lesson activities, discussions and plagiarism.

4. Computer-based material

- There is lesson's overview, content and activities, assignments to provide the learning opportunities for learner to master the content.

5. Curriculum and Pedagogy

- The structure of curriculum is defined.
- The content is reliable and justifies the learning outcome(s).
- There is clear definition of intended outcomes of learning, benchmarked to identifiable stages of learning.

Programme Outcomes

- To provide adequate basic understanding about Management Education among students.
- To inculcate entrepreneurial skills.
- To recognize and solve business problems in an ethical manner.
- To stimulate in students an interest in research and initiate them into research methodologies.

PROGRAMME SYLLABUS AND RECOMMENDED BOOKS

Details of Programme Syllabus & List of Recommended books are given below:

BBA-11: Fundamentals of Business

Contact hours: 40

Credit: 4

UNIT 1: Nature and Purpose of Business, Economic & non-economic activities, concept & nature of business, objectives of business, classification of Business activities – trade, industry, commerce, profession.

UNIT 2: Forms of Business: Meaning, features, merits & limitations of following forms of business; sole proprietorship; partnership; joint stock companies; co-operative societies; public enterprises; joint sector; multinationals.

UNIT 3: Internal Trade Meaning & type; wholesale trade – function & services; retail trade – meaning, types, features & merits; departmental store; chain store; mail order business; franchisee; super bazaar; Buying & selling documents - invoice, proforma invoice, account sales, statement of account, debit note, credit note.

UNIT 4: External Trade Nature & importance; export import procedure; export documentations; current trend in international trade ,Indian Business Environment Concept, components & importance; problems of growth – unemployment, poverty, regional imbalances, social justice, inflation, parallel economy .

Suggested Books:

1. Indian Economy by Agarwal A.N- Vikas Publications
2. Business & Society by Khan Farooq A-Sultan Chand

BBA-12: Principles of Management

Contact hours: 40

Credit: 4

Unit 1: Introduction Definition of Management, its nature and purpose, Management as a science and art, Functions of managers

Unit 2: Planning & Objectives Nature and Purpose of Planning – Types of plans, the planning process; Objectives - The nature of objectives, evolving concepts in Management by Objectives (MBO), The process of MBO, Setting objectives, Benefits and weakness of MBO

Unit 3: Organising Nature and Purpose of Organising: Formal and informal organisations, the department and the span of management, factors determining an effective span, the structure and process of reorganizing; Authority and power, line and staff concepts, decentralization and delegation of authority.

Unit 4: Staffing Definition of staffing, systems approach to HRM – an overview the staffing function, situational factors affecting staffing, selection – matching the person with the job, skills and personal characteristics required by managers, matching qualifications with position requirements, selection-process, techniques and instruments.

Suggested books:

1. Principles of Management by Tripathi P C & Reddy P N-Tata McGraw Hill
2. Modern Business Organization and Management by Sherlerkar S A-Himalaya Publishing House

BBA-13: Business Economics

Contact hours: 40

Credit: 4

Unit 1: Introduction Basic Assumptions, Micro and Macro Economics, Nature and Scope of Micro Economics, Positive vs. Normative analysis.

Unit 2: Theory of Consumption Demand and Supply - Elasticity of Demand and Supply with their measurements; Utility Analysis - Utility: Cardinal and Ordinal, Indifference Curve Approach Unit III: Theory of Production Factors of Production, Production Function, Laws of Returns- Law of Variable Proportions and Laws of Returns to Scale, Economics of large scale and small scale production.

Unit 3: Market Mechanism and Competition Profit Maximisation and Equilibrium of a firm; Competition - Perfect and Imperfect competition-Monopoly, Monopolistic, Duopoly and Oligopoly. Unit V: Macro Economics Trade Cycle - Phases of Trade Cycle, Cause and Remedies of Trade Cycle, Budget - Meaning and purpose of Government budgets, Types of budget - Revenue and functional, classifications of budgets; Employment - Types of Unemployment, Concept of Full Employment.

Suggested books:

1. Advanced Economic Theory by Ahuja H L- S Chand
2. Micro Economics by Jhingan M L- S Chand

BBA-14: Financial Accounting

Contact hours: 40

Credit: 4

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 Transactions Accounting Cycle; Journal; Rules of debit and credit; Compound journal entry; Opening entry; relationship between journal and ledger; rules regarding posting; Trial balance; Sub division of journal.

Unit 3: Accounting Concepts Accounting concepts and Income measurement; Capital and Revenue - Classification of Income; Classification of expenditure; Classification of Receipts expired cost and Income measurement; Final Accounts; Manufacturing account; Trading account; Profit & Loss account; balance Sheet; Adjustment entries. Concepts on Accounts of Non – Trading Institutions.

Unit 4: Accounting Errors Classification of errors; Location of errors; Rectification of errors; Suspense account; Effect on Profit; Rectification of Errors, Depreciation Concept of Depreciation; Causes of Depreciation; Depreciation and Depletion, Amortization and Dilapidation; Depreciation Accounting; Methods of Recording Depreciation; Methods for providing Depreciation.

Suggested Books:

1. Financial And Management Accounting by Maheswari S N - S Chand
2. Fundamentals of Financial Accounting by Sehgal A & Sehgal D - Taxmann

BBA-21: Quantitative Techniques – I

Contact hours: 40

Credit: 4

Unit I: Statistics Overview : Nature, Scope and limitations of statistics; uses of statistics to business and industrial activities, Statistical Data – primary and secondary data, Collection of data,

Classification and tabulation of data, Diagrammatic and graphic representation of data.
Questionnaire – its characteristics and drafting

Unit 2: Statistical Analysis of Data Measures of Central Tendency – mean, median, mode and their application in business; Dispersion - measures of dispersion – range, quartile deviation, mean deviation, standard deviation, coefficient of variation, uses of dispersion; Correlation: types of correlation, Karl Pearson's Coefficient of correlation, its uses; Regression, Lines of regression (two variables only)

Unit 3: Elementary concepts of probability: addition and multiplication rule; idea of probability distribution: Binomial, Poisson and Normal and their importance.

Unit 4: Sampling and Forecasting Concepts, definitions and methods of sampling: Simple Random Sampling, Stratified Random Sampling and Systematic Random Sampling; sampling vs Census, Sampling and Non Sampling errors. Idea of forecasting and its importance

Suggested Books:

1. Quantitative Methods by Agarwal D R- Vrinda Publications (P) Ltd.
2. Quantitative Techniques for Managerial Decisions by Srivastava U K, Shenoy G V, Sharma S C - New Age

BBA-22: Organisational Behaviour

Contact hours: 40

Credit: 4

Unit 1: Introduction to OB: Attitude, values, personality traits.

Unit 2: Perception, Perception and individual decision-making – factors influencing perception; person perception.

Unit 3: Motivation – basic concept; Hierarchy of Needs Theory; Theory X and Theory Y.

Unit 4: Leadership and Learning Leadership – basic concepts, Leadership Theories; Learning – basic concepts ,Group – definition, classification, stages of group formation; Group dynamics – group decision making, group structure; Understanding Work Teams, Team vs Group.

Suggested Books:

1. Organisational Behaviour by L M Prasad -Sultan Chand
2. Organisational Behaviour by S S Khanka -S Chand

BBA-23: Business Communication

Contact hours: 40

Credit: 4

Unit 1: Introducing Business Communication Basic 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 – Voté’s model of interdependence – Whole communication.

Unit 3: Corporate Communication Principles of Effective Communication, formal and Informal Communication Networks – Grapevine – Miscommunication (Barriers) – Improving Communication; Practices in Business Communication – Group Discussions – Mock Interviews – Seminars Effective listening exercises – Individual and Group presentations and Reports Writing.

Unit 4: Business Writing and Correspondence Writing Skills – Planning Business messages; Rewriting and Editing; The first draft; Reconstructing the final draft; Business letters and memo formats; appearance request letters; Good news and bad news letters; Persuasive letters; Sales letters; Collection letters; Office memorandum, Oral Presentation – Principles of Oral presentation – factors affecting presentation – Sales presentation – training presentation .

Suggested Books:

1. Business Communication by P Bezborah, K Mahanta -Kalyani Publishers
2. Business Communication by A Kaul - PHI

BBA-24: Computer Applications in Business

Contact hours: 40

Credit: 4

Unit 1: Computer – definition, Hardware/software concepts, Generation and Types of computers, Elements of computer - CPU and its functions; I/O devices - basic concepts, various input and output devices, Memory – types, Secondary storage devices, Software – its importance, types, Operating System Concepts

Unit 2: Features of MS Word, Electronic Spreadsheets – its importance in accounting, finance and marketing functions of business, Features of MS Excel, Presentation tools – its importance,

Features of MS PowerPoint, DBMS environment – important concepts, especially that of an RDBMS.

Unit 3: Networks-topology, types, OSI model, Protocols, Transmission modes, Network devices, Components; Benefits of networking, Security issues.

Unit 4: E-Commerce, Pure Vs. Partial E-commerce, Types of E-Commerce, Benefits and limitations of E-commerce, E-commerce in India-Scope and Challenges, Case study.

Suggested Books:

1. Rajaraman V - Fundamentals of Computers, PHI
2. Bharihoke Deepak – Fundamentals of Information Technology, Excel Books
3. Introduction to Information Technology – ITL Education Solutions Ltd., Pearson

BBA-31: Quantitative Techniques – II

Contact hours: 40

Credit: 4

Unit 1: Sets, Relations and Functions, Sets – basic concepts, types, operations on sets, Venn Diagrams.

Unit 2: Elements of Matrix Algebra, Matrices - Definition and notation, various types – square, rectangular, diagonal, null, unit, identity and singular, addition of matrices, multiplication of matrices, Determinants, Inverse of a matrix.

Unit 3: Differential Calculus: Basic ideas of Limit and Continuity; Derivative of a function, Rules of differentiation; Maxima and Minima; applications of differential calculus in business areas.

Unit 4: Operations Research: Origin, Development, Models; Formulation of a Linear Programming Problem – solution of LPP by Graphical and Simplex Methods (with two variables only)

Suggested Books:

1. Agarwal D R, Quantitative Methods, Vrinda Publications (P) Ltd.
2. Quantitative Techniques for Managerial Decisions by U K Srivastava, G.V Shenoy, S C Sharma - New Age

BBA-32: Business Law

Contact hours: 40

Credit: 4

Unit 1: The Law of Contract Agreement and contract, void and void-able 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 of Goods, Sale and agreement to sell, conditions and warranties, transfer of property doctrine of caveat emptor, auction sale, unpaid seller, The Laws Relating to Carriage of Goods – Introduction, carriage of goods by land, carriage by sea, carriage by air.

Unit 3: The Laws Relating to Partnership, The Partnership Act, Nature, test and types of partnership; partnership deed, right and liabilities of partners, registration, dissolution.

Unit 4: The Companies – Definition and types of companies, promotion and incorporation; memorandum and articles of association and prospectus; Shares and debentures, borrowing powers, directors, meeting and resolutions, Winding up, Consumer Protection Act. , 1986.

Suggested Books:

1. Commercial Law and Industrial Law by A.K.Sen and J.K.Mitra-The World Press Pvt.Ltd.
2. Business Law by Maheswari and Maheswari- National Publishing House

BBA-33: Information Systems in Business

Contact hours: 40

Credit: 4

Unit 1: Information Systems Overview Need for Information Systems, Types of Information Systems, General concepts, Organisations and Information Systems.

Unit 2: Data Management using Databases Traditional Files – terms, concepts and problems; Database approach – benefits, Database design – preliminary concepts like ER diagrams, Data Warehouses and Data mining.

Unit 3: Electronic Business and Electronic Commerce, EDI – introduction and basic concepts, applications and advantages, Future of EDI, E-Commerce – definition, functions, types, Challenges in the context of present business environment.

Unit 4: Information Systems Security, Control and Audit Information Security – concepts, principle and approaches, Security threats, Physical and logical security, Control – need, types, Information System Audit – principles and methods, Information Systems Design Planning – key concepts, System Development Life Cycle – phases and their importance.

Suggested Books:

1. Management Information Systems by L M Prasad, Usha Prasad - S Chand
2. Management Information Systems by Kenneth C Laudon, Jane P Laudon - Pearson

BBA-34: Marketing Management

Contact hours: 40

Credit: 4

Unit 1: Introduction Nature and Scope of Marketing – Importance of marketing as a business function, marketing concepts of traditional and modern, Trading vs. Marketing, Marketing Mix, 7Ps, Marketing Environment.

Unit 2: Consumer Behaviour and Market Segmentation- Nature, Scope and Significance of consumer Behaviour, Market segmentation, Concept and importance, Bases for market segmentation.

Unit 3: Product and Price -Concept of product, consumer and industrial goods ,Product planning and development ,Packaging: Role and functions ,Brand Name and Trade Mark ,After Sales service – Product life cycle concept, Importance of price in the marketing mix ,Factors affecting price of a product/service – Discounts and rebates.

Unit 4: Distribution Channels-Concept and role, Types of distribution channels, Factors affecting choice of a distribution channel – Retailer and wholesalers ,Physical distribution of goods – Transportation – Warehousing ,Inventory Control – Order processing ,Characteristics of effective advertisement .

Suggested Books:

1. Marketing Management by Phillip Kotler- Pearson
2. Modern Marketing: Principles and Practices by R S Pillai, Bagavathi- S Chand

BBA-41: Tourism Development

Contact hours: 40

Credit: 4

Unit I: Definition, Nature, Importance and Components of Tourism, Concepts of Domestic and International Tourism- Recent Trends, Tourism as an Industry and its Growth and Development in India and the World.

Unit 2: Airlines and Railways Role of Indian Aviation Industry and Indian Railways in the growth of Travel Agency and Tour Operator Business.

Unit 3: Policies, Relevant concepts and preaches for Effective Tourism development - Action Plans and Policies on Tourism and Civil Aviation, Tourist Traffic and its Improvisation.

Unit 4: Emerging Concepts Destination Development- Sustainable Development, Manpower Development Needs – Management Strategies, Tourism Policy Analysis, North-East India as a Tourism Destination – prospects.

Suggested Books:

1. Development of Tourism and Travel Industry: An India Perspective by P Dhar- Kanishka Publishers & Distributers.
2. Travel Agency and Tour Operation Concepts and Principles by Negi J- Kanishka Publishers & Distributers.

BBA-42: Personality Development

Contact hours: 40

Credit: 4

Unit 1: Meaning of Personality: Personality determinants, personality traits, theory of personality, development of personality from infancy to maturity, emotions and personality.

Unit 2: Concepts of attitude, formation of attitude, types of attitude, change of attitudes; Values- concept of values, type of values, learning and unlearning habits.

Unit 3: Motivation: Meaning of motivation, nature of motivation, need of motivation, motivation vs. personality.

Unit 4: Time Management-Towards a new philosophy of management; Success & Stress Management, Success – achieving success , making a self-development plan, managing stress – how to succeed as a new manager.

Suggested Books:

1. Personality Development by Bezborah P- Kalyani Publishers
2. Management (Value - Oriented Holistic Approach) by Sherlerkar S A- Himalaya Publishing House

BBA-43: Business Ethics

Contact hours: 40

Credit: 4

Unit 1: Model of Management in the Indian Socio-Political Environment, Work Ethics- Indian Heritage in Production and Consumption, Indian insight into TQM- Problems relating to Stress in Corporate Management.

Unit 2: Teaching Ethics, Trans cultural Human Values in Management Education, Relevance of Values in Management, Need for Values in Global Change- Indian Perspective.

Unit 3: Values for Managers – Holistic Approach for Managers in Decision Making, Secular vs. Spiritual values in Management.

Unit 4: Personal Growth and Lessons from ancient Indian Educational System, Science and Human Values.

Suggested Books-

1. Foundations of Managerial Work - Contributions from Indian Thought by S.K. Chakrovorty - Himalaya Publications.

2. Managing in Turbulent Times by Peter F. Drucker – Harper Business

BBA-44: Human Resource Management

Contact hours: 40

Credit: 4

Unit 1: Personnel Management- Nature, significance, scope and challenges of Personnel Management, place and functions of a Personnel Manager, Manpower planning and its significance.

Unit 2: Human Resource Development – concept, scope and significance of HRD, Executive Development Programmes and training methods, Transactional Analysis, Organisational Development.

Unit 3: Industrial Relations – meaning, nature, scope, importance and functions, Trade Unions – its evolution and growth, Problems of Trade Unions, National Trade Unions – AITUC, INTUC, CITU, HMS etc.

Unit 4: Employee Issues: Wage and salary administration, necessity and importance, Wage payment systems, Social Security and Welfare measures, Performance Appraisal– the process and importance, Tools of Performance Appraisal –MBO, Confidential Reports,360 degree appraisal.

Suggested Books:

1. Personnel Management by Tripathi P C
2. Dynamics of Industrial Relations in India by Mamoria & Mamoria - Himalaya Publishing House

BBA-51: Marketing of Services

Contact hours: 40

Credit: 4

Unit-1: Nature of Services, Goods and Services Marketing, The Service Classification, Services Marketing Mix, Service Marketing Triangle, Consumer Behaviour in services, Customer Satisfaction, Segmentation: Targeting and positioning of services.

Unit-2: The Service Marketing Mix, Communication Mix for services, Pricing of services, Physical evidence in service, Service Marketing-Origin and Growth- Classification of Services, Marketing of Financial Services.

Unit-3: Service quality and productivity, Measures of service quality-SERVQUAL scale.

Suggested books-

1. Service Marketing by Valaerie Zeithaml and Mary Jo.Bitner-Tata McGraw Hill
2. Service Marketing by Lovelock, Wirtz and Chatterjee-Pearson education

BBA-52: Production Management

Contact hours: 40

Credit: 4

Unit 1: Difference and similarities between product and service, Product and Process design, Transformation Process, Product life cycle, Types of Process- continuous, Semi-continuous, Project(Batch and Job Shop),Service quality.

Unit 2: Location Facilities, Nature of location decision, Location as a part of the organisation's strategies, Plant layout, basic types of layout based on the types of production-Definitions, merits and demerits.

Unit 3: Inventory Management, Meaning of Inventory management, basic function of inventory, Economic Order Quantity, Economic Manufacturing, Batch Size – Economic Batch Quantity.

Unit 4: Classification of Materials - ABC analysis, VED analysis, purpose of classification, Quality and Productivity: Quality – definition, quality control and quality assurance, TQM; Productivity – definition, measurement and methods of improvement; Relationship between Quality and Productivity.

Suggested Books:

1. Production and Operations Management by Bedi K- Oxford University Press
2. Production and Operations Management by Paneerseeelvam-PHI

BBA-53: Cost and Management Accounting

Contact hours: 40

Credit: 4

Unit 1: Cost Concepts and Cost Objectives Cost and expense, financial accounting and cost accounting, management accounting and cost accounting, evolution of and need for cost accounting. Classification of cost based on elements, function and behaviour, analysis of total cost – preparation of cost sheet. Cost center and cost unit, profit center and investment center.

Unit 2: Accounting for Overhead Cost Classification, Collection, allocation, apportionment and absorption of overheads; need for using estimated overhead rates, treatment of under and over absorption of overheads.

Unit 3: Marginal Costing Basic concepts; Cost-Volume-Profit analysis, differential costing and application of Marginal Costing in managerial decision making.

Unit 4: Standard Costing Introduction, standard cost and standard costing; advantages and disadvantages, establishment of standard costs – analysis of Variance – material, labour and overhead.

Suggested Books:

1. Cost Accounting by Jain S P and Narang K L- Kalyani Publishers
2. Cost Accounting by Banerjee- World Press

BBA-62: Entrepreneurship Development

Contact hours: 40

Credit: 4

Unit 1: Introduction to Entrepreneurship The entrepreneur; Definition; Emergence of entrepreneurial class; Theories of entrepreneurship; role of Socio-economic environment; characteristics of entrepreneur; Leadership; risk Raking, Decision-making and business planning.

Unit 2: Small and Medium Enterprises (SMEs)-The Micro, Small and Medium Enterprises Development Act, 2006; Other Legal requirements; Raising of funds, Documents required.

Unit 3: Site Selection Introduction, Factors of site selection, Sources of site, Advantage of Proper site selection.

Unit 4: Project Report Defining a Project, Project Report; Preparing a Project Report – economic viability, technical feasibility; Professional help in preparing Project Reports ,Policies Industrial Polices of the Central and State Governments, Various Incentive Schemes, Special policies for the North East Region (NER) of India to promote entrepreneurship.

Suggested Books:

1. Self-Employment through Entrepreneurship by Kalita J C- IIE
2. Entrepreneurship Development and Small Business Enterprises by Charantimath P M-Pearson

Specialisation: Marketing Management

Retailing

Contact hours: 40

Credit: 4

Unit 1: Introduction Retailing – meaning, importance, characteristics and evolution; Organized and unorganized retailing; Role of retailing in today's economy; Recent and emerging trends in retailing.

Unit 2: Retail store – concepts; Different types of retail stores – their characteristics and relevance

Unit III: Retail Store Management Managing Space - Display, Front Desk, Cash Counter, Customer Lounges, etc., Role of a Floor Manager, Employee Dress Code – needs and essentials, Use of Technology – bar coding, automated billing etc.

Unit 3: Retail Store Inventory Procurement – types and benefits of each, Managing perishable and non-perishable goods, Pilferage – meaning and methods of control, Audit.

Unit 4: Legal Requirements Trade Licence – procedures, Statutory Requirements for different types of retail stores – especially pharmacies, restaurants and petrol pumps, Legal requirements with respect to employees.

Suggested Books:

1. Retailing Management – Text & Cases by Pradhan S-Tata McGraw Hill

Sales Management

Contact hours: 40

Credit: 4

Unit 1: Introduction Sales management, sales forecasting methods, organisation of Sales territories, Routing and recruitment and training of Sales force.

Unit 2: Dimensions of Selling: Motivation, direction and controlling of the Sales force – call reports, order forms, expense reports, sales compensation methods, controlling sales expenses.

Unit 3: Selling Process: Salesmanship and qualities of Salesman , product knowledge, customer knowledge – buying motives and selling points, approach and presentation – methods of approaching a customer, presentation, process and steps, presentation planning, Objection handling – types of objections, handling customer objections.

Unit 4: Closing and follow-up – methods of closing sales, executing sales order: follow-up – its importance and process; Personal Selling Nature and importance of a Salesman – types of selling, Personal Selling as a career.

Suggested Books:

1. Sales Management by S. Chunawalla- Himalaya Publishing House
2. Modern Marketing (A Manual of Marketing, Salesmanship and Advertising) by S A Sherlekar- Himalaya Publishing House

Specialisation: Human Resource Management

Human Resource Management

Contact hours: 40

Credit: 4

Unit 1: Introduction :Nature, significance, scope and challenges of Personnel Management, Organisation of Personnel Department and its functions ,Place and functions of Personnel Manager, systems to aid Personnel Management .

Unit 2: Personnel Planning and Selection Manpower planning, Job design and job analysis: Job evaluation and merit rating, Recruitment and Selection, Placement and training, Management development.

Unit 3: Compensation to Employees Wage payment systems, Incentive wage plans, Profit charging, Bonus Issue, social security and welfare measures.

Unit 4: Human Behaviour and Group Functioning Inter-personnel behaviour, Group behaviour, Team work, Leadership, Communication, Motivation.

Suggested books:

1. Personnel Management by Monappa & Saiyadain-Tata McGraw Hill
2. Personnel Management – Text & Cases by C.B. Mamoria-Himalaya Publishing House

Human Resource Development

Contact hours: 40

Credit: 4

Unit 1: Introduction: Human Resource Development – concept, scope, Significance and Human Resource Development efforts in India.

Unit 2: Human resource planning, Nature and importance of HRP, Factors affecting HRP, Barriers to HRP.

Unit 3: Strategies for HRD-Individual learning, Group learning, Organisational Development, Transactional Analysis, Behaviour Modelling, Self-directed learning, Executive Development Programs, Training methods.

Unit 4: Organisational Support for HRD, Organisational involvement (infrastructure facilities), Human Resource Accounting (cost systems), Evaluating the HRD effort, Control Leadership, Communication and delegation of authority in context of HRD.

Suggested Books:

1. Human Resource Development by R S Dwivedi & G K Dwivedi - Galgotia Publishing
2. Human Resource: Development, Planning & Deployment by A K Sen - Asian Books

3. Human Resource Management by K Aswathappa-McGraw Hill

Industrial Relations

Contact hours: 40

Credit: 4

Unit 1: Introduction Meaning, nature, scope, importance, functions of Industrial Relations, Industrial Labour in India – growth, Characteristics of Indian Labour, Employment trends.

Unit2: Bargaining Agents Worker’s Organisation in India – Necessity, functions, problems of Trade Unions in Indian Industry, Employers’ Organisation – Characteristics of Indian Employers, Role of Employers’ Organisation in maintaining Industrial Relations.

Unit 3: Industrial Unrest Concept, types, causes of Industrial Disputes, Tools of Industrial Dispute in the hands of workers, Tools.

Unit 4: Settlement of Industrial Disputes: Bipartite & Tripartite negotiations, conciliation, Arbitration and Adjudication – functions, Promotion of Industrial Peace, Collective Bargaining, Workers Participation in Management, Workers Education, Workers’ Welfare, Labour Management Relations.

Suggested Books:

1. Dynamics of Industrial Relations in India by Mamoria & Mamoria- Himalaya Publishing House
2. Indian Industrial Relations by Venkataraman, C.S-National Institute of Personnel Management

Specialisation: Financial Management

Business Finance

Contact hours: 40

Credit: 4

Unit 1: Objective and Scope, Significance of Finance – Finance Function – Need for Financial Planning – Source of Finance.

Unit 2: Capitalisation Amount of Capitalisation, Over Capitalisation, Under Capitalisation, Venture Capital Funds, Policies and Procedures adopted by Venture Capitalists, Venture Capital in India, Guidelines for Venture Funds.

Unit 3: Capital Structure Ownership Securities – Ordinary Shares, Preference Shares – Creditorship, Securities, Debentures and Bonds, Convertible Debentures, SEBI guidelines, Marketing of Securities – Private Placement – New Challenges and Opportunities.

Unit 4: Working Capital Importance, Measuring Working Capital – Kinds, Determinants – Cost Considerations – Planning Working Capital, Financing Working Capital, Bank and Working Capital needs, Credit Authorisation Scheme, Credit Monitoring Arrangement, Tandon Study Groups, Chore Committee, Case for Prudent Banking, Abolition of Maximum Permissible Bank Finance

Unit 5: Mobilisation of Funds Public Deposits – Growth, Limitations, RBI Regulations, New – on Company Deposits, Protection of Depositors, RBI and Public Deposits with NBFCs; Foreign Capital and Collaborations: Direct Foreign Investments, Emerging Trends, Global Depository Receipts, Policy Developments, Capital Flows, Equity Debt.

Suggested Books:

1. Essentials of Business Finance by R M Srivastava - Himalaya Publications

Taxation

Contact hours: 40

Credit: 4

Unit 1: Income Tax, Concept of Income, Tax, Assessment Year, Previous Year, Person, Charge of Income Tax, Residential Status, Determination of Residential Status, Heads of Income tax.

Unit 2: Income from Salary Norms of Salary Income, Calculation of Income from Salary, Treatment of House Rent Allowance, Children Education Allowance, Children Hostel Allowance, Transport Allowance, Rent free Accommodation, Different Taxable Perquisites, Non- Taxable Perquisites

Unit 3: Income from House Property Concept of income from house property, Annual Value, Municipal Value, Rental Value, Deductions allowed under income from house property, treatment of self-occupied house property, treatment of vacancy allowance and unrealized rent

Unit 4: Capital Gains Concept of Income from capital Gain, Long term Capital Gain, Short Term Capital Gain, Indexation in case of long term capital gains, Basic Idea about the deductions allowable from long term capital gains, Wealth Tax Concept of Wealth Tax, Asset under wealth tax, exempted assesses and property exempted from wealth tax, wealth tax authorities, concept of deemed assets.

Suggested books:

1. Direct Taxes - Laws and Practices by V K Singhnia & K Singhania -Taxmann
2. Fundamentals of Taxation by Gupta G & Ahuja A-Bharat Publications

Indian Financial System

Contact hours: 40

Credit: 4

Unit 1: An Overview of Financial System, Financial Markets, Major Financial Intermediaries, Financial Products, Functions of the Financial System, Regulatory Framework of Indian Financial System

Unit 2: Commercial Banks Concept of Commercial Bank, Functions of Commercial Banks, Sources and Application of Funds of Commercial Banks, Investment Policy of Commercial Banks, Liquidity in Banks, Asset Structure of Commercial Banks, Non-Performing Asset, Interest rate reforms, Capital Adequacy Norms.

Unit 3: Insurance Basic Characteristics of Insurance, Insurance Company Operations, Principles of Insurance, Reinsurance, Purpose and Need of Insurance, Different Kinds of Life Insurance Products, Basic Idea about Fire and Marine.

Unit 4: RBI and Development Banks Reserve Bank of India - Organization and Management, Role and Functions, Monetary Policy of the Reserve Bank of India, Recent Policy Development; Developmental Banks - Concept & Characteristics of Development Banks Need and Emergence of Development Financial Institutions in India, Functions of Development Banks.

Unit 5: Other Constituents of the Financial System Merchant Banks - Role & Functions of Merchant Banking; Lease Financing - Essential Elements of Leasing, Types of Leases, Merits and Demerits of Lease Financing; Mutual Funds - Definition, Types of Mutual Funds, Significance of Mutual Funds; Venture Capital - Meaning of Venture Capital, Method of Venture Financing, Disinvest Mechanism, Importance of Venture Capital, Initiative in India.

Suggested Books:

1. Indian Financial System by M.Y. Khan- Tata McGraw Hill Publishing Company
2. Financial System by PN Varshney & MN Mittal - S Chand & Co