

# BBA Syllabus

## Session: 2013 - 2016

	<b>1<sup>st</sup> Semester</b>		<b>2<sup>nd</sup> Semester</b>
PBBA101.	Business Organization (3+0)	PBBA201.	Financial Management (3+0)
PBBA102.	Fundamentals of Accounting (3+0)	PBBA202.	Entrepreneurship Development (3+0)
PBBA103.	Managerial Economics (3+0)	PBBA203.	Strategic Management (3+0)
PBBA104.	Business Communication (3+0)	PBBA204.	Human Resource Management (3+0)
PBBA105.	Fundamentals of Computers (1+2)	PBBA205.	Company Law (3+0)
PBBA106.	Business Law (3+0)	PBBA206.	Principles and Practices of Management (3+0)
	<b>3<sup>rd</sup> Semester</b>		<b>4<sup>th</sup> Semester</b>
PBBA301.	Marketing Management (3+0)	PBBA401.	Business Mathematics (3+0)
PBBA302.	Marketing of Services (3+0)	PBBA402.	Advertising and Sales Promotion (3+0)
PBBA303.	Risk and Insurance Management(3+0)	PBBA403.	Consumer Behavior and Marketing Research (3+0)
PBBA304.	Industrial Management (3+0)	PBBA404.	International Business (3+0)
PBBA305.	Personality Development (3+0)	PBBA405.	Research Methods in Business Management (3+0)
PBBA306.	Business Statistics (3+0)	PBBA406.	Seminar Presentation (0+3)
	<b>5<sup>th</sup> Semester</b>		<b>6<sup>th</sup> Semester</b>
PBBA501.	Management Accounting (3+0)	PBBA601.	Cost Accounting (3+0)
PBBA502.	Organizational Behavior & Development (3+0)	PBBA602.	Compensation Management (3+0)
PBBA503.	Quantitative Techniques (3+0)	PBBA603.	Retail Management (3+0)
PBBA504.	Business Budgeting (3+0)	PBBA604.	Management Information System (3+0)
PBBA505.	Operations Management (3+0)	PBBA605.	Fundamentals of Banking (3+0)
PBBA506.	Project Report and Viva (0+3)	PBBA606.	Group Discussion & Presentation (0+3)

## **Code PBBA101 BUSINESS ORGANIZATION**

**COURSE OBJECTIVE:** To familiarize the students with the concept of entrepreneurship and the role of Government and other agencies in providing finance and other assistance.

### **COURSE CONTENTS**

#### **Section A**

Introduction: Meaning, Features, Importance and Scope of Business, Knowledge of Trade, Industry and Commerce, Types of Industries. **(Sessions 8)**

Forms of Business Organization: Sole Proprietorship, Partnership, Company, Co-operative Society, Joint Sector Public Enterprises – Features, Merits & Demerits and Suitability. **(Sessions 8)**

#### **Section B**

Channels of Distribution: Wholesale and Retail Trade, Recent Trends in Wholesale and Retail Market, Malls and Supermarket, Green Business Practices. **(Sessions 10)**

Business and Society: Changing Concept and Objectives of Business, Business Ethics, Business and Culture, Social Responsibility of Business. **(Sessions 8)**

#### **Section C**

Liberalization, Privatization and Globalization: Concept, Merits, Demerits and their Implications in Indian Context. **(Sessions 8)**

Finance: Need and Importance of Finance, A Brief Study of Rajasthan Finance Corporation. **(Sessions 8)**

#### **Books Recommended:**

1. Saxena, S.C -Business Administration, Sahitya Bhawan, Agra.
2. Gupta, C.B. - Business Organisation, National Publishing House, New Dehli
3. Mathew, Sharma, Mehta - Business Organization- Sheel Write Well (P) Ltd. Jaipur.
4. Nolakha, R.L- Business Organisation, RBD, Jaipur.
5. Arora, Sakshi, Agarwal, S.C.- Fundamentals of Business Organisation, Shivam Publication, Jaipur
6. S. A. Sherlekar- Modern Business Organization.
7. Jallo- Business Organization and Management, Tata Mc-Graw Hill, Noida.

## **Code PBBA 102 FUNDAMENTALS OF ACCOUNTING**

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

### **COURSE CONTENTS**

#### **Section -A**

Accounting: Definition, Need for Accounting, Learning Objectives, Functions of Accounting; Book Keeping and Accounting, Branches of Accounting, Financial Accounting, Cost Accounting and Management Accounting. **(Sessions 8)**

Basic Accounting Principle, Accounting Concepts, Accounting Conventions, Accounting Standards, Systems of Book Keeping, Journal, Rules of Debit and Credit, Journal Entries, Ledger Posting, Trial Balance, Revenue & Capital Expenditure, Cash Book and other Subsidiary Books. **(Sessions 14)**

#### **Section -B**

Rectification of Errors, Depreciation Accounting, Preparation of Final Accounts with and without adjustment including Manufacturing Accounts. **(Sessions 12)**

#### **Section -C**

Computer Accounting: Accounting Package, Tally Micro Studies. Bank Reconciliation Statement: Advantages of Keeping Bank Account, Cause of Difference, Meaning and Objective of Reconciliation, Technique for Preparation. **(Sessions 16)**

#### **Books Recommended:**

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

## **Code PBBA 103 MANAGERIAL ECONOMICS**

**COURSE OBJECTIVE:** To provide the knowledge of economic theories and their application for managerial decisions.

### **COURSE CONTENTS**

#### **Section-A**

Managerial Economics: Definition, Nature, Scope and Significance, Micro v/s Macro Economics, Firm – Objectives, Indifference Curve. **(Sessions 8)**

Demand: Meaning, Law of Demand, Elasticity of Demand: Significance and Methods to Measure its Price Elasticity, Analysis and uses for Managerial Decision Making and Revenue. **(Sessions 10)**

#### **Section-B**

Cost and Production Analysis: Production Concept and Analysis, Production Function- with one Variable Input and two Variable Input, Laws of Returns to Scale, Optimal Combination of Inputs, Cost - Concept and Types, Short-run and Long-run Cost, Curve and its Implications, Firms Equilibrium. **(Sessions 8)**

Market Structures: Needs and Types of Market, Perfect Competition, Monopoly, Oligopoly, kinked Demand, Monopolistic Competition: Definition and Characteristics – Equilibrium Price and Output Determination **(Sessions 9)**

#### **Section-C**

Pricing Analysis: Meaning of Market and its Structure, Price Determination under Different Market Situations, Pricing Strategies. **(Sessions 7)**

National Income: Concepts and Measurement. **(Sessions 8)**

#### **Books Recommended:**

1. Mathur, N.D. - Business Economics, Shivam Book House (p) Ltd., Jaipur.
2. Mehta, P.L. - Managerial Economics, S.Chand & Sons Publication, New Delhi.
3. Agarwal, Som deo – Business Economics, RBD, Jaipur.
4. Paul, Keat & Young, K. Y. – Managerial Economics, Prentice Hall, New Jersey.
5. Choudhary, C. M. Jain, Vipin - Managerial Economics, RBD, Jaipur.
6. Agarwal, M.D. Agarwal, Somdev -Managerial Economics, RBD, Jaipur
7. Divedi, D.N. - Managerial Economics, Vikas Publishing House, New Delhi.

## **Code PBBA 104 BUSINESS COMMUNICATION**

**COURSE OBJECTIVE:** To enable the students with various communication related aspects and to refine their communication skills for better and improved organizational effectiveness.

### **COURSE CONTENTS**

#### **Section A**

Business Communication: Meaning, Importance & Objectives; Process of Communication, Effective Communication. **(Sessions 8)**

Media of Communication, 7 C's of Communication, Types of Communication-Oral, Written, Non-Verbal, Formal & Informal. **(Sessions 12)**

#### **Section B**

Barriers of Communication-on the part of sender, receiver & organization; Overcoming barriers, Effective Listening, Public Speaking; Seminar; Presentation; Interview; Group Discussion. **(Sessions 13)**

#### **Section C**

Business Letters: Layout, Kinds-Interview, Appointment, Acknowledgement, Promotion, Inquiries, Replies, Orders, Sales, Circulars, Complaints, Report Writing. **(Sessions 10)**

Resume Writing: Preparing the Resume, Do's & Don'ts of Resume. **(Sessions 7)**

### **Books Recommended**

1. Mathew, M.J - Business Communication, RBSA Publication, Jaipur
2. Chaturvedi & Chaturvedi- Business Communication, Pearson Education, Delhi.
3. Diwan, Parag - Communication Management, Deep Publication Pvt. Ltd, Delhi.
4. Pandey, H.S. & Pareek, Neelima -Business Communication, RBD Publication, Jaipur
5. Rajendra Pal and J.S. Korhali- Essentials of Business Communication, Sultan Chand & Sons, New Delhi.

## **Code PBBA 105 FUNDAMENTALS OF COMPUTER**

**COURSE OBJECTIVE:** To impart the necessary computer education to the students of management.

### **COURSE CONTENTS**

#### **Section A**

Fundamentals of Computer: Definition, Characteristics, Generation, Classification (Analog, Digital, and Hybrid), Mini Computer, Micro Computer, Main Frame Computer, Super Computer, Data Organization- Drives, Directories, Files. Input and Output Devices, Memory and Storages Devices, Different ports and its uses, Different type of Printers, Number System: Binary, Octal, Decimal, Hexadecimal System, Simple Addition, Subtraction, Multiplication and Division. **(Sessions-20)**

#### **Section B**

Software: System Software and Application Software, Programming Languages, Operating System- Windows Operating Environment, Features of MS Window, Control Panel, Task Bar, Desktop, Formatting Disk, Windows Application, Icons, Window's Accessories ( Note Pad, Paint Brush, Word Pad, etc) MS – Word: Typing, Formatting Text and Paragraphs, Automatic Formatting and Styles, Working with Tables, Graphics and Frames, Spelling and Grammar Checkers, Thesaurus, Mail Merge, Macro, MS-Excel: Working & Editing in Workbooks, Creating Formats & Links, Formatting a Worksheet, Creating Charts (Graphs), Formatting and Analyzing Data. **(Sessions-20)**

#### **Section C**

PowerPoint: Creating and Viewing a Presentation, Managing Slide Shows, Navigation through a presentation, Using Hyperlinks, Advance Navigation with Action Setting and Action Buttons, Organizing Formats with Master Slides, Applying and Modifying Designs Adding Graphic, Multi Media and Special Effects, Internet: Intranet Tools: E-mail: Anatomy of e-mail, e-mail Address, Adding Signature, Attaching Files, Managing e-mail Account, Computer Virus and Antivirus Software **(Sessions-20)**

### **Books Recommended:**

1. Sinha, P.K. – Computer Fundamentals, BPB Publication, Jaipur.
2. Nortan, Peter – Introduction to Computers, Tata McGraw hills, New Delhi.
3. Taxali, R.K. – PC Software for Windows 98, Tata McGraw hills, New Delhi.
4. Swamy, E. Balguru – Programming in ANSI 'C', McGraw hills, New Delhi.
5. Anubha Jain, Deep Shikha Bhargav- Computer Fundamentals, RBD, Jaipur.

## **Code PBBA 106 BUSINESS LAW**

**COURSE OBJECTIVE:** To understand the basic concept behind procedural substance and protective legislation related to Business.

### **COURSE CONTENTS**

#### **Section A**

Indian Contract Act, 1872: Definition, Essentials, Nature, Classification, Proposal-Acceptance, Capacity to Contract, Free Consent. **(Sessions 10)**

Consideration, Legality of Contract, Agreement declared Void, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract. **(Sessions 10)**

#### **Section B**

Sales of Goods Act, 1930: The Contract of Sales of Goods Act & Hire –Purchase; Conditions & Warranties; Transfer of Property in Goods; Performance of Contract; Unpaid Seller; Remedies for Breach of Contract & Auction Sale. **(Sessions 15)**

#### **Section C**

The Consumer Protection Act, 1985: Introduction to the Consumer Protection Act; Consumer Protection Councils; Dispute Redressal Agencies-I (The District Forum); Dispute Redressal Agencies –II (The State & National Commission). **(Sessions 15)**

#### **Books Recommended:**

1. Nolakha,R.L.- Business Law, Ramesh Book Depot, Jaipur.
2. Tulsian, P.C.- Business Law, Tata Mc Graw Hill Publishing Company, New Delhi.
3. Kapoor, N.D.- Elements of Mercantile Law, Sultan Chand & Sons, New Delhi.
4. Agarwal, Rohini- Students's Guide to Mercantile & Commercial Law, Taxmann Allied Services Pvt. Ltd.
5. Sharma N.M.- Mercantila Law, Shivam Book Depot, Jaipur

## **Code PBBA 201 FINANCIAL MANAGEMENT**

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

### **COURSE CONTENTS**

#### **Section – A**

Financial Management: Meaning, Importance and Objectives, Financial Decisions, Financial Planning – Objectives and Principles of Sound Financial Planning, Relations of Finance Department with other Departments, Role of Finance Manager. **(Sessions 8)**

Capital Structure – Factors Influencing Capital Structure – EBIT – EPS Analysis. **(Sessions 8)**

#### **Section – B**

Working Capital Management: Working Capital Management – Meaning, Importance of Working Capital, Excess or Inadequate Working Capital, Determinants of Working Capital Requirements **(Sessions 8)**.

Management of Cash & Inventory: Cash management and Inventory Management. **(Sessions 8)**

#### **Section – C**

Capital Budgeting Techniques **(Sessions 10)**

Cost of Capital- Concept, Infrastructure, Classification and Determination of Cost of Capital, Factors influencing Capital Structure. **(Sessions 8)**

### **Books Recommended:**

1. Agarwal & Agarwal - Financial Management, RBD, Jaipur
2. Agarwal, M.R- Financial Management, Malik & Company, Jaipur
3. Pandey, I.M.- Financial Management, Vikas Publication House Pvt. Ltd, Noida
4. Khan & Jain - Financial management, Tata Mc-Graw Hill Education, University of Michigan



## **Code PBBA 202 ENTREPRENEURSHIP DEVELOPMENT**

**COURSE OBJECTIVE:** To make students aware about the entrepreneurship qualities and developing entrepreneurial skills for their future endeavors.

### **COURSE CONTENTS**

#### **Section A**

Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Managers, Problems of Entrepreneurship (**Sessions 7**)  
Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship (**Sessions 8**)

#### **Section B**

Concept of Small and Medium Enterprises, Role of SMEs, Policies Governing Small Enterprises in India (**Sessions 7**)  
Project Feasibility, Business Idea Generation Techniques, Identification of Business Opportunities. Management of Small Business Enterprises, Role of DICs in Promoting Small Scale Entrepreneurs (**Sessions 10**)

#### **Section C**

Start up Process of Small Enterprises, Organizational Structure of Small Scale Industries in India, Taxation Benefits and Concessions to Small Scale Industries, Problems of Small Scale Industries and Properties. (**Sessions 12**)  
Entrepreneurial Development in India - History, Objectives, Stages of Growth, Target Group, Programmes. (**Sessions 6**)

### **Books Recommended:**

1. Shukla M. B. – Entrepreneurship of Small Scale Industries, Kitab Mahal, Delhi.
2. Sudha, G. S. - Fundamentals of Entrepreneurship, RBD, Jaipur.
3. Sudha, G.S. - Entrepreneurship Development, RBD, Jaipur.
4. Vasant, Desai – Dynamics of Entrepreneurship Development and Management, Himalaya Publishing House, Bombay.
5. Vasant Desai – Small Scale Industries and Entrepreneurship, Himalaya Publishing House, Bombay.
6. Peter Kilby (Ed) – Entrepreneurship and Economics Development, The Free Press New York

## **Code PBBA 203 STRATEGIC MANAGEMENT**

**COURSE OBJECTIVE:** To make student aware of measurement of performance in various business and effect of strategies.

### **COURSE CONTENTS**

#### **Section A**

Strategic Management: Concept, Need, Role of SM in Business and Non- Business Organizations, Limitations, Strategic Management Process, Organizational Mission, Vision, Objectives, Goals and Ethics. **(Sessions 10)**

#### **Section B**

External Environment: Social, Ethical, Economic, Technological, Legal/ Political, Global Environment. **(Sessions 10)**

The Internal Environment: Organization Managers, Owners, Employees & Human Resource Management, and Internal Resources, Core Competence and Competitive Advantage. **(Sessions 10)**

#### **Section C**

Strategic Alternatives: Value of Developing Strategies. Functional Strategies: Marketing, Finance, Production and HRM. Choice of Strategy: Concept, Choice Process, Evaluation of Strategic Alternatives, Gap Analysis, Strategic Profiles, Business Portfolio, Facts Affecting Choice of Strategy, Time Dimensions, Strategic Choice and Contingency Strategies. **(Sessions 20)**

#### **Books Recommended:**

1. Jain, P.C. - Strategic Management, RBD, Jaipur.
2. Prasad L.M. - Business Policy & Strategy, Sultan Chand & Sons, New Delhi.
3. Grigspy D.W. and Stahl, M.J. - Cases in Strategic Managements, Blackwell publishers Ltd.
4. Ramaswamy V.S. & Namakumari S. - Strategic Planning Formulation of Corporate Strategy Macmillan India, Delhi.
5. David F.R. - Cases in Strategic Management, Prentice Hall, New Jersey.

## **Code PBBA 204 HUMAN RESOURCE MANAGEMENT**

**COURSE OBJECTIVE:** To sensitize students to various facets of managing people and to create an understanding of the various policies and practices of human resource management.

### **COURSE CONTENTS**

#### **Section A**

Meaning, Nature, Scope, Objectives, Importance, Problems of HRM, Difference between HRM and Personnel Management, HRM as Profession, Role of HR Manager, Characteristics and Qualities of HR Manager, HR Environment in India, Human Resource Planning: Features, Methods, Process and Objectives. **(Sessions 8)**

#### **Section B**

Recruitment: Importance, Sources, Process, Types and Techniques, Factors Affecting Recruitment. **(Sessions 5)**

Selection: Factors Affecting Selection, Selection Policy, Steps and Techniques, Placement and Induction of Employees. **(Sessions 8)**

Job Analysis: Purpose, Steps, Techniques, Job Description, Purpose, Contents, Preparation and Characteristics of Good Job Description **(Sessions 5)**

#### **Section C**

Performance Appraisal: Types, Need Methods and Steps. **(Sessions 8)**

Training: Objectives, Need, Methods and Advantages, Management Development: Concept, Methods of MD, Evaluation of Training program. **(Sessions 8)**

Discipline & Grievance handling: Disciplinary Procedure, Grievance Handling Procedure. **(8 Sessions)**

### **Books Recommended:**

1. Aswathappa, K. - Human Resource Management, Mc Graw Hills, University of Michigan.
2. Sudha, G.S. - Human Resource Management, RBD, Jaipur.
3. Mehta, A. & Upadhayay Payal- Human Resource Management, RBD, Jaipur.
4. Jeffrey A. Mello - Strategic Human Resource Management, South Western Publication, U.S.A., Mason.
5. Handblin, A.C. - Evaluation and Control of Training, McGraw Hills, University of Michigan.
6. Subba Rao, P. - Essentials of Human Resource Management and Industrial Relations Konark Publishers, New Delhi.

## **Code PBBA 205 COMPANY LAW**

**COURSE OBJECTIVE:** To provide knowledge of Indian Companies Act 1956, to gain insight into legal matters of corporate sector

### **COURSE CONTENTS**

#### **Section A.**

Introduction to Company Law- Meaning and Nature of Company, Classification of Companies, Principle of Separate Legal Existence, Functions, Liabilities and Rights of Promoters, Difference between Private Company and Public Company. **(Sessions 10)**

Shares and Share Capital – Types of Shares and Share Capital, Allotment of Shares, Share Certificates and Share Warrants. Transfer and Transmission of Share, Forfeiture of Shares, Re-issue of Forfeited Shares. **(Sessions 10)**

#### **Section B**

Important Documents -Memorandum of Association and Articles of Association: Meaning, Contents and Alteration. **(Sessions10)**

Company Secretary: Definition, Appointment, Qualities, Duties and Role. **(Sessions 10)**

#### **Section C**

Meetings – Notice, Agenda, Quorum, Resolution, Minutes, General Principles of Meeting. Types of Meetings- Statutory Meetings, Directors Meeting, Annual General Meetings and Extra Ordinary General Meeting **(Sessions 10)**

#### **Books Recommended:**

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

## **Code PBBA 206 PRINCIPLES & PRACTICE OF MANAGEMENT**

**COURSE OBJECTIVE:** To understand and evaluate firm's management philosophy and their impact on organization and operation of the business.

### **COURSE CONTENTS**

#### **Section A**

Management: Concept, Nature, Importance; Management: Art and Science, Management As a Profession, Management Vs. Administration, Levels of Management, Characteristics of Managers. Principles of Management. **(Sessions 6)**

Functions of Management, Planning: Nature, Objectives and Significance, Types of Plans, Process, Barriers to Effective Planning. **(Sessions 8)**

#### **Section B**

Organizing: Definition, Principles of Management, Forms of Organization Structure, Formal and Informal Organizational, Delegation of Authority. **(Sessions 8)**

Staffing: Definition, Characteristics, Need and Importance & Elements. **(Sessions 7)**

#### **Section C**

Co-ordination and Control: Co-ordination Meaning, Need and Importance, Principles and Techniques of Co-ordination, Effective Co-ordination, Control: Nature and Process of Control, Techniques of Control. **(Sessions 7)**

Motivation and Leadership: Motivation, Need and Importance, Techniques of Motivation, Theories of Motivation McGregor Theory, Maslow's Need Hierarchy Theory, Herzberg's Theory, Alderjer's Theory, Mc Clelland Theory, Expectancy Theory, Poter & Lawler's Performance Satisfaction Model. **(Sessions 7)**

Leadership: Functions of Leaders, Leadership Style, Leadership Development, Theories of Leadership. **(Sessions 7)**

#### **Books Recommended:**

1. Mathur, B.S.- Principles of Management, Oscar publications, Delhi.
2. Chatterjee, Satya Saran- Introduction of Management, World Press, Delhi.
3. Banerjee, Mritunjoy- Business Administration, Asia Publication House, University of Michigan
4. Sarlekar, S. - Business Management, Kitab Mahal, Allahabad.
5. Donnel, Koontz -Essentials of Management, Tata Mc-Graw Hill, University Of Michigan

## **Code PBBA 301 MARKETING MANAGEMENT**

**COURSE OBJECTIVE:** To develop the knowledge and skills necessary to formulate, implement and control marketing strategies and to identify and analyze opportunities within marketing environments using various strategic marketing management techniques.

### **COURSE CONTENTS**

#### **Section A**

Marketing: Concept of Marketing, Distinction between Marketing and Selling, Scope and Importance of Marketing, Customer Value, Customer Satisfaction. **(Sessions 8)**

Market Segmentation: Basis for Market Segmentation, Benefits and Requirements of Market Segmentation, Target Marketing, Product Positioning. **(Sessions 7)**

#### **Section B**

Product and Price Decision: Product Classification, Product Line Decision, Product Life Cycle, Stages and Strategies, Price – Concept, Price Setting - Objectives, Pricing Decisions, Pricing Methods, Pricing Strategies **(Sessions 9)**

Distribution Channels– Concept, Intermediaries – Types and Roles, Channel Design Decisions; Channel Management Decisions. **(Sessions 10)**

#### **Section C**

Promotion: Promotion Mix, Advertising, Sales Promotion, Publicity, Personal Selling, Direct Marketing, Public Relation, Advertising – Objectives, Strategies, Consumer Promotions & Trade Promotion Tools, Personal Selling Process, **(Sessions 8)**

Marketing Research: Meaning, Objects, Need and Importance, Techniques, Process and Limitations. **(Sessions 8)**

#### **Books Recommended:**

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

## **Code PBBA 302 MARKETING OF SERVICES**

**COURSE OBJECTIVES:** To equip students to become more effective managers of service organizations by familiarizing them with the characteristics of services.

### **COURSE CONTENTS**

#### **Section A**

Introduction to Service Marketing: Understanding Service Characteristics, Difference between goods and services, Classification of services, Scope of services marketing, Understanding Consumer Behavior, Customer Expectation & Perception, Managing & Exceeding Customer Service Expectation, Strategies for Customer Satisfaction.

**(Sessions 8)**

Strategies Issues in Service Marketing : Market Segmentation & Targeting, Individualized Service and Mass Customization, Differentiation and Positioning of Services , Steps in Developing Positioning Strategy, Developing and Maintaining Demand and Capacity.

**(Sessions 8)**

#### **Section B**

Marketing Mix and Services: The Marketing Mix Elements, Targeting Marketing Mix Product, Price, Place, Promotion, and Communication Services and Extended Marketing Mix People, Process Physical evidence in Service. **(Sessions 8)**

Services Marketing: Specific Industries: Tourism, Travel, Transportation Service Marketing, Financial Services; Education and Professional Service, Telecom and Courier. **(Sessions 9)**

#### **Section C**

Employees' roles in Service Delivery: Delivering Service through Intermediaries and Electronic Channels, the Role of the Customer in Service Delivery. Emerging Trends in Service Industry **(Sessions 9)**

Challenges of Services Marketing: Developing & Managing the Customer Service Function, Marketing Planning for Services, Developing & Maintain Quality service, Relationship Marketing. **(Sessions 8)**

#### **Books Recommended:**

1. Gupta Rampal - Services Marketing, Galgotia Publishing Company, New Delhi
2. Shajahan S.-Services Marketing, Himalaya Publishing House, Mumbai
3. Jha S.M. -Services Marketing, Himalaya Publishing House, Mumbai
4. Reddy P.N., Appannarian H.R., Kumar S. Anil, Nirmala- Services Marketing (Himalaya Publishing House, Mumbai)
5. Mehta, Khivasara- Marketing of Service, RBD, Jaipur

## **Code PBBA 303 RISK AND INSURANCE MANAGEMENT**

**COURSEOBJECTIVES:** The objective of this course is to enable the students to understand various types of insurance, computation of risk and premium.

### **COURSE CONTENTS**

#### **Section-A**

Insurance- Origin and Development, Meaning, Characteristics, Functions, Social and Economic Significance of Insurance, Risk and Hazards, Management of Risks. **(Sessions 10)**

Fire Insurance – Meaning , Scope, Issue of Fire Insurance Policy, Types of Plans, Conditions of Fire Insurance Policy **(Sessions 10)**

#### **Section-B**

Marine Insurance- Meaning, Scope, Procedure of Issuing policy, Types of Marine Insurance policy, Condition, Calculation of Premium, Marine Losses and Settlement of Claims. **(Sessions 10)**

Life Insurance-Meaning need functions and Development of life insurance in India, Important plans of LIC Whole life Endowment, Annuity insurance plans, Group insurance plans, Unit link insurance, Liberalization and life insurance **(Sessions 10)**

#### **Section-C**

General Insurance- Meaning, Scope, Settlement of Claims, Working of General Insurance Companies GICI, Prospects and Challenges. **(Sessions 10)**

### **Books Recommended:**

1. Kothari R.K. and Jain Mukesh - RBD Jaipur



## **Code PBBA 304 INDUSTRIAL MANAGEMENT**

**COURSE OBJECTIVES:** To make students aware about the Industry Set-up, Work environment and plant layout.

### **COURSE CONTENTS**

#### **Section –A**

Evolution of Industrial Management – Evolution –Importance of Industrial Management- Scientific Management- Meaning and Definition, Principals, Importance and Criticism  
**(Sessions 10)**

#### **Section –B**

Factory Location- Factory Determining Location of factory, Steps in Location, Selection of Region, Selection of Locality, Selection of Exact Site, Technology Parks, SEZ etc. Role of Government Agencies in Providing Assistance, Location related Decisions. **(Sessions 12)**

Plant Layout-Nature, Objectives, Importance, Factors Influencing Layout, Types of Layout, Problems of Layout. **(Sessions 11)**

#### **Section-C**

Work Environment and Plant Utility- Meaning, Importance, Factors Affecting Work Environment, Plant Utility, Lighting, Ventilation and Air-conditioning Sanitation, Noise Control. **(Sessions 12)**

Industrial Safety: MSDS-GLP-GMP, Introduction to Non Conventional Energy Sources LPG, CNG and Hydrogen as Fuels. **(Sessions 5)**

### **Books Recommended:**

1. Spriegel William, and Lansburgh- Industrial Management, New York.
2. Russel; Smith -Elements of Industrial Management, Hard Press
3. Jain, J.- Industrial Management, Kitab Mahal; Allahabad
4. Khinvasara, Shobha, Mehta, Jyotsana Diwan - Industrial Management, RBD, Jaipur.

## **Code PBBA 305 PERSONALITY DEVELOPMENT**

**COURSE OBJECTIVES:** The objective of this course is to enable the students with the various communication related aspects and to refine the personality skills for better and improved organizational effectiveness.

### **COURSE CONTENTS**

#### **Section- A**

Introduction- Definition of Personality, Perception and Personality, Personality Factors- Factors of Association. Leadership at Home –Friends –Environment- Educational Factor- Conditional – Genetic- Compulsory- Spiritual-Public Relation Facilities. **(Sessions 15)**

Personality Formation Structure – Mind Mapping, Competence Mapping and 360<sup>0</sup> Assessment and development, Types of Person: Extrovert, Introvert, Ambivert Person. **(Sessions 10)**

#### **Section- B**

Understanding Human Nature- Basis of Human – Influence of Environment and Heredity, Concept of Attitude, Concept of Self. **(Sessions 9)**

Effective Thinking- Thinking Skills, Thinking Styles, Concept of Six Thinking Hats. **(Sessions 6)**

#### **Section- C**

Individual Interaction and Skills-Basis of Interaction Skills Personal and interpersonal, Inter Personal Skills- Concept, Definition, Meaning of Skills, Conceptual, Supervising, Technical, Managerial and Decision Making Skills, Group Influence on Interaction Skills. **(Sessions 10)**

### **Books Recommended**

1. Sudha G.S.-Personality Development and Human Resources, Malik & Company, Jaipur
2. Covey; Stephen- 8 Habits, -Simon & Schuster, U.K.
3. Khera; Shiv -You Can Win
4. Mehta Anil & Chouhan, Bhumija- Organizational Behavior, RBD, Jaipur.

## **Code PBBA 306 BUSINESS STATISTICS**

**COURSE OBJECTIVE:** The objective of the course is to equip the students with basic statistical tools and to enable them to do analytical evaluation for arriving at logical conclusions and inferences.

### **COURSE CONTENTS**

#### **Section A**

Statistics: Definition, Use in Business, Limitations, Data Collection: Primary and Secondary Data, Classification, Frequency Distribution and Tabulation of Data, Graphic Presentation of Data (**Sessions 8**)

Measures of Central Tendency: Meaning, Functions, Requisites of Good Average, Types, Computation and Uses of Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Weighted Mean, Partition Values, Empirical Relationship between Averages. (**Sessions 9**)

#### **Section B**

Dispersion: Meaning, Objectives, Absolute and Relative Measures. Range and its Types, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation Lorenz curva. Skewness: Meaning, Types, Karl Pearson's and Bowley's Measures. (**Sessions 9**)

Correlation Analysis: Meaning, Uses, Types, Karl Pearson's Coefficient, Coefficient of Determination and Non-determination, Probable Error, Rank Correlation, Concurrent Deviation Methods, Lag and Lead in Correction. (**Sessions 8**)

#### **Section C**

Regression Analysis: Meaning, Uses, Types, Least Squares Principles, Methods, Standard Error of Estimate. Association of Attributes: Two Attribute Situations. (**Sessions 8**)

Index Number: Meaning, Types and Uses, Methods of Constructing Price and Quantity indices (simple and aggregate): Tests of Adequacy, Chain-base Index Numbers; Base Shifting, Splicing, and Deflating, Problems in Constructing Index Numbers, Consumer Price Index. (**Sessions 8**)

#### **Books Recommended:**

1. Jain Rita, Goyal R. K.-Business Statistics, Ajmera Book Company, Jaipur
2. Kelash Nath Nagar - Statistical Methods, Vikas Publishing House, New Delhi.
3. Sancheti and Kapoor - Statistics: Theory and Practice, S. Chand & Sons, Delhi.
4. Agarwal, Bhargav, Tiwari & Meena - Statistical Methods, RBD, Jaipur.
5. Oswal, Agrawal, Modi, Bhargava, Tiwari- Business Statistics, RBD, Jaipur.

## Code PBBA 401 BUSINESS MATHEMATICS

**COURSE OBJECTIVE:** To provide basic knowledge of mathematics and application of mathematics to commercial Situations

### COURSE CONTENTS

#### Section -A

Ratio, Proportion and Percentage – Ratio: Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage- Computations of Percentages. **(Sessions 8)**

Profit and Loss - Terms and Formulae, Trade Discount, Cash Discount, Problems involving Cost Price, Selling Price, Trade Discount and Cash Discount. Overview of Commission and Brokerage, Problems on Commission and brokerage **(Sessions 8)**

#### Section -B

Interest -Simple Interest, Compound Interest (Reducing Balance & Flat Interest Rate of Interest), Equated Monthly Installments (EMI), Problems **(Sessions 8)**

Matrices and Determinants (upto order 3 only): Multivariable Data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via adjoint Matrix, Homogeneous System of Linear Equations, Condition for Uniqueness for the Homogeneous system, Solution of Non-homogeneous System of Linear Equations (not more than three variables), Condition for Existence and Uniqueness of Solution, Solution using Inverse of the Coefficient Matrix, Problems. **(Sessions 8)**

#### Section -C

Functions: Definition of Function, Constants, Variables, Continuous Real Variable, Domain or Interval, Types of Functions, One Valued Function, Explicit Function, Algebraic Functions, Polynomial Functions, Absolute Value Function, Inverse Function, Rational and Irrational Function, Monotone Function, Even and Odd Function, Supply/ Demand Function, Cost Function, Total Revenue Function ( **Sessions 10**)

Profit Function, Production Function, Utility Function, Consumption Function. **(Sessions 8)**

#### *Books Recommended:*

1. Dorai Raj- Business Mathematics, Sahitya Bhawan, Agra
2. Sanchethi and Kapoor- Business Mathematics, S. Chand & Sons, Delhi.
3. Soni- Business Mathematics. Pitambari Publishing House,
4. *Dinesh khattar -Business Mathematics, Pearson Education, Noida.*

## **Code PBBA 402 ADVERTISING AND SALES PROMOTION**

**COURSE OBJECTIVE:** The objective of this course is to deliver the knowledge from setting of advertisement; its launch in the appropriate media and measurement of effectiveness of the campaign.

### **COURSE CONTENTS**

#### **Section A**

Introduction to Advertising: Objects and Role of Advertising in the National Economy and Importance of Advertising in Modern Marketing, Personal Selling, Public Relation. Types of Advertising: Commercial and Non Commercial Advertising, Primary Demand and Selective Demand Advertising, Classified and Display Advertising, Comparative Advertising. **(Sessions 20)**

#### **Section B**

Advertising Media: Types of Media- Print Media, Electronic Media and Other Media (Out door and Direct Mail), Media Selection, Advertising Appeals, Advertising Budget Decisions. **(Sessions 10)**

#### **Section C**

Sales Promotion: Nature of Sales Promotion, Distinction with Advertising and Personal Selling, Role and Importance of Sales Promotion, Functions of Sales Promotion Department, Limitation in a Sort Economy. Types of Sales Promotion: Internal Organization, Dealer Promotion, Consumer Promotion, Sales Promotion of Industrial and Consumer Products. **(Sessions 20)**

*Books Recommended:*

1. Sudha, G.S.- Advertising and Sales Management, RBD, Jaipur
2. Prasad, S. Shyam, Kumar Sumit –Advertising Management, RBD, Jaipur
3. Aaker, Batra and Myers- Advertising Management, Prentice Hall of India, 2006.
4. Chunawalla & K.C. Sethia- Fundamentals of Advertising, Theory and Practice, Himalya Publication House, 2008.
5. Bhatia, Tej K. -Advertising & Marketing in Rural India, MacMillan India Ltd. 2007.
6. Kazmi, S.H. Batra, Satish- Advertising & Sales Promotion, Excel Books, 2006.

## **Code PBBA 403 CONSUMER BEHAVIOUR and MARKETING RESEARCH**

**COURSE OBJECTIVES:** To help the students understand the buying motives and consequent purchase decision process of a buyer.

### **COURSE CONTENTS**

#### **Section A**

Consumer Behaviour– Introduction, Consumer Needs and Buying Motivation, Personality, Self- Concept and Consumer Behaviour, Consumer Perception, Consumer Attitude, Consumer Psychographics, Psychographics Vs Demographics, Group Dynamics and Consumer Reference Groups, Family and Cultural Influence on Buyer Behaviour. **(Sessions 18)**

#### **Section B**

Consumer Decision Process: Pre and Post Purchase Behaviour, Purchase Process, Rationality in Buying, Models of Buying: Nicosia, Howard Sheth, Engle, Blackwell Kolas Model, Organizational Buying Behaviour. **(Sessions 18)**

#### **Section C**

Marketing Research: Definition and Planning of Research, Research Design, Marketing Plans and Proposals, Sampling- Process, Selection and Size, Data Processing Analysis and Interpretation, Reporting the Research Findings, Application of Marketing Research, Scope of Marketing. **(Sessions 14)**

#### **Books Recommended:**

1. Sharma, Chouhan, Saini- consumer Behaviour, RBD, Jaipur
2. Alenas, AHR- Marketing Research
3. Schiffman, Leon.G Kanuk,L.L - Consumer Behavior
4. Loudon , David L - Consumer Behavior, Tata Mc Graw Hill
5. Batra, Satish .K,-Consumer Behavior, Excel Books
6. Solomon, Michael R - Consumer Behavior, Pearson
7. Lindquist, Jay D Sirgy, M. Joseph -Consumer Behavior, Biztantra

### **Code PBBA 404 INTERNATIONAL BUSINESS**

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

## **COURSE CONTENTS**

### **Section-A**

**International Business** - Meaning of I.B., Domestic V/S I.B., Scope of I.B., Role of I.B. Driving forces of I.B. Need to study I.B. (**Sessions 8**)

**Cultural and Political Environment** -Definition of Culture Components of Culture (Languages, Religion, Values, Attitudes, Custom and Manus, Education, Family, Material, Culture Aesthetics), Imperatives of Culture for I.B. - Work Place and Market Place, Misconception about Culture. Importance of Political Environment for I.B., The Political Systems democracy- Basic Principles, Autocracy- Theocracy, Monocracy Dictatorship, Major Political objectives- Political Sovereignty, National Security. Protection of Cultural Identity (**Sessions 12**)

### **Section-B**

**The Global Economic Environment**-The Global Economy. Bases of Eco, Wealth, Population, Natural Environment Technological Resources, Eco. System- Market Allocation, Command Allocation, Mixes Allocation, Indicators of Eco. Wealth-National Product, Balance of Payment, Exchange Rate, Foreign Investment. (**Sessions 10**)

**Legal Environments** - Legal Systems- Code VLS Common Law. Islamic Law Socialist Law. Agreements and Conversions. Bilateral Multilateral, Global. Laws relating to I.B. Market Entry Laws, Product (Intellectual Property Laws. Warranties & Product Liabilities. Pricing and Channels of Distribution, Sales & Promotion, Tax Laws, Legal Issues in I.B., Conflict of Laws. (**Sessions 10**)

### **Section-C**

Foreign Direct Investment-Reasons, Volume and directions, Foreign Exchange Transactions and Terminology (**Sessions 10**)

#### **Books Recommended:**

1. Thakur and Mishra-International Business, Deep and Deep Publications, New Delhi.
2. Diwan, J.M. and Sudarshan, K.N.- International Business Management, Discovery Publications House, New Delhi.
3. Robinson, R.D.- International Business Management a guide to Decision Making, Dryden press
4. Shiva, Ramu- International Business, A. H. Wheeler Publishing Co. Ltd., India

## **Code PBBA 405 RESEARCH METHODS IN BUSINESS MANAGEMENT**

**COURSE OBJECTIVES:** The Objective of the course is to enable the students, in developing the most appropriate methodology for their research studies and to make familiar with the art of using different research methods and techniques.

### **COURSE CONTENTS**

#### **Section -A**

Fundamentals of Research-Definition, Scope, Limitations & Types, Objectives, Research Process, Application of Research in the Various Functions of Management, Research Designs (**Sessions 10**)

#### **Section -B**

**Research Process- Selecting the Topic, Defining the Research Problems, Objective of Research Literature Survey, Sample Design, Data Collection, Execution of Project, Analysis of Data and Hypothesis Testing, Generalization and Interpretation and Preparation of Research Report, Features of Good Research, Research Design-Need, Features of Good Research Design, Types of Research design –Exploratory Research, Descriptive Research, Casual Research. (Sessions 20)**

#### **Section -C**

Sampling: Meaning, Importance. Types of Sampling Techniques, Population Sample

Types of Data, Primary & Secondary Data. Methods of Collection of Data, Data Analysis and Interpretation. (**Sessions 10**)

**Concept of Hypothesis, Introduction to Hypothesis Testing for Small and Large Samples.**

Report Writing and Presentation, Bibliography & References (**Sessions 10**)

#### *Books Recommended:*

1. Jain Rita, Saxena Nishith - Research Methodology, RBSA Publication
2. Kothari, C.R. - Research Methodology, New Age Publication
3. Rao, K.V. - Research Methodology, Tata Mc Graw-Hill Publication, Delhi
4. Young, P.V. - Scientific Social Surveys and Research, Prentice Hall New York
5. Saunders Lewis Thorn hill - Research Methods for Business Students, Pearson Education
6. William C. Emory - Business Research Methods, Richard D. Irwin Inc

## **Code PBBA 406 SEMINAR PRESENTATION**



Students in the seminar work in a collaborative environment with a faculty to develop a write up that builds on previous liberal arts and BBA course work. Through the exploration of ethical, historical, social and cultural aspects of current business issues, students have the opportunity to develop a well-rounded perspective that is valued in the global environment of business.

This is an individual activity in which student has to prepare and present a seminar along with report on some latest topic related with business and management.

**COMPREHENSIVE VIVA:**

The comprehensive viva voce is scheduled at the end of IV Semester in order to judge the understanding as well as application of the knowledge gained by the students by the end of 4<sup>th</sup> Semester of the course. This is also to see the articulation of what is being learnt by them. The idea is to see that students are able to digest what is being taught in two full year and see their relevance not only in the practical field but also their inter relationship.

The viva voce is of 100 marks each to be conducted by the external examiner appointed by the college.

**Code PBBA 501 MANAGEMENT ACCOUNTING**

**COURSE OBJECTIVES:** To develop an understanding of the importance, language and techniques of Management accounting.

**COURSE CONTENTS**

## **Section - A**

**Introduction to Management Accounting:** Meaning, Functions, Responsibilities and Qualities of a Management Accountant. Management Accounting vs. Traditional Accounting and Limitations of Management Accounting **(Sessions 10)**

**Introduction of Financial Statement, Comparative and Common size Income Statements and Balance Sheets, Trend Analysis (Sessions 5)**

## **Section - B**

**Ratio Analysis:** Elementary Ratio Analysis – Meaning, Classification of Ratios, Calculation & Interpretation of Ratio. **(Sessions 10)**

**Long Term and Short Term Finance:** Equity Share Capital, Debentures, Long Term Loans, Short term Loans **(Sessions 5)**

## **Section - C**

**Cash Flow Analysis:** Meaning and Concept, Preparation of Cash Flow Statements, Comparison between Fund Flow and Cash Flow Statement. **(Sessions 12)**

**Types of Leverage:** Operating, Financial and Combined Leverage. **(Sessions 8)**

### **Books Recommended:**

1. Agrawal & Agrawal - Management Accounting, RBD, Jaipur.
2. Lal Jawahar - Advanced Management Accounting Text and Cases, S.Chand & Co., New Delhi.
3. Khan, Jain - Management Accounting, S. Chand & Sons. Delhi.
4. Pandey I. M. - Management Accounting, S. Chand & Sons, Delhi.
5. Agarwal M.R. - Managerial Accounting, Garima Publications, Jaipur.

## **Code PBBA 502 ORGANISATIONAL BEHAVIOUR**

**COURSE OBJECTIVE:** To understand management and its behaviour which are essential to guide large and small, profit and non-profit organizations.

### **COURSE CONTENTS**

#### **Section A**

**Introduction:** Meaning of O.B., Disciplines, Contributing to O. B. Field, Role of O.B. in Today's' Business Organizations. **Perception:** Features, Perceptual Process, Nature and Importance, **Personality:** Features, Personality Determinants, Personality Characteristics, Theories.**(Sessions 10)**

**Motivation & Group Dynamics:** Primary and Secondary Motives, Theories of Motivation: Content and Process-Theories - Vroom's Expectancy Theory. Alderfers ERG Theory, Mc Clelland's Need Theory. (Sessions 8)

### **Section B**

**Group Dynamics:** Theories of Groups, Group Norms and Roles, **Cohesiveness the Dynamics** of Informal Groups Team and Team Build- up. (Sessions 7)

**Management of Conflicts:** Reasons and Types of Conflicts. Process of Conflict. Positive and Negative Aspects of Conflict. Management of Interpersonal Conflicts and Organizational Conflicts. (Sessions 10)

### **Section C**

**Power:** Meaning, Source of Power, Implications for Performance and Satisfaction. **Organizational Change:** Major Forces of Change. Resistance to Change. Process of Change. Developing Support for Change, Change Model. (Sessions 15)

#### *Books Recommended:*

1. Rao, V.S.P.- Organisational Behaviour, Excel Books.
2. Robbins - Organizational Behaviour, Pearson Edition, New Delhi.
3. Pareek, Udai - Understanding Organizational Behaviour, Oxford Publications.
4. Dwivedi, R.S. - Human Relations and Organizational Behaviour, RBD, Jaipur.
5. Aswathappa, K. - Organizational Behaviour, Himalaya publications
6. Chandan - Organizational Behaviour (Vikas publications)

## **Code PBBA 503QUANTITATIVE TECHNIQUES**

**COURSE OBJECTIVES:** To enable students for analytical evaluation and arrive at logical conclusions and inferences to the decisions.

### **COURSE CONTENTS**

#### **Section-A**

Quantitative Techniques: An Introduction to Statistical and Operational Research Techniques, scope, applications and limitations of quantitative techniques, Role and Scope in Business and Industry. **(Sessions 11)**

Linear Programming: Graphical and Simplex Solution of LPP, Primal and its Dual **(Sessions 10)**

### **Section B**

Transport and Assignment Problems. **(Sessions 10)**

Theory of Games and Queuing Models: Two Persons Zero Sum Game, Pure and Mixed Strategy and Application of Queuing Theory in Business Decision Making **(Sessions 7)**

### **Section C**

Network Analysis, Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM), Cost Analysis and Crashing the Network **(Sessions 12)**

### **Books Recommended:**

1. Srivastav, Shenoy and Sharma- Quantitative Techniques, newage international , united publishers, new delhi.
2. Kothari, C.R. - Quantitative Techniques, Vikas Publishing House Pvt. Ltd., Delhi.
3. Kapoor, V.K. - Operation Research, Sultanchand & Sons, New Delhi

## **Code PBBA 504 BUSINESS BUDGETING**

**COURSE OBJECTIVES:** To familiarize the students with various concepts of budgets.

### **COURSE CONTENTS**

#### **Section-A**

Budgeting: Meaning, Origin, and Significance, Public and Private Budgets, Concepts of Surplus, Deficit and Balance Budgets, Fixed and Flexible Budgets and Limitations of Business Budgets, Features of Sound Business Budgeting Systems. **(Sessions 10)**

Operating Business Budgets: Sales Budget, Production Budget, Materials budget, Labour Budget, Overheads Budget, Financial Budgets- Cash Budget, Master Budget, Human Resource Budget, Research and Development Budgets. **(Sessions 12)**

### **Section-B**

Capital Budgeting: Types of Capital Expenditure, Capital Expenditure and Investment Banking, Techniques: Pay back, Average Rate of Return, Net Present Value and Internal Rate of Return. **(Sessions 8)**

### **Section-C**

Performance Budgeting: Concept, Evolution and its uses in Business Decisions- Preparation of Performance Budgets, Follow- up and Monitoring. **(Sessions 10)**

Zero Base Budgeting: Concept Evolution and its Practical utility in Business Decisions, Information System for Business Budget. **(Sessions 10)**

### **Books Recommended:**

1. Heckert J.B. and J.D. Wilson- Business Budgeting and Control, Biblio Bazaar.
2. Welsch, G. A Business Budgeting- Controllership Foundation, University of Michigan.
3. Agarwal, M. R. Business Budgeting- Garima Publications, Jaipur.
4. Aydlott, Julie- A. The Quick Guide to Small Business Budgeting, San Diego Business Accounting Solutions.

## **Code PBBA 505 OPERATION MANAGEMENT**

**COURSE OBJECTIVES:** To acquaint the students with the basic concepts and process of production and operations management and to develop an understanding about the role of production and operations management in business.

### **COURSE CONTENTS**

#### **Section A**

**Introduction:** Production and Operations Management, Meaning, Nature, Significance, Scope, Role and Functions, Types of Productions Systems: Continuous and Mass Production, Intermittent Production, Batch, Job-shop Production and Job Lots. **(Sessions 10)**

Plant Location: Factors Influencing Selection of Plant Location, Plant Layout: Product, Process, Project Layout, Selection of Product Design & Features, Product Policy Standardization, Process Design. **(Sessions 8)**

#### **Section B**

Production Planning and Scheduling, Capacity Planning, Aggregate Planning, Job Design-Work Study, Method Study, Work Measurement. Production Development, Techniques of Product Development. **(Sessions 8)**

Inventory and Materials Management, Material Requirement Planning; JIT Manufacturing, EOQ Model, ABC Analysis. **(Sessions 8)**

### **Section C**

Quality: Meaning, Statistical Quality Control and TQM, ISO 9002, Industrial Safety and Safety Management **(Sessions 8)**

Maintenance Management, Warehouse & Stores Management, Need for Stock Verification. **(Sessions 8)**

#### **Books Recommended:**

1. Buffa, E.S.- Modern Production and Operations Management, John Willey & Sons, U.K.
2. Buffa & Sarin- Modern Production & Operations Management, John Willey & Sons, U.K.
3. Chunawalla, Patel- Production and Operations Management, Himalaya Publication House, India
4. Everett & Adam- Production and Operations Management, Prentice Hall, Cornell University.
5. Goel & Gupta- Production Management, Pragati Prakashan, India.
6. Moore, F.G. & Hendric, T.E. - Production and Operations Management, University of California press.

### **Code PBBA 506 Project Report & Viva Voce**

**Allocation of Marks:**

**Project Report: 50 Marks**

**Viva Voce: 50 Marks**

#### **SCOPE OF THE PROJECT REPORT AND VIVA VOCE**

The project study is to be based on the functional area (such as Marketing, Finance, HRM) that the student opted as major in third and fourth semester. Before commencement of project study, each student is to develop a synopsis in consultation with his/her guide in the chosen functional area covering the broad aspects on which the data is proposed to be collected and analysis is to be conducted. It may be noted that the chosen functional area is not restrictive. If the student finds any other area interesting or other wise, they must explore it and comment

on it in his /her report. Each student is required to carry out the work and submit the report individually.

### **OBJECTIVES**

1. To work & gain knowledge of real time business environment.
2. To explore the various functional areas and analyze how theoretical concepts taught are applied in real life situations.
3. To analyze best practices, system, processes, procedures and policies of a company/industry in different functional areas and bring forward the deviations.
4. To develop skills in report writing through data collection, data analysis, data extraction, and presentation and draw lessons vis-à-vis firm or company.

## **Code PBBA 601 COST ACCOUNTING**

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

### **COURSE CONTENTS**

#### **Section -A**

Costing-Meaning of Cost Accountancy, Cost Accounting and Costing, Distinction between Financial and Cost Accounting, Elements of Cost. Material Costing: Purchasing, Storing and Pricing of Stores issued Inventory Control. **(Sessions 10)**

Labour Costing - Labour: Recording of Time and Wages, Methods of Remuneration, Incentive Plans, Allocation of Wages, Labour turn-over and Treatment of Idle-time, Overtime. Overhead Costing: Meaning, Collection, Classifications, Apportionment Allocation and Absorption of Overheads, Calculation of Machine Hour Rate. **(Sessions 10)**

### **Section -B**

Costing Methods - Single Output or Unit Costing. Operating Costing (**Sessions 6**)  
Job and Contract Costing and Process Costing-Job and Contract Costing. Determination of Profit or Loss on Contracts, when Contract has been Completed, Uncompleted and Nearer to Completion. Accounting of Process Costing. Material Losses & its Treatment. Inter Process Profit. (**Sessions 8**)

### **Section -C**

Budgetary Control: Meaning, Importance, Different Types of Budget, Limitation. (**Sessions 8**)

Cost Volume Profit Analysis – P/V Ratio, BEP, Margin of Safety. (**Sessions 8**)

*Books Recommended:*

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

## **Code PBBA 602 COMPENSATION MANAGEMENT**

**COURSE OBJECTIVES:** To learn how system operates to attract, retain and motivate competent work force and to assess and diagnose compensation management, issues and problems.

### **COURSE CONTENTS**

#### **Section - A**

Compensation Management – Meaning, Role, factors Influencing Compensation Management, Role of Various Parties- Employees, Employers, Unions, & Government. Economics and Behavioural Issues, Wage Concept, Wage Theories. (**Sessions 18**)

#### **Section - B**

Compensation Management: Compensation Decisions, Internal and Employee Equities. (**Sessions 9**)



Developing Compensation Programs - Basic systems – Time Wage, Piece Wage, Incentives, Wage Payments & Total Salary Structure; Principles of Reward Strategy. **(Sessions 9)**

### **Section - C**

Job Evaluation –Purpose, Methods, component- Basic Salary, D.A., Fringe Benefits, Bonus, Incentives, Performance, Link Reward System, Profit Sharing and Stock **.(Sessions 7)**

National Policy – Wage Board and Commission, Corporate Consideration in Compensation. **(Sessions 7)**

### **Books Recommended:**

- 1.. Singh, B. D - Compensation and Reward Management, Excel Books, India.
2. Henderson- Compensation Management, Pearson education, Canada.
3. Aguins- Performance Management, Pearson education, Canada.
4. Sahu- Performance Management System, Excel Books, New Delhi.
5. Chadha, Prem -Performance Management, Macmillan, India.

## **Code PBBA 603 RETAIL MANAGEMENT**

**COURSE OBJECTIVES:** To develop an understanding of the core and contemporary concepts of retail management.

### **COURSE CONTENTS**

#### **Section-A**

Retail: Nature, Scope, History, Retail Institutions, Types, Retail Management Process, Indian Retailing Scenario, e- retailing **(Sessions 8)**

Retail Managers – Roles, Skills and Scope, Evolution of Management Theory, Organizational Environment in Retail Sector, Ethical Issues in Retailing **(Sessions 8)**

#### **Section-B**

Retail Planning and Organization -Strategic Retail Planning, Process and Evaluation, Decision Making-Concepts and Tools, Retail Organization: Design and Structure (**Sessions 10**)

Job Opportunities in Retail Industry- Personality Traits of Retailers, Retail Entrepreneur, Employment Opportunities, Future of Retailing (**Sessions 8**)

### **Section C**

Store Planning: Location, Layout, Store Operations: POS (Point of Sale) / Cash Process, Customer Service and Accommodation, Retail Floor and Shelf Management, Retail Accounting and Cash Management, Setting up Stores before Opening, Working with Floor Plans and Store Requirements (**Sessions 16**)

#### **Books Recommended:**

1. Levy Michael, Weitz Barton - Retailing Management, V Edition, Tata McGraw Hill, New York, 2006
2. Berman Berry, Evans J.R.- Retail Management- A Strategic Management Approach, IX Edition , Pearson Education, New York, 2006
3. Lucas G.H., Bush Robert, Gresham Larry- Retailing, Houghton Mifflin Company, Boston, 1994
4. Nair Suja- Retail Management, V Edition, HPH, Mumbai, 2006
5. Pradhan Swapna- Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India, 2007.

## **Code PBBA 604 MANAGEMENT INFORMATION SYSTEM**

**COURSE OBJECTIVES:** To manage the information systematically for effective decision making.

### **COURSE CONTENTS**

#### **Section-A**

Introduction to MIS: Concept, Role, Objects, Emergence of MIS, MIS and Computers, Impact of MIS, Systems Approach to MIS. (**Sessions 10**)

Information Concept Data and Information: Meaning and Importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis, Quantitative Aspect, Assessing Information Needs of the Organization. **(Sessions 10)**

### **Section-B**

Information System for Decision Making: Decision Making and MIS, Decision Making Concept, Organizational Decision Making and Decision Making Concept, MIS as Technique of Program Decisions, Decision Support System, MIS and Role of MIS. **(Sessions 10)**

Network: Introduction, Topology, LAN and VAN, Data Communication. **(Sessions 10)**

### **Section-C**

MIS in Functional Areas: Production Information Systems, Financial Information Systems, Marketing Information Systems, Human Resources Information System. **(Sessions 10)**

*Books Recommended:*

1. *Goyal, D.P. - Management Information Systems, MacMillan Publication, India.*
2. *Davis & Olson - Management Information Systems McGraw-Hill, New York..*
3. *Murdick, Ross & Clagett - Information Systems for Management Prentice Hall Professional Technical Reference, New Delhi.*
4. *Dickson, Gary W. Wetherbe, James C. - The management of Information Systems (McGraw-Hill, Inc, New York.*
5. *Bidgoli, Hossein - Handbook of Management Information Systems: A Managerial Perspective, Academic Press, Inc., California.*

## **Code PBBA 605 FUNDAMENTALS OF BANKING**

**COURSE OBJECTIVES:** To familiarize the students with regard to structure, organization and working of financial system in India.

### **COURSE CONTENTS**

#### **Section-A**

Indian Banking Sector- Structure of Indian Banking Sector, Sources of Funds for a Bank, Various Deposits Products. **(Sessions 10)**

Types of Bank Financing-Fund Based and Non Fund Base, Cash Credit, Bank Overdraft, Term Loan, Export/Import Financing, Rural / Farm Lending, etc. Bank Guarantee,

Introduction to NPA and its Management, Classification of NPAs and Recovery Strategy.  
(Sessions 10)

### **Section-B**

Central Banking Concept- Function and Role of RBI- Money Creator, Credit Regulator, Supervision of Banking Sector, Reforms in Indian Banking- Narsimhan Committee I and II.  
(Sessions 15)

### **Section-C**

Fundamentals of Investment Banking- Fund based and Fee based Services, Innovation in Banking; E-Banking. (Sessions 8)  
Introduction of NBFCs – Role and Classification. (Sessions 7)

#### *Books Recommended:*

1. Kohn, Meir- Financial Institutions and Markets, Oxford Printing Press.
2. Bhole, L M- Financial Institutions and Markets, Tata McGraw Hill.
3. Desai, Vasantha - The Indian Financial System, Himalaya Publishing House, University of Delhi.
4. Khan, M Y- Indian Financial System, Tata Mac Graw Hill, New Delhi.
5. Varshney, P N & Mittal, D K- Indian Financial System, Sulthan Chand & Sons, New Delhi.
6. Gardon, E & Natarajan, K- Financial Markets & Services, Himalaya publishing house, Mumbai.
7. Pathak- Indian Financial System, Pearson, India.

## **Code PBBA 606 Group Discussion and Presentation**

**Allocation of Marks:**

**Group Discussion: 50 Marks**

**Presentation of Project Report: 50 Marks**

1. The students of BBA VI Sem. Paper Code PBBA 606 must be divided into groups. Each group must consist at least five students.
2. These groups of students should be given separate Current Theme/Topic for preparing Group Discussion and Presentation.
3. The Theme/Topic among the groups should not be repeated.

4. Presentation shall be given in the presence of Internal and External Examiners and rest of other four students of the group.
5. After presentation of the project, the group members shall participate in the group discussion.
6. The External Examiner shall evaluate performance of each student on the basis of merit.