

# **Bachelors of Business Administration (BBA)**

**BBA/1/FC/01**

**ENGLISH Paper-I**

As prescribe by Mizoram University Undergraduate English Paper-I

## **BBA/1/CC/02 FUNDAMENTAL OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR**

**UNIT-I:** Introduction – meaning and nature of management, management system and processes; task and responsibilities of a manager; managerial skills

**UNIT-II:** Decision making -nature and process, types of managerial decisions, decision making conditions, forms of group decision making in organization, Planning Processes, Controlling

**UNIT-III:** Organization Structure and process: – Organisational climate, culture and managerial ethos; Organisational structure and design; Centralisation and decentralization; Delegation and inter-department coordination; Managerial communication.

**UNIT-IV:** Behavioural dynamics: Individual determinants of organizational behavior; perceptions, learning, personality, attitudes and values, motivation, Job anxiety and stress.

Interactive aspects of Organisational Behaviour: Analysing inter-personal relations; Group dynamics; Management of organizational conflicts; Management of change; leadership styles and influence people.

**BBA/1/CC/03**

**STATISTICS FOR BUSINESS DECISIONS**

**UNIT-I:** Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs

**UNIT-II:** Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness

**UNIT-III:** Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation co-efficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate

**UNIT-IV:** Index numbers and time series: Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series

**BBA/1/CC/04**

**ENTREPRENEURSHIP DEVELOPMENT**

**Unit I:** Entrepreneur, characteristics, functions, types, Entrepreneurship - meaning - Role of Entrepreneurs in Economic Development, Rural entrepreneurs - need of problems - Role of NGOs in development of rural Entrepreneurship.

**Unit II:** Generation of Project Ideas- Product selection, Form of Ownership, Licensing etc, projection Identification - Meaning, Significance, Contents and formulation of a project report, Planning commission guidelines.

**Unit III:** NSIC, SIDO, SSIB, SSICS, SISI, TIIC, TCO. Method of product appraisal, Entrepreneurship development programme. Industrial Policies of the Central and State Governments, Various Incentive Schemes, Special policies for the North East Region (NER) of India to promote entrepreneurship

**Unit IV:** Need, Tax Holidays - Concessions - TQM for small enterprises, Sickness in small Business - Signals, Symptoms, Consequences and corrective measures, Women Entrepreneurs –recent trend.

**BBA/2/FC/05**

**ENGLISH PAPER-II**

As prescribe by Mizoram University Undergraduate English Paper-II

**BBA/2/CC/06**

**PRINCIPLES OF ECONOMICS**

**UNIT-I:** Definition, Nature, Scope & Limitation of Economics as an art or Science, Relevance of Economics in Business Management, Utility analysis, Marginal Theory of utilities and Equi-Marginal theory of utility.

**UNIT-II:** Meaning of demand, Demand theory and objectives, Demand analysis, Demand schedule. Demand Curve and Nature of Curves, Laws of Demand Elasticity of Demand Types & Measurement, Indifference curves analysis Consumer Equilibrium & Consumer Surplus. Price, Income and substitution effect

**UNIT-III:** Production-Meaning and Analysis Production function. Laws of production, Laws of increasing returns & Laws of constant returns, Equal product curves and Producer equilibrium.

**UNIT-IV:** Market analysis-Nature of market, Types of markets and their characteristics Pricing under different market structures-Perfect Monopoly, oligopoly and Monopolistic completion. Price discrimination under monopoly competition.

**BBA/2/CC/07**

**BUSINESS ACCOUNTING**

**UNIT-I:** Accounting – Meaning, nature, functions and types of Accounting, Accounting concepts and conventions, Journal, Ledger

**UNIT-II:** Subsidiary Books, Trial Balance, Rectification of Errors

**UNIT-III:** Bank Reconciliation Statement, Preparation of Final Accounts with adjustments

**UNIT-IV:** Depreciation Accounting: Concepts and methods (Straight Line and Written Down Methods only); Receipt and Payments Accounts; Income and Expenditure Accounts

***Elective-I(Any one of the list)***

**BBA/2/EC/8(C) BUSINESS ENVIRONMENT**

**UNIT-I:** Business Environment – Nature, structure and components of business environment; country risk; political risk and corporate adjustment; international impact on business environment; nature of Indian economy

**UNIT-II:** Economic reforms; current monetary and fiscal policy environment; competitive environment and the Competition Act 2002; Consumer and Investor’s protection; corporate governance

**UNIT-III:** Industrial policy of 1991; public sector reforms; public private partnership; SMEs – threats and challenges; industrial sickness; industrial relations;

**UNIT-IV:** Balance of Payments scenario; foreign trade pattern and policy; globalization trends; environment for international direct investment; Foreign Exchange Management Act

**BBA/3/FC/09 Language Paper (MIL)**

As prescribe by Mizoram University Undergraduate Language paper (MIL)

**BBA/3/CC/10 PRINCIPLES OF MARKETING**

**UNIT I:** Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach – Boston Consultative Group (BCG) matrix

**UNIT II:** Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning;

**UNIT III:** Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).

**UNIT IV:** Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps.

**BBA/3/CC/11**

**FOUNDATIONS OF HUMAN RESOURCE MANAGEMENT**

**UNIT-I:** Introduction – Evolution of HR function, contemporary perspective of HRM, goals of HRM, strategic role of HRM, financial impact of HRM activities

**UNIT-II:** Talent Acquisition – Analysis of work and human resource planning, recruitment, selection, placement, employee leasing, recruitment process outsourcing, outplacement, human resource information system

**UNIT-III:** Development and Assessment – HR assessment and development, institutionalizing performance management system, performance review, assessment centres, potential appraisal, career management, work force training, designing and administering employee and executive development programmes

**UNIT-IV:** Compensating HR – Philosophies regarding rewards, components and objectives of organizational reward system, policy issues in pay administration, individual and organization wide incentives, employee benefit plans, employee health and safety, labour relations and collective bargaining

*Elective-II(Any one of the list)*

**BBA/3/EC/12(A)**

**COST AND MANAGEMENT ACCOUNTING**

UNIT-I: Cost Accounting – meaning, importance, methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity based costing

UNIT-II: CVP analysis – determination of break-even point, profit volume ratio, profit volume graph, margin of safety, CVP analysis in multiproduct firm, utility and limitation; marginal costing and its application in managerial decision making; elementary knowledge of target costing

UNIT-III: Budgetary control – meaning, need, objectives, essentials of budgeting, different types of budgets; standard costing and variance analysis (materials, labour)

UNIT-IV: Management Accounting – concept, need, importance and scope; analysis and interpretation of financial statements – meaning, importance and techniques, ratio analysis; fund flow analysis; cash flow analysis

**BBA/4/FC/13**

**ENVIRONMENTAL STUDIES**

As prescribe by Mizoram University Undergraduate Environmental Studies

**BBA/4/CC/14**

**COMPUTER FUNDAMENTALS AND APPLICATIONS-I(Theory)**

**Unit – I:** Basic Concepts of Computers:Introduction and definition of computer; functional components of a computer system-(Input unit, CPU, Memory and output unit); Functioning of a computer; characteristics, advantages and limitations of a computer; classification of computers;

Essential Components of Computer : Hardware: Input devices, Output devices, Storage Devices

**Unit - II:** Software: Introduction; Types of software with examples; Introduction to languages, compiler, interpreter and assembler.

Operating System: Definition, Functions, Types and Classification, Elements of GUI based operating system- Windows-Use of menus, tools and commands of windows operating system.

**Unit – III:** Introduction to Networks and Internet:Introduction to Networking; importance of networking; communication devices; Features of Networking. Meaning of Internet; growth of internet; basic internet terminology; Internet protocols; usage of internet to society; search engines.

**Unit – IV:** Database: Introduction to Database, DBMS vs RDBMS concepts,

Application: Information Technology (IT) applied to various functional areas of management, such as Production / Operations, Marketing, Human Resource, Finance and Materials Management

**BBA/4/CC/15**

### **COMPUTER FUNDAMENTALS AND APPLICATIONS-II(Practical)**

**Unit – I:** Text Creation Manipulation Software: Introduction to word processing; working with word document; Page formatting; Find and replacing text, Tables and its usage, Spell checking, bullets and numbering, hyperlink, Paragraph formatting, Header and Footer, Mail merge, printing word document.

**Unit – II:** Electronic Spread Sheet: (MS-Excel) Creating a workbook; inserting deleting worksheets, writing formula with operators, Organising charts and graphs, printing worksheet. Generally used spread sheet functions: a)Mathematical b.) Statistical c.)Logical d.) Financial

**Unit – III:**Graphical Presentation Software: (MS-PowerPoint) Meaning of presentation package.

Formatting slides and produce slide show. Slide transition, custom animation, online broadcast, duplicate slides.

**Unit – IV:** Database:Creating Tables using MS Access, creating relations between tables in MS Access, Designing Forms, Queries and Reports in MS Access.

**BBA/4/CC/16**

### **BASICS OF FINANCIAL MANAGEMENT**

**UNIT-I:** Financial Management – Meaning, Nature and Scope, Relationship with Other Functional Areas of Business, Goals: Profit *versus* Wealth Maximization; Time Value of Money; Discounting and Compounding.

**UNIT-II:** Capital Budgeting Decisions – Nature, Importance, Capital Budgeting Process, Methods of Capital Budgeting; Payback Period, Discounted Payback Period, Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR) and Profitability Index (PI); Cost of Different Sources of Capital; Weighted Average Cost of Capital (WACC).

**UNIT-III:** Financing Decisions – Sources of Long Term Finance, Financial and Operating Leverage; Determinants of capital structure; Capital Structure Theories – NI, NOI, Traditional and M-M Theories; Determinants of Dividend Policy; Dividend Models – Walter, Gordon & MM Models.

**UNIT-IV:** Working Capital Management– Meaning, Need and Determinants of Working Capital; Estimation of Working Capital Need, Financing of Working Capital.

***Elective-III (Any one of the list)***

**BBA/4/EC/17(A)**

**BUSINESS RESEARCH**

Unit I: Terminology: Data and Information, Validity and Reliability, Deduction and Induction, Quantitative and Quantitative Methods.

Unit II: Research Project: Choice of Topic, Writing a Research Proposal – Objective, Hypothesis, Methodology, Timeframe.

Survey Methods: Survey Design – Sampling, Qualitative Data, Quantitative Data, Scaling Technique.

Unit III: Research Methods: Interview Method, Observational Method, Questionnaires, Case Studies, Action Research, Documentary Sources.

Unit IV: Data Analysis: Types of Research Data, Frequency Distributions, Bar Charts, Histograms, Pareto Charts; Statistical Tools of Data Analysis – Mean, Median, Mode, Correlation, Regression.

Report Writing: Formatting, Title Page, Abstract, Body, Introduction, Methods, Sample, Measures, Design, Results, Conclusions, References, Tables, Figures, Appendices.

**BBA/5/CC/18**

**INDUSTRIAL TRAINING PROJECT**

*At the end of the fourth semester, students have to undergo industrial training for 6-8 weeks in a business organisation. This training should help the student develop a perspective of wholesome management of business activities. This would enable students to appreciate the importance of different business activities and see how different business activities are interrelated. At the end training the student will have to submit a report on the organisation and that will be evaluated based on the written industrial training report and presentation of the report by a panel of examiners. The examiners will be appointed by the Director/Head of the respective institute. The panel will jointly award the students, marks out of a maximum of 75 marks which will consist of Final Viva-voce/Presentation (25%) and Industrial Training Report(50%).*

**BBA/5/CC/19**

**INTRODUCTORY OPERATIONS RESEARCH**

UNIT-I: Operations Research: Definition of operations research, models of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR.

UNIT-II: Linear Programming: Introduction –Mathematical formulation of a problem–Graphical solutions, standard forms the simplex method for maximization and minimization problems.

Method application to management decisions. Transportation problem–Introduction–Initial basic feasible solution -NWC method –Least cost method–Vogel’s method–MODI–moving towards optimality –solution procedure without degeneracy

UNIT-III: Assignment problem –Algorithm–Hungarian method –simple problems.

Decision theory: decision making under uncertainty and risk, Bayesian analysis, decision trees.

UNIT-IV: Network models. Network models for project analysis CPM; Network construction and time analysis; cost time trade off, PERT –problems.

**BBA/5/EC/20(A)****INTERNATIONAL TRADE**

**UNIT-I:** Introduction; Nature and importance of foreign trade – features of foreign trade – Difference between internal and international trade – Advantages and disadvantages of Foreign Trade – Foreign trade and economic development

**UNIT-II:** Theories of Foreign Trade; Concept of Offer Curve - Classical theory - Adam Smith , Ricardo, Modern Theory – Heckscher – Ohlin theorem, Leontiffparadox, Lerner’s factor price equalization, terms of trade and gains from trade, Immiserisation

**UNIT-III:** Foreign Exchange; Defining foreign exchange and exchange rate – Components of foreign exchange reserve – different systems of exchange rate determination: gold standard (Mint Parity), PPP

**UNIT-IV:** Floating exchange rate , Fixed and Flexible exchange rate -Demand and Supply of foreign exchange - Devaluation, revaluation , depreciation and appreciation

**BBA/5/EC/20(B)****ADVERTISING**

Unit I: Definition, Nature and evolution of advertising, function and role, criticism, social, economic and legal aspects of advertng.

Unit II: Place of advertising in Marketing Mix, Indian advertising industry, copy writing: different elements of a copy and layout.

Unit III: Advertising Budget: Objectives, preparation and methods of advertising budget; advertisng agency: function, selection and compensation.

Unit IV: Advertising media: different types of media, function, merits and demerits of media, selection of media and its vehicles.

**BBA/5/EC/20(C)****TAXATION**

**UNIT-I:** Basic concepts of income tax, residential status and its incidence on tax liability, incomes exempt from tax; income from the had salary; income from house property

**UNIT-II:** Profits and gains of business and profession including depreciation; capital gains; income from other sources

**UNIT-III:** Clubbing and incomes, setting off and carrying forward of losses; general deductions from gross total income, assessment of individuals, computation of tax liability

**UNIT-IV:** : Goods and Services Tax: Important Definitions; Need, Merits and Demerits; Impact of GST; Structure and Types of Taxes; Classification of Goods and Rates of Taxes; Input tax Credit; Registration; Returns; Payment of Taxes; Refunds; Assessment

*Elective-V (Any one of the list)*

**BBA/5/EC/21(A)****SMALL BUSINESS MARKETING**

**Unit -1** Introduction to marketing mix; Environment for competition; Structural analysis of industries including small scale units; Generic competitive strategies with relation to small business units.

**Unit II:** Framework for competition analysis; Market signals; Competitive moves; Technology of competitive advantage; Strategy towards Buyers and Suppliers with relation to small business units.

**Unit III:** Strategic Groups within Industries; Competitive Strategy in Declining Industries; Competitive Strategies in Global Industries; Strategic analysis of Integration Capacity Expansion.

**Unit IV:** Strategies of Entering in to New Business; Portfolio techniques in competitor analysis; Techniques of conducting industry analysis.

### **BBA/5/EC/21(B) DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT**

Unit I: The channel system: Rationale for marketing channel structures, Composition of marketing channels, Channel Environment. Distribution – Basic concept, Transportations, Inventory, Warehousing, Managing logistics.

Unit II: Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management, Competitive and SC strategies, Achieving strategic fit.

Unit III: Dynamics of supply chain: Supply Chain Integration, Push-based, Pull-based and Push-Pull based supply chain, Demand Forecasting in a Supply Chain, Managing inventory in SC environment: Transportation in SC environment.

Unit IV: Strategic Alliances, Third party and fourth party logistics, Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management.

### **BBA/5/EC/31(C)**

### **WORKING CAPITAL MANAGEMENT**

**Unit I :** Nature and Scope of Working capital .The need for working capital. Types of Working Capital; .Determinants of Working Capital, Estimating working capital needs. Working capital trends in India.

**Unit II:** Management of Cash-Facets of Cash Management .Cash Planning – cash forecasting and Budgeting. Managing the Cash flows- Determining Optimum Cash Balance.Management of Marketable Securities- Investment in Marketable Securities – Types of marketable Securities.

**Unit III:** Management of Inventory -Need to hold inventories; Objective of Inventory Management. Inventory Management Techniques.Selective inventory Control.Financial Manager's role in inventory Management.Management of Receivables - Goals of Credit Management.Aspects of Credit Policy- Credit terms, credit standards, Collection policy, Credit information.Collection procedures.Management of Trade Credit.

**Unit IV:** Sources of Working Capital – Forms of Bank credit. Non- Banking Finance. Various Committee reports on working capital finance. RBI policy and their implications on Working Capital Finance.Case Study.

### **BBA/5/EC/21(D)**

### **E-COMMERCE**

Unit I: Introduction: Meaning of E-Commerce, Evolution of ECommerce, E-Commerce Vs. Traditional Commerce, Infrastructure for E-Commerce – Internet and Web Technologies, Multimedia and Digital Video; Media Convergence and On-line publishing.

Unit II: Electronic Data Interchange & Electronic payment System: Introduction to EDI, Concepts of EDI and Limitation, Application of EDI, Disadvantages of EDI, EDI model, Introduction to EPS, Concept of e-Money, Types of Electronic payment system, Payment types, Traditional payment, Value exchange system, Credit card system, Electronic funds transfer, Paperless bill, Modern payment cash, Electronic cash

Unit III: E-Commerce – Business Models: Business to Business (B2B): Business to Consumer (B2C); Other Models – E-business Storefronts, Infomediary, Trust Intermediary, E-business Enablers and Infrastructure Providers/Communities of Commerce.

UNIT IV : E-security: E-Security Issues – Hacking, Spoofing and Viruses; Network Security and Transaction Security; Security Measures – Firewall, encryption and Digital Signature; Cyber Crimes and Cyber Laws – IT Act, 2000.

### **BBA/6/CC/22                      ESSENTIALS OF STRATEGIC MANAGEMENT**

Unit I : Introduction & Concept of Strategy, Corporate Policy as a field of study, Nature, Importance, purpose and objective of business policy, Chief Executive job, roles and responsibilities of board of directors, An overview of strategic management – its nature and process, Formulation of strategy, Environment, Nature of company's environment, environment appraisal, identifying corporate competence & resource.

Unit II: Relating Corporate Strategy, Personal & an Ethical Values Industry structure, Reconciling divergent values, Modification of values, moral components of corporate strategy, review of management's concern for responsibility, choice of strategic alternatives for social action.

Unit III: Strategic Choice Corporate portfolio analysis, competitor & SWOT analysis, strategic choice, strategic plan, routes to competitive advantage.

Unit IV: Implementation of Strategy Structural implementation, organisational design and change, behavioural implementation, leadership, corporate culture, business ethics, corporate politics and use of power, functional implementation – financial, marketing, operations, personnel policies and their integration, strategic evaluation and change.

***Elective-VI (Any one of the list)***

### **BBA/6/EC/23(A)                      RETAILING**

Unit- I :Retail Management – An Introduction. Functions of Retailing, Types of Retailers, Retailing Strategies for emerging markets, Organised Retail formats in India, Challenges ahead for Retailing.

Unit- II :Changing Retail Environment Environmental Analysis, Retail Branding, Retail Selling, Relationship Marketing for Retailers, Type of Merchandise.

Unit- III :Retail Banking – An Introduction Open market conditions and role of Banks and Financial Institutions, Retail Banking –Concept and Importance.

Retail Banking Products- Housing Loan, Conveyance Loan , Personal Loan, Educational Loan, Loan for Retail Traders, Plastic Money.

Unit- IV :e-Banking – An Overview Concept of ATMs and 24 hours Banking, Online Banking, Online banking and e-Banking, Bancassurance, SSI financing.

**BBA/6/EC/23(B)****TRAINING AND DEVELOPMENT**

Unit I :Organization vision & plans, assessment of training needs, setting training objectives, designing training programmes, Spiral model of training. Tasks of the training function: Building support, overall training capacity, developing materials.

Unit II :Training methods: On the job training, job instruction training, apprenticeship, coaching, job rotation, syndicate method, knowledge based methods, lecture, conferences, programmed learning, simulation methods, case study, vestibule training, laboratory training, in-basket exercise, experiential methods, sensitivity training, e-training.

Unit III :Management Development Programme Methods:-Understudy, Coaching, Action Learning, Role Play, Management Games, Seminars, University related programmes, special projects, behavioural modelling, job rotation, case study, multiple management, sensitivity training. Post training: Training evaluation, Training impact on individuals and organizations, Evaluating Programmes, Participants, Objectives.

Unit IV :Organisational Development (OD): Definition Foundations of OD, Managing the OD Process, Action Research and OD. OD Interventions: Overview of OD Interventions, Team Interventions Inter-group and Third-Party Peacemaking Interventions. Comprehensive OD Interventions, Structural Interventions and the Applicability of OD, Training Experiences.

**BBA/6/EC/23(C)****PROJECT MANAGEMENT**

Unit- I :Definition, Why project Management, The project Life-Cycle, Project Management Maturity, Project Selection and Criteria of Choice, The Nature of Project Selection Models, Types of Project Selection Models, Project Portfolio Process, Project Proposals.

The Project Manager, Project Management and the Project Manager, Special Demands on the Project Manager, Selecting the Project Manager, Problems of Cultural Differences, Impact of Institutional Environments, Project Organization, The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization, Choosing an Organizational form The Project Team.

Unit- II :Planning: Introduction, Meaning, Definition, Characteristic & objective period, Nature of Planning, Importance of planning, Advantages of planning, Steps in planning process, Methods of planning, Limitations of planning, Essentials of a good planning, obstacles in planning, Planning Premises and Classification of Planning Premises.

Planning Forecasting : Introduction, Meaning, Definition, Characteristics, Process, Importance of forecasting, Areas of forecasting, Forecasting Techniques Types Methods, Advantages

Initial Project Coordination: The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle. Estimating Project Budgets, Improving the Process of Cost Estimation

Unit- III :Network Techniques: PERT and CPM, Critical Path Method- Crashing a Project, The Resource Allocation Problem Resource Loading, Resource Leveling, Constrained Resource Allocation The Planning-Monitoring-Controlling Cycle, Information Needs and the Reporting Process, Earned Value Analysis The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.

Unit- IV :Purposes of Evaluation- Goals of the System, The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, Some Essential of an Audit/Evolution The Varieties of Project Termination, When to Terminate a Project, The Termination Process.

**BBA/6/EC/23(D)****INVESTMENT MANAGEMENT**

Unit- I :Investment: meaning, nature and process; Investment alternatives, concept and Measurement of Investment risk and return, Identification of Investment Opportunity; Stock Exchange; Functions, trading system, Regulation and listing of securities.

Unit- II :Fundamental analysis; company analysis; industry analysis and economy analysis; Technical Vs Fundamental analysis; Implications for investment decision-making; Technical analysis;

Unit- III :Valuation of Securities: equity, bonds and convertible securities.

Unit- IV :Market Efficiency: Weak form, semi-strong form and strong form. Diversification: meaning, gains from diversifications, Markowitz's mean-variance criterion, Sharpe Model. Capital Assets Pricing Model (CAPM); meaning and assumptions, capital market line, securities market line,

*Elective-VII (Any one of the list)*

**BBA/6/EC/24(A)****CONSUMER BEHAVIOUR**

**Unit I:** Introduction to Consumer Behaviour, Models of Consumer Behaviour, Consumer Involvement and Decision Making

**Unit II:** Marketing ethics, bases for market segmentation, consumer motivation, measures of motives, consumer behaviour

**Unit III:** Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception; Consumer Attitudes and Attitude Change;

**Unit IV:** Influence of Personality and Self Concept on Buying Behaviour; Psychographics and Lifestyle; Reference Group Influence Diffusion of Innovation, Industrial Buying Behaviour.

**BBA/6/EC/24(B)****HRD: SYSTEMS AND STRATEGIES**

**UNIT - I:** Human Resource Development (HRD) : Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD : Training, Education and Development; Roles and competencies of HRD professionals.

**UNIT - II:** HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs. HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD.

**UNIT – III:** HRD and diversity management; HRD Climate; HRD Audit. HRD Applications: Coaching and mentoring, Career management and development; Employee counselling; Competency mapping, High Performance Work Systems, Balanced Score Card. Integrating HRD with technology.

**UNIT – IV:** Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD.

**BBA/6/EC/24(C)****INDIAN FINANCIAL SYSTEM**

Unit- I :Financial System, structure of Financial System, Instruments of Financial System. Insurance , Kinds of Insurance, Schemes and procedure under Insurance. Banking and functions of Banking.

Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services.

Unit- II :Merchant banking, functions & activities, Issues management: managing new issues, Equity issues – Rights issues ,underwriting :functions, bankers to an issue, book building and reverse book building, debenture trustees, portfolio managers. An overview of role of SEBI

Unit- III :Role of Financial Institutions, Development banks and other banking institutions. SEBI

Unit- IV :Leasing and hire purchase, concepts and features, types of lease accounts Factoring & Forfeiting, Mutual funds - Structure of Mutual Funds- Types Mutual Funds– Advantages of mutual funds - Exchange Traded Funds, Credit rating. Stock broking, Consumer finance, Credit Cards.

### **BBA/6/EC/24(D)**

### **NEW ENTERPRISE MANAGEMENT**

**Unit I:** Entrepreneurship and its role in economic development; Problems of industrialisation in developing countries- cases on India; Industrial policies of India; Regulation and control of industries in India.

**Unit II:** Mechanics of setting new enterprises- size, location, optimum units and its determinants; Sizes of industrial units in India; Theory of industrial location factors- determining the industrial locations.

**Unit III:** Regional distribution of industrial activities in India; Recent trends in the localization of industrial activity in India- Regional planning of industrial activity in India; Feasibility studies of industries- Technical, Marketing, and Financial.

**Unit IV:** Managerial problems of new enterprises- production, purchasing, financing labour and marketing problems; Facilities provided by different Institutions and Agencies in India; Financing facilities for new enterprises, marketing and other facilities.

### ***Elective-VIII (Any one of the list)***

### **BBA/6/EC/25(A)**

### **PERFORMANCE AND COMPENSATION MANAGEMENT**

Unit I :Introduction: Concept, Objectives of performance management system; Performance management and performance appraisal; Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling.

Unit II :Performance management and reward systems. Performance Coaching ,Mentoring and Counselling, Competency development, Use of technology and e-PMS, International Aspects of PMS. Performance systems trends, Ethical Perspectives in performance appraisal.

Unit III :Introduction to Job Evaluation.Methods of Job Evaluation. Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broadbanding, competency based pay.

Unit IV :Incentives plans for production employees and for other professionals. Developing effective incentive plans, pay for performance,. Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. Benefits & Incentive practices in indian industry. Wages in India: Minimum wage, fair wage and living wage. Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity.

**BBA/6/EC/25(B)****FINANCING OF SMALL BUSINESS**

Unit I: Introduction to financial management in small scale industries; financial needs of small scale industries; Types of capital requirements in the small business units. Planning of capital requirements.

Unit II: Cash management problems; Sources of finance for small business units in India indigenous bankers, public deposits, state finance corporations, Industrial cooperatives.

Unit III: Adequacy and appropriateness of funds from the banking and non banking financial intermediaries; Financial assistance from state and central government agencies; Monetary policy of Reserve Bank of India for small business units.

Unit IV: Small Scale industries and financial allocation and utilization under the five year plan of India-critical analysis and comparisons. Strategy for future improvements.

**BBA/6/EC/25(C)****MARKETING OF SERVICES****Credit (6)(5L+1T)****Max Mark 100 (Internal=25; Semester End =75)****Course Contents**

**Unit I :** Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy.

**Unit II:** Consumer Behaviour in Services; Market Segmentation and Services Positioning; Service Demand Management, Designing and Managing Service Product.

**Unit III:** Service quality Management: Service Quality Audit – GAP Model of Service Quality – Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions.

**Unit IV:** Service Distribution – Managing Physical Evidence – Internal Marketing. External Marketing: Word of Mouth Communication. Interactive Marketing: Management of Moments of Truth - Service Deficiencies - consumer Grievance Recovery Strategies.

**BBA/6/EC/25(D)****INSURANCE MANAGEMENT**

Unit- I :Introduction to Insurance: Purpose and need of insurance; Insurance as a social security tool; Insurance and economic development. Fundamentals of Agency Law: Definition of an agent, Agents Regulations; Insurance Intermediaries; Agents, Compensation. Procedure for Becoming an Agent: Pre-requisite for obtaining a license; duration of license;

Unit- II :Cancellation of license; Revocation or suspension/ termination of agent appointment; code of conduct; unfair practices.

Functions of the Agent: Proposal form and other forms for grant of cover, Financial and medical underwriting; Material information;

Unit- III :Nomination and assignment; Procedure regarding settlement of policy claims. Profile of Insurance Companies: Organizational set-up of the company; Promotion strategy;

Unit- IV :Market share; Important activities, Structure; Product; Actuarial profession; product Pricing actuarial aspects; Distributions channels.Principles of Life Insurance/Marine/Fire/Medical/ General Insurance. Contracts of various kinds; Insurable Interest.

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