

BBA V Semester STRATEGIC MANAGEMENT

Course Code: BBA-501

Continuous Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Objective: To integrate the knowledge gained in functional areas of management and helping the students to learn about the process of strategic management, strategy formulation and implementation.

UNIT-1

Introduction to Strategic management: Importance of Strategic management. Strategic management process: strategy and tactics, strategic vision and mission, strategists in Strategic Management.

UNIT-II

Strategic analysis: Introduction, need for strategic analysis, Internal Analysis and External Environmental Analysis, SWOT Analysis.

UNIT-III

Strategic formulation: Nature and Significance, Different types of Strategies, Strategic Choice.

UNIT-IV

Strategic implementation and control: interrelationship among formulation and implementation of strategy; issues in strategy implementation; project and procedural implementation and resource allocation. Strategic evaluation and control.

Suggested Readings:

1. Kazmi, A: Business policy and Strategic management, Tata McGraw Hill.
2. Dess and Miller, Strategic Management, Tata McGraw Hill.
3. Cherunilam, F: Strategic Management, Himalaya Publishing House.
4. Budhiraja, S.B. and Athreya, M.B: Cases in Strategic Management, Tata McGraw Hill.
5. Thomson and Strickland: Strategic Management, McGraw Hill.

BBA V Semester INDUSTRIAL RELATIONS

Course Code: BBA-502

Continuous Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Objective: The objective of this course is to sensitize the students to the tasks of industrial relations, and to familiarize them with the current IR practices.

UNIT I

Industrial relations perspectives; IR and the emerging socio-economic scenario- IR and the state- legal framework of IR; Industrial conflict and disputes. Salient features of Industrial Employment (Standing Orders) Act, 1946.

UNIT II

IR and Trade Unions; Role and future of trade unions; Trade union and the employee; Industrial unrest; Trade union and the management; Plant level labor relations; Works committees; Joint management committees.

UNIT III

Discipline and grievance management: Grievance Redressal mechanism model: Negotiation and collective settlements; Participative management and co-ownership.

UNIT IV

Employee empowerment and quality management; Quality circles; Employee suggestion schemes; Industrial relations and technology management. Role of state in IR; Labor office, labor courts and industrial tribunals; Conciliation and mediation.

Suggested Readings:

1. Niland J.R. et al: The Future of Industrial Relations, Sage Publications.
2. Mamkootam, K: Trade Unionism–Myth and Reality, Oxford University Press.
3. C.B. Memoria: Dynamics of Industrial Relations, Himalaya Publishing House.
4. Ramaswamy, E.A: The Strategic Management of Industrial Relations, Oxford University Press.

BBA V Semester E- COMMERCE

Course Code: BBA-503

Continuous Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Objective: The objective of this course is to understand the importance of database systems for business management and to gain a practical orientation to database development and maintenance.

UNIT-I

Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce- E- Business & E- Commerce – History of E- Commerce – EDI – Importance, features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce, E-Commerce infrastructure.

UNIT-II

Business models of E –Commerce : Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E- Commerce.

UNIT - III

Marketing strategies & E – Commerce: Website – components of website – Concept & Designing website for E- Commerce – Corporate Website –Portal – Search Engine – Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising – Mobile Commerce.

UNIT - IV

Electronic Payment system: Introduction – Online payment systems –prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card, Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics.

Suggested Readings:

1. Turban, Efraim, David King et al.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley.
3. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill.
4. Smantha Shurety: E-Business with Net Commerce, Addison - Wesley.
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books.

BBA V Semester OPERATIONS RESEARCH

Course Code: BBA-504

Continuous Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Objective: The objective of this course is to provide a basic knowledge about Operations research and to acquaint the students some common operations Research Tools for various Business decision marketing situations.

UNIT-I

Operations Research- Concept, significance and development of Operations Research, characteristics and Scientific Methodology of Operations Research.

Queuing Theory: Basic concepts and characteristics, Arrival Process and Service System Mechanism, Operating characteristics of M/M/1 Queue Model, Applications of Poisson-Exponential-single server-infinite population model, Service vs Waiting Cost Tradeoff.

UNIT-II

Sequencing Problem: Jhonson's Algorithms for n Job-two machines, n Job-three machines and two job-m machine problems.

Linear Programming Problem: Basic Concept, significance and formulation of Linear Programming problem (LPP) Models for product-mix problems; Graphical solution of LPP, Simplex Method for LPP involving slack variables only

UNIT-III

Transportation Problem: Basic Concepts and significance, Initial Basic feasible solution methods; Modified Approximation Method (MODI) for finding optimal solution. Assignment Problem-Basic Concept and significance, Optimal Cost Assignment Model-Hungarian Assignment Algorithm.

UNIT-IV

Network Analysis- Concept and objectives, construction of network diagrams; PERT-CPM: Difference and applications of PERT and CPM techniques in project planning and control; Calculation of Earliest and Latest times for activity(s) and floats/slacks of activities; Calculation of Estimated time and Critical Path, Time-Cost Tradeoff in CPM network, Crashing of activities for optimal solutions.

Suggested Readings:

1. Kapoor V.K: Operation research Techniques for management, Sulthan Chand & Sons.
2. Taha: Operations Research an Introduction, Prentice hall.
3. Peter C Bell: Operations Research, Vikas Pulishers.
4. Sharma J.K.: Operations Research Problems and solutions, Macmillan.
5. Paneersevam: Operations Research, Prentice Hall of India.

BBA V Semester PROJECT MANAGEMENT

Course Code: BBA-505

Continuous Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Objective: The course is designed to develop an understanding among students about an understanding of project management, project reports, its preparation and analysis.

UNIT - I

Project Management – Project concept, Classification, Importance of project management, Dimensions and attributes of projects, Identification of projects, Generation and Screening of Project Ideas, Phases of projects; Project life cycle.

UNIT - II

Project feasibility study, preparation of project report, Contents of project report; Project evaluation – Technical Analysis, material and inputs, , plant location, selection of plant and equipment; Project network analysis; Market analysis, market survey, product mix, demand forecasting; social cost benefit analysis, Management analysis, environmental analysis.

UNIT - III

Estimation and components of project Cost; sources of finance and capital structure; Estimation of sales and production, Cost of production, profitability Projections; Projected Cash Flow statements and Balance Sheet; Project Appraisal Techniques; project evaluation under risk and uncertainty.

UNIT - IV

Project Organization –Need and Forms of Project organization; Project Implementation – Pre-requisites for successful project implementation; Monitoring and Controlling – Parameters and Process; Post Project Evaluation and Post Completion audits

Suggested Readings:

1. Chandra P: Projects- Planning, Analysis, Financing, Implementation and Review, Tata McGraw Hill.
2. Gopalakrishnan P and Rama Moorthy V E: Project Management, Mac Millan India Ltd.
3. Gordon L A and George EP: Improving Capital Budgeting- A Decision Support System Approach, Addison-Wesley Publishing Co.
4. Desai V: Project Management, Himalaya Publishing House.
5. Singh N: Project Management and Control, Himalaya Publishing House.