

BBA IV Semester MARKETING MANAGEMENT

Course Code: BBA-401

Continuous Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Objective: The Objective of this Course is to provide Basic Knowledge of Concepts, Principles, Tools and Techniques of Marketing.

UNIT-I

Introduction: Nature and Scope of Marketing; Marketing Concepts-Traditional and Modern; Selling Vs Marketing; Marketing environment-micro and macro components.

UNIT-II

Consumer Behaviour and Market Segmentation: Nature and Scope; Factors affecting Consumer behaviour; Consumer decision making process. Market segmentation-concept and importance; Bases for Market Segmentation. Target Marketing.

UNIT-III

Product: Concept and Classification; product planning and development; Product Life Cycle, Branding, Nature and significance, Distribution Channels, Nature, types and significance. Channel design and management decisions.

UNIT-IV

Price- factors affecting price of a product/service; price setting methods.

Promotion: Concept and importance; Promotional Mix. Advertising media. Personal Selling-Importance; Sales promotion methods.

Suggested Readings:

1. Kotler P. and Armstrong G: Principles of Marketing, Prentice Hall of India.
2. Kotler P: Marketing Management: Analysis, Planning and Control”, Prentice Hall of India.
3. Santoki & Bansal: Marketing Management, Kalyani Publishers.
4. Ramaswamy V.S. and Namakumari S: Marketing Management: Planning, Implementation and Control, Prentice Hall of India.
5. Stanton W.J: Fundamentals of Marketing, McGraw Hill.

BBA IV Semester FINANCIAL MANAGEMENT

Course Code: BBA -402

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40 %

course objective: To acquaint students to the fundamental concepts of managerial finance.

Unit – I

Introduction to Finance: concept, scope, nature and objectives of financial management; overview of key finance decisions and principles that form the basics in financial management, role of finance function in an organization; Time value of money- conceptual frame work of time value of money and its significance in financial decisions, computation of future value and present value, valuing perpetuities. Risk and Return- concept.

Unit: II

Cost of Capital-concept, significance, determining cost of specific sources of capital, weighted average cost of capital. Shares and their Valuation-Meaning, features and types of shares; Methods of Valuation of Equity Shares; Dividend Decision-Relevance and Irrelevance of dividend decisions.

Unit: III

Capital Investment Decisions: concept and types of capital expenditures, capital budgeting process, Estimation of Cash Flows for investment analysis, Capital budgeting decision criteria:- pay-back period and post pay-back method, accounting rate of return, present value and net present value method, internal rate of return.

Unit – IV

Working Capital Management-concept, need, importance of working capital management, concept of operating cycle and its relevance in the management of working capital, techniques to reduce the operating cycle, principles underlying the management of current assets, estimation / computation of working capital requirement;

Suggested Reading:-

1. Copeland, T.E. “Financial theory and corporate policy”, Pearson Education, New Delhi.
2. James, Van Horne, “Financial management policy”, Pearson Education, New Delhi
3. Keown A.J. “Financial Management” Prentice Hall Of India
4. Pandey I.M., “Financial Management” Vikas Publishing House Pvt. Ltd.
5. Khan and Jain, “Financial Management” Tata Mcgraw Hill

BBA IV Semester
HUMAN RESOURCE MANAGEMENT

Course Code: BBA-403

Continuous Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Objective: The main aim of this course is to acquaint the students with the basic concept of management of human resource in an organisation, its dynamic and indispensable role in the evolution of an organisation and career progression of an employee.

UNIT - I

Human Resource Management- Concept and Scope, Functions, Significance and Objectives of HRM, Comparison between Human Resource Management and personnel Management, Competencies of HR Manager, Challenges of HRM.

UNIT - II

Acquisition of Human Resource (HR):- Job Analysis, Job Description, Job Specification and Job Evaluation. Human Resource Planning – Concept, Objectives, Functions and various steps involved in HR Planning Process. Recruitment- Concept, objectives and various sources of Recruitment. Selection: concept, Objectives, Process, tests and interviews, Placement and induction.

UNIT - III

Performance Appraisal-Nature and Objectives, process of Performance Appraisal, Techniques of Performance Appraisal, Problems with Performance Appraisal. Job Change- transfer, Promotion, Demotion. Separation: Voluntary Retirement, Retrenchment and Layoff.

UNIT - IV

Training and Development- Concept and importance, Objectives, Need for training and development, types of training, training methods, evaluation of Training and Development Programmes.

Suggested Readings:

1. Dessler Gary: A Framework for Human Resource Management, Pearson Publication.
2. Chhabra, T.N: Essentials of Human Resource Management, Sun India publication.
3. Robert L. Mathis and John H. Jackson: Human Resource Management, Cengage Learning.
4. Rao V.S.P: Human Resource Management, Excel Books.
5. Rao Subba, P: Essential of Human Resource Management and Industrial Relations, Himalaya Publishers.
6. Blandchard P. Nick, Thaker James W.: Effective Training – Systems, Strategies, and Practices, Pearson Education

BBA IV Semester
PRODUCTION OPERATIONS MANAGEMENT

Course Code: BBA-404

Continuous Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Objective: The course is designed to acquaint the students with decision making in Planning, scheduling and control of Production and Operations function, productivity improvement in operations through layout engineering and quality management etc; effective and efficient flow, control of materials with reference to both manufacturing and services organisations.

UNIT I

Production and Operations Management- an overview; Nature and scope of Production/ Operations Management; Historical perspective of Operations Management; Operations as a System: Continuous and Intermittent production system, flow, batch and job type of production; Operations strategy and elements of operations strategy.

UNIT II

Facility location: Factors affecting plant location, Brown and Gibson Model of plant location: concept and significance, Manufacturing systems and layouts: Product, Process and cellular layouts, layout planning and Analysis; Production Process Planning and Design: factors affecting process design; Concept of Line Balancing.

UNIT III

Production Planning and Control – An overview; types of Production Planning and Control; Aggregate planning:- Concept, strategies and costs, Master Production Scheduling (MPS): objectives and procedure for developing master production schedule; Materials Management: An overview.

UNIT IV

Material Planning and Inventory Control; Inventory Control: Costs and objectives; Inventory control techniques; ABC Analysis: Just in Time(JIT); Materials Requirement Planning (MRP); Economic Order Quantity Model (E.O.Q with deterministic Demand) and practical problems on EOQ. Quality Management and Quality Assurance: Statistical process control–Control Charts for Attributes and Variables; Total Quality Management (TQM); Quality Assurance, Significance; Concept of Six Sigma.

Suggested Readings:

1. Adam, E.E. & Ebert, R.J: Production and Operations Management., Prentice Hall of India.
2. Amrine Harold T: Manufacturing Organizations and Management. Englewood Cliffs, Prentice Hall Inc..
3. Buffa, E.S: Modern Production Management, John Wiley.
4. Chary, S.N: Production and Operations Management, Tata McGraw Hill.
5. Dobler, Donald W and Lee, Lamar: Purchasing and Materials Management, McGraw Hill.
6. Dilworth, James B: Operations Management: Design, Planning and Control for Manufacturing & Services, McGraw Hill.

BBA IV Semester BUSINESS LAWS

Course Code: BBA-405

Continuous Assessment: 20

Term End Exam: 80

Min. Pass Marks: 40%

Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

UNIT-I

Law of Contract: Nature of the Contract, Classification of the contracts, Offer and Acceptance, consideration. Discharge of Contract- Modes of discharge, breach and its remedies.

UNIT-II

Negotiable instruments: Definition, types. Parties to Negotiable instrument. Dishonour and discharge of Negotiable instruments.

UNIT-III

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer .

UNIT-IV

Salient Features of Partnership, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relations, Extent and Limitation of Liability of Partnership and Partners, Dissolution of Partnership.

Suggested Readings:

1. Sharma J. P, Sunaina Kanojia: Business Laws, Ane Books Pvt Ltd.
2. Kucchal, M.C: Business Law, Vikas Publishing, House (P) Ltd.
3. Singh, Avtar: The Principles of Mercantile Law, Eastern Book Company.
4. Maheshwari & Maheshwari: Business Law, National Publishing House.
5. Chadha, P. R: Business Law, Galgotia Publishing Company.

BBA IV Semester INTERNSHIP

Course Code: BBA-406

Internship Requirements:

The Student shall be required to undergo an internship in any business organization in or outside state for a period of 4 weeks. He / She shall work for the period under a supervisor to be nominated by the company and shall prepare a brief report about the work and experience he / she has obtained and shall submit the same to the concerned Head of the Department of the College / Institution.

Evaluation & Grading:

Evaluation shall be exclusively done by the company supervisor on a 5 point scale- A, B, C, D & E on a proper proforma to be designed by the college/ institutions with regard to his / her learning, work responsibilities shared, behaviour, conduct, etc during the internship. Evaluation report shall be sent by the supervisor to Head of the Department of the concerned College/ Institutions who shall forward it directly to the Controller of Examination. Candidate obtaining grade E shall be declared as failed in the course and has to repeat the internship in the same or some other business organization. The grade shall be reflected in the marks sheet but shall not count in the total marks obtained by the candidate in the BBA programme.