SYLLABUS

I YEAR

PAPER- I : PRINCIPLES OF MANAGEMENT


Unit-II : Planning ; Meaning and purpose of planning-steps in planning-types of plans. Objectives and policies : Objectives, policies, procedures and methods nature and types of policies.

Unit-III : Organisation : types of organisation structure-span of control-use of staff units and committees.

Unit-IV : Delegation : decentralisation-authority-responsibility, line and staff relationship-staffing-sources of recruitment-selection process-training,


References Books :
1. Principle of Management – Tripathi
3. Essentials of Management – Kootzn and O'Donnel
5. Management Principles – Stonier
7. Principles of Management – Shyamal Mukherjee
8. The Process of Management – R.S, Davar
9. Essentials of Management – W.J. Duncav
11. Principles of Business Management – Sherlakar & Sherlakar
I YEAR
PAPER- II : ORGANISATIONAL BEHAVIOUR

Unit-I : Organization behaviour : Concept and Meaning, Features of O.B., importance-history of development of O.B. - factors influencing O.B.

Unit-II : Individual Behaviour : Personality, definition and determinants, similarities and differences among individuals-attitudes and perceptions, meaning and significance, characteristics, components and functions-factors influencing attitudes and perceptions-their effect on productivity.

Unit-III : Group & Group dynamics : Meaning reason for the formation of groups, characteristics of groups-types of groups in organizations-factors affecting group behaviours.

Unit-IV : Leadership : Leadership concept-leadership emergences theories-leadership style-different functions and its effectiveness.


Unit-VI : Organizational Change : types of change-factors influencing change-resistance of change-overcoming resistance-organizational development-different techniques.


References Books :
1. Human Behaviour at Work – Keith Davis
2. Organizational behaviour – Roobins
3. Theories of O.B. – A. R. Sharma
I YEAR
PAPER-III: MANAGERIAL ECONOMICS

Unit-I: Objective and need of managerial economics-related disciplines.

Unit-II: Demand Analysis: Concept and importance of demand-cardinal utility indifference curve technique-demand forecasting-elasticity of demand concept and uses.


Unit-IV: Cost concepts: Types of costs-short-run and long-run cost function-break even analysis.

Unit-V: Market and Pricing: Price determination under different market conditions & classification of market structures-perfect competition-monopoly-monopolistic competition-concepts of discriminating monopoly, oligopoly, duopoly and regulation of monopoly.

Unit-VI: Capital Budgeting: concept-decision making under risk and uncertainties cost and benefit analysis.

Unit-VII: Product decisions-concept of product line and product mix-decisions on product addition and product deletion.


Reference Books:
1. Managerial Economics – Vashney RL & Maheswari KL
2. Managerial Economics – G.S. Gupta
3. Principles of Economics – Sundaram and Vaish
4. Managerial Economics – Sivayya, Gangadhara Rao & VSP
5. Principles of Business Economics – Dr. P.N, Reddy and Appannarah
6. Managerial Economics – P.L. Mehta
7. Managerial Economics – Mote, Paul and Gupta
8. Indian Economy – Vimal Jalan
I YEAR
PAPER-IV : BUSINESS MATHEMATICS & STATISTICS

Unit-I : Basics of calculus-rules of differentiation-integration and their application to business.

Unit-II : Mathematics for Finance : Simple and compound interest annuities sinking funds-discounts and present values.

Unit-III : Meaning and definition of statistics-scope and limitations-statistical inquiries-scope of the problem-methods to be employed-types of inquiries.

Presentation of statistical data-classification and tabulation-graphs and diagrams.

Measures of Central tendency-arithmetic mean, median, mode, geometric and harmonic mean.

Unit-IV : Measures of variation-standard and mean deviations-quartile deviations-Skewness and Kurtosis-Lorenz Curve.

Simple correlation-scatter diagram-Karl Pearson’s coefficient of correlation-rank correlation.

Unit-V : Analysis of Time Series : Methods of measuring trend and seasonal Varitions.

Reference Books :
2. Fundamental Mathematical Statistics – Gupta & Kapoor
3. Fund ‘mentals of Statistics – D. N. Elhance
5. Business Mathematics & Statistics – Vittal P.R.
I YEAR
SUBSIDIARY PAPER - I : BUSINESS ORGANISATION

Unit-I : Meaning and difference between Organisation, Management and Administration.

Unit-II : Types of organisation-line, functional and staff.

Unit-III : Factors affecting the size of a business unit.

Unit-IV : Large-scale retailing-Departmental store, multiple shop, mail order business and super bazar.

Unit-V : Business Combination-causes, effects, types and forms.

Unit-VI : Significance and Theories of Location, Factors Affecting Location of Plant, Problems of Location.

Unit-VII : Methods of remunerating labour - time - piece rate and incentive plan - Taylor, Emerson, Halsey, Rowan and Gantt.

Unit-VIII : Sources of business Finance-short term and long term.

Unit-IX : Stock Exchange and Produce Exchange-meaning, functions and importance. Spot and future transactions-regulation of stock exchanges in India.

Reference Books :

1. Business Organisation – Yadukul Bhushan
2. Business Organisation – M. C. Shukla
3. Business Organisation – Ghosh and Om Prakash
I YEAR
SUBSIDIARY PAPER - II : FINANCIAL ACCOUNTING


Unit-II : Single entry system-preparation of accounts from incomplete records conversion of single entry into double entry system. Accounting of non-trading organisations - Receipts and payments account - income and expenditure account.

Unit-III : Royalty, Hire Purchase and Instalment system of Accounts.

Unit-IV : Departmental and Branch accounts (excluding foreign branch).

Unit-V : Partnership dissolution-Insolvency of partners-Garner Vs Murray case Sale to company.

Unit-VI : Insolvency of Individual / Sole Proprietor, Preparation of Statement of Affairs and Deficiency Account.

Reference Books :
1. Advanced Accounts – J. R. Batliboi
2. Advanced Accounts – M. C. Shukla
3. Advanced Accounts – S. M. Shukla
4. Advanced Accounts – Pickles
II YEAR

PAPER- V

COMMUNICATION & MANAGEMENT INFORMATION SYSTEM

Unit-I : Communication fundamentals-downward communication-upward communication-other forms of communication-informal communication patterns.

Unit-II : Conceptual Framework of management information systems.

Unit-III : Network, hierarchical and relational data base management systems.

Unit-IV : Personnel Administration Data Systems.

Unit-V : Payment Systems.

Unit-VI : Financial Control Data Systems.

Unit-VII : Operations data systems files.

Unit-VIII : Operations Data systems.

Unit-IX : Data Systems for planning.

Unit-X : Strategic Information Systems.

Reference Books :

1. Modern Information Systems – J.E. Gessford

II YEAR
PAPER-VI : COST & MANAGEMENT ACCOUNTING


Unit-II : Elements of Costs, Classification of Costs, Techniques & Methods of Costing, Preparation of Cost Sheet, Pricing of Issue of Materials for Production & Inventory Control.

Unit-III : Marginal costing : Principles and application of cost-volume-profit analysis.

Unit-IV : Principles of standard costing-types of standards-setting up of standards variance analysis-material, labour and overhead variances.


Unit-VI : Ratio Analysis - meaning and significance - classification of ratios - profitability, activity, financial & capital structure ratios.

Unit-VII : Preparation of fund flow and cash flow statements.

Unit-VIII : Reporting to Management-Principle of writing reports for management.

Reference Books :
1. Principles and practice of cost accounting – N. K. Prasad
2. Theory and Practice of cost accounting – M. L. Agarwal
3. Costing accounting – B. Banerjee
4. Management Accounting – S. P. Gupta
5. Management accounting – I. M. Pandey
6. Principle of Management accounting – Manmohan & Goyal
II YEAR
PAPER- VII : LEGAL ASPECTS OF BUSINESS


Unit-II :  Companies Act - Main Provisions.


Reference Books :

1. Cyber Laws for every Netizen in India – N. Vijayashankar
2. Elements of Mercantile Law – Kappor N.D.
3. Legal Systems in Business – Saravanavel & Sumathi S.
4. Principles of Business Law – Ashwathappa
5. Case Book on Business Law – Corne
8. Business Laws – Nabhi Kumar Jain
II YEAR
PAPER-VIII : APPLICATION OF COMPUTERS IN MANAGEMENT

Unit-I : Fundamentals of Computers and Programming in Q.BASIC.

Unit-II : Introduction of Operating System (DOS, WINDOWS).


Unit-IV : Data Base Management System (Fox Pro) & Programming Languages C++.

Unit-V : Introduction to internet operations.

Reference Books :
2. Mastering FoxPro 2.6 – Charles Seagal
3. Programming in ANSI C – E. Wala Guru Swami
4. PC Software made simple – R. K. Taxsali
5. Computer Data Processing – Davis
6. Computer and Management – Sanders
7. Operating System Concept – Peterson
8. Computer Network – Tannenbaum
II YEAR
SUBSIDIARY PAPER-I: BUSINESS ENVIRONMENT


Unit-II: Social Environment - cultural heritage - social attitudes - impact of foreign culture-castes and communities - joint family systems-linguistic and religious groups - types of social organization - social responsibilities of business,

Unit-III: Legal Environment - Introduction to important Acts effecting business in India - contracts acts - IRDA - Consumer Protection Act & FEMA.


Reference Books:
1. Business Environment – S. Sankaran
2. Business Environment – Fencis Cherunilam
3. Business Environment – Aswathappa
4. Government and Business in India – Dasgupta and Sengupta
5. Indian Economy – Dutta and Sundaram
6. Law and practice of Income tax in India – Bhagwati Prasad
7. Industrial Law – Malik
Unit-I : Introduction to Entrepreneurship.
Need, scope and characteristics - special schemes for technical entrepreneurus (STED) - Institution - network of support organisations.

Unit-II : Project Identification - selection.
Identification of opportunity - criteria for and principles of project selection & development - techno-economic feasibility of project - market survey technique,

Unit-III : Project formulation :
Need, Scope and approaches to project formulation - structure of project report.

Unit-IV : Technology :
Choice of technology, plant and equipment - plant layout and process planning for the project.

Unit-V : Project Implementation :
Financial Institutions - financing procedure and financial incentives.

Unit-VI : Project Management :
Resource management - men machine and materials; Books of account, financial statements and funds - flow analysis - elements of marketing and sales management - name of product and market strategy - packaging and advertising - after sales services.

Unit-VII : Government control / Regulations :
Important provisions of Income tax, sales tax and excise duty. IRDA and FEMA World Trade Organisation (WTO).

Reference Books :
1. Entrepreneurial Development — S.S. Khanka, S. Chand.
III YEAR
PAPER-IX : FINANCIAL MANAGEMENT

Unit-I : Meaning and Scope of financial management. Functions of finance, objectives of financial management.


Unit-III : Meaning of capital structure, Objective and importance, Factors affecting formulation of capital structure, Capital structure theories, Over and under capitalisation.

Unit-IV : Concept and importance of cost of capital, Computation of the cost of capital.

Unit-V : Concept of working capital, Need of working capital, Determinantes of working capital, Computation of working capital.

Unit-VI : Sources of capital, Long term & short term, Sources of capital.

Reference Books :

1. Advanced accounting – Jain Narang and Gupta VK
2. Principles of Management Accounting – Manmohan and Goyal
3. Cost and Management Accounting – Jain Narang
4. Management Accounting – Horengren
5. Principle of Accountancy – Krishnaswamy OR
7. Principles of Accounting – Batli Boi
9. Advanced Accountancy – Shukla and Grewal TS
10. Advanced Accountancy – Gupta and Radhaswamy
III YEAR
PAPER-X: MARKETING MANAGEMENT

Unit-I: Fundamentals of Marketing - Role of marketing - Relationship of Marketing with other functional areas - concept of marketing - Factors affecting the marketing functions.

Unit-II: Buyer Behaviour - consumer goods and industrial goods - buying motives - buyer behaviour models - factors influencing buyer behaviour and buying decision process.

Unit-III: Market segmentation - markets and marketing segmentation - need and basis of segmentation - marketing stragegy - segmentation - targeting and positioning (STP marketing).

Unit-IV: Sales forecasting - various methods of sales forecasting - analysis and application.


Unit-VI: Pricing: Factors influencing pricing decisions - pricing objectives pricing policies and procedures - pricing strategies - Factors affecting price determination - Pricing policies and strategies.

Unit-VII: Promotion: Advertising - Publicity - Personal selling - Sales Promotion - Sales administration - sales managers - sales territories - management of sales force - motivation - compensation - control.

Reference Books:

1. Marketing Management Philip Kotler
2. Marketing Research Green Paul and Tull
3. Marketing Research S.D. Sharma
4. Management of Sales force Stanton
5. Management of Sales force Johnson & Curtz
6. Management of Sales force Cundiff & Still
7. Advertising & Sales Promotion Belch & Belch
III YEAR
PAPER -XI : PERSONNEL MANAGEMENT

Unit-I : Nature and scope of HRM - Differences between personnel management and HRM-Environment of HRM-Strategic HRM.


Unit-III : Induction-training-methods-techniques-identification of the training needs-training and development.
Performance appraisal-methods-job evaluation and performance appraisal transfer, promotion and termination of services.

Unit-IV : Remuneration-wage and salary administration-components of remuneration-incentives-benefits-motivation.
Industrial relations-role-importance and functions of trade unions.


Reference Books :

1. Personnel Management & Industrial Relations – T.N. Bhagoliwal
2. Personnel Management – Monappa
3. Personnel Management – Davar
5. Human Resource Management – Saiyadain
8. Human Resource Management – Beardwell and Holden
9. Human Relations and Organisational Behaviour – Dwivedt R.S.
10. Industrial Relations in India and Workers involvement in Management – Michale V.
III YEAR
PAPER XII : PROJECT REPORT (ON-THE-JOB-TRAINING)

After the 2nd year annual examination, each student shall undergo a practical training of 8 weeks duration in an approved business / industrial / service organisation and submit at least two copies of the Summer Training Report to the Head of the Department at least 15 days before the date of commencement of the Final year examinations. This Summer Training report shall carry 100 Marks and it shall be evaluated for 60 marks by two external examiners appointed by the University and 40 marks shall be awarded on the basis of their internal assessment.

The students may undertake project on any specialized paper as per their choice.
COURSES OF STUDY

FOR

B.B.A. Examination (2015-18)

Three Year Degree Course

Part – I
Part – II
Part – III