

**MANAV BHARTI UNIVERSITY**

**MANAV BHARTI**  
**UNIVERSITY**

**BBA COURSE**  
**STRUCTURE**  
**2009**

# **MANAV BHARTI UNIVERSITY**

## **MANAV BHARTI UNIVERSITY BBA - COURSE STRUCTURE**

### **Semester I**

BB101 Principles of Management  
BB102 Organization Behaviour  
BB103 Microeconomics  
BB104 Business Mathematics  
BB105 Business Communication – I  
BB106 Introduction to Computers - I

### **Semester II**

BB201 Financial Accounting  
BB202 Macroeconomics  
BB203 Human Resource Management.  
BB204 Business Laws – I  
BB205 Industrial psychology  
BB206 Introduction to Computers – II

### **Semester III**

BB301 Indian Economy  
BB302 PRINCIPLE OF MARKETING MANAGEMENT  
BB303 Cost and Management Accounting .  
BB304 Business Statistics  
BB305 Production and Operations Management  
BB306 Seminar

### **Semester IV**

BB401 Research Methodology  
BB402 Financial Management  
BB403 Consumer Behaviour  
BB404 Business Laws – II  
BB405 Quality Management  
BB406 Introduction to Database Management Systems

### **Semester V**

BB501 Government and Business Environment  
BB502 Project Management  
BB503 Advertising and Sales Management  
BB504 Marketing Research  
BB505 Management Information Systems .  
BB506 Seminar on Training Report

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### **Semester VI**

BB601 Corporate Strategy.

BB602 Business organisation

BB603 Services Marketing

BB604 Business Laws – III .

BB605 Banking and Working Capital Management

BB606 Project Presentation

Note: A team of two examiners will evaluate the Final Research Project. There will be one external and one internal examiner, each evaluating out of 100 marks. The institute will select and invite an external examiner for the evaluation.

# MANAV BHARTI UNIVERSITY

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### PRINCIPLES OF MANAGEMENT BB101

**INTERODUCTION:** Meaning of Management ,Definition of management: and its various functions, nature and scope, organizational objectives, management by objective(**MBO**)

**Planning:** Meaning, nature, purpose and functions, types, steps in planning, ,Objectives ,policy ,procedures.

**Organizing:** Meaning ,nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span ,Line and staff organisation,

**Departmentation:** Definition, departmentation by function, territory, product/service,customer group and matrix organization

**Authority:** definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

**Staffing:** definition, manpower management, factors affecting staffing, job design, selection process, techniques, and performance appraisal: need and process

**Directing:** Meaning nature and scope of directing,motivation,leadership(conceptual knowledge)

**Controlling:** control process, types, barriers to control making, control techniques:budget and non- budgetary control devices,

#### **References:**

1. **Koontz & Weirich:** Essentials of Management (Tata McGraw Hill)
2. **L.M. Prasad:** Principles Of management

# MANAV BHARTI UNIVERSITY

## MANAV BHARTI UNIVERSITY

### ORGANIZATION BEHAVIOUR

#### BB-102

**Introduction:** meaning of organizational behaviour ,definition ,organisation effectiveness

**Individual behaviour in organization:** meaning of perception – nature and importance. Learning and its theories,

**Attitudes :**meaning and sources of attitude

**personality;** meaning, selfconcept, self-esteem, major determinants of personality.

**Motivation;** types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

**Group behaviour in organization:** group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation.

**Dynamics of managerial leadership:** leadership styles, trait approach, behavioural approaches, and managerial grid.

**Inter- personal behaviour in organization:**

Transactional analysis

Management conflict

Stress management

#### **References:**

1. **Robbins:** Organisation Behaviour (Prentice Hall)
2. **Fred Luthans:** Organization Behaviour (McGraw Hill)
3. **L.M. Prasad:** Organisation Behaviour (Sultan Chand & Sons)

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### MICROECONOMICS

#### BB-103

**Microeconomics:** meaning nature and scope. Basic concepts of economics: Static and dynamic approaches, equilibrium, utility, opportunity cost, marginal and incremental principles. Microeconomics and Business.

**Theory of demand:** Nature of demand for a product, individual demand, market demand, determinants of demand. Elasticity of demand and its determinants. Demand as multivariate function.

**Theory of Consumer Behavior:** Utility analysis, indifference curve analysis, applications of indifference curves.

**Theory of production and costs:** The concept of production function, law of diminishing marginal productivity, production with one and two variable inputs, optimal input combination, theory of cost in short run and long run, revenue function, Economics of scale

**Supply:** meaning of supply, detriments of supply, the supply curve, elasticity of supply

**Theory of firm and market organization:** Breakeven analysis, pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly: cournot model, kinked demand curve and price leadership.

#### References

1. Koutsoyiannis : Modern Microeconomics
2. Varshney & Maheshwari : Managerial Economics
3. Mote, Paul & Gupta : Managerial Economics
4. Ferguson & Gould : Microeconomics

## **MANAV BHARTI UNIVERSITY**

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### **BUSINESS MATHEMATICS BB-104**

**Set theory**, logical statements and truth tables, real number system, linear and quadratic equations. Permutations and combinations. Binomial theorem, arithmetic and geometric progressions, functions, limitations and continuity, differential calculus (including maxima and minima; excluding trigonometric functions).

**Matrices:** Simultaneous equations by Cramer's rule, Matrix Inversion method, Gauss Elimination method.

**Logarithms:** Law of operation, Log tables, compound interest and depreciation.

**Statistics':** introduction to statistics, collection of tabulation of data ,average deviation mean ,mode ,median.

**References:**

Sancheti and Kapoor : **Business Mathematics**

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### **BUSINESS COMMUNICATION – I BB-105**

**Business Communication – its meaning & importance**

**System of communication:** Formal and informal, Barriers to effective communication, basic model & communication. Essentials of effective business communication.

**Principle of Business Communication:** planning and conducting conversation .interviewing and discussion, the preparation of oral statements, effective listening, telephone communication

**Written communication:** Guides to effective writing, correspondence including letters and job application, memorandum office orders, reports –type's and preparation

**Correct word usage** – Homonyms, Antonyms and Synonyms.

**Non-verbal communication** –importance and types clusters and congruency, kinetics vocal cues

**Modern forms of communication: Telex,Fax, telegram & teleconferences**

**References:**

**Hewings, Martin:** Advanced English GramMER

# MANAV BHARTI UNIVERSITY

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### INTRODUCTION TO COMPUTERS – I

#### BB106

**Computer Fundamentals** : What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers.

Computer hardware and software. Input/Output devices.

**DOS**: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK.

**Windows**: Difference between windows and DOS. Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc.

Use of Windows Explorer for moving and copying files.

Introduction to MS-Office and its integrated nature.

**MS-Word**: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders.

Saving, closing, and operating documents. Adding headers and footers.

Print preview, and printing a document.

**Mailmerge**: creating main document and data source. Adding and removing fields from data source.

**Power Point** (Presentation software): Basic concept of presentation software.

Standard, formatting, and drawing toolbars in powerpoint and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides.

Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box.

Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

#### References:

1. Saxena: A first Course in Computers. Vikas Publishing House.

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## FINANCIAL ACCOUNTING BB201

### **Basic Accounting Concepts:**

Background of Accounting, concepts – matching, Entity Concept, Cost Concept, Basis of Accounting – Objectives and necessity; Accounts – Types and classification; basic terms – Capital, Income, Expenditure, Expenses, Assets, Liabilities and application to problems.

### **Journal and Ledger:**

Double Entry System; Journal and recording of entries in journal with narration; Ledger – Posting from Journal to respective ledger accounts.

### **Bank Reconciliation Statement:**

Bank transactions, Preparation of simple bank reconciliation statement.

### **Trial Balance:**

Need and objectives; Application of Trial Balance; different types of errors escaped trial balance preparation; Rectification of errors.

### **Depreciation Accounting:**

Needs and objectives; concept and application of Fixed and Reducing Installment method; Application of above methods with purchase and sale of assets with alteration (excluding retrospective methods).

### **Final Accounts:**

Concept of adjustment; Application of Trading Account and Profit and Loss Account to get Gross Profit and Net Profit; Application of Balance Sheet with Marshalling; Application of final accounts problems.

### **References:**

1. Jain and Narang : Financial Accounting
2. S.N. Maheshwari : An Introduction to Accountancy
3. Mukherjee & Hanif : Fundamentals of Accounting
- 4 Jain and narang
- 5 Shashi k gupta

# MANAV BHARTI UNIVERSITY

## MANAV BHARTI UNIVERSITY MacroeconomicsBB202

**Macroeconomics:** meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis. Economy as a circular flow of income and expenditure.

**National income:** Measurement of national income aggregate and their interrelationship, national income & economic welfare

**Consumption:** Meaning determinants and importance. Theory of consumption: Absolute income hypothesis, relative income hypothesis, permanent income hypothesis, life cycle hypothesis.

**Theory of investment:** Types of investment determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, neoclassical and Keynesian theories.

**Theory of multiplier:** Income generation in a static and dynamic setting, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, relevance of multiplier to developing countries.

**Inflation:** Meaning, types, and theories.

**Wages:** wages and earnings ,marginal productivity theory of wages

References:

1. **Dornbusch & Fisher:** Macroeconomics.
2. **Branson:** Macroeconomic Theory.
3. **Shapiro:** Macroeconomics Analysis.
4. **Dwivedi:** Macroeconomics.
5. **Ackley:** Macroeconomic Theory and Policy.

# MANAV BHARTI UNIVERSITY

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### HUMAN RESOURCE MANAGEMENT BB203

**INTERODUCTION:** Meaning of HRM, role and function of personnel manager ,scope, role and importance of HRM. New trends in HRM due to globalisation deregulation and technological advancements.

**Job analysis:** steps in analysing job and introduction to methods of collecting job analysis information. Job description, job specification, job design, job simplification, job rotation, jobenrichment and job enlargement.

**Recruitment:** sources of recruitment, policies and procedure of recruitment, selection process, testing & interviews.  
Placement and induction, transfer and promotion.

**Human Resource Development:** Identification of training needs and techniques of training, employee development and career planning.  
Wage and salary administration and incentives.MBO

**Performance appraisal,** methods and problems of performance appraisal.  
An introduction to teams, employee, empowerment and participation.

**Reference:**

1. Rao V.S.P. Human Resource Management, Excel books
2. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
3. Dessler, Garg, Human Resource Management, Pearson education.

# MANAV BHARTI UNIVERSITY

## MANAV BHARTI UNIVERSITY BUSINESS LAWS - I BB204

**Law of Contract:** Definition and nature of a contract. Offer and Acceptance. Consideration, free consent, and capacity of parties. Legality of Object. Performance and discharge of contract. Remedies for breach of contract. Concept of Agency and various types of mercantile agents.

**Law of Partnership:** Definition and nature of partnership, rights and duties of a partner. Dissolution of a partnership.

**Law of Sale of Goods:** Definition of Sales, essentials for contract of sale. Meaning of conditions and warranties. Implied warranties – Caveat Emptor. Transfer of Ownership. Rights of Unpaid seller and other remedial measures.

### **References:**

1. Chawla, Garg, and Sareen : Mercantile Law 7<sup>th</sup> Ed. Kalyani.

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### **BB205 Industrial psychology**

**Introduction:** Meaning, Definition Nature, Scope, and Problems & Objectives

**Individual Differences in behavior:** Factors associated with differences in behavior ,individual versus situational variable, importance of individual differences in jobs ,the effects of training upon individual differences ,the basis of individual behaviour, Types of Individual Differences.

**Industrial Morale :** Meaning, Characteristics, Factors that Influence Morale, Measures of improving Morale.

**Monotony:** Fatigue and Stress: Meaning, Impact, Causative Factors.  
**Motivation:**Meaning, Types, Applications in industry - MBO, Job design.

**Work Environment:** The Arousal Hypothesis - Noise, Illumination, Color, Vibration,Miscellaneous Factors.

**Human engineering:** Work study, time study, motion study

**Learning:** Definition, theories, classical conditioning operant conditioning

Text Books

#### **S.No Author Title Publisher**

1. M.L. Blum & J.C. Industrial Psychology - Its CBS  
Naylor Theoretical & Social Foundations
2. Ghosh & Ghorpade Industrial Psychology Himalaya

#### **Reference Books**

##### **Sr Author Title Publisher**

1. Miner Industrial/Organisation TataMcGraw Psychology Hill
2. Schultz & Schultz Psychology & Work Today Pearson
3. Riggio Industrial/ Organisational Prentice Hall  
Psychology
4. Dubrin Applying Pschology: Prentice Hall  
Industrial & Organisation Effective

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### INTRODUCTION TO COMPUTERS - II BB206

**INTERODCTION:** Concept of spreadsheet and its use in business management. Excel as a part of M-Office, and its structure and capabilities, drawing toolbars. Selection of cells, entering and editing data and text, entering formulae.

**Operating Excel:** concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Use of Excel as a database, data filters and forms.

**Excel Functions:** max, min, Sqrt, sum, sum if, mean, mode, median, and using statistical functions, date, count, count if.

**MS-Outlook:** Using MS-Outlook for managing e-mail, calender, appointments, tasks and address book.

**Internet:** A brief history of origin of internet. Various applications of Internet such as email, information gathering, retailing etc. Various methods of connecting to the net e.g. dial up, ISDN and broadband. Use of Microsoft Internet explorer. A brief introduction to Internet addressing, Internet protocols (TCP/IP, FTP and HTTP).  
Use of search engines and e-mail messages. Netiquettes.

#### Reference:

1. Sanjay Saxena : A First Course in Computers 2000 Ed.
2. Leon & Leon : Internet for Everyone, Leon Tech World.

# MANAV BHARTI UNIVERSITY

## MANAV BHARTI UNIVERSITY INDIAN ECONOMY BB301

**National Income of India:** Growth, structure, and interstate variation.

**Infrastructure:** Physical and social, its role in economic development

**Indian planning:** Objectives, priorities, and basic strategy. Achievements of economic planning, latest five year plan.

**Agriculture:** Production and productivity trends, green revolution, land reforms, rural credit.

**Industrial sector:** Industrial growth during planning period, industrial policy (liberalization, globalisation and privatization)  
Changing profile of public sector

**Major economic problems:** Population, unemployment, Poverty, inflation, regional imbalances, and inequalities.  
Recent trends in foreign trade of India. India and WTO.

### References:

1. Ruddardatt & Sundaram: Indian Economy
2. Mishra & Puri: Indian Economy
3. Bimal Jalan: Indian Economy
4. RBI: Currency, Banking reports
5. Latest Economic Survey.

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### PRINCIPLE OF MARKETING MANAGEMENT

#### BB302

**Marketing:** Nature & Scope of Marketing, Concepts - production, product, selling, marketing & societal marketing, marketing environment –marketing management and its environment.

**Consumer buying behaviour:** consumer decision making process (five step model), factors affecting buying behaviour, purchase behaviour, buyer's role.

**Market segmentation:** need, concept, nature, basis & strategies, mass marketing vs. Segmentation.

**Marketing mix:** 4ps of products & 7ps of services, components & factors affecting

**Product decisions:** product definition, new product development process, and product life cycle, positioning, branding, packaging & labelling decisions

**Pricing decisions:** importance, objectives & strategies

**Product promotion:** promotion mix and factors affecting.

**Distribution:** channel decisions, types & factors, physical distribution system & its components

#### **References:**

1. **Philips Kotler:** Principles of Marketing
2. **Stanton:** Fundamentals of Marketing
3. **J.C. Gandhi:** Marketing Management
4. **Ramaswami & Namakumari:** Marketing Management

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### **COST AND MANAGEMENT ACCOUNTING BB303**

**COST ACCOUNTING:** Meaning, nature and purpose distinction cost accounting and financial accounting cost concept and classification ,direct and indirect ,variable and fixed cost ,installation of cost system

**ELEMENT OF COST:** accounting for

- a) Material cost purchase and stores procedure , methods of pricing material
  - b) Labour cost time keeping and payroll record, idle time ,labour turnover
- Overheads classification, allocation, apportionment and absorption  
,cost accumulation system :cost sheet .estimate tenders and quotation

**Analysis of Cost** – Preparation of cost sheet, estimate, tender and quotation.

**Marginal Costing:** Marginal cost vs. marginal costing; contribution , P/V ratio;  
Break even analysis, margin of safety, application of marginal costing

**Standard Costing and Variance Analysis:** material variances , labour variances. Reconciliation of cost and financial Accounts.  
Funds Flow Statement. Cash Flow Statement (as per AS14)

**Budgetary Control:** Meaning, Classification, types of budget (fundamentals only).

#### **References:**

1. Cost Accounting : Jain & Narang
2. Managements & Cost Accounting : M.Y. Khan & K.Jain

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## MANAV BHARTI UNIVERSITY BUSINESS STATISTICS BB304

Classification of data, presentation of data: graphic and tabulation.

**Measures of Central Tendency:** mean, mode, median, arithmetic, geometric and harmonic mean, quartiles, deciles, percentiles.

**Measures of Dispersion:** range, quartile deviation, mean deviation and standard deviation, co-efficient of variation.

**Correlation Analysis:** Karl Pearson's and Spearman's methods, regression analysis. Index numbers. Time series analysis, components of time series, moving averages, exponential smoothing

**Theory of probability:** Classical approach, relative frequency approach, subjective approach. Probability rules, statistical independence and dependence, Bayes' Theorem.

**Theoretical Distributions:** normal, binomial and poisson.

### **References:**

Levin & Rubin: Statistics for Management, Prentice Hall India.

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### PRODUCTION AND OPERATIONS MANAGEMENT BB305

**Production and operations management:** its functions and relationship with other functional areas. Facility location decision, layout decision, product and process layout. Capacity planning.

**Production planning and control:** Planning, scheduling, routing etc. Assembly line balancing.

**Work Study:** Method study and time study, Work simplification. Productivity linked incentives.

**Inventory Management:** ABC analysis and basic model of EOQ (carrying, ordering and shortage costs). Supply Chain Management. Basic concepts of maintenance management and preventive management. Statistical quality control and acceptance sampling.

**Services:** Nature, design of service system.  
Latest Concepts: A brief introduction to JIT, computer aided manufacturing, TQM and ISO quality systems.

#### **Reference:**

1. Buffa & Sarin : Modern Production and Operations Management
2. Nair : Operations Management, TMH
3. Adam & Ebert : Production and Operations Management, Prentice Hall India

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### **SEMINAR BB306**

The seminar is intended to be an internal paper focused on developing the communication and presentation skills of the students. The institution should allocate specific topics of general and topical interest and require the students to make a presentation to the entire group. This will encourage the students .

# MANAV BHARTI UNIVERSITY

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### RESEARCH METHODOLOGY BB401

**Introduction to Research:** Definition, scope, limitations & types, objectives, research process

**Research Designs:** Exploratory, Descriptive and experimental

**Sampling Designs:** Concepts, Types , sampling techniques,

**Collection of data:** types, primary & secondary methods.

**Scaling:** meaning of scaling, important scaling techniques, rating and ranking scales. Scale construction techniques, designing a questionnaire, data preparation, tabulation, coding, editing.

Report writing and presentation

#### **Reference:**

1. C.R. Kothari : Research Methodology
2. K.V. Rao : Research Methodology

# MANAV BHARTI UNIVERSITY

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### FINANCIAL MANAGEMENT BB402

**Introduction:** Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs. Wealth Maximization.

**Capital Budgeting:** Meaning, importance and various techniques; Pay back methods; Post Payback period; rate of return method; Net Present value method; Internal rate of return method; Profitability index method (Numerical questions may be set out of pay-back method and Post pay-back method only).

**Cost of Capital:** Introduction; measurement of cost of capital; cost of equity shares; cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates (Fundamentals only).

**Capital Structure:** Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach.

#### References:

1. Pandey : Financial Management, Vikas Pub.
2. Chandra : Financial Management, TMH.

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### CONSUMER BEHAVIOUR BB403

**Consumer behaviour:** nature, scope & application

**Consumer as an individual:** Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs

**Personality:** nature, theories; Freudian, neo Freudian & trait  
Perception: sensation, absolute threshold and differential threshold

**Learning:** classical learning, instrumental learning and cognitive learning theories

**Attitude:** tricomponent attitude model and sources of influence

**Consumer in social & cultural setting:**

**Reference groups:** concepts, factors affecting reference groups, social class & its Measurement

**Culture & sub culture:** definition & influence  
Introduction to opinion leadership & consumer innovation

#### References :

1. **Schiffman & Kanuk:** Consumer Behaviour (Pearson Education 7/e)
4. **Engel, Blackwell, & Miriard:** Consumer Behaviour (Dryden Press International Edition)

# MANAV BHARTI UNIVERSITY

## MANAV BHARTI UNIVERSITY

### BUSINESS LAWS - II

#### BB404

**Negotiable Instruments Act:** Definition of negotiable instrument. Promisory note, Bill of Exchange and cheques. Parties to negotiable instrument. Discharge of parties from liability.

**Dishonour of a negotiable Instrument** – Liabilities of Banker and drawer for dishonour of a cheque. Hundies.

**Law of Insurance:** Definition and elements of insurance contract, premium and reinsurance. Basic idea about life, fire, and marine insurance

**Law of carriage:** Basic features of law relating to land, air, and sea carriers.

**Company Law:** Definition and nature of a company, characteristics of a company. Difference between partnership and company. Formation of Company – Memorandum and articles of association. Issue of prospectus and membership of company, liability of a member. Share Capital: types of shares, allotment and transfer and purchase by a company of its own shares.

**Company Management:** Appointment and removal of directors. Rights and liabilities of directors.

**Meetings:** Statutory meetings, Basic knowledge of various types of resolutions. Protection of minority shareholders from mismanagement and oppression.

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Winding up by court and voluntary winding up.

### **References:**

1. Chawla, Garg, and Sareen : Mercantile Law 7<sup>th</sup> Ed. Kalyani

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### **QUALITY MANAGEMENT BB405**

**Definition of quality:** Quality as a means to success in a competitive and global environment. The rise of Japan and other eastern economies with a focus on quality. The customer focus. The power of the customer to choose. Need for customer care and relationship marketing. Quality leads to profits. Cost of poor quality, need for team work and process of rewards and recognition. Benchmarking and the concept of Kaizen.

**Quality Gurus:** Deming, Juran, Ishikawa, Crosby and their contribution. Tools of Quality Management. Statistical Methods, problem solving tools such as – brainstorming, fishbone diagram and Pareto diagram. Need for unbiased data collection.

**Quality Systems** – ISO 9000 series standards. Steps required to implement quality management systems. Documentation, elements of ISO 9000 internal audits and registration. Role of consultants in developing and implementing ISO 9000 quality systems.

### **Reference:**

1. Bank : The Essence of Total Quality Management, PHI
2. Besterfield et.al. : Total Quality Management, Pearson Edu.

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### INTRODUCTION TO DATABASE MANAGEMENT SYSTEMS

#### BB406

**Introduction:** definition of data, uses & need of data in organizations.

**Basic Concepts:** Entities & their attributes, advantages & disadvantages of DBMS.

**Data Models:** The hierarchical model, the network model & the relational model.

**Relational Databases:** Relations, tuples, domains & keys, normalization – The first & second normal form of databases.

**SQL:** SQL Database creation & manipulation views & queries.

**Data Protection:** Recovery, concurrency, security & integrity.

**Access:** A relational database tool in MS-Office. Parts of access window, toolbars and icons. Creating a new table and new database; saving databases, creating views. Use of query, forms and reports.

#### **Reference:**

1. James Martin : Principles of Database Management, PHI.
2. Naveen Prakash : Introduction to Database Management, TMH.
3. Sanjay Saxena : A first course in Computers, Vikas Pub.

# MANAV BHARTI UNIVERSITY

## MANAV BHARTI UNIVERSITY BUSINESS ENVIRONMENT BB501

**Business environment:** social environment, legal environment, international environment, political environment, and technological environment.

**Social environment:** social responsibility of business, consumerism and consumer protection act.

**Legal environment:** competition law, foreign exchange management act (FEMA).

**International environment:** balance of payments/ trade, foreign direct investment and collaboration, international economic institutions- WTO, UNCTAD, IMF, European union (EU)

**Political environment:** political systems, government and business

**Technological environment:** technology policy, technology transfer, and problems in import of technology.

### References:

- 1) **Francis Cherunalum** : Business Environment
- 2) **Ashwathapa** : Business Environment
- 3) **Adhikary** : Economic Environment for Business
- 4) **P.K.Ghosh** : Business Environment

# MANAV BHARTI UNIVERSITY

## MANAV BHARTI UNIVERSITY PROJECT MANAGEMENT BB502

**INTERODUCTION:** The concept of a project, characteristics of a project, phases in the life cycle of a project. Time Scheduling a Project: Gantt Carts and LOB,

**Network Techniques:** concept of project network, construction of project network, critical path method, slack and free float, PERT and its advantage over CPM. Probability of completing a project on time. Crashing a network and concept of PERT cost. Forms of project organization, project planning and control, human aspects of project management. Performance reviews on the basis of planned project cost and time. Major reasons for cost & time over runs and remedial measures

.

### **Reference:**

1. Gopala Krishnan & Rama Murthy : A Text book of Project Management, McMillan India.
2. S.Chaudhry : Project Management, TMH
3. Vasant Desai : Project Management, Himalya Pub.
4. Weist & Levy : A Management Guide to PERT/CPM, Prentice Hall India.

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### ADVERTISING AND SALES MANAGEMENT

#### BB503

##### **Advertising:**

Marketing communication models.

Advertising definition and objectives, advertising copy.

Advertising its place in marketing – different kinds of advertising.

Advertising art & layout, advertising effectiveness.

Brand strategy & campaign planning: TV & radio commercials

Creative copy strategies.

Media planning & scheduling.

##### **Sales Management:**

Concept and objectives.

Management of sales promotion at the consumer, trade & sales force levels.

Sales displays & merchandising.

Introduction to types of sales quotas.

Legal & ethical aspects of advertising.

##### **References**

1. **Aaker, David A and Myera John G.** : Advertising Management (Prentice Hall of India)
2. **Border, W.H. –1981 John Wiley N.Y.:** Advertising
3. **Ogilvy D.Longman publication** : Ogilvy on Advertising
4. **Chunnawala** : Advertising Management

# MANAV BHARTI UNIVERSITY

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### MARKETING RESEARCH BB504

**Basic concepts:** scope, limitations, objectives. Research process.

**Research design and its types:** exploratory, descriptive and experimental (in detail)

**Data collection:** primary and secondary.

**Scaling:** meaning of scaling, classification, important scaling techniques: rating scales and ranking scales. Scale construction techniques, multidimensional scaling.

**Questionnaire:** questionnaire construction, tabulation, coding, editing of data.

**Sampling:** concepts, types and techniques, estimation of sample size.

**Data analysis:** tests of significance based on t, f and z distribution and chi-square test; cross tabulation.

#### Marketing research applications.

##### Recommended texts

1. **Boyd, Westfall & Stasch:** Marketing Research
2. **G.C.Beri:** Marketing Research
3. **D.D.Sharma:** Marketing Research

##### Suggested references:

1. **Ramanujan Mazindar:** Marketing Research

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2. **Luck & Rubin:** Marketing Research

3. **Tull & Green:** Research for Marketing Decisions.

4. **C.R.Kothari:** Marketing Research

## **MANAV BHARTI UNIVERSITY**

### **MANAGEMENT INFORMATION SYSTEMS**

#### **BB505**

**Introduction:** Definition, characteristics & significance of MIS. Introduction to business

**systems:** payroll, inventory control, financial accounting, sales order processing, manufacturing plants etc. Information Concepts: Data Vs Information, types of information, quality of information.

**Decision Making:** Simon's model of decision making, structured & unstructured decisions.

**Database Management:** Objectives, role, advantages & disadvantages of DBMS, SQL, use of databases for integration across functional areas. Introduction to Decision Support System.

**Design Methodology & Techniques:** System development life cycle, software development models. System Analysis – SRS, DFD, DD & Decision tables.

**System Design** – design methods, detailed system design, design documentation. System Implementation & testing.

**Implementation & Evaluation:** Planning, organizing, testing & changeover. Evaluation approaches.

References:

1. D.P. Goyal : Management Information Systems. MacMillan.

2. Davis & Olson: Management Information Systems.

3. Murdick, Ross, & Clagett: Information Systems for Management.

# **MANAV BHARTI UNIVERSITY**

## **MANAV BHARTI UNIVERSITY SEMINAR ON TRAINING REPORT BB506**

Between the fourth and the fifth semester the students of BBA are required to undergo summer training in any organization.

The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training. This training report is required to be presented to the class and evaluated by a teacher/teachers of the college.

# MANAV BHARTI UNIVERSITY

## MANAV BHARTI UNIVERSITY CORPORATE STRATEGY

### BB601

**Strategic management:** introduction, nature & scope, need, strategic decision making

**Mission & objectives:** need for explicit mission, components of mission statement, formulation of mission & objectives and their specificity

**Social responsibility of business:** Scanning the environment: environment scanning, socio economic, technological, political, techniques for environmental analysis Industry analysis: porter's approach, environmental threat & opportunity profile

**Internal analysis:** value chain analysis, Internal factors; marketing & distribution, r&d & engineering, production & operations, finance & accounting, corporate resources & personal factors, analyzing strengths & weaknesses

### **Strategy formulation & choice:**

Generic strategy alternatives; stability, expansion, retrenchment, combination, strategy variations, BCG matrix, GE 9 cell matrix, Hofer's model

**Implementation & control:** Behavioural aspects, strategy evaluation & control

### **References :**

1. **Jouch & Gluick:** Strategic Management & Business Policy (Mcgraw hill 3/e)
2. **Wheelen & Hunger:** Strategic management & Business Policy (Pearson education 8/e)
3. **Pearce & Robinson:** Strategic Management AITBS

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## 4. Azhar Kazmi: Business Policy

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## BUSINESS ORGANISATION BB602

**INTERODUCTION:** Nature and scope of business, business system, objectives of business and social responsibilities of business

**Organising and business:** forms of ownership organisation –sole proprietor, partner, private and public ltd, companies, choice of suitable forms of business organisation

**Public sector:** central government, public corporation .local government organisation neither public and private sector, clubs and society ,corporate society ,workers cooperatives' ,building societies

**Elements of insurance** :meaning and causes of business risks ,insurance of business risks

**Marketing functions** :The marketing concepts ,product planning ,choice and channel of distribution ,advertising and salesman ship

**Financial function:** objective and scope, estimation of financial requirement – long.,Medium, short terms ,sources of finance

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## MANAV BHARTI UNIVERSITY

### SERVICES MARKETING

#### BB603

**Concept of services:** introduction, growth and role of services, differentiation of goods and services, service characteristics and classifications

**Service quality:** quality and productivity, quality gaps and their closing

**Concept of services marketing:** role of marketing in services, service marketing mix, service marketing triangle

**Managing effective service delivery:** managing demand and capacity, importance of employees, intermediaries and customer participation in effective delivery, channel selection

**Knowledge of buyer's behaviour:** decision making roles, consumer decision making, consumer evaluation of services

**Marketing strategies for service marketing:** segmentation, targeting and positioning, differentiation, life cycle, pricing and market communication

#### References :

1. **Valarie a. Zeithmal:** services marketing
2. **Christopher lovelock:** services marketing: people, technology and strategies (pearson education)
3. **P.k. sinha & s.c. sahu:** services marketing – text & readings (himalya publishing house)
4. **Helen woodruff:** services marketing (macmillan india ltd)

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## MANAV BHARTI UNIVERSITY

### BUSINESS LAWS - III

#### BB604

**The factories Act:** Object and definitions. Health, Safety and welfare provisions, Employment of women and young persons.

**The Industrial Disputes Act:** Scope and object. The settlement machinery and authorities under the act, strikes, lockouts, and layoffs.

**The Trade Union Act:** Objects, definitions, and registration of trade unions. Rights and liabilities of trade union. Basic Features of payment of wages Act, Minimum Wages Act and payment of bonus act. Basic features of Employees Provident Fund Act, and payment of Gratuity Act.

**Taxation: Constitutional** Frame work of taxation, direct and indirect taxes. Elementary knowledge of personal Income tax, customs, and central excise acts. Central and Punjab State Sales tax Acts.

#### **,References:**

1. Chawla, Garg, and Sareen : Mercantile Law 7<sup>th</sup> Ed. Kalyani.

# **MANAV BHARTI UNIVERSITY**

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### **BANKING AND WORKING CAPITAL MANAGEMENT BB605**

#### **Working Capital Management:**

Introduction, concept of working capital, characteristics of current assets, factors affecting working capital requirements, importance of working capital, levels of working capital investment, current assets financing policy, operating cycle and cash cycle.

#### **Cash Management System:**

Introduction, motives for holding cash, factors determining the cash balance, types of collection system, optimal cash balance, options for investing surplus funds, strategies of managing surplus funds (excluding cash management models).

#### **Credit Management:**

Terms of payment; credit policy variables, control of Accounts Receivables.

#### **Inventory Management:**

Introduction, need for inventories, Economic order quantity Model; Ordering level; Maximum and Minimum inventory levels; Pricing the issues of Raw materials (FIFO, LIFO, and Average Method only); Cost holding inventory

**MANAV BHARTI UNIVERSITY**

**MANAV BHARTI UNIVERSITY  
PROJECT PRESENTATION  
BB606**

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire project work.