



POORNIMA
UNIVERSITY

School of Management

BBA

Batch 2013-2016

1st – 6th Semester

Teaching Scheme & Syllabus

NOTICE

Change in Statutes/Ordinances/Rules/Regulations/Syllabus and Books may, from time to time, be made by amendment or remaking, and a candidate shall, except in so far as the University determines otherwise comply with any change that applies to years he has not completed at the time of change. The decision taken by the Academic Council shall be final.

POORNIMA UNIVERSITY					
BBA First Year					
Teaching Scheme for First Semester					
Subject Code	Subject Name	Teaching Scheme (Hrs per week)			Credits
		Lec	Tut	Prac	
A.	Core Subjects (Theory)				
BBX01101	Organization & System	4	0	0	4
BBX01102	Business Communication Skills	4	0	0	4
BBX01103	Business Accounting	3	1	0	4
BBX01104	Business Economics	4	0	0	4
BBX01105	Business Statistics I	3	1	0	4
BBX01106	IT in Management	2	0	2	3
D.	Practical				
BBX01207	Soft Skills-I	0	0	2	1
F.	Programs / Activities				
BBX01608	Discipline and Talent Enrichment Program (TEP) - I	10	0	3	2
BBX01608.1	Online Eligibility Exam (OLE) / Lab	0	0	2	
BBX01608.2	Library	0	0	1	
BBX01608.3	Special Syllabus Program	10	0	0	
	TOTAL	30	2	7	26 Credits
	Total Teaching Hours	39 Hours			

POORNIMA UNIVERSITY**BBA First Year****Teaching Scheme for Second Semester**

Subject Code	Subject Name	Teaching Scheme (Hrs per week)			Credits
		Lec	Tut	Prac	
A.	Core Subjects (Theory)				
BBX02101	Principles of Management	4	0	0	4
BBX02102	Principles of Marketing	4	0	0	4
BBX02103	Principles of Finance	4	0	0	4
BBX02104	Basics of Cost Accounting	3	1	0	4
BBX02105	Business Statistics II	3	1	0	4
BBX02106	Population and Environment	4	0	0	4
D.	Practical				
BBX02207	Soft Skills-II	0	0	2	1
F.	Programs / Activities				
BBX02608	Discipline and Talent Enrichment Program (TEP) – II	10	0	3	2
BBX02608.1	Online Eligibility Exam (OLE) / Lab	0	0	2	
BBX02608.2	Library	0	0	1	
BBX02608.3	Special Syllabus Program	10	0	0	
	TOTAL	32	2	5	27
	Total Teaching Hours		39	Hours	Credits

DETAILED SYLLABUS FOR FIRST SEMESTER

Code: BBX01101

Organization & System

4 Credits [LTP: 4-0-0]

OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1	Meaning, scope and evolution of commerce & industry,	
2	Business sectors & forms of business organizations	
3	Mergers & acquisitions-mergers in India	
4	Setting up a New Enterprise	
5	Domestic & Foreign Trade	

DETAILED SYLLABUS

Unit	Unit Details
•	Meaning, scope and evolution of commerce & industry,
	Industrial Revolution- LPG -Emergence of Indian MNCs & transnational corporations. Challenges for Indian business in globalised environment
•	Business sectors & forms of business organizations
	Private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies -their features, relative merits, demerits & suitability
•	Mergers & acquisitions-mergers in India
	Concept, Reasons for Merger, Types of Merger, Recent Cases and Examples
•	Setting up a New Enterprise
	Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy etc.
•	Corporate Social Responsibility and Corporate Governance
	Meaning and Concept of Social Responsibility of Business, Recent Cases, Triple Bottom Line and Corporate Governance

RECOMMENDED STUDY MATERIAL

S.No	Book	Author
•	Modern Business Organization by	S. A. Sherlekar
•	Industrial Organization Management	Sherlekar, Patil, Paranjpe, Chitale
•	Business Organization and Management	Jallo, Tata McGraw
•	Business Environment Text and Cases	F. Cherunilam
•	Organizing and Financing of Small Scale Industry	Dr. V. Desai

OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1	Essentials of Good English-Grammar & Usage	
2	Précis Writing	
3	Communication	
4	Oral Communication	
5	Business Letters	

• **DETAILED SYLLABUS**

Unit	Unit Details
•	Essentials of Good English-Grammar & Usage
	Sentences (Simple, Compound & Complex), The Infinitive & -ing Form , Question Tags ,Tenses & Verbs, Parts of Speech, Prepositions & Adjectives
•	Précis Writing
	Preparation of Summary of Office Notes, Summary of matters appearing in Economic & Commercial dailies for use in committee meetings, Summary of Decision taken in Meetings and Conferences
•	Communication
	Definition, Meaning, Objectives & Significance, Characteristics, Purpose & Principles, Types of Communication (Written, Oral , Face-to-Face, Silence), Importance of Communication in Management. Principles or 7C's of Communication , Communication Structure in an Organization, Communication Barriers & Overcoming Barriers
•	Oral Communication
	Meaning, Nature & Scope, Principles of Effective Oral Communication, Techniques of Effective Speech Media of Oral Communication (Teleconferences, Press Conferences, Demonstration, Radio Recording, Dictaphone, Meetings, Public Address System, Grapevine, GDs, Closed Circuit), The art of listening & Principles of good Listening
•	Business Letters
	Introduction (Needs & Functions), Types of Letters- Personnel (Resume, Interview call letters, Appointment Letters) Purchase (Quotations, Tenders & Samples) Sales (Notes, Status, Market Survey, Reports), Notices, Agenda, Minutes of meeting and Memos

• **RECOMMENDED STUDY MATERIAL:**

S.No	Book	Author
•	Business Communication	K. K. Sinha
•	Media and Communication Management -	C. S. Rayudu -
•	Essentials of Business Communication	Rajendra Pal and J. S. Korlhalli -
•	Business Communication (Principles, Methods and Techniques)	Nirmal Singh
•	Business Communication	Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade
•	Business Correspondence and Report Writing	R. C. Sharma, Krishna Mohan

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction	
2.	Conceptual Frame work	
3	Recording of transactions	
4	Preparation of final accounts	
5	Introduction to Company Final Accounts	

• **DETAILED SYLLABUS**

Unit	Unit Details
•	Introduction
	Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.
•	Conceptual Frame work
	Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives Accounting Equation, Difference Between AS and IFRS
•	Recording of transactions
	Accounting Process , Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Rectification of Errors, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation.(WDV & SLM)
•	Introduction to Final Accounts / Sale Proprietary Business
	Trial Balance, Preparation of Trading and Profit & Loss Account and Balance Sheet of business as well as company
•	Basic Understanding of Income Statement and Balance Sheet
	Reading Income Statement and Balance Sheet, Analysis and Interpretation of Published Statement – Compuredine / Common size & freed & ration analysis should be thane.

• **RECOMMENDED STUDY MATERIAL**

S.No	Book	Author
1.	Fundamentals of Accounting & Financial Analysis	Anil Chowdhry (Pearson Education)
2.	Financial accounting	By Jane Reimers (Pearson Education)
3.	Accounting Made Easy	By Rajesh Agarwal & R Srinivasan
4.	Financial Accounting For Management	Amrish Gupta
5.	Financial Accounting For Management	Dr. S. N. Maheshwari

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Introduction	
2.	Demand Analysis	
3.	Supply Analysis And Cost Analysis	
4.	Pricing Under Various Market Conditions	
5.	Distribution	

• **DETAILED SYLLABUS**

Unit	Unit Details
•	Introduction
	1. Meaning, Nature And Scope Of Business Economics - Micro and Macro 2. Basic Economic Problems 3. Market Forces In Solving Economic Problems. 4. Circular Flow Of Income And Expenditure
2.	Demand Analysis
	1 Concept Of Demand 2 Elasticity Of Demand And Their Types. 3 Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue And Their Relationship
3	Supply Analysis And Cost Analysis
	1 Concept And Law Of Supply 2 Factors Affecting Supply 3 Accounting Costs And Economic Costs 4 Short Run Cost Analysis : Fixed, Variable And Total Cost curves, Average And Marginal Costs 5 Long Run Cost Analysis : Economies And Diseconomies Of scale And Long Run Average And Marginal Cost Curves
4.	Pricing Under Various Market Conditions
	1 Perfect Competition - Equilibrium Of Firm And Industry Under Perfect Competition 2 Monopoly - Price Determination Under Monopoly 3 Monopolistic Competition - Price And Output determination Under Monopolistic Competition.
5.	Distribution
	1 Marginal Productivity Theory Of Distribution 2 Rent : Modern Theory Of Rent 3 Wages : Wage Determination Under Imperfect competition - Role Of Trade Union And Collective bargaining In Wage Determination 4 Interest : Liquidity, Preference Theory Of Interest 5 Profits : Dynamic, Innovation, Risk - Bearing And uncertainty Bearing Theories Of Profits

RECOMMENDED STUDY MATERIAL:

Sr. No	Book	Author	Edition	Publication
a. Reference Books				
1.	Managerial Economics	Ranjit Chitale	2006	Oxford 2006
2.	Economics for Managers	S.P.Gupta	2007	Thomson, 2007
3.	Managerial Economics	Levin and Rubin	2006	Pearson, 2006

• **OUTLINE OF SYLLABUS**

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Introduction to Statistics	
2.	Measures of Central Tendency	
3.	Measures of Dispersion	
4.	Matrices And Determinants (up to order 3 only)	
5.	Permutations and Combinations	

• **DETAILED SYLLABUS**

Unit	Unit Details
1.	Introduction to Statistics
	Growth, Definition, Scope & Limitations, Types of Data and Errors, Classification & Tabulation of DA (Meaning, Characteristic and Frequency Distribution)
2.	Measures of Central Tendency
	Arithmetic Mean (Simple &Weighted), Median (Including Quartile, Deciles & Percentile), Geometric and Harmonic Mean , Mode
3.	Measures of Dispersion
	Absolute and Relative Measures of Dispersion (Quartile, Mean), Standard Deviation and their Coefficients, Concept of Probability and Basic numerical
4.	Matrices And Determinants (up to order 3 only)
	Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoin of a Matrix, Inverse of a Matrix via adjoin Matrix, Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables). Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.
5.	Permutations and Combinations
	Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition). $nPr = n! / (n-r)!$ (without proof). Combinations of 'r' objects taken from 'n' objects. $nCr = n! / r!(n-r)!$ (without proof) problems, Applications.

• **RECOMMENDED STUDY MATERIAL:**

Sr. No	Book	Author
1.	Statistical and Quantitative Methods	Ranjit Chitale
2.	Statistical Methods	S.P.Gupta
3.	Statistics for Management	Levin and Rubin

• **OUTLINE OF SYLLABUS**

S. No.	Title of the unit	Time required for the Unit (Hours)
1.	Introduction to Computers	
2.	Introduction to Operating Systems	
3.	Windows Operating Environment	
4.	Editors and Word Processors	
5.	Spreadsheets and Database packages & Introduction To R.D.B.M.S	

• **DETAILED SYLLABUS**

	Unit Details
•	Introduction to Computers
	Introduction- Characteristics of Computers, Block diagram of computer, Types of computers and features- Mini Computers Micro Computers Mainframe Computers Super Computers. Types of Programming Languages - Machine Languages ,Assembly Languages, High Level Languages, Data Organization- Drives, Files, Directories. Types of Memory (Primary And Secondary) – RAM, ROM, PROM, EPROM, Secondary Storage Devices (FD, CD, HD, Pen drive), I/O Devices, Scanners, Digitizers, Plotters, LCD, Plasma Display, Number Systems, Introduction to Binary, Octal, Hexadecimal system; Conversion- Simple Addition, Subtraction, Multiplication, Division
•	Introduction to Operating Systems
	Dos – History, Files and Directories, Internal and External Commands, Batch Files, Types of O.S.
•	Windows Operating Environment
	Features of MS – Windows, Control Panel, Taskbar, Desktop, Windows Application, Icons, Windows Accessories Notepad, Paintbrush
•	Editors and Word Processors
	Basic Concepts, Examples : MS-Word, Introduction to desktop publishing
•	Spreadsheets and Database packages & : Introduction To R.D.B.M.S
	Purpose, usage, commands, MS-Excel, Creation of files in MS-Access, Switching between application, MS –PowerPoint, Advantages and Limitations, Normalization, Entity Relationships, Use Of simple SQL Commands involving both single table and joins.

• **RECOMMENDED STUDY MATERIAL:**

	Book	Author
1.	Fundamental of Computers	V. Rajaraman
2.	Fundamental of Computers	P. K. Sinha
3.	MS- Office 2000(For Windows)	Steve Sagman

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time required for the Unit (Hours)
•	Personality Enhancement	5
•	Grammar	5
•	Effective Communication	6
•	Interview Skills	3
•	General Awareness	3

• **DETAILED SYLLABUS**

Unit	Unit Details
•	Personality Enhancement
	<ul style="list-style-type: none"> • Concept of Personality, Understanding Personality • Self Assessment & Body Language • Self Grooming and Attitude
•	Grammar
	<ul style="list-style-type: none"> • Tenses, Subject Verb-Agreement • Articles & Parts Of Speech
•	Effective Communication
	<ul style="list-style-type: none"> • Writing Skills <ul style="list-style-type: none"> • Business Writing: Letter Writing(Formal And Informal), Application Writing, E-Mail Writing, Answering Questions • Creative Writing: Paragraph, Article , Story Writing • Speaking Skills : Conversations, GDs, Presentations, Debate, Extempore • Listening Skills : Lecture Notes, Audio-Video Listening • Reading Skills: Newspaper Review & Book Review
•	Interview Skills
	<ul style="list-style-type: none"> • Introduction, Types of Interviews, Do's & Don'ts of Interviews • Preparation & Resume Building
•	General Awareness
	<ul style="list-style-type: none"> • General Knowledge & Current Affairs (Politics, Business, Sports, Science & Technology, & Entertainment)

DETAILED SYLLABUS FOR SECOND SEMESTER

Code: BBX02101

Principles of Management

4 Credits [LTP: 4-0-0]

OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Nature of Management:	
2.	Evolution of Management Thought:	
3.	Functions of Management: Part-I	
4.	Functions of Management: Part-II	
5.	Strategic Management	

DETAILED SYLLABUS

Unit	Unit Details
1	Nature of Management: Meaning, Definition, it's nature purpose, importance & Functions, Management as Art, Science & Profession- Management as social System Concepts of management-Administration-Organization
2.	Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barhard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought)Indian Management Thought
3	Functions of Management: Part-I Planning - Meaning - Need & Importance, types levels – advantages & limitations. Forecasting - Need & Techniques Decision making - Types - Process of rational decision making & techniques of decision making Organizing - Elements of organizing & processes: Types of organizations, Delegation of authority - Need, difficulties in delegation – Decentralization Staffing - Meaning & Importance Direction - Nature – Principles Communication - Types & Importance Motivation - Importance – theories Leadership - Meaning - styles, qualities & functions of leaders
4.	Functions of Management: Part-II Controlling - Need, Nature, importance, Process & Techniques Coordination - Need – Importance
5.	Strategic Management Definition, Classes of Decisions, Levels of Decision, Strategy, Role of different Strategist, Relevance of Strategic Management and its Benefits, Strategic Management in India

At Least one Case Study from each Unit

Questions will be case/inferences/application based.

RECOMMENDED STUDY MATERIAL

S.No	Book	Author
•	Essential of Management	Horold Koontz and Iteinz Weibrich
•	Management Theory & Practice	- J.N.Chandan

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction	
2.	Types of Marketing and Marketing Mix	
3.	Types of Channels	
4.	Market Segmentation	
5.	Marketing Information System & Marketing Research.	

• **DETAILED SYLLABUS**

Unit	Contents
1	Introduction
	Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role & functions of Marketing Manager.
2	Types of Marketing and Marketing Mix
	Tele Marketing, E-Marketing-Service Marketing, Rural Marketing feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies. Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.
3	Types of Channels
	Factors influencing channels, Elements of Promotion Mix – Sales Promotion System. Recent Trends in Promotion Sale. Advertising – Role of Advertising, Advertising Media.
4	Market Segmentation
	Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation, Destination between differential Marketing & Concentrated Marketing.
5	Marketing Information System & Marketing Research.
	Concept & components of a Marketing Information System – Marketing Research – Meaning & scope – marketing research procedure – types & techniques of Marketing Research –Managements use of Marketing Research.

At Least one Case Study from each Unit

Questions will be case/inferences/application based.

• **RECOMMENDED STUDY MATERIAL**

Sr. No	Book	Author
•	Marketing Management	Philip Kotler
•	Marketing Management Cravens	Hills

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction to Finance and Financial Planning	
2.	Capital Structure	
3.	Capital Budgeting Techniques	
4.	Working Capital Management	
5.	Sources of Finance	

• **DETAILED SYLLABUS**

Unit	Contents
1	Introduction To Finance And Financial Planning
	Finance - Definition - Nature And Scope Of Finance Function. Financial Management - Meaning - Scope And Objectives Organizational Framework Of Financial Management- Relationship Of Finance Department With Other Department- Role Of Finance Manager Financial Planning- Meaning - Concept - Objectives - Types - Steps - Significance - Basic Considerations - Limitations.
2	Capital Structure
	Meaning - Criteria For Determining Capital Structure, Factors Influencing Capital Structure, Theories Of Capital Structure, Cost Of Capital- Concept, Classification, Determinants And Numerical
3	Capital Budgeting Techniques
	Meaning, Nature, Importance, Traditional Techniques- Pay Back, Average Rate Of Return, Modern Techniques- NPV, IRR, PI, TV, Risk Adjusted Capital Budgeting Techniques
4	Working Capital Management
	Meaning, Concept, Importance, Management Of Working Capital – Operating Cycle, Cash Cycle Cash Management, Receivables Management, Inventory Management
5	Sources Of Finance
	Short Term And Long Term Sources Of Finance

At Least one Case Study from each Unit

Questions will be case/inferences/application based.

• **RECOMMENDED STUDY MATERIAL:**

S.No	Title of the Book	Author
•	Financial Management	I.M. Pandey -
•	Financial Management	R.M. Shrivastava
•	Financial Management	M.Y. Khan and P.K. Jain
•	Financial Management	Prasanna Chandra -

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Introduction.	
2.	Elements of cost	
3.	Methods of Costing (Theory Only)	
4.	Budget and Budgetary Control- Definition, Meaning	
5.	Marginal Costing and Standard Costing	

• **DETAILED SYLLABUS**

Unit	Contents
1	Introduction.
	Concept of cost, costing, cost Accounting & Cost Accountancy; Limitations of Financial Accounting ; Origin and objectives of cost Accounting ; Advantages and Limitations of Cost Accounting ; Difference between Financial and Cost Accounting; Cost Unit & Cost Centre
2	Elements of cost 8
	Material, Labor and other Expenses, Classification of cost & Types of Costs, Preparation of Cost Sheet
3	Methods of Costing
	Job Costing – Meaning, Features, Advantages and Limitation, Batch Costing, Contract Costing – Basic Concepts Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains, Unit & Operating Costing – Meaning, Features & Objectives Techniques of Costing, Activity Based Costing
4	Budget and Budgetary Control
	Definition, Meaning and 6 objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budget.
5	Marginal Costing and Standard Costing
	Meaning and Various Concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety, Standard Costing- Definition and Meaning of Various Concepts, Advantages and Limitations of Standard Costing Variance Analysis – Material and labor Variances only

At Least one Case Study from each Unit

Questions will be case/inferences/application based.

• **RECOMMENDED STUDY MATERIAL**

S.No	Book	Author
•	Advanced cost Accounting	Saxena and Vasistha
•	Advanced cost Accounting	S.P.Jain and Narong.
•	Cost Accounting	S.N.Maheshwari
•	Cost Accounting	Ratnam
•	Practice in Advanced Costing and Management Accounting	Prof. Subhash Jagtap

• **OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Population and Sample	
2.	Tests	
3.	Regression	
4.	Sampling Methods	
5.	Index Numbers	

• **DETAILED SYLLABUS**

Unit	Contents
1	Population and Sample
	Definition of Statistics, Scope of Statistics in Economics, Concept of population and sample with illustration. Data Condensation and graphical Methods, Graphs - Histogram, Frequency polygon. Diagrams - Multiple bar, Pie, Subdivided bar.
2	Tests
	Parametric and Non Parametric Tests, Basic understanding of tests through Microsoft Excel
3	Regression
	Meaning of regression, Two regression equations, Regression coefficients, and properties.
4	Sampling Methods
	Probability and Non Probability Sampling, Skill development: Preparation of Model Questionnaire. Collection of Data and computation of various averages, Analysis of data by computing standard deviation and coefficient of variation, Comparing and correlating data, Presentation of data in graphs and diagrams.
5	Index Numbers
	Index Numbers: Classification – Construction of Index Numbers – Methods of constructing Index, Numbers – Simple Aggregative Method – Simple Average of Price Relative Method – Weighted, index method – Fisher Ideal method including Time and Factor Reversibility tests – Consumer, Price Index.

At Least one Case Study from each Unit

Questions will be case/inferences/application based.

• **RECOMMENDED STUDY MATERIAL:**

Sr. No	Book	Author
•	Fundamentals of Statistics	S.C. Gupta
•	Fundamentals of Statistics	D.N. Elhance
•	Management operations Research	M. Satayanarayana, Lalitha Raman
•	Operations Research Techniques for Management	V.K. Kapoor

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time required for the Unit (Hours)
1.	Introduction	
2.	Distribution of Population and Population Growth	
3.	Population as Resource	
4.	Migration & Urbanization	
5.	Environment and issues related to Business	

• **DETAILED SYLLABUS**

1	Introduction
	Meaning and definition of Demography – need of demographic, Studies for Business.
2	Distribution of Population and Population Growth
	Physical and cultural factors affecting the distribution of population. Density of population – over, optimum and under populated regions – Meaning and definition of population growth – Methods of calculating population Growth – Measures of fertility and mortality and factors affecting fertility and mortality.
3	Population as Resource
	Literacy, sex ratio, Age & Sex Pyramid, Occupational Composition – Classification Of population as Urban and rural – below poverty line population – working population – dependent Population. Population Development and Environment- Concept, Definition, Relevance and Measurement Human Development Index ,Implications of population growth on Food Supply, Water Sanitation, Housing Employment, Health Education etc. Ecological Balance and its maintenance
4	Migration & Urbanization
	Basic Concept, Definition, Types of Migration- Internal and International Trend and Differentials of Migration Meaning of urbanization – Urbanization as Behavioral, structural, demographic, concepts of Urbanization – Issues in Urbanization and Urban problems in developing countries
5	Environment and issues related to Business
	Impact of Natural disasters and calamities on different industries, Measures to control, Case Study

At Least one Case Study from each Unit

Questions will be case/inferences/application based.

• **OUTLINE OF THE COURSE**

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Self Exploration	
2.	Etiquettes	
3.	Exploring Surrounding	
4.	Career Exploration	
5.	Professional Skills	

• **DETAILED SYLLABUS**

Unit	Unit Details
1.	Self-Exploration
	<ul style="list-style-type: none"> • Goals • UNICEF skills • Team Work • Time Management
2.	Etiquettes
	<ul style="list-style-type: none"> • Personal • Social • Dining • Professional and Corporate • Telephonic Conversations • E-mail
3.	Exploring Surrounding
	<ul style="list-style-type: none"> • Vocabulary-Movies, Places, Journey and celebrities etc. • Common Abbreviations
4.	Career Exploration
	<ul style="list-style-type: none"> • Career Planning and Management • Latest Happenings • Current Trends (Industries specified to Branch)
5.	Professional Skills
	<ul style="list-style-type: none"> • Resume and Interview: Types and Do's & Don't • Aptitude Test • Group Discussions • Interviews- Mock (Technical and HR)

At Least one Case Study from each Unit
Questions will be case/inferences/application based.

POORNIMA UNIVERSITY

BBA

Teaching Scheme for Third Semester

Subject Code	Subject Name	Teaching Scheme (Hours per week)			Credits
		Lec.	Tut.	Prac.	
A.	Core Subjects				
BBX03101	Personality Development	3	0	0	3
BBX03102	Business Law	3	0	0	3
BBX03103	Human Resource Management	3	0	0	3
BBX03104	Management Accounting	3	0	0	3
BBX03105	Business Economics (Macro)	3	0	0	3
BBX03106	International Business	3	0	0	3
BBX03107	Computer Applications – I	2	0	0	2
B.	Practical				
BBX03208	Computer Applications Lab – III	0	0	2	1
C.	Programs / Activities				
BBX03609	Discipline and Talent Enrichment Program	0	0	2	2
BBX03609.1	Online Eligibility Exam / Internet Lab	0	0	1	
BBX03609.2	Library	0	0	1	
	Total	20	0	4	22
	Total Teaching Hours	24			Credits

Teaching Scheme for Fourth Semester

Subject Code	Subject Name	Teaching Scheme (Hours per week)			Credits
		Lec.	Tut.	Prac.	
A.	Core Subjects				
BBX04101	Production and Operations Management	3	0	0	3
BBX04102	Research Methodology (Tools and Analysis)	3	0	0	3
BBX04103	Business Taxation	3	0	0	3
BBX04104	Organization Behaviour	3	0	0	3
BBX04105	Advertising and Personal Selling	3	0	0	3
BBX04106	Computer Applications –II	3	0	0	3
B.	Practical				
BBX04207	Industrial Visit / Seminar on Contemporary Issues	0	0	2	1
BBX04208	Computer Applications Lab – IV	0	0	2	1
C.	Programs / Activities				
BBX04609	Discipline and Talent Enrichment Program	0	0	2	2
BBX04609.1	Online Eligibility Exam / Internet Lab	0	0	1	
BBX04609.2	Library	0	0	1	
	Total	18	0	6	23
	Total Teaching Hours	24			Credits

DETAILED SYLLABUS FOR THIRD SEMESTER

Code: BBX03101Personality Development

3 Credits [LTP: 3-0-0]

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction	
2.	Trait Personification/ Personality Traits	
3.	Five Pillars of Personality Development	
4.	Self Esteem	
5.	Personality Formation Structure	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Introduction
	Define personality, perception, Personally personality, Man-personal personality, Personality Factors-Factors of association- Personality Relationship at home-friends- environment educational factor-Situational Factors- Conditional-Genetic- compulsory- spiritual-public relations factors.
2.	Trait Personification/ Personality Traits
	Personality Traits-personality person- formation- factors influencing person habits of highly effective people & personality habits- Be proactive—Begin with the end in mind—Put first things first—Think win- Seek first to understand then to be understood – Synergize – Sharpen the saw.
3.	Five Pillars of Personality Development
	Introspection – Self Assessment – Self appraisal – Self Development- Self Introduction.
4.	Self Esteem
	Self-esteem- symptoms- advantages- Do's and don'ts to develop positive – Positive self esteem& negative self-esteem.Maladyusliment
5.	Personality Formation Structure
	Mind mapping, Competency mapping& 360* assessment & development, Types of persons – Extrovert-Introvert- Ambivert person. Group Discussion, Activities based on Home Work and personality Development.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Personality Development	Hurlock	Tata McGraw Hill
2.	How to develop a powerful & positive person	Iyer V	Sterling Publishers
3.			
4.			
5.			
Websites / Journals			

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Indian Contract Act 1872	
2.	The Sale of Goods Act 1930	
3.	The Indian Partnership Act, 1932	
4.	The Companies Act, 1956	
5.	The Consumer Protection Act, 1986	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Indian Contract Act 1872
	<ul style="list-style-type: none"> • Definition, kinds and concepts of contracts. • Offer and Acceptance • Consideration • Capacity of Parties • Free Consent • Legality and Objects of consideration • Void Agreements • Performance of Contract. • Discharge of Contract and Remedies
2.	The Sale of Goods Act 1930
	<ul style="list-style-type: none"> • Contract of Sales of Goods • Conditions and Warranties • Transfer of Property • Performance of a contract of sale • Rights of unpaid Seller
3.	The Indian Partnership Act, 1932
	<ul style="list-style-type: none"> • Concept of partnership: - Partnership and company, Hindu joint family firm .Test for determination of existence for partnership. • Kinds of partnerships • Registration, Effects of non-registration. • Rights and duties of partners towards other partners. • Authority of partner and liabilities towards third parties • Admission, retirement, expulsion of partners and their liabilities • Dissolution of the firm
4.	The Companies Act, 1956
	<ul style="list-style-type: none"> • Company-Definition, Meaning, Features and Types of Companies • Incorporation of a Company- Memorandum of Association, Article Of Association and Prospectus, Statement in lieu of Prospectus and share capital structure.
5.	The Consumer Protection Act, 1986
	<ul style="list-style-type: none"> • Salient features of Act. • Definitions-Consumer, Complaint, Services, Defect and

	<ul style="list-style-type: none"> • Deficiency, Complainant. • Rights and Reliefs available to consumer. • Procedure to file complaint. • Consumer Disputes Redressal Agencies. • (Composition, Jurisdiction, Powers and Functions.) • Procedure followed by Redressal Agencies
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• **RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Business Law & Company Law	SS Gulshan	New Age Publications
2.	Business & Government	Francis Charunilam	Himalaya Publications
3.	Business Regulatory from work	R.L. Nolakha	RBD Professional
4.	Employment Laws	Somani Mishra	RBD Professionals
5.			
Websites / Journals			

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction to H. R. M.	
2.	Human Resources Planning	
3.	Performance Appraisal	
4.	Introduction to Organizational Behavior	
5.	Organizational Changes and Development	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Human resources Management
	Introduction and Importance-Evolution –difference between Personnel Management and HRM- Strategic HRM- role of a HR Manager. HRD – Concept and Need
2.	Human Resources Planning
	Objectives-Importance-HRP Process- Manpower Estimation-Job analysis-Job Description-Job Specification. Recruitment-Sources of Recruitment-Selection Process-Placement and Induction-Retention of Employees.
3.	Training and Development and Career Planning
	Objectives and Needs-Training Process-Methods of Training –Tools and Aids-Evaluation of Training Programs. Succession Planning.
4.	Performance Management System
	Definition, Concepts and Ethics-Different methods of Performance Appraisal- Rating Errors-Competency management, Potential Appraisal
5.	Compensation Management and Retirement
	Concepts and Components-Job Evaluation- Incentives and Benefits-Superannuation-Voluntary Retirement Schemes-Resignation-Discharge-Dismissal-Suspension-Layoff.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Human Resources Management	C.B. Mamodia	
2.	Personnel Management	P. Edwin Flippo	Tata McGraw Hill
3.			
4.			
5.			
Websites / Journals			

Code: BBX03104

Management Accounting

3 Credits [LTP: 3-0-0]

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction: Major types of Accounting	
2.	Analysis and Interpretation of Financial Statement	
3.	Fund Flow Statement and Cash Flow Statement	
4.	Working Capital	
5.	Marginal Costing	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Introduction: Major types of Accounting
	1) Financial Accounting 2) Cost Accounting 3) Management Accounting , Management Accounting-Need, Essentials of Management Accounting, Importance, Objectives, Scope, Functions, Principal systems and Techniques, Advantages, Limitations, Distinction between Financial Accounting and Management Accounting, Distinction between Cost Accounting and Management Accounting.
2.	Analysis and Interpretation of Financial Statement
	<i>Methods of Analysis</i> -Comparative Statements, Common Size Statement, Trend Percentage or Trend Ratio (Horizontal Analysis) Ratios, Fund Flow Statement, <i>Ratio Analysis</i> -Meaning of Ratio, Necessity and Advantages of Ratio Analysis, Interpretation of Ratios Types of Ratio-i) According to the nature of items i) Balance Sheet Ratios ii) Revenue Statements or Profit and Loss Account Ratios iii) Inter Statement or Composite Ratios ii) Functional Classification i) Liquidity Ratios ii) Leverage Ratios iii) Activity Ratios iv) Profitability Ratios Problems.
3.	Fund Flow Statement and Cash Flow Statement
	Meaning of Funds, Fund Flow Statement, Flow of Funds, Working Capital, Causes of changes in working Capital, Proforma of Sources and Application of Funds, Proforma of Adjusted Profit and Loss Account.
4.	Working Capital
	Meaning, Objective and Importance, Factors determining requirement of Working Capital, Sources of Working Capital, Computation of Working Capital.
5.	Marginal Costing
	Meaning and Definition of Marginal cost and Marginal Costing, Contribution, Profit Volume Ratio, Advantages of Marginal Costing, Limitation, Problems.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Financial Management	M.P. Agarwal	
2.	Managerial Accounting	M.P. Agarwal	
3.			
4.			
5.			
Websites / Journals			

Code: BBX03105 Business Economics (Macro)

3 Credits [LTP: 3-0-0]

COURSE OVERVIEW AND OBJECTIVES:

• OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Basic Concepts Of Macro Economics	
2.	National Income Accounting	
3.	Theory of Income and Employment	
4.	Savings and Investment	
5.	Business Cycle, Inflation and Deflation	

• DETAILED SYLLABUS

Unit	Unit Details
1.	Basic Concepts Of Macro Economics Definition and Nature of Macroeconomics, Scope, Importance and Limitations.
2.	National Income Accounting Circular flow of Macro economic activity. Details of National Accounts, Stock and flow, Gross Domestic Product (GDP), Gross National Product (GNP), Net Domestic Product (NDP), Net National Product (NNP).
3.	Theory of Income and Employment Say's law of market. Keynesian Theory of Income and Employment.
4.	Savings and Investment Consumption Function – Keynes' Psychological Law of consumption – Average propensity to consume (APC), Marginal Propensity to consume (MPC), Average Propensity to save (APS), Marginal Propensity to save (MPS). Investment Function – Autonomous and Induced investment. Investment Multiplier, Principle of Acceleration.
5.	Business Cycle, Inflation and Deflation Nature and Characteristics of Business Cycle. Phases of Business Cycle, Inflation and Deflation – Meaning, causes and control.

• RECOMMENDED STUDY MATERIAL

S. N.	Book	Author	Publication
1.	Macro Economics	Dwivedi	Tata McGraw Hill
2.	Principle of Macro Economics	Rangarajan	Tata McGraw Hill
3.			
4.			
5.			
Websites / Journals			

Code: BBX03106International Business

3 Credits [LTP: 3-0-0]

COURSE OVERVIEW AND OBJECTIVES:

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	International Business Environment	
2.	Multinational Enterprises	
3.	Foreign Exchange Market	
4.	International Financial Management	
5.	Regional Economic Grouping	

• **DETAILED SYLLABUS**

Unit	Unit Details
1.	International Business Environment
	Nature. Theories of International Trade, Ricardo's Theory, Heckscher-Ohlin Theory.
2.	Multinational Enterprises
	Meaning of International Corporations. Role and importance of multi-national corporations in international business.
3.	Foreign Exchange Market
	Meaning of Exchange Rate, Determination of Exchange rate – Fixed, Flexible and Managed.
4.	International Financial Management
	Balance of Trade and Balance of Payments, International Monetary Fund (IMF) – Objectives and functions. World Bank – Objectives and Functions.
5.	Regional Economic Grouping
	Evolution, structure and functions of : North Atlantic Free Trade Agreement (NAFTA), South Asian Association for Regional Cooperation (SAARC), European Union (E.U.), World Trade Organization (WTO)

• **RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	International Business	Charu Nilam	
2.	International Business	Aswathappa	
3.			
4.			
5.			
Websites / Journals			

Code: BBX03107Computer Applications - I

2 Credits [LTP: 2-0-0]

COURSE OVERVIEW AND OBJECTIVES:

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Internet	
2.	HTML Basics	
3.	Graphics:	
4.	Navigation	
5.	Layouts	

• **DETAILED SYLLABUS**

Unit	Unit Details
1.	Internet
	An Introduction -The World Wide Web -Internet / Web Browsing – Internet addressing -Internet Protocols -Electronic Mail-Email security-on line chatting and Conferencing
2.	HTML Basics
	Understanding HTML -Setting Up the Document Structure – Formatting Text by Using Tags -Using Lists and Backgrounds -Creating Hyperlinks and Anchors Style Sheets and Graphics: Introduction to Style sheets -Formatting Text by Using Style Sheets -Formatting Paragraphs by Using Style Sheets
3.	Graphics:
	Selecting a Graphics Format -Preparing Graphics for Web Use -Inserting -'Graphics -Arranging Elements on the Page -Controlling Image Size and Padding - Hyperlinking from Graphics -Utilizing Thumbnail Graphics -Including Alternate Text for Graphics.
4.	Navigation
	Creating Navigational Aids -Creating Tables -Formatting Tables
5.	Layouts
	Creating Division-Based Layouts -Creating User Forms -Using Frames for Layout -Incorporating Audio and Video

• **RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Data Communication Networking	Fourozen	Tata McGraw Hill
2.			
3.			
4.			
5.			

Websites / Journals

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Code: BBX03208

Computer Applications Lab - III

1 Credit [LTP: 0-0-2]

COURSE OVERVIEW AND OBJECTIVES:

• **DETAILED SYLLABUS**

S.N.	Unit Details
1.	Implement Html Basic tags An Html Code to create different size of heading An Html Code to place the heading at the centre of the browser
2	An Html Code to incorporate font tag, paragraph tag and its attributes An Html code to right align a block of text using div tag
3	Create a line, half the size of the window and with a thickness of 5 pixels An Html code to display the imaged aligned differently Implement Anchor/Image/Text Formatting tags
4	Write an html code to incorporate all the text formatting tags An html code to illustrate an anchor tag
5	Implement Table/form /Frame
6	Create a framed page with two frames
7	An Html code to create a simple table with 2 rows and 2 columns
8	Write an html code to display a bulleted list of items. An ordered list that starts from c and is a uppercase sequence list
9	An Html Code to scrolling to a location in the same document and use of marquee tag Create a hyperlink for an email address

• **RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Data Communication Networking	Fourozen	Tata McGraw Hill
2.			
3.			
4.			
5.			
Websites / Journals			

DETAILED SYLLABUS FOR FOURTH SEMESTER

Code: BBX04101 Production and Operations Management 3 Credits [LTP: 3-0-0]

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction	
2.	Production Design	
3.	Production Planning and Control	
4.	Methods Study, Work Study and Time Study: Methods Study	
5.	Ergonomics	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Introduction
	Meaning and Functions of Production Management, Role and Responsibility of Production Function in Organization, Types of Production System- Continuous Intermittent, Job lots etc Plant Layout- Objectives, Types, Materials Flow Pattern. Safety Considerations and Environmental Aspects.
2.	Production Design
	Definition, Importance, Factors affecting product Design- Product Policy-Standardization, Simplification. Production Development-Meaning, Importance, Factors responsible for Development, Techniques of Product Development.
3.	Production Planning and Control
	Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control- Meaning, objectives, Factors affecting Production Control.
4.	Methods Study, Work Study and Time Study: Methods Study
	Concept, Questioning Techniques, Principles of Motion Economy, flow Process Chart, Multiple Activity Chart, SIMO Chart, Travel Chart. Work Study- Concepts, Scope and Applications, Work Study and Production Improvement. Time Study –Routing Concepts, Stopwatch Study, Allowance, PMTS Systems (Concepts Only) Activity Sampling.
5.	Ergonomics
	Definition, Importance, Work and Rest Cycles, Biomechanical Factors, Effects of Factors such as Light, Ventilation, Noise, Heat on Performance. Importance, Safe Practices in handling Chemicals, Gases, Bulk Materials, Safety with cargo handling equipment, Safety equipments and Devices, Statutes Governing Safety.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.			
2.			
3.			
4.			
5.			
Websites / Journals			

Code: BBX04102 Research Methodology (Tools and Analysis) 3 Credits [LTP: 3-0-0]

COURSE OVERVIEW AND OBJECTIVES:

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Commercial and Business Research	
2.	Research Process	
3.	Research Process	
4.	Data Processing and Analysis	
5.	Writing Skills for Business Research	

• **DETAILED SYLLABUS**

Unit	Unit Details
1.	Commercial and business research
	Aims, objectives, Importance – Research Methodology, Research Plan or design-steps to be followed.
2.	Research Process
	<ul style="list-style-type: none">Collecting data :Secondary data : Sources of collecting secondary data :Demographic information –money, Banking-company Information -Labour market- Capital Market –Tax Information –information on the Economy, International business –Government Information –Syndicated Commercial and other non-Government sources of Information.
3.	Research Process
	<ul style="list-style-type: none">Primary Data:Methods of collecting primary data / tools for collecting primary data.Questionnaire method : Types of Questions, essentials of good questionnaire / guidelines for Questionnaire designing, Scheduling, Sampling, methods, advantagesInterview Method : structured and unstructuredObservation MethodGroup discussion Method.
4.	<ul style="list-style-type: none">Data processing and analysis
	<ul style="list-style-type: none">Editing, Codification, Classification, Tabulation, Scaling & Measurement.Hypothesis & its testing.
5.	Writing skills for Business Research
	<ul style="list-style-type: none">Project report : selecting and defining Topic, Project – Terms of reference, Subject matter, Style, StructureResearch PaperCommunication research orally – power point presentation.Use of Computers in research: data collection and analysis.

• **RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Research Methods	C.R. Kothari	
2.	Business Research	Cooper	

Websites / Journals	
Code: BBX04103Business Taxation	3 Credits [LTP: 3-0-0]

COURSE OVERVIEW AND OBJECTIVES:

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Income Tax Act-1961. (Meaning, Concepts and Definitions)	
2.	Computation of Taxable Income under the different heads of Income	
3.	Computation of Total Taxable Income of an Individual	
4.	Miscellaneous	
5.	Income Tax Authorities	

• **DETAILED SYLLABUS**

Unit	Unit Details
1.	Income Tax Act-1961. (Meaning , Concepts and Definitions)
	Income, Person, Assesse, Assessment year, Pervious year, Agricultural Income, Exempted Income, and Residential Status of an Assesse, Fringe benefit Tax, and Tax deducted at Source, Capital and Revenue Income and expenditure.
2.	Computation of Taxable Income under the heads of Salary
	a) Income from Salary Salient features, meaning of salary, Allowances and tax Liability-Perquisites and their Valuation- Deductions from salary.(Theory and Problems)
3.	Computation of Taxable Income under other heads
	Income from House Property - Basis of Chargeability-Annual Value-Self occupied and let out property- Deductions allowed (Theory and Problems) c) Profits and Gains of Definitions, Deductions expressly allowed and Business and professions disallowed (Theory and Problems) d) Capital Gains Chargeability-definitions-Cost of Improvement Short term and long term capital gains-deductions (Theory only) e) Income from other sources Chargeability-deductions-Amounts not deductible. (Theory only).
4.	Computation of Total Taxable Income of an Individual&Miscellaneous
	Gross total Income- deductions u/s-80(80ccc to 80 u) Income Tax calculation- (Rates applicable for respective Assessment year) educationcases.Tax deducted at source-Return of Income-Advance payment of Tax- methods of payment of tax-Forms of Returns-Refund of Tax.
5.	Income Tax Authorities
	Organization structure of Income Tax Authorities /Administrative and Judicial Originations) Central Board of Direct Tax (Functions and powers of various Income Tax Authorities).

• **RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Income Tax	Singhanian	
2.	Income Tax	Bangar	
3.			
4.			
5.			
Websites / Journals			

Code: BBX04104 Organization Behavior

4 Credits [LTP: 4-0-0]

COURSE OVERVIEW AND OBJECTIVES:

• OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Organizational Behaviors	
2.	Individual Behavior	
3.	Motivation: nature and importance	
4.	Group Behavior & Conflict Management	
5.	Management of Change	

• DETAILED SYLLABUS

Unit	Unit Details
1.	Introduction to Organizational Behavior
	Definition – assumptions- - significance, - Historical Background - Fundamental concepts of OB, research foundation, trends, impact of globalization, learning organization and Knowledge management.
2.	Individual Behavior (Personality and Perception)
	Individual behavior, main reasons, impact, trends and layers of diversity; demographic differences, barriers and challenges, competitive advantages, diversity initiatives. Personality and Perception, Personality Development: meaning, theories of Personality development, managerial consideration for further developing of personality development of employee. Perception –Meaning and definition, Perceptual process, Managerial implications of perception in business situations, schemes, perceptual errors.
3.	Motivation :Nature and Importance
	Basic process, need theories of motivation- the concept of needs, Maslow’s hierarchy of needs theory, Alderfer’s ERG theory, Mc Clelland’s Achievement Motivation Theory, Cognitive and behavioral theories- expectancy,. Equity, goal-setting theories. Communication: Meaning, importance, process, types, effective and efficient communication, barriers in communication.
4.	Group Behavior & Conflict Management
	Group formation: formal and informal group, stages of group development, group decision making, group effectiveness and self managed teams. Conflict and stress management: meaning, process, functional and dysfunctional conflict, conflict handling, nature causes and consequences of stress.
5.	Management of change
	Concept, Lewin’s stages of change, forces of change, resistance to change, and managing planned change

• RECOMMENDED STUDY MATERIAL

S. N.	Book	Author	Publication
1.	Organizational Behavior	Stephen Robbins	10 th
2.	Human Behavior at work	Davis and Newstorm	Latest
3.	Organizational Behavior	Uma Sekaran	Latest

Websites / Journals

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Unit No.	Title of the unit	Time Required for the Unit (Hours)
1	Introduction of Marketing Communication and Advertising	
2	Marketing Communication Planning	
3	Advertising objectives and planning	
4	Promotion, Personal selling and Advertising	
5	Media planning & Promotion	
Code: BBX04105 Advertising and Personal Selling		3 Credits [LTP: 3-0-0]

• **DETAILED SYLLABUS**

Unit	Unit Details
1	Introduction of Marketing Communication and Advertising
	Overview of marketing communication, Integrated Marketing Communication. Advertising as a Management Function. Role of Advertising in the Marketing Process. Consumer Orientation in Advertising.
2	Marketing Communication Planning
	Types and method of Advertising, Marketing Communication Planning-Models of marketing communication, developing & control of marketing communication, marketing communication planning procedure.
3	Advertising objectives and Planning
	Meaning Definition and objectives of Advertising, Types of advertising, and the advertising agency: Function & types, Advertising Agency compensation. Creative strategy - Target market & creative objective, advertising Appeals, Creative format & creation stage, Copy testing.
4	Promotion, Personal selling and Advertising
	Creative Ad Strategy-Variou appeals and execution Styles, Print advertising, Electronics advertising, outdoor advertising, direct mail advertising. Sales Promotion, Types, Planning Sales Promotion Programs, Personal Selling, Role, Advantages and Disadvantages, Personal Selling Skills.
5	Media planning & Promotion
	Environment analysis media object, Media strategy & media planning modes, Indoor media, outdoor media, Measuring Advertisement Performances, Current developments in advertising and promotion. Promotion with Media mix-print, broad cast (T.V. & Radio), Cinema, Outdoor, Direct Mail advertising, and Internet.

At Least one Case Study from each Unit
Questions will be case/inferences/application based.

Reference:

1. Advertising & Sales Promotion by S.K. Sarangi
2. Advertising & Sales Promotion by SHH KazmiBatra
3. Advertising & Sales Promotion by HS Murthy & V.S. Padnanabhan

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction	
2.	Model	
3.	Overview	
4.	Internet	
5.	Electronic spreadsheet	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Introduction
	Introduction to network, advantages and disadvantages of network, network topologies, analog and digital signal, analog and digital transmission.
2.	Model
	OSI model and TCP/IP model, protocols and their classification, flow control and cryptography, ranking.
3.	Overview
	Overview of internet, internet, internet service provider, setting windows environment for dial up networking, search engine, searching web using search engine, audio on internet, newsgroup, subscribing to news groups.
4.	Internet
	Internet concepts and architecture, building corporate world wide web, HTTP protocol, internet infrastructure, fundamental of TCP/IP, intranet security design, internet as a business tools, future of intranet, protocols of communication.
5.	Electronic spreadsheet
	Electronic spreadsheet: advantages, application arrears, creating a worksheet, functions, types of graph, create graph, formatting cells, and macros.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Data Communication & Networking	Behrouz A Forouzan	Tata McGraw Hill
2.	Computer Networking	HennenBomp	

Websites / Journals

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Code: BBX04207 Industrial Visit/Seminar on Contemporary Issues 1 Credit [LTP: 0-0-2]

COURSE OVERVIEW AND OBJECTIVES:

Industrial Training

Objective:

Industrial training is real time exposure to industrial processes and work culture. The Industrial Training is real life short term corporate Visit .The Students will be taken to industrial visit by the faculty of the institute in consultation with the Director Principal of the institute. There will be external examiner to be selected by the Director / Principal of the institute from the panel of examiners, proposed by BOS and approved by the Vice Chancellor. The student will submit **HAND WRITTEN** report and make an oral presentation before a panel of internal examiner (Director /Principal of the institute or his or her nominee) and external examiner (to be appointed by Director /Principal of the institute from a panel proposed by the board of studies and approved by the Vice Chancellor of PU) the assessment of the report on Industrial visit and its presentation will be jointly done by the internal and external examiner. The Candidate shall be required to submit Soft Copy and Hand Written Copy of report to concerned Faculty member. Report will be submitted before, the end of 4th Semester. The Industrial Visit Report will include description about the various Industries. This Industrial Visit paper is comprise of Marks which are required for the completion of Degree.

Code: BBX04208**Computer Applications Lab - IV****1 Credit [LTP: 0-0-2]****COURSE OVERVIEW AND OBJECTIVES:****• DETAILED SYLLABUS**

Unit	Unit Details
1	Implement Styles. An Html code to specify style rules
2	An Html code where note and syntax are used to identify the class styles
3	An html code using ID selector
4	An Html code where the B tag inherits the properties of the body tag and the <I> tag overrides the <body> properties
5	An html Code that links a style sheets called sheet1.css to first1.html
6	HTML should be implemented by the student using Macromedia
7	CSS should be implemented by the student using Macromedia
8	Developing website should be developed by the student using Macromedia Dreamweaver: Website development activity is by individual student.
9	HTML should be implemented by the student using Dream viewer
10	CSS should be implemented by the student using Dream viewer
11	Dreamweaver: Website development activity is by individual student.
12	Dreamweaver: Website development activity is by individual student.

• RECOMMENDED STUDY MATERIAL

S. N.	Book	Author	Publication
1.	Data Communication & Networking	Behrouz A Forouzan	Tata McGraw Hill
2.	Computer Networking	HennenBomp	
3.			
4.			
5.			
Websites / Journals			

POORNIMA UNIVERSITY

BBA

Teaching Scheme for Fifth Semester

Subject Code	Subject Name	Teaching Scheme (Hours per week)			Credits
		Lec.	Tut.	Prac.	
A.	Core Subjects				
BBX05101	Supply Chain and Logistics Management	3	0	0	3
BBX05102	Entrepreneurship Development	3	0	0	3
BBX05103	Business Ethics	3	0	0	3
BBX05104	Sales and Distribution Management	3	0	0	3
BBX05105	Security Analysis & Portfolio Management	3	0	0	3
BBX05106	Management Information System	3	0	0	3
B.	Practical				
BBX05207	Summer Internship Report & Viva	0	0	1	1
BBX05208	Professional Certificate Course	0	0	2	1
BBX05209	Campus Recruitment & Training	0	0	2	1
C.	Programs / Activities				
BBX05610	Discipline and Talent Enrichment Program	0	0	1	1
BBX05610.1	Online Eligibility Exam / Internet Lab/ Library	0	0	1	
	Total	18	0	6	22 Credits
	Total Teaching Hours	24			

Teaching Scheme for Sixth Semester

Subject Code	Subject Name	Teaching Scheme (Hours per week)			Credits
		Lec.	Tut.	Prac.	
A.	Core Subjects				
BBX06101	Business Planning and Project Management	3	0	0	3
BBX06102	Event Management	3	0	0	3
BBX06103	Management Control System	3	0	0	3
BBX06104	E-Commerce	3	0	0	3
BBX06105	Banking & Insurance	3	0	0	3
BBX06106	Strategic Management	3	0	0	3
B.	Practical				
BBX06207	Dissertation	0	0	1	1
BBX06208	Professional Certificate Course	0	0	2	1
BBX06209	Campus Recruitment & Training	0	0	2	1
C.	Programs / Activities				
BBX06610	Discipline and Talent Enrichment Program	0	0	1	1
BBX06610.1	Online Eligibility Exam / Internet Lab/Library	0	0	1	
	Total	18	0	6	22 Credits
	Total Teaching Hours	24			

DETAILED SYLLABUS FOR FIFTH SEMESTER

Code: BBX05101 Supply Chain and Logistics Management 3 Credits [LTP: 3-0-0]

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Physical distribution	
2.	Unconventional channels	
3.	Supply Chain Management	
4.	Wholesaling	
5.	Logistics	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Physical distribution
	Physical distribution - Definition, Importance – participants in physical distribution process. Marketing Channels – Definition & Importance - Different forms of channels - Functions of Marketing Channels
2.	Unconventional channels
	Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi-channel marketing Systems - International Marketing Channels
3.	Supply Chain Management
	Supply Chain Management – concept – significance – components – Order processing – Material Handling – Transportation – Warehousing – Inventory Management – Reverse Logistics
4.	Wholesaling
	Wholesaling – Importance & Types - Functions of Wholesaler – Wholesaler Marketing Decisions – Trends in Wholesaling. Channel Management – Channel Selection Process & criteria – Performance appraisal of Channel Members -- Channel Conflicts & Techniques to resolve channel conflicts
5.	Logistics
	Logistics - Objectives, Components, Significance. Supply Chain Management – Objectives, components, Significance, Trade off Customer Service & Cost.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Supply Chain Logistics Management 2nd Edition	Donald Bowersox, David Closs, M. Bixby Cooper	
2.			
3.			
4.			
5.			
Websites / Journals			

• OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Entrepreneur and Entrepreneurship	
2.	Business Opportunity Identification and Preliminary Project Report (PPR)	
3.	Business Plan	
4.	Institutional Support to New Venture	
5.	Financial Assistance for small Enterprise	

• DETAILED SYLLABUS

Unit	Unit Details
1.	Entrepreneur and Entrepreneurship
	Definition, meaning and functions of an entrepreneur Need and importance of entrepreneurship, Problem of unemployment & important of wealth creation. Enterprise v/s Entrepreneurship, Self – employment v/s Entrepreneurship, Entrepreneurial career as an option.
2.	Business Opportunity Identification and Preliminary Project Report (PPR)
	Opportunity search : Divergent Thinking Mode : Meaning and Objectives – Tools and Techniques : Environmental Scanning for business opportunity identification Opportunity Selection : Convergent Thinking Mode : Tools and Techniques : Market Survey – Preparation of Questionnaire – Concept of Survey – Data collection – Analysis and Interpretation – Preliminary Project Report (PPR)
3.	Business Plan
	Meaning and Importance – Objectives – Selections Contents – Marketing and Technical Feasibility – Financial Viability – Precautions to be taken by entrepreneur while preparing Business Plan Project Appraisal – Break – even Analysis and Ratio Analysis : Debt Service Coverage Ratio – Gross Profit : Net Profit Ration and Return on Investment (ROI)
4.	Institutional Support to New Venture
	(Student are expected to study the assistance scheme of the following Institutions) District Industries Center (DIC) Maharashtra Center for Entrepreneurship Development (MCED) National Small Industries Corporation of India (NSIC) Maharashtra Industrial Development Corporation (MIDC) Micro Small and Medium Enterprises (MSME)
5.	Financial Assistance for small Enterprise
	Non-Institutional: own Fund – Family and Friends Institutional: <ul style="list-style-type: none"> o Bank Loans – Co-operative Banks- Nationalized Bank – Scheduled Banks. o Angel Funding o Venture Funding o Self-employment Scheme of Government of Maharashtra o Government Financial Institutions : Khadi and Village Industries Board (KVIB) – Micro, Small and Medium Enterprises (MSME) Rajeev Gandhi Udyami Mitra Yojana (RUGMY) – District Industries Center (DIC) o Prime Minister Employment Generation Programme (PMEGP)

• RECOMMENDED STUDY MATERIAL

S. N.	Book	Author	Publication
1.	Entrepreneurship Development	S. Anil Kumar, S.C. Poornima	New Age International
2.	Management of Small Scale Industries	Desai Vasant	Himalaya Publishing
3.	Entrepreneurial Development	Jain P.C	EDI India
4.	Entrepreneurial Development	Gupta & Shrinivas	S. Chand
Websites / Journals			

Code: BBX05103**Business Ethics****3 Credits [LTP: 3-0-0]****COURSE OVERVIEW AND OBJECTIVES:**

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Role and importance of Business Ethics and Values in Business	
2.	Types of Ethical issues	
3.	Ethics internal	
4.	Ethics External	
5.	Vendors	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Role and importance of Business Ethics and Values in Business Definition of Business Ethics Impact on Business Policy and Business Strategy - Role of CEO - Impact on the Business Culture.
2.	Types of Ethical issues Bribes - Coercion - Deception - Theft - Unfair Discrimination.
3.	Ethics internal Hiring - Employees - Promotions - Discipline - Wages - Job Description - Exploitation of employees - Ethics External - Consumers - Fair Prices - False Claim Advertisements.
4.	Ethics External Environment Protection - Natural - Physical - Society - Relationship of Values and Ethics - Indian Ethos - Impact on the performance
5.	Vendors Government - Social Audit.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Business Law & Company Law	SS Gulshan	New Age Publications
2.	Business & Government	Francis Charunilam	Himalaya Publications
3.	Business Regulatory from work	R.L. Nolakha	RBD Professional
4.	Employment Laws	Somani Mishra	RBD Professionals
5.			
Websites / Journals			

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Sales Management	
2.	Distribution Management	
3.	Market Logistics and SCM	
4.	Managing the Sales Force	
5.	Personal Selling Process and Approaches	

- DETAILED SYLLABUS**

Unit	Contents
1.	Sales Management
	Objectives and Functions, Setting up a sales organization, Personal Selling, Management of Sales force, Recruitment & Selection, Training, Motivation and Evaluation, Compensating Sales Force, Sale forecasting, Territory Management, Sales Budget, Sales Quota.
2.	Distribution Management
	Design of Distribution Channel, Channel Conflict, Co-operation & Competition, Vertical marketing system, Horizontal Marketing system, Designing Customer Oriented Marketing Channels: Wholesaling, Retailing.
3.	Market Logistics and SCM
	Order Processing, Transportation, Warehousing, Inventory, Market Logistics Decision, SCM, Emerging Trends.
4.	Managing the Sales Force
	a) Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection tools for recruiting and testing sales ability. Sales Force Job Analysis and Description b) Areas of sales Training: Company Specific Knowledge, product knowledge, Industry & Market Trend Knowledge, customers and technology – Relationship Selling Process & Customer education. Value Selling c) Motivating the Sales Team: Motivation Programs - Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of Compensation package. Supervising, d) Evaluating Sales Force Performance and Controlling Sales activities: Sales Records and Reporting Systems, Improving Sales Productivity, Ethical and Legal Issues in Sales Management.
5.	Personal Selling Process and Approaches
	Personal Selling and Relationship Management - Selling to individuals & Institutions, Basics, Sales leads, Planning sales calls - Types of calls, – Building long term partnership by selling – Sales presentations, tools for personal selling, Sales Aids – Use of technology in sales effective selling techniques, Tele Marketing.

- RECOMMENDED STUDY MATERIAL**

Sr. No	Book	Author	Edition	Publication
1	Sales Distribution Management	Havaldar, Cavale	latest	TMH
2	Sales Management	Still, Cundiffs, Govani	Latest	Pearson
3	Sales & Distribution Management –	S.L.Gupta	latest	Excel Books

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Investments	
2.	Security Market in India	
3.	Types of Investment & risk	
4.	Analysis for investment	
5.	Portfolio construction	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Investments
	Investments, Nature & scope of Investment Analysis, Elements of Investment, Avenues of investment, approaches to investment analysis, concept of return and risk, security return & risk analysis, measurement of return & risk.
2.	Security Market in India
	Security Market in India: Primary Market & Secondary Market, Function of Stock exchanges in India, SEBI- its functions & operations, Depositories Act 1996.
3.	Types of Investment & risk
	Types of Investment & risk: security & derivatives, Deposits, LIC policies, UTI, non-financial investment- real estate, gold & other types, tax saving schemes in India; risk- interest rate risk, market risk & inflation risk
4.	Analysis for investment
	Analysis for investment: fundamental Analysis- Economy Analysis, Industry Analysis, Company Analysis, Efficient Market Hypothesis- Weak, Semi strong & strong market & its testing techniques
5.	Portfolio construction
	Portfolio construction: traditional portfolio & modern portfolio, Markowitz model, selection of optimum portfolio, management Portfolio & portfolio revision. Capital Market Theory.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	SAPM	Prasana Chandra	
2.	Indian Financial System	Bharat Pathak	
3.			
4.			
5.			
Websites / Journals			

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	System Concepts	
2.	Information Concepts	
3.	Management Information System	
4.	Planning and Control Process	
5.	Human as Information Processors	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Management Information System Definition, Integrated System, Role of MIS, Impact of MIS, Benefit of MIS, Pitfalls of MIS
2.	Information Concepts Definition, Quality of Information, Value of Information, Information Needs of Manager at different Levels. MIS Vs. Data Processing MIS and Other Academic Disciplines, Structure of MIS based on Management Activities and Functions, System Concepts of MIS.
3.	System Concepts General Model, Types of System, Subsystems.
4.	Planning and Control Process Control on Systems ,Feedback Control ,Law of Requisite Variety, Management Control through Reporting
5.	Human as Information Processors Newell-Simon Model ,Limits on human Information Processors ,Characteristics of Human Information Processing Performance

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Management Information System	Jawedkar	Tata McGraw Hill
2.	Management Information System	C.S.V Murthy	Himalaya Publication
3.	Management Information System	Rina Sharma	Genius Publications
4.			
5.			
Websites / Journals			

COURSE OVERVIEW AND OBJECTIVES:SUMMER INTERNSHIP PROJECT

Objective: By the training the student is expected to learn about the organization and analyses and suggest solutions of a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions and suggestions

Guidelines:

- At the end of second semester examination, every student of MBA will undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The guidelines of training will be provided before the end of the second semester classes.
- During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student. The student, after the completion of training will submit a report to the College/Institute, which will form part of third semester examination. However, the report must be submitted by the end of September during third semester A Performance appraisal by the external examiner will be attached with the report.
- The report (based on training and the problem/project studied) prepared by the student will be termed as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problems faced. This chapter will form part I of the Report. Part II of the Report will contain the study of micro research problem. The average size of
- Report ordinarily will be 100 to 150 typed pages in standard font size (12) and double spacing. Three neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
- The report will have two certificates. One by the College and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.
- The report will be evaluated by internal and external examiner. It will carry total 100 marks divided into written report of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.
- The marks will be awarded by the external examiner to be appointed by the examination division.
- The format of the report is given below:
 - Objective of the Research Undertaken
 - Literature Review
 - Research Methodology
 - Results and Analysis
 - Conclusions
 - References
 - Appendices – to include questionnaire, if any

Code: BBX05208

Professional Certificate Course

1 Credit [LTP: 0-0-2]

DETAILED SYLLABUS FOR SIXTH SEMESTER

Code: BBX06101 Business Planning and Project Management 3 Credits [LTP: 3-0-0]

• OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Planning	
2.	The Definition of a “Project”	
3.	Initial Project Coordination	
4.	Network Techniques	
5.	Purposes of Evaluation	

• DETAILED SYLLABUS

Unit	Unit Details
1.	<p>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 of forecasting, limitations of forecasting, Difference between forecasting.</p>
2.	<p>The Definition of a “Project” The Definition of a “Project”, 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.</p>
3.	<p>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.</p>
4.	<p>Network Techniques PERT and CPM, Risk Analysis Using Simulation with Crystal Ball 2000 Critical Path Method-Crashing a Project, The Resource Allocation Problem Resource Loading, Resource Levelling, 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.</p>
5.	<p>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.</p>

• RECOMMENDED STUDY MATERIAL

S. N.	Book	Author	Publication
1.	Project Management & Control	P.C.K. Rao	Jain Books Depot
2.	Project Management	S. Choudhary	Jain Books Depot
Websites / Journals			

- **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Concept of event Management	
2.	Facets of Event Management	
3.	Marketing of Event	
4.	Activities in Event Management	
5.	Strategies of Event Management	

- **DETAILED SYLLABUS**

Unit	Unit Details
1.	Concept of event Management
	Event Defined, a Comprehensive New Definition, Event Management, Event Marketing, 5 G's of Events, Event Designing, Relative Importance of Events as a Marketing communication Tool, The Diverse Marketing Needs Addressed by Events, Brand Building, Focusing the Target Market, Implementation of Marketing Plan, Relationship Building, Creating opportunities for Better Deals with Different Media, Events and the Economy, Problems associated with traditional media.
2.	Facets of Event Management
	Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure, Set Objectives for the Event, Negotiating Contracts with Event Organizers, Locating Interaction Points, Banners, Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up, Event Organizers Targeting Clients, Selecting Event Categories to Serve, electing and Contracting with Other Key Elements in Chosen Categories.
3.	Marketing of Event
	Concept of Market in Events, Revenue Generating Customers, Nonrevenue Generating Customers, Segmentation and Targeting of the Market for Events, Segmentation Niche marketing in events, Targeting, Positioning Events and the Concept of Event Property, Positioning, Branding in Events- Event Property, Benefit Levels, Event Hierarchy, Categories and Variations of Events, Categories of Events and their Characteristics, Competitive Events, Artistic Expression, Cultural Celebrations, Special Business Events, Retail Events, Reach-interaction Matrix, Event Variations, Concept of Pricing in Events, Risk Rating, Setting Pricing Objectives in Tune with Marketing and Business Strategies, Understanding Local Legislation and Tax Laws, Feedback from the Market, Skills Required for Negotiating the Best Prices, Validation against Pricing Objectives, A thorough assessment of the internal systems and overheads.
4.	Activities in Event Management
	Networking Components, Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Marketing, Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Activities in Event Management, Pre-event Activities, During-event Activities, Post-event Activities, Planning, Organizing, Staffing, Leading and Coordination, Controlling, Event Management Information System, Setting Objectives, Development of the Strategic Market Plan, Environmental Assessment, Competitive Assessment, Gaining Competitive Advantages, Business Potential, Assessment, Market Attractiveness, Business Strengths.
5.	Strategies of Event Management
	Strategic Approach, Critical Success Factor Analysis, Strategic Alternatives Arising From Environmental Analyses, Maintenance Strategy, Developmental Strategy, Pre-emptive Strategy, Survival Strategy, Strategic Alternatives Arising from Competitive Analyses Sustenance Strategy, Rebuttal Strategy, Accomplishment Strategy, Venture Strategy Strategic Alternatives Arising from Defined Objectives, PREP Model, Risk versus Return Matrix, Forms of Revenue Generation, The Basic Evaluation Process, Establishing Tangible Objectives and Sensitivity in Evaluation, Measuring Performance, Concept Research, Formative Evaluation, Objective Evaluation, Summative Evaluation Correcting deviations, Critical Evaluation Points.

- **RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Marketing in the new Era	J.S. Panwar	Sage Publications
2.	The Business Growth Handbook	Berry, Issac	Marques Books, USA
3.	Fashion Marketing & Merchandising	Tallon	Sequoia Books
4.	Event & Entertainment Marketing	Avvich, Berry	Vision Books, New Delhi
5.			
Websites / Journals			

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction to management control system the control function	
2.	Information theory	
3.	Management controls in functional areas production control	
4.	Computers systems: decision support systems	
5.	Management control of projects	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Introduction to management control system the control function
	The control function- control and supervision- control as function – definition of control – elements of control- nature of control. The nature of management control definition of management control – management control and planning control factors affecting managerial philosophy. Management control systems - meaning and designs- management control systems.
2.	Information theory
	Meaning of information- types of information- accounting information- operating information – user oriented mis installation of management information and control system. Management information and control system- installation committee- policies and decision rules. Structured and unstructured decision: implication of control. Nature of decision making- functional structure- divisional structure- network coupling structure.
3.	Management controls in functional areas production control
	Need for production control – difference between production planning and production control inventory control classification of inventories – motives for holding inventories- inventory control department – determination of stock levels. Marketing control- definition of marketing control – process of marketing control- importance of marketing control system- tools and techniques of marketing control. Control in personnel area - reasons for workers resistance to controls- kind of control devices- reports and budget.
4.	Computers systems: decision support systems
	Computer for management control purposes- are computers essential for mis? Computers and information system – manual systems – mechanical systems- mis – decision support systems- characteristics of dss- where to apply dss- expert systems.
5.	Management control of projects
	Meaning of project – overall nature of the problem- aspects of control- project planning – time dimension – cost dimension- quality dimension – project control- reports costs and time- reports on output- revisions.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Project Planning Analysis Selections	Prasan Chandra	Tata McGraw Hill
2.	Project Management	Agarwal Mishra	RBD Professional
3.	Management Control System	Anthony R.N	
4.	Management Control System	Bhadari B.M	
Websites / Journals			

• **OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction to Electronic Commerce	
2.	Building own website	
3.	Internet and Extranet	
4.	Electronic Data Interchange	
5.	Planning for Electronic Commerce	

• **DETAILED SYLLABUS**

Unit	Unit Details
1.	Introduction to Electronic Commerce
	<ul style="list-style-type: none"> • What is E-Commerce (Introduction and Definition) • Main activities E-Commerce • Goals of E-Commerce • Technical Components of E-commerce • Functions of E-commerce • Advantages and Disadvantages of E-commerce • Scope of E-commerce • Electronic commerce Applications • Electronic commerce and Electronic Business
2.	Building own website
	<ul style="list-style-type: none"> • Reasons for building own website • Benefits of website • Bandwidth requirements • Cost , Time , Reach • Registering a Domain Name • Web promotion • Target email , Banner Exchange , Shopping Bots
3.	Internet and Extranet
	<ul style="list-style-type: none"> • Definition of Internet • Advantages and Disadvantages of the Internet • Component of a Intranet Information technology structure • Development of a Intranet • Extranet and Intranet Difference • Role of Intranet in B2B Application
4.	Electronic Data Interchange
	<ul style="list-style-type: none"> • Introduction • Concepts of EDI and Limitation • Application of EDI • Disadvantages of EDI • EDI model
5.	Planning for Electronic Commerce
	<ul style="list-style-type: none"> • Planning electronic commerce initiatives • Linking objectives to business strategies • Measuring cost objectives • Comparing benefits to costs • Strategies for developing electronic commerce web sites

• **RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	E-Commerce	Greenstein &Feinman	Tata McGrew Hill
2.	Frontiers of Electronic Commerce	Kalakota Winston	Pearson Education

Websites / Journals

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COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Structure of India Financial System	
2.	Commercial Banking	
3.	Life Insurance Organizations	
4.	General Insurance Organizations	
5.	Investment management	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Structure of India Financial System
	Structure of India Financial System, Major issues in Indian Financial System, Financial Sector reforms in India, RBI, Monetary Policy, Credit Control.
2.	Commercial Banking
	Commercial Banking, Management of assets & liabilities of Commercial Banking, Regulatory Environment for Commercial Banking in India, Operating Aspects of Commercial Banking.
3.	Life Insurance Organizations
	Life Insurance Organizations, Regulatory framework, Management of Life insurance business, Nature & types of Life Insurance Policies, Operating Aspects of Life Insurance Companies.
4.	General Insurance Organizations
	General Insurance Organizations, Regulatory Framework, Management of General Insurance Business, Nature & types of General Insurance Policies, Operating Aspects of General Insurance Companies.
5.	Investment Management
	Investment management; nature of bank investment, liquidity and profitability, preparation of cheques, bills, endorsement, government security, documents and title to goods railway receipt, bills of lading, book debts, securities-government and commercial.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Life Insurance	C.S. Kumar	
2.	General Insurance	George Homer	
3.	IFS	Bharti V. Pathak	
4.			
5.			
Websites / Journals			

COURSE OVERVIEW AND OBJECTIVES:

- OUTLINE OF THE COURSE**

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction	
2.	Mission and purpose of business	
3.	Organizational appraisal	
4.	Strategic choice and process	
5.	Behavioral implementation	

- DETAILED SYLLABUS**

Unit	Unit Details
1.	Introduction
	Introduction to business policy & strategic management; concept, evolution of business policy as a discipline, the nature of business policy, objective of business policy, an overview of strategic management, nature of strategic decision making, -approaches to strategic management, strategist and their role in strategic management.
2.	Mission and purpose of business
	Mission and purpose of business-Definition. Objectives and goals Environmental appraisal: concepts of environment, components of environmental scanning, appraising the environment.
3.	Organizational appraisal
	Organizational appraisal, dynamics of internal environment, organizational capability factors, consideration in organization appraisal methods and techniques used, structuring organizational appraisal.
4.	Strategic choice and process
	Strategic choice and process, corporate portfolio analysis, industry corporate and SWOT analysis, subjective factors in strategic choice, contingencies strategies, interrelationship between formulation and implementation.
5.	Behavioral implementation
	Behavioral implementation, leadership implementation, corporate culture, corporate politics and use of power, personal values and business ethics, social responsibility and strategic management.

- RECOMMENDED STUDY MATERIAL**

S. N.	Book	Author	Publication
1.	Business Policy	AzharKazmi	Tata McGraw Hill
2.	Organizational Behavior	V.S.P. Rao	Excel Books
3.	Organizational Behavior	Robbins	PHI
4.			
5.			
Websites / Journals			