

2015



Centurion
UNIVERSITY
*Shaping Lives...
Empowering Communities...*

COURSE BOOK

Bachelor of Business Administration (BBA)

School of Management
Centurion University of Technology & Management

PROGRAMME STRUCTURE:

3 years regular under graduate program offered in semester system.

Total Credit: 128

BACKGROUND AND OBJECTIVES OF THE COURSE:

The course of BBA may be viewed as an intermediate step towards an integrated master's course in management. It aims at catering to the demand for the skilled and chiselled management professional in the industry in general and at all levels in the world of Indian business in particular.

The teaching and learning philosophy of the BBA program are driven by the focus on students as learners, and creating a peer-to-peer learning environment which maximizes their potential. Therefore, in every course we teach, independent of the content of the course, we strive to create environments whereby students are motivated to take part as members of this learning community. This objective is achieved through class participation, expository writing, creation of e-learning tools, projects, problem-based learning, and assignments, etc. All the courses are designed and evaluated for rigor in terms of difficulty level, skills acquired, and improvement in communication ability. Another unique feature of the program is the industry interface: Action Learning Project. Groups of three to four students engage with local companies to submit professional quality reports and analysis. This offers students significant first-hand exposure to the real corporate work environment.

PROGRAMME OBJECTIVES:

- To acquire basic knowledge of general management concepts, principles and processes.
- To develop analytical and decision making ability at strategic and operational level in real time business situations.
- To develop communication skills to listen, understand, write and present business problems and solutions in different areas
- To understand ethical principles and their applications in business and interpersonal contexts.

CAREER OPPORTUNITY:

After completion of BBA, one can join as a frontline executive in Business Enterprise including manufacturing and services (FMCG, FMCD, telecom, retail, infrastructure, financial services, etc.); or pursue higher education (MBA, etc.); or start own business as an entrepreneur.

ELIGIBILITY:

10+2 (Senior Secondary) or its equivalent public examination conducted by any recognised Board of Education in India or abroad.

PROGRAM FEE:

Rs 50, 000 per year

COURSES OF STUDY:

The three-year degree course of BBA will consist of six semesters. One academic session of one year will be devoted to two semesters. Candidates shall be admitted to BBA 1st Semester only and thereafter required to qualify all Six Semesters consequently to earn the degree. After admission in Semester -I candidate shall be admitted to the next semester only after having qualified the present semester as per the criteria laid-down in the scheme of examinations. Each course shall carry either 2 credit or 4 credit based on the course content.

SCHEME OF EXAMINATION:

Internal Examination: 40%

University End-term examination: 60%

COURSE STRUCTURE:

First year of study:

Total Credit = 40

SEMESTER-I

SEMESTER-II

Paper code	Subject	Credit	Paper code	Subject	Credit
BBHU1101	Proficiency in English	2	BBHU1201	Reading to Writing	2
BBHU1102	Psychology	4	BBMG1202	Micro Economics	4
BBMA1103	Basic Mathematics	4	BBMA1203	Statistical Methods	4
BBMG1104	Basic Financial Accounting	4	BBMG1204	Cost & Management Accounting	4
BBMG1105	Business Organisation	4	BBMG1205	Marketing Management	4
	-	-	BBMG1206	Organisational Behaviour	4
	Total	18		Total	22

Second Year of Study: Total Credits – 44

SEMESTER-III

SEMESTER-IV

Paper code	Subject	Credit	Paper code	Subject	Credit
BBHU2101	Oral Communication Skills	2	BBHU2201	Business Communication	2
BBCS2102	Computer for Management	4	BBMG2202	Macro Economics	4
BBHU2103	Sociology & Social Anthropology	4	BBMG2203	Human Resource Management	4

BBMG2104	Sales Management	4	BBMG2204	Introduction to Management Information System	4
BBMG2105	Production & Operation Management	4	BBMG2205	Business Environment	4
BBMG2106	Financial Management	4	BBMG2206	Research Methodology	4
	Total	22		Total	22

Third Year of Study: Total Credits-44

SEMESTER-V

SEMESTER-VI

Paper code	Subject	Credit	Paper code	Subject	Credit
BBHU3101	Life Skill Development Lab	2	BBHU3201	Business Readiness Lab	2
BBHU3102	Indian Social	4	BBMG3202	Business Ethics	4
BBMG3103	Operational Research	4	BBMG3203	Banking & Insurance	4
BBMG3104	Services Marketing	4	BBMG3204	Entrepreneurship Development	4
BBMG3105	Business Policy	4	BBMG3205	Business Law	4
BBMG3106	Summer Project	4	BBMG3206	Dissertation & Grand Viva	4
	Total	22		Total	22

SEMESTER-I

Paper-1

PROFICIENCY IN ENGLISH

Credit- 2

Code: BBHU1101

Course Contents:

- Unit 1:** **Functions of English I**
Self-introduction, Description (People, place, Things etc.), Planning
- Unit 2 :** **Functions of English II**
Asking for Information and Giving information, Explaining Processes and Products, Understanding Instructions, Expressing Opinions
- Unit 3:** **Presentation Skills and Group Discussion**
JAM (Just A MInute) sessions, Group Discussion Skills: Types, GD Skills (Analyze, persuade, control emotions etc.), Presentation Skills: Preparation, Practice, Feedback

Books Recommended

1. Jones, L. & B. Cvan . (1983). Functions of American English. Cambridge: Cambridge University Press
2. Professional Communication, Aruna Koneru, TMH
3. An Introduction to Professional English and soft skills by B.K Das et al., Cambridge University Press

Paper-2

PSYCHOLOGY

Credit- 4

CODE:BBHU1102

Course Contents:

- Unit-I:** (a) Psychology, Its Nature, Scope and Methods., (b) Biological Bases of Behavior-Neurons . Nervous System. Its basic structure and Function. The Brain, Laterlization of cerebella center. The Endocrine System.
- Unit- II :** **Sensation & Perception:** Sensation: The raw material of understanding Sensory threshold, Sensory adaptation, Vision, Hearing, Touch and other skin senses, smell and taste, Kinesthetic and Vestibule sense, Perception: Perception: The focus of attention, perception: Some organizing Principles, Constancy and illusions. The Plasticity of perception. Learning. Classical Conditioning, operant Conditioning, Observational learning.
- Unit-III:** (a) **Memory: Human memory:** The information processing approach sensory memory, Short term memory, Long term memory, Forgetting long term memory, Memory in natural context, Biological base of Memory.
(b) **Cognition: Thinking, Dealing and Communicating.** Thinking, Forming, Concept and reasoning to conclusions, Making Decision, Problem solving and creativity and language: The communication of information.
- Unit-IV :** (a) **Motivation and Emotion:** Motivation: The activation and Persistence of behavior, Emotion: Their nature, expansion and Impact.
b) **Measuring Individual Differences:** The nature of Psychological Testing- Psychological tests, Reliability, Validity and Standardization,

The nature and measurement of human intelligence, Human intelligence: The role of human heredity and role of environment. Measuring interest; aptitudes and achievements.

- Unit-V :** Social Thought: How we think about others and the social culture.
 (a) **Attribution:** Understanding the causes of others' behavior, social cognition. How are we processing social information. Attitudes: Evaluations of the Social world prejudice and Discrimination.
 b) **Social behavior & social influence :** Changes and other behaviour conformity, compliance, obedience, Attraction and Love : Interpersonal attraction, precise behaviour.

Books Recommended:

1. Morgan & King--Introduction to Psychology .
2. Alkinson & Alkinson-Introduction to Psychology.
3. Barron - Introduction to Psychology.

Paper-3

BUSINESS MATHEMATICS
CODE:BBMA1103

Credit-4

Course Contents:

- Unit-I: Modern Algebra:**
 (a) **Set Theory:** Sets membership, subset and set equality, set construction, Cartesian's product, (b) **Vectors:** Vectors' geometrical and physical interpretations, Linear combination, linear dependence and independence basis.
- Unit-II: Matrices and Equations :**
 (a) **Matrices:** Matrices operations and matrices determination, Eigen value and Eigen vectors and inverse rank, (b) **Linear Equation:** System of linear equations, Solution of system of linear equations.
- Unit-III: Differential and Integral Calculus**
 (a) **Function and their Applications:** Functions, Construction of function, Types of functions, zeroes of function, (b) **Limits and Continuity:** Limit of functions, continuous function, limit of a sequence. (c) **Differentiation and Derivation:** Derivative basic laws, higher order derivatives application.
 (d) **Maxima and Minima of functions:** Maxima and Minima applications, Discrete optimization. Integral integration by parts' application, (e)**Integral:** Integral, Integration by parts and application.
- Unit-IV: Probability, Distribution and Data Analysis:**
 (a) **Basic concepts of probability:** Probability sample space of events and relation among events. Definition of probability and rules of probability. Application of permutation and combination to probability problems, conditional probability, probability networks, Independent trials, poisson, approximation to binomial, Normal approximation to binomial, (b) **Discrete Random Variable and Distribution :** Random variables. Probabilty, distribution of a random variable, Expectation of a random variable. Variance of a random variable Distribution function of a random variable, Joint

distribution, correlation coefficient. Distribution of sum of the two independent position variables, (c) **Continuous Random Variables and Distributions** : Continuous random variables, Some important continuous distributions, (d) Data Analysis: Measurement of data reduction. Measures of central tendency and dispersion Bi-variata data and Sampling.

Unit-V : **Some special topics**

a) **Progressions and Annuity** : Progressions, Geometric series, Annuity, Investment compounded continuously, (b) **Linear Programming and Extensions**: Examples of Linear Programming Solutions of Linear Programming, Solution of Linear Programming Problems. Marginal analysis and duality, General formulation and results. Transportation problem. Linear programming extension.

Books Recommended:

1. S.Saha & R.D. Chakraborti, Quantitative Methods, TMH
2. M.Raghavachari- Mathematics for Management. An Introduction--Tata McGraw-Hill, New Delhi.
3. Quazi zameruddin, V.K Khanna, S.K Bhambri, Business Mathematics, Vikas Publishing House, New Delhi.

Paper-4

BASIC FINANCIAL ACCOUNTING

Credit-4

CODE:BBMG1104

Course Contents:

Unit-I: (a) **Financial Accounting** : An introduction :The need for accounting objectives and functions of accounting, External and internal endures on accounting information, Branches of accounting, Distinctions between Accounting and Book keeping, (b) **Accounting Concepts and Conventions**: Accounting principles, Characteristics of accounting principles, Accounting Concepts and Accounting Conventions.

Unit-II: (a) **Accounting process and System**: Double entry system, Classification of accounts. Nature of accounting transactions, Accounting mechanics, (b) **Accounting Information System**: Analysis and recording of Business Transactions Sources of documents, Journal, Rules of journalising, Ledger posting.

Unit-III : (a) **Completion of the accounting process** : The preparation of Trial Balance, Objects in drawing up a Trial Balance, Defects of a Trial Balance and Errors, (b) **Capital and Revenue Expenditure and Receipts** : Rules for determining Capital expenditure, Rules for determining Revenue expenditure, Deferred revenue expenditure, Capital and Revenue Receipts, Capital and Revenue profits and losses.

Unit-IV: (a) **Understanding An Income Statement** : The meaning of an income statement. The illustrative format of income statement accounting concepts related to Income Statement Exercises and Cases, (b) **Understanding Balance Sheet**: The meaning of Balance Sheet. The format of Balance sheet. The contents of Balance sheet,

Exercises and cases.

- Unit-V:** (a) **Depreciation Accounting and Policies:** The concept of Depreciation, Depreciation methods and Accounting for Depreciation,
(b) **Computer based Financial Accounting :**

Books Recommended:

1. S.P Jain , K.L Narang, Financial Accounting, Kalyani Publishers, New Delhi.
2. A Mukherjee. M Hanif - Modern Accountancy (Vol .1) Tata Mc Graw-Hill Publishing Company, New Delhi
3. T.S. Grewal- Introduction To Accountancy, S. Chand & Company, New Delh.

Paper – 5

BUSINESS ORGANISATION
CODE: BBMG1105

Credit: 4

Course Contents:

- Unit-I:** (a) **Concepts in Business :** Definition of Business, Purpose and Mission, Objectives, Strategies, Policies, Procedures, Programme and Budget, (b) **Forms of Business :** Sole Proprietorship, Partnership, Companies, Cooperative Societies and Trusts.
- Unit-II:** **Indian Companies Act :** Memorandum and Articles of Association, Registration and commencement of Business, Roles and Responsibilities of Chairman, Managing Director, Secretary and Board of Directors. Issues in Corporate Governance.
- Unit-III:** (a) **Indian Partnership Act :**Types of partners, Roles and Responsibilities of partners, Profit sharing and other issues in partnership, (b) **Co-operative Organization:** Structure and Management of Government and Co-operative system.
- Unit-IV:** **Business and Government :**Different roles played by Government in respect of industry, Industrial Policy, I.D.R Act. Government Department and Quasi-Government organization and their roles in promotion of industry, Special responsibilities of Business and Limits of Social responsibilities .
- Unit-V:** (a) **Development of Management Thought :** Contribution by different groups. Taylor, Fayol, Unwell and Human Relations' schools, (b) **Functions of Management :** Classical Division of Management functions such as Planning, Organization, Staffing, Co-ordination and Controlling, (c) **Processing Management:** Authority and Responsibility, Delegation, Span of Management, Departmental on line and staff functioning of committees.

Books Recommended:

1. C.R. Basu, Business Organization & Management.
2. Peter Drucker- Management : Tasks, Responsibilities and Practices.
3. Peter Drucker- Process of Management.
4. Various Acts as started above.

SEMESTER-II

Paper- 1

READING TO WRITING
CODE:BBHU1201

Credit: 2

Course Contents:

- Unit 1:** **Understanding Reading Skills**
Reading Skills: Concept and sub-skills of reading, Mechanics of Reading Skills, Reading Speed , Practice on the Development of Reading Skills
- Unit 2 :** **Developing Writing Skills**
Writing Skills: Concept and Process Writing , Paragraph Writing , Slogan Writing, Letter Writing , Report Writing, Proposal Writing
- Unit 3:** **From Reading to Writing Skills**
Reading Newspapers to Writing Letters to the Editors, Reading Business Case Studies to Writing Precise/E-mails, Reading Novels to writing book reviews

Books Recommended:

1. An Introduction to Professional English and soft skills by B.K Das et al., Cambridge University Press
2. Communicative English For Engineers And Professionals, Bhatnagar Nitin
3. English for Business Studies Student's Book: A Course for Business Studies, By Ian MacKenzie

Paper-2

MICRO – ECONOMICS
CODE:BBMG1202

Credit-4

Course Contents:

- Unit-I:** **Introduction** : Demand, Supply and Market, The use of Microeconomics : Theory versus Normative Analysis. The Basic of Demand and Supply. The Demand curve, Elasticity of Demand, Supply curve, Market Equilibrium, understanding and predicting the Effects of changing Market conditions.
- Unit-II:** **Consumer Behavior** : Concept of utility and preference, The difference curve characteristics of indifference curve, Marginal rate of Substitution, Budget constraints, effects of changes in income and prices, Income and substitution effects, consumer surplus, Empirical Estimation of Demand.
- Unit-III:** **Production Function** : The technology of production isoquants, fixed and variable inputs, Short Run and Long Runs. The production functions. The Geometry of Average and Marginal Product Curve, Total Average and Marginal Products. The stages of production, Production with one variable input production with variable inputs, Returns to Scale.

Unit-IV: **Cost Measuring Costs:** Which cost in the short run cost in the long run? Economies of scale, Diseconomies of scale, Production and cost theory, A mathematical treatment on cost minimization, marginal rate of technical substitution, The Cobb -Douglas production function.

Unit-V: **Market Structure and Comparative Strategy :** Perfectly Competitive Market Structure, Short run and long run equilibrium of firm and industry, Monopoly power, Price dissemination, Transfer Pricing.

Books Recommended :

1. Gupta G.S. Managerial Economics. TMH
2. John Gould Jr. Edward P. Lazear-Micro-Economic Theory Richard D.Lawn The Publication.
3. Robert S. Pindyek. Daniel L. Rubinfeld - Micro -Economics Prentice Hall of Indian Publication
4. A. Koutsyoirnnis - Modern Micro Economics. Macmillan and Co. India
5. C.E. Eerguson Jon R.Gould - Microeconomics Theory, Richard D, Irwin Publication
6. Dholakia Oza - Microeconomics for Management Students. Oxford University Press.

Paper- 3

STATISTICAL METHODS
CODE:BBMA1203

Credit-4

Course Contents:

Unit-I: Introduction to sampling, Random sampling vs. non-random sampling, Types of sampling, Simple random sampling, stratified random sampling, systematic cluster sampling, Distributions, standard error, sampling from normal production, Law of large number(s) and Central limit theorem.

Unit-II : Point estimation, Criteria of a good estimator, Methods of estimation, Maximum likelihood estimator and properties, Interval estimation and confidence intervals, Testing hypothesis - concept type I and II errors, Power of a test. One - Sample tests. Test of singnificance based on normal distribution, Test of proportion.

Unit-III: Testing hypothesis, Two sample tests for difference between means and proportions chi- square tests, Tests of Independence, Goodness of fit, Inference of fit, Inference about population variance and two sample population variance analysis of variance non-parametric tests.

Unit-IV: Regression and Correlation analysis - Simple and multiple finding regression equation Inference about population parameters modelling techniques.

Unit-V: Time series analysis, Components trend analysis, Circle variation, Seasonal variation, Irregular variation, Index numbers, Definition, uses, construction and problems, Weighted and un Weighted index numbers, Quantity and value indices.

Books recommended :

1. Chandrajit S. Statistics For Business & Economics. Vikas
2. Statistics for Management - Levin and Rubbin, Prentice Hall Of India.
3. Fundamentals of Statistics (Vol-I & Vol-II) Goon, Gupta, Dasgupta, World Press Pvt. Ltd.
4. A First Course In Statistics With Applications - A.K. P.C. Swain, Kalyani Publishers.
5. Quantitative methods, Millhad Saha & Chakrabarti, TMH

Paper 4

COST AND MANAGEMENT ACCOUNTING
CODE:BBMG1204

Credit-4

Course Contents:

Unit-I: Overview of cost accounting concepts and practices. Cost Accounting and Financial Accounting. Cost accounting and Management Accounting Tools and Techniques of Management Accounting.

Unit-II: Introduction to Management Accounting, Scope of Management Accounting, Objects, functions and limitations of management accounting, Tools and techniques of management accounting.

Unit-III: Job and contract costing, Process costing, Cost control, Budgetary Control, Standard costing, Variance analysis

Unit-IV: Decision making, Marginal costing and Cost Volume Profit Analysis.

Unit-V: Financial Statement analysis, Ratio Analysis, Liquidity Ratios. Leverage Ratios. Turn-over ratios, Profitability Ratios.

Books recommended :

1. Cost Accounting, Saxena & G.D. Vashist, Sultan & Sons
2. Cost Accounting S.N. Maheswari and S.N. Mittal. Mahavir Publication.
3. Management Accounting R.K. Sharma & Shashi Gupta, Kalyani Publishers.
4. Nigam B.M. I & Jain I.C. Cost Accounting An Introduction, PHI.

Paper 5

MARKETING MANAGEMENT
CODE:BBMG1205

Credit-4

Course Contents:

Unit-I: Concept of Marketing Nature, Scope, Relevance and Applicability, Core concepts of marketing, Marketing management-nature and scope, Company orientation towards the market place. Market vs. Selling, a brief idea about marketing mix.

Unit-II: The marketing environment with special focus on Indian marketing environment, Analyzing Marketing environment, its importance and major techniques followed. Understanding the Buyer, Buying decision - making process. Characteristics of the Indian consumer. Determinants of buying behavior, A sample model of buyer behavior cases.

Unit-III: Marketing mix. Marketing Strategy, Market segmentation, Targeting and positioning.

Unit-IV: Product-mix decisions, planning and development of new product, Basic knowledge of packaging and branding, Product life cycle concept and its implications in marketing the product.

Unit-V: Pricing - Role and objectives, Pricing processes, Pricing strategies for new products. Distribution strategy, Channel management, Elementary knowledge of promotion - Mix- personal selling, advertising sales promotion cases.

Books Recommended:

1. Philip Kotler - Marketing Management -Millenium PHI
2. Ranjan Saxena - Marketing Management, Tata Mc Graw Hill
3. Ramaswamy & Nam Kumari - Marketing Management, Macmillan

Periodicals:

A & M, Business Today, Business World, Brand equity (Economic Times) Strategist (Business Standard)

Paper – 6

ORGANIZATIONAL BEHAVIOUR
CODE:BBMG1206

Credit-4

Course Contents:

Unit-I: The study of organizational behavior: Focus and purpose, Nature, scope and development, OB models and Models of main research in OB.

Unit-II: **Personality :** Determinants of personality, Theoretics of personality, Individual difference Matching personality and jobs, Personality and organization, Perception - Meaning, Perceptual process, Perception and OB.

Unit-III: **Learning and Behaviour Modification :** Learning process, Theories of learning and Organizational Behaviour, behaviour modifications, Attitude - Characteristics and components of attitude, Attitude and behaviour attitude, Formation, Measurement of attitude, Attitude & Productivity, Cognitive dissonance theory, Attitude values and Job satisfaction.

Unit-IV: **Motivation :** Nature of Motivation, Motivation process, Theories of motivation, Need, Priority model, Theory X & Theory Y, Two factors' theory, ERG model, Achievement theory and power motivation, Expectancy theory, Equities theory, Z- theory, Contingency model, limitations and criticism of motivations' theories.

Unit-V: **Communication :** Importance, Bases of communication, Communication Problems. Steps for improving communication, Transactional analysis, Non-verbal communication, Assertiveness.

Books Recommended

1. Stephen P. Robbins - Organizational Behaviour, PHI
2. L.M. Prasad - Organizational Behaviour, Sultan Chand & Sons.
3. R. Aswathappa - Organizational Behaviour, Himalaya Pub. House.

SEMESTER-III

Paper – 1

ORAL COMMUNICATION SKILLS **CODE:BBHU2101**

Credit- 2

Course Contents:

Unit 1: Developing Listening Skills

Listening Skills: Concepts and sub-skills of Listening Skills, Need of Listening Skills for Business Students , Listening versus Hearing , Varieties of accents: British, American, Indian , Practice in the Development of Listening Skills

Unit 2 : Developing Speaking Skills

Speaking Skills: Concept and Sub-skills of Speaking, The need of Speaking for Business Students , Accuracy versus Fluency in Speaking, Sounds of English: IPA Symbols, Stress, Intonation, Practice in Developing Speaking Skills

Unit 3: English for job-seekers

Group Discussion, Professional Presentations

Books Recommended:

1. An Introduction to Professional English and soft skills by B.K Das et al., Cambridge University Press
2. Let Us Hear Them Speak (Developing Speaking-Listening Skills in English). Jayashree Mohanraj
3. English for Business Studies Student's Book: A Course for Business Studies, By Ian MacKenzie

Paper – 2

COMPUTERS FOR MANAGEMENT **CODE:BBCS2102**

Credit- 4

Course Contents:

Unit-I: Fundamentals of computer and application areas, classification of computer systems, Peripheral devices, Data representation and binary numbers, computer hardware and software.

Unit-II: AL, S internal organization of AL, U Types of memories, Selection of memory systems, Role of control unit, Data communication, LAN and WAN.

Unit-III: Programming concept Flow - charts, Algorithms, Programming languages and packages. Batch processing, Multiprogramming Parallel process.

Unit-IV: Operating system (DOS-WINDOWS), Conventional machines, Digital logic mechanic.

Unit -V: Web fundamental, Internet and WWW, Internet based E-commerce issues and problems .

Books recommended:

1. Business on the Net - Kamallesh N. Agarwal , Mac Millan India Ltd.
2. Glossary of I.T. Terms, Deeksha Agarwal, Mac Millan India Ltd.

3. An Introduction in Computer - Srivastav by Mac Millan India Ltd.
4. Computer Application in Business by Parameswaran, S. Chand

Paper – 3

INTRODUCTION TO SOCIOLOGY

Credit-4

CODE:BBHU2103

Introduction to Sociology (BBA course, 4 credits)

The Objective of the course is to expose the undergraduate students of Business Management to social issues in the context of Indian society and culture. This will help them in understanding the linkage between social, cultural and business environment in which they would be working as managers.

Unit 1 Understanding of Society

Why the need to understand social and cultural issues in Indian society for students of business management?, What is society, how societies have developed historically, socialisation, production of popular culture, social structure – urban and rural, social institutions (kinship and family, religion, education and politics etc.) as part of society, community, caste, class tribe, religion in society, dalits and excluded groups, minorities, power and conflicts. Social change and its various dimensions – Social change in Indian society - westernisation, modernisation, sanskritisation

Unit 2 Understanding Culture

What is culture? Why culture is important in society? Characteristic elements of culture (scripts, schema and typifications, language, norms and values, beliefs, Culture Change and process, relevance of culture in the era of globalisation, Cultural Diversity – ethnocentrism, sub-cultures and counter-cultures, Multi-culturalism and Multi-lingualism in modern India.

Unit 3 Social Issues

Poverty, Gender Inequality, Disparity and Social Exclusion: SC, ST, Women, Physically Challenged Slums, Informal Sector and Child Labour, Environmental degradation and impacts.

Unit 4: Social Movements

History of social movements in India, Reformers and Radicals – Rammohan Roy, Syed Ahmed Khan, Jotiro Phule, Gopal Krishna Gokhale, Bal Gangadhar Tilak, Tarabai Shinde, Dayananda Saraswati and Vivekananda Nurturing a Nation – M. K. Gandhi, Rabindra Nath Tagore, B R Ambedkar, Mohammad Ali Jinnah, EV Ramaswami, Jawaharlal Nehru, Rammanohar Lohia, Jayaprakash Narayan, Verrier Elwin Peasant, Tribal, Women and Environment movements.

Unit 5 Project Work

Visit to a slum or village for a survey to understand the structure of the community and the various relationships therein. Understand the informal sector economy that exists in the slum or village and study how it contributes to household economy. Also understand the relationship between formal and informal economy, between urban and rural community, etc.

Recommended Books:

- 1) Fundamentals of Sociology, Rajendra Kumar Sharma
- 2) Modernisation of Indian Traditions, Yogendra Singh
- 3) Social Change in Modern India, M.N. Srinivas
- 4) Makers of Modern India, Ramchandra Guha

Course Contents:

Unit-I

Sales Management – Objectives – Types of Personal Selling objectives – Market Potential – Sales potential – Sales Forecast – Analyzing Market Potential – Market Indexes – Sales Forecasting Methods

Unit-II:

Nature of Sales Management Positions – Functions of the Sales Executive – Qualities of Effective Sales Executives –Sales Organization – Purpose -Setting up a Sales Organization – Basic types of Sales Organizational Structures – Organization of the sales department – Schemes for dividing Line Authority in the Sales Organization

Unit-III:

Sales Force Management – Job Analysis – Job Description – Organization for Recruiting and Selection –Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training, Motivation And Compensation Of Sales Force : Building Sales Training Programs –Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs

Unit-IV:

Motivation – Motivational Help from Management – Requirements of a Good Sales Compensation Plan – Devising a Sales Compensation Plan – Types of Compensation Plans – Fringe Benefits.

Unit – V:

The Sales Budget: Purpose of the Sales Budget – Form and Content – Budgetary Procedure – Quotas: Objectives in using Quotas – Types of Quotas and Quota Setting Procedures – Sales Territories: Sales Territory Concept – Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.

Books recommended:

Text book:

1. Richard R. Still, Edward W.Cundiff & Norman A.P.Govoni, Sales Management, Prentice Hall of India, 2001.

References

1. Ramneek Kapoor, “Fundamentals of Sales Management”,Macmillan, 2008.
2. Inagram, LaForge, Avila, Schwepker Jr.,Williams, “Sales Management”, Thomson, 2006.

Course Contents:

Unit-I:

Basic concepts of production and operation management, Function, Various production processors and Their selection, Common system model,Relevant cost concept, production, Measurement of

Productivity.

- Unit-II:** Work - study, Methods study, Procedure and Techniques, Principles of motion economy and Work place design Work measurement. Time study and Work place design and Work measurement. Time study and work sampling, Performance Rating and allowances, Estimation of standard time and related errors.
- Unit-III:** Facilities, Planning, Facilities, Location, Factors, Bridgeman dimensional analysis, Systematic layout Planning, Principles and techniques used, Different layouts, Material handling systems and equipments.
- Unit-IV:** Production planning and control. Aggregate planning, Basic strategies viz. level production chase demand and mixed strategy, Aggregate planning costs, Renting, Scheduling, Gantt charts.
- Unit-V:** Selective Techniques and concepts, Cost benefit analysis, Input analysis, Value Analysis, Learning curves. Vertical integration, Just in time system.

Books Recommended:

1. Chary S.N. Production Operations Management Tata Mcgraw - Hill.
2. Mayer R.R., Production Operations Management Mcgraw - Hill
3. Schoeder R.Q. Operations Management Decision Making in Operation Function, Mcgraw-Hill.
4. Riggs J.B. Production Systems, John Wiley & Sons.
5. Buffa & Sarin Modern Production / Operation Management, John Wiley & Sons.
6. Dilworth - Production and Operation Management, Mcgraw -Hill
7. Aswathappa & Sridhar Bhatt - Production & Operation Management, Himalaya
8. Chase Auilano Jacobs - Production & Operation Management - THM.
9. Production & Operation Management, PHI
10. Mapatra Computer - Production Management, PHI

Paper – 6

FINANCIAL MANAGEMENT
CODE:BBMG2106

Credit- 4

Course Contents:

- Unit-I:** Financial Management : Objectives, functions and scope, Financial environment, Corporate securities, Time value of money.
- Unit-II:** Capital Budgeting - Appraisal Technique, Cost of capital
- Unit-III:** Theories of capital structure, Capital structure planning EBIT-EPS relationship, Dividend policies and practices.
- Unit-IV:** Working capital Management: Issues & policies, Working capital estimation, Working Capital Financing.
- Unit-V :** Cash, Inventory and Receivable management.

Recommended Books :



1. Prasanna Chandra - Financial Management THM
2. James Vanhorne -Financial Management & Policy
3. Westorn & Brigham - Managerial Finance (Rine Hart Winston Holt)
4. Brigham - Fundamentals of Financial Management C.B.S. International.
5. Sahoo P.K. Financial Management Pen Point Communication.
6. I.M. Pandey - Financial Management Pen Point Communication.
7. Khan & Jain -Financial Management, Tata Mcgraw - Hill.
8. Viswanathan S.R. Corporate Finance Response.

SEMESTER-IV

Paper – 1

BUSINESS COMMUNICATION
CODE:BBHU2201

Credit – 2

Course Contents:

Unit 1: Cultural Diversity and Socializing

Cross-cultural Understanding, Welcoming Visitors, Inviting, Accepting or Declining an Invitation

Unit 2 : Telephoning Skills

Preparing to make a telephone call, Receiving calls, Problem-solving on telephone, Setting up an appointment, changing arrangement, Ending a call, Cross-cultural communication on telephone

Unit 3: Meetings

Making meetings effective: Some Steps, Chairing a meeting, Starting and asking for opinion, Interrupting and handling interruptions, Asking for and giving clarification, Ending the meeting

Unit 4: Negotiation Skills

Types of negotiations, Bargaining and making concessions, Accepting and confirming, Dealing with conflicts, Ending the negotiation

Books Recommended:

1. English for Business Communication By Simon Sweeney (Cambridge University Press)
2. An Introduction to Professional English and soft skills by B.K Das et al., Cambridge University Press

Paper – 2

MACRO ECONOMICS
CODE:BBMG2202

Credit - 4

Course Contents:

Unit-I: Economics aggregate and relationship, Macro-economic performance and policy, Measurement of national income and related Wholesale price index . Consumers' price index. **Index** -GDP at market price, GDP at Factor cost, G.N.Pat factor cost, National income and aggregate, Saving and capital formation, Real income, National defaulter and price indices .

Unit--II: **Consumption and Investment :** Aggregate Demand, Aggregate Supply, Interest rate, Consumption function for Indian economy, Demand for money and money supply, Investment behaviour , Fixed investment ,Capital stake and output, Desired stake, Inventory investment .

Unit-III: **Demand and Supply of Money:** Demand of money , Trasaction demand and income velocity, speculative demand portfolio. Theory of Inflation and money demand, Precautionary demand, Money supply

analysis, Money multiplier, Determinants of money multiplier, Control of high powered money, RBI credit to Government, RBI credit to Banks, RBI credit to commercial sector .

Unit-IV: **Money and Fiscal Policy :** Fiscal Policy, Tax policy and structure, Tax rate, Government expenditure, Center State fiscal relation, Instruments of monetary policy and stabilization, Monetary policy and long term growth, Inflation demand pull and cost push.

Unit-V: **Financial System and Money Market :** Financial System, Bull Bear, Financial institutions, capital market, Banking system, Public financial system, Securities market. **Money Market:** Call money market, Treasury bills, loans, Commercial paper, Certificate of deposit, Exchange rate regime and Exchange control in India.

Books Recommended:

1. Macro Economics - G.S. Gupta THM
2. Macro Economics - D.N. Dwivedi, THM
3. Macro Economics - M.L. Jhingani & M.L. Seth
4. Macro Economics - S.B. Gupta
5. Macro Economics - Edward Shappiro
6. Macro Economics - P.G. Aptie

Paper – 3

HUMAN RESOURCE MANAGEMENT
CODE:BBMG2203

Credit – 4

Course Contents:

Unit-I: Concept Nature and scope of Human Resource Management vis-a-vis Personnel management. Growth in and development of human resources management in India, Role and functions of personnel manager.

Unit-II : Human Resource planning, Labour market consideration, Characteristics of Indian labour market, Recruitment and selection, The employment exchange (compulsory notification of vacancies) Act, 1959, Sources of labour Supply, Selection procedure, Tests and interview, Induction.

Unit-III: Promotion : Purpose, Types of promotion, Promotion policies. Programme and procedure, Seniority vs. Merit, Transfer, Purpose, Transfer policy and procedure.

Unit-IV: Training in organization : Its objectives, Methods of assessment of training needs. Different types of training programmes. On the job and off the training. Purpose training policy procedure.

Unit-V: Performance Appraisal : Its objectives, uses and methods, Traditional vs. Modern methods, Management by Objectives (MBO), Quantity Management TQM, Kaizn, JIT, QC and BPR.

Books Recommended:

1. Pattanaik B - Human Resource Management, PHI
2. E.B. Flippo-Personnel Management
3. C.B. Mamoria - Personnel Management.
4. C.S. Venkata ratnam & B. K. Srivastava - Personnel Management Human Resources
5. R. Armstrong- Human Resources Management
6. Fisher Schenfeldt & Shaw - Human Resource Management
7. P. Subba Rao - Human Resources Management - Texts & Cases.

Paper – 4

**INTRODUCTION TO MANAGEMENT
INFORMATION SYSTEM
CODE:BBMG2204**

Credit – 4

Course Contents:

- Unit-I:** **Concept of System:** subsystems, Integrated system, Total System, MIS, Information requirement at various management organizations and an information processing unit, MIS and data processing, Operating elements of the system, MIS and top management structure of information system.
- Unit-II:** **Analysis of information system** (i) Fundamental concept of information system, Life cycle, Classical approach, Structured tools, Hierarchical charts and HIPPO, DFD.
- Unit-III:** **Analysis of Information System** (ii) Structured tools, structured chart, Non-graphic tools. Evaluation of system design-coupling and cohesion.
- Unit-IV:** **Design of information system** (i) Fundamental concept of file design, Data base design, Input-output design procedure, Design system security.
- Unit-V:** **Design of information system** (ii) Physical design of manual systems. Form design, Dialogue design, Code design Designing users, Procedures, System implementation, Project documentation and management.

Books Recommended:

1. Murdick & Ross - Information System For modern Management.
2. C.S. Parker - Management Information System Strategy and Action.
3. Iec- Introductory System, Analysis and Design (Vol I & II)
4. A. Ziya Aktas - Structured Analysis and Design of Information Systems.

Paper – 5

**BUSINESS ENVIRONMENT
CODE:BBMG2205**

Credit- 4

Course Contents:

- Unit-I:** Organization a conceptual overview, Meaning, Nature, Forms,

Functions and Importance, Principles of a sound organizing in brief, Theories in organization.

Unit-II : The process of organizing, Various forms of organizational structures, Their relatives, Strength and weakness suit, Departmentation, Span of management; Delegation and decentralization.

Unit-III: Organizational development, organizational climate, organizational change, organizational effectiveness.

Unit-IV: Management, Organizational change and development, Group dynamics, Managing organizational conflicts, Personal and organizational communication.

Unit-V: Organizational design in the century, Contingency design. The Burns and Stalker model, The Lawrence re-engine organizations, Changing shape of organization, Learning organization.

Books Recommended:

1. Essentials of Management-Herald Kornt / Hern / Werhich THM Edn.
2. Management-Stonier & Freeman. PHI
3. Management-Robert Kreitner ATTBS.

Paper – 6

RESEARCH METHODOLOGY
CODE:BBMG2206

Credit - 4

Course Contents:

Unit-I : Introduction to Research Methodology, Importance of Research in Decision – Making, Defining Research Problem and Formulation of Hypothesis, Experimental designs.

Unit-II: Data Collection, Measurement and presentation, (1) Methods and Techniques of data collection, (2) Sampling and Sampling Design, (3) Attitude Measurement and Scales

Unit-III: Data Analysis – I, (1).Statistical analysis and Interpretation of data, Non-Parametric Tests.

Unit-IV: Data analysis – II, (1) Multifarious Analysis Techniques

Unit-V: Report writing

Books Recommended:

1. Research Methodology : Methods and Techniques By C.R. Kothari
2. Quantitative Techniques for managerial Decisions. Wiley Eastern Ltd. By U.K. Srivastava.
3. Statistics for Management by Levin
4. The Foundation of Multivariate Analysis. Wiley Eastern Ltd. By Takcuchi K. Yanai. H and Mukherjee B. N.
5. Statistics by S.P. Gupta

SEMESTER-V

Paper – 1

LIFE SKILL DEVELOPMENT LAB
CODE:BBHU3101

Credit - 2

Course Contents:

Unit-I Life-Skills

Self-awareness, Empathy, Critical Thinking, Creative Thinking, Decision Making, Problem Solving, Interpersonal Communication, Coping with Emotion and Stress

Unit-2 Study Skills

Planning for Studies, Time Management Skills

Unit-3 Personality Development

Personality Traits, Leadership Skills, Professional Etiquette

Books Recommended:

1. The First Book of Life Skills By Larry James
2. Personality Development and SoftSkills by Barun K Mitra

Paper – 2

INDIAN SOCIAL SYSTEMS
CODE:BBHU3102

Credit: 4

Course Contents:

Unit-I: Indian Society, Unity in Diversity

Unit-II: Social stratification in India, Caste system, Features, Functions and changes, Jajamam system, caste and class in contemporary India, Castes and politics in India.

Unit-III: The scheduled castes, the scheduled tribes, the other backward classes, Status of women Quest for equality.

Unit-IV: National integral in Indian society.

Unit-V: Social Transformation of Indian Society, Rural social transformation, Cultural and ideological transformation, Challenges and opportunities.

Books Recommended:

1. Unity and Diversity in India and Ceylon, Philip Mason (Ed.)
2. Indian Society - K.L. Sharma, NCERT
3. Social Changes in India - Yogendra Singh, Har Anand Publication New Delhi, India.
4. Social Change in Modern India - M.N. Srinivas
5. Caste in Modern India and Other Essays - M.N. Srinivas
6. Caste and Politics In India- Rajni Kothari
7. Social Inequality - Andre Beteille.

Paper – 3

OPERATION RESEARCH
CODE:BBMG3103

Credit-4

Course Contents:

- Unit-I:** Linear Programming, simple methods, revised simple method, duality in LPP.
- Unit-II:** Post optimality analysis in LPP Parameter, LPP Linear fractional programming.
- Unit-III:** Transportation problem, Assignment problem sequences.
- Unit-IV:** Games and strategies. Integer Programming and decision analysis.
- Unit-V:** Nullity - Objective, decision-making, Interactive and non interactive methods.

Books Recommended:

1. Swarup Gupta and Mohan -Operation Research. Sultan Chand and Sons. N.D. 2001.
2. J.K. Sharma, Quantitative Techniques, Macmillan, Delhi
3. Handly, Non-Linear Dynamic Programming.

Paper – 4

SERVICE MARKETING
CODE:BBMG 3104

Credit-4

Course Contents:

- Unit-1** Origin,& classification of Services, the emergence of service economy; Characteristics of Services, Marketing challenges in Service business.
- Unit-II** Service quality and the dimensions of Services quality, Quality model (Gaps Model, SERVQUAL)
- Unit-III** The service Encounter, Service Failure, Service recovery, Service Blueprint, Services cape, The Service Consumer Behavior, Service Strategy
- Unit-IV** Advertising, Branding and packaging of Services, Pricing of Services, Customer Retention
- Unit-V** Customer Relationship Management, Concepts of Marketing Services, Tourism Services, Health & Hospitality Services.

Books Recommended:

1. Zeithalm, V.A.andBitner, M.J., Services Marketing, New York, Mcgraw Hill
2. Lovelock, Writz, Chatterjee-Services Markeitng, People, Technology , Strategy, PearsonEducation, New Delhi
3. Hoffman, Services Marketing, Concept, Strategy & Cases, Cengage/Thomson
4. K.Ram Mohan Rao, Services Marketing, Pearson Education

Paper- 5

BUSINESS POLICY
CODE:BBMG3105

Credit-4

Course Contents:

Unit-I: The concept in General Management, Mission, objectives, goals, strategies, vision, strategic intent, management planning and control components of strategies, product market scope growth and its competitive advantage. Analysis of synergy, corporate SBU and Unit level strategies, Functional strategies.

Unit-II: Strategic Management process, steps in the strategic management, Process of setting objectives. Disfiguring strategy. Consideration in creating strategy, SWOT analysis. Analysis, of the environment, Five models of strategic formulation. Competitive analysis, Selection of competitions.

Unit-III: Techniques in strategic analysis, Environmental scanning technique, Strategic personal ambition, Business philosophy, Ethical beliefs shared values, Social responsibility of business.

Unit-IV: Cultural and ethical issues in strategies, personal ambition, Business philosophy, Ethical beliefs. Shared values, Social responsibilities, Leadership, Ethics and Law, Ethical Conduct.

Unit-V: Strategy types, growth stability and re-enactment, mergers and acquisition, Cooperative stage, Vertical integration and common expression diversification, offensive and defensive- strategy.

Books Recommended:

1. Strategic Management - Srinivasan PH-I
2. Strategic Management Concept and Cases - Thompson and suckland TMH
3. Business Policy and strategy Mc. carthy Et AI TMH
4. Porter, Competition Strategic.

Paper – 6

SUMMER PROJECT.
CODE:BBMG3106

Credit-4

SEMESTER-VI

Paper – 1

BUSINESS READINESS LAB
CODE:BBHU3201

Credit-2

Course Contents:

- Unit-I:** Interpersonal Communication: Understanding Global Market, Role plays, simulations, Language games
- Unit-II:** Professional Presentation Skills: Evaluating Video based presentations, planning for presentation, Audience needs analysis, Selection of topics, Use of Audio-visual in Presentation, Language and body language in presentation, Beginning and Ending a presentation, Responding to questions
- Unit III** Business Writing Skills: Job Application Letter, CV/Resume writing, Report Writing
- Unit-IV:** Group Discussion Skills: Nature and characteristics of GD, group discussion strategies, Analyzing GD videos, planning and conducting GDs
- Unit-V:** Facing Interview: Types of interview questions, Non-verbal, Evaluating sample GD videos,

Books Recommended:

1. Professional Presentation by Goodale
2. Group Discussion and Interview Skills by Priyadarshi Patnaik
3. Professional English and Soft Skills by B.K Das and others

Paper – 2

BUSINESS ETHICS
CODE:BBMG3202

Credit-4

Course Contents:

- Unit-I:** Objectives of Business, Social attitude, Beliefs and value, Principles of Business ethics.
- Unit-II:** Social Responsibilities of Business - Concept, Relational, Dimensions and Tools of social responsibility and social responsiveness.
- Unit-III:** Ethics in Managing - Ethical theories, Enterprise, mission, institutionalizing ethics code, ethics and its implementation.
- Unit-IV:** Social audit - Evolution of the concept, Objectives, Need, Features, Benefits, Approach to social audit.

Unit-V: Social responsibilities of Indian Businessmen and Managers towards shareholders, Consumers, Government, Community etc. cases.

Books Recommended:

1. Parrick J.A. Quim, J.F. Management Ethics Response.
2. Sherlekar, Ethics In Management, Himalaya
3. R.C. Sekhar, Ethical Choice In Business, Response New Delhi, 1998.
4. Peter F. Drucker - Management Task Responsibilities and practices.
5. Report of the study group of the Calcutta Seminar on Social Responsibilities of Business, Oxford and IBH Publishing Co., New Delhi.
6. George Goeyder, Basil Blackwell, The Future of Private Enterprise, A case study In Responsibility, Oxford.
7. Rituparna Raj, A study in Business Ethics. Himalaya

Paper- 3

BANKING & INSURANCE
CODE:BBMG3203

Credit-4

Course Contents:

Unit-I Indian Banking System, Classification Of Banks-Commercial Bank, Role of Banks, Products and Services offered, Types of Individual Accounts, Types of Non-Individual Accounts,

Unit-II Account Operation, Banker Customer Relationship, Rights and Obligations of a Banker, Rights and Obligations of a Customer. Prime Lending Rate, Base Rate, Deposit Rates, Non-Performing Assets, KYC Norms, Anti Money Laundering, Cibil, Wholesale Banking and Retail Banking.

Unit-III Technology driven Banking services and products-(E-Payment and Settlement System- ECS, NEFT, RTGS, SWIFT, Debit/Credit Card, Travel Card, Charge Card), Alternative Banking Channels, Principles and Practices of Lending;

Unit: IV Definition, Fundamental Principles of Insurance, Life Insurance Business, Classification of Life Policies, General Insurance Business, Fire Insurance, Motor Insurance, Health Insurance & Personal Accident Insurance.

Unit: V Role and Functions of IRDA, Insurance Intermediaries, Distribution Channels – Tied agents, corporate agents, brokers, bancassurance, other alternate cannels.

Books Recommended

1. Insurance and Risk Management, Dr. P.K. Gupta
2. Insurance Management – Text & cases by S C Sahoo & S C Das

Paper- 4

ENTREPRENEURSHIP DEVELOPMENT
ODE:BBMG3204

Credit-4

Course Contents:

Unit-I: Entrepreneurship: General concept, Definition, Entrepreneurial, culture, Theory of entrepreneurship, Types of entrepreneurship, entrepreneurial trade and motivation, Entrepreneur and professional manager.

Unit-II: Environment and entrepreneurial development : Entrepreneur environment, process of entrepreneurial Development, training of entrepreneur institutions, producing aids for an entrepreneurial development.

Unit-III: Project Appraisal and Management search for business ideas, project identification and formulations, project appraisal, Profitability and risk analysis, and Sources of finance, Role of consultancy organization.

Unit-IV: Legal and statutory Environment in setting of a small industry, Basics of vacancies Act, our job laws, government set up in promoting small financial institution, export - import rules.

Unit-V: Location of an enterprise, Factane design and layout, Setting quality standard steps in starting a small industry, incentive and subsidies, Problems in small enterprise Management, Sickness and Preventions.

Books Recommended:

1. Dynamics of Entrepreneurial Development and Management, Vasanta Desai HPH
2. Entrepreneurship Development, Colombo Plan Staff College of Technical Education (Adapted By Center for research and Industrial Staff Performance, Bhopal) Tata Mcgraw Hill. New Delhi -1998.

Paper – 5

BUSINESS LAW
CODE:BBMG3205

Credit-4

Course Contents:

Unit-I: Indian Contract Act, Essential elements of contract, Offer and Acceptance, Consideration Capacities of parties, Free consent, legality of objects, contingent contract, discharge of contract.

Unit-II: Special Contracts - Quasi contract, Indemnity and Guarantee, Bailment and pledge, contract of agency.

Unit-III: Sale of Goods Act-Introduction, Conditions and Warranties, Transfer of ownership of property, Goods, Performance of the conduct of sale, Remedial measures.

Unit-IV: Indian Partnership Act, - Nature of partnership, Formation of partnership, Relation of partners to one another, Relation of partner to

third parties, Reconstitution of firm, Dissolution of a firm.

Unit-V: Negotiable Instrument Act- Negotiable Instruments, Parties, Negotiation, Presentation, Dishonour, Crossing and borrowing of cheques.

Books Recommended:

1. Mercantile Law - N.D. Kapoor, Sultan Chand
2. Business Law - Tulsian, TMH
3. Business Law - P.R. Chand, Golgotta
4. Business Law - Maheswari, Himalaya Publishing House.

Paper – 6

DISSERTATION & GRAND VIVA
CODE:BBMG3206

Credit - 4
