

BBA 101

Business Organisation & Management

Unit- I Introduction: Business Concept & Objectives, Social Responsibility of Business Establishment of New Business Meaning, Objectives & Principles of Organisation, Size of Business Unit, Factors determining Size, Measurement of Size, Concept of Optimum Size.

Unit- II Norms of Business Organisation: Sole Trade ship, Partnership Firm Business (Public & Private), Formation & Choice of Business Organization, Definition of Management, Its Nature of Purpose, Fayol's Principles & Elements of Management, Recent Developments of Management Thought.

Unit – III Planning & Organising: Its nature & purpose types of plans. Planning steps & process. Management by Objectives (MBO), Decision Making, Forecasting, Organisational Design & Organisation Structure, Power & Distribution of Authority.

Unit- IV Motivation, Leadership & Direction: Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Job Enlargement & Job Enrichment, Special Motivation Techniques, Definition & Approaches to Leadership, The principal Tasks of Leadership Role & Principles of Direction.

Unit-V Controlling: Concept & Process of Control, Principles of Controlling, Types of Controls, Human Aspects of Controls.

BBA -102

English Language & Communication Skills

Unit-I Significance of English Language: Different views, punctuation of English words, sound, symbols and attributes of good speech.

Unit-II Communication: Process, role, element, oral & written communication.

Unit-III Types of Communication: Effective verbal and written communication dyadic communication.

Unit-IV Business Communication: Business communication and document preparation technical description.

Unit-V Usage and Techniques: Essays, precise writing skills, presentation skill related to seminars, conferences, use of modern aids e.g. OHP, video conventions techniques.

BBA - 103

Micro Economics

Unit-I Introduction: Definition, Nature & scope of Economics, Micro Economics & Macro Economics, Subject matter of Micro Economics.

Unit-II Theory of Consumer Behaviour: Marginal Utility Analysis, Indifference Curve Analysis- Meaning & Characteristics, Price Line, Budget Line, Consumer's Equilibrium, Income Effect, substitution Effect.

Unit-III Demand Analysis: Meaning, Type, Law of Demand, Its Exceptions, Demand Curve, Demand Schedule, Elasticity of Demand, Types & measurement.

Unit-IV Production and Cost Analysis: Meaning & Importance, Factors of Production, Production Function, Meaning & Types of Cost, Short Run, Long Run cost curves.

Unit-V Market Analysis: Meaning of Market, Classification & size of Market, Perfect & Imperfect Competition, Monopoly, Oligopoly, Price determination under Monopoly & Perfect Competition.

BBA - 104

Statistics for Business Decision

Unit-I Introduction: Meaning & Importance of Quantitative Techniques in Business.

Unit-2 Data Analysis: Measures of Central Tendency & Dispersion, Skewness & Kurtosis, Arithmetic, Geometric & Harmonic Mean, Mode, Median, Quartile & their Physical Significance, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Measures of Skewness & Kurtosis.

Unit-III Probability Distribution: Two Types of Random Variables, Probability Distribution of Discrete Random Variable, Binomial & Poisson Distribution, Probability distribution of Continuous Random Variable, Normal Distribution.

Unit-IV Correlation & Regression: Scatter Diagram, Karl Pearson's Coefficient of Correlation Rank & Correlation Coefficient, Determination of Simple Linear regression, Method of least square Lines of Regression & their Application.

Unit-V Index Number: Meaning & preparation of Simple & Weighted Index numbers. Cost of living index Laspyere's. Paasche's & Index Number.

BBA – 105

Basic Accounting

Unit-I Conceptual framework- Meaning Concepts, Convention, Scope, Objectives of accounting, Branches of accounting, Accounting and other disciplines, Capital & Revenue.

Unit-II Recording: Account, Double Entry System of Bookkeeping, Rules of Bookkeeping, Journals.

Unit-III Classification & Summarizing: Ledger Posting rules regarding posting and preparation of trial balance, Important of trial balance.

Unit-IV Analyzing: Preparation of Manufacturing, Trading, Profit and Loss Accounts and Preparation of balance sheet with adjustments, Relation between profit and loss accounts and balance sheet, Funds flow statement.

Unit-V. Inventory Valuation: Objectives, Methods: FIFO, LIFO, Weighted average price method.

BBA - 106

Computer Fundamental – Theory

Unit-I Introduction to Computers: Definition of Electronic Computer, History, Generations, Characteristics and Application of Computers, Classification of Computers, Computer Hardware, CPU, RAM/ROM, Various I/O devices, Peripherals, Storage Media, Software Definition, Role and Categories, firmware and Human ware.

Unit-II Programming Language Classification & Program Methodology Computer Languages: Generation of Languages, Translators, Interpreters, Compilers, Compilers, Flow Charts, Dataflow Diagram, Assemblers, Introduction to 4 GLs, Digital Devices and Basic Network Concepts.

Unit-III Data Communication & Networks: Basic concepts of Computer Networks, Networking of computers-Introduction of LAN and WAN, Network Topologies.

Unit-IV Internet and Web Technologies Internet & World Wide Web: Hypertext Markup Language, DHTML, WWW, Gopher, FTP, Telnet, Web Browsers, Net Surfing, Search Engines, Email.

Unit-V Concepts in Operating System, Office Tools and Data Management, Introductory concepts in operating system & Data Management: Elementary Concepts in Operating System, textual Vs GUI Interface, Introduction to DOS, MS Windows, Ms office Tools, MS WORD, MS EXCEL, MS Power Point.

Unit-VI IT Industry Trends, Careers and Application in India: Application to IT to Areas like E-Commerce, Electronic Governance, Multimedia and Entertainment.

Unit-VII Information Representation: Introduction to Information representation in Digital Media, Text, image, graphics, Animation, Audio, Video etc., Introduction to JPEG, MPEG, MP3 & AVI

BBA - 201

Organisational Behaviour

Unit –I Organizational Behaviour: Concept and Approaches of OB, Influence of Socio-cultural environment of human behaviour, Models of Individual Behaviour, Personality, Perception, Learning, Motivation.

Unit-II Inter Personal and Group Behaviour: Interpersonal Behaviour, Individual Difference-nature, Types and Causes, Group Dynamics- Formal & Informal Groups, Group Cohesiveness.

Unit-III Problems of Human Relations: Conflict-Types & Causes, Conflict Management, Employee Grievance Handling Discipline, Counselling.

Unit-IV Communication: Concept, Types, Process & Importance of Communication.

Unit-V Organisational Development & Change: OD-Concept, Process & Techniques, Organisational Change-Need, Process, Resistance to Change, Overcoming Resistance to Change.

BBA - 202

Business Communication

Unit-I Communication: Meaning & Importance of Communication, Essentials of an effective communication, Barriers to effective communication Channels of Communication.

Unit-II Types of Communication: Written or verbal communication, Formal & Informal Communication, Up-downward communication.

Unit-III Commercial Correspondence: Essentials of a good commercial correspondence Components of commercial correspondence, Different types of commercial correspondence & their drafting, Letter of Enquiry, Letter of credit order, complaint letter to insurance company & Banks.

Unit-IV Official Correspondence: Essentials of a good official Correspondence Different types of official correspondence & their drafting official letters. Semi-official letters, Circulars, Memo, Equality, Unemployment education.

Unit-V Press Communication: Essentials of Press Communication-Different Types of Press Communication & their drafting Inviting Tenders, Press Note, Advertisements.

BBA - 203

Business Environment

Unit-I Introduction: Nature & Scope of Business, Environmental Analysis Objectives, Process, Uses & Limitations. Different Environments of Business.

Unit-II Consumer Protection Act, 1986

Unit-III The Monopolies and Restrictive Trade Practices Act 1969, Industries (Development and Regulation) Act 1951).

Unit-IV Political & Socio-Cultural Environment: Political Institutions, Constitution of India, State Intervention, Government in Business, Social Responsibility of Business, Sustainable Development, Business Ethics, Corporate Governance.

Unit-VI Economic Environment: Basic Economic Systems, Industrial Policy: Rationale & Objectives, Economic Liberalization, Privatization, Disinvestment, Pricing and Distribution controls.

BBA - 204

Macro Economics

Unit-I Introduction: Meaning, Nature and importance, social accounting: Its uses preparation of social accounts in closed and open economy.

Unit-II National Income: Meaning and concepts GNP, NNP, NI, PI, DI, Measurement of National Income, Definition & Function of Money.

Unit-III Trade Cycle: Meaning, characteristic, Phases, Theories of Trade cycle, climate theory, psychological theory, Under-consumption theory, Monetary theory, over - investment theory.

Unit-IV Inflation: Definition, Inflationary Gap, Inflation Process, demand pull and cost-push inflation, causes of inflation, control of inflation, Monetary measures, Fiscal measures, Non-monetary measures.

Unit-V Saving and Investment: Concept, Determinants of Saving, Saving: A Virtue or Vice, Saving and Investment Equality, Unemployment Equilibrium.

BBA - 205

Financial Accounting

Unit-I Final Accounts of Company: Methods of Presenting final Accounts: Horizontal, Vertical and summary Form of Presenting Income statement; Comparative and Common Size Statement.

Unit-II Company Accounts Accounting Treatment for Shares & Debentures, Issue, forfeiture & re-issue of shares, right shares, issue of debentures and Redemption off debentures.

Unit-III Financial Statement of No-For-Profit Organizations: Receipts and Payment Account, Income & Expenditure Account of Non- Profit organizations.

Unit-IV Depreciation accounting: Meaning & Importance, causes, methods of depreciation- Straight line & WDV method, difference between depreciation, Depletion, amortization and Dilapidations.

Unit-V Use of Computers in Accounting: Role of Computers in Accounting, Financial Accounting Software: Application of Tally .

BBA – 206

Business Mathematics

Unit-I Quadratic and Simultaneous Equations- Methods for solution, Nature of roots, simultaneous equation in two unknowns, simultaneous equations in three or more than three unknowns.

Unit-II Progressions - Arithmetical progression, geometrical progression and harmonical progression.

Unit-III Sets- Types, operation with sets, union, intersection, algebra of sets, Venn diagram, Application of set theory, Cartesian product.

Unit-IV Matrices and determinants- Definitions, types, algebra of matrices, multiplication, transpose, determinants, properties of determinants, Cramer's rule, Adjoint, inverse of a matrix.

Unit-V Interest- Simple interest, compound interest.

Unit-VI Logarithms- Calculation of logarithm of a number, antilogarithm.

Profit & loss and discount related problems.

BBA - 301

Human Resource Management

Unit-I Introduction: Concept, Importance & Functions of Human Resource Management, Personnel management and Human Resource Management, Resource Planning.

Unit-II Employment of Personnel: Recruitment & Selection, Orientation, Placement, Promotion, Demotion & Transfer.

Unit-III Training & Development: Need, Importance, Techniques

Unit-IV Performance Appraisal: Concept, Process, Importance & Methods, Job Enrichment & Job Enlargement.

Unit-V Remuneration: Need for a Wage Policy, Devising a Wage Structure; Individual & Group Incentive Plans, National Wage Policy, Wage determination & fixation of India.

BBA - 302

Business Laws

Unit-I Indian contract Act, Contract meaning, Essentials, consideration, capacity Free consent, Void Agreement, Quasi contracts Performance, discharge.

Unit-II Sales of goods Act 1930: Conditions and warranties, Doctrine of “Caveat Emptor”, Performance of contract of sale, Rights of unpaid seller.

Unit-III Indian Partnership Act: Partnership: meaning, essentials, rights & obligations of Partners, Registration of partnership firm, dissolution of Partnership.

Unit-IV Indian companies Act; Characteristics, Kind of companies, Formation (registration, incorporation) commencement of business, memorandum of Association; Articles of association, Alternation of articles and memorandum; Prospectus.

Unit-V Shares and share capital, membership, Directors: Appointment, Duties, & Liabilities, Meetings : Need & Types, Winding-up company.

BBA - 303

Management Accounting

Unit-I Definitions, scope, function, importance & limitations of management. Accounting, distinction between management accounting, financial accounting & cost accounting.

Unit-II-Concept and classification of cost- Costs of decision making and planning: Opportunity cost, Sunk cost, relevant cost, differential cost, Imputed cost, Out of pocket cost, Shut down cost; Preparation of cost sheet.

Unit III-Marginal costing-Concept, Uses: make or buy decision, adding or dropping the product line, limitations of marginal costing; CVP analysis.

Unit-IV- Budget & Budgetary control –Concept, Objectives, Limitations of budgeting, Types of budgets- operating & functional budgets, Zero base budgeting.

Unit-V- Standard costing and variance analysis- Material variance, labour variance, Uses & limitations of standard costing.

BBA - 304

Marketing Management

Unit-I Meaning, Scope & Importance of Marketing, Old and New Concept of Marketing, Distinction between selling and marketing., Marketing Environment, Segmenting, Targeting and Positioning.

Unit-II Marketing Mix. - Concept of Product, Consumer Product and Industry Product, Product Planning and Development, packaging, Branding, Concept of Product life cycle.

Unit-III Importance of Pricing, Functions in Marketing affecting the price of a product/ Service, Price Decisions- Initial Price setting, Discount etc.

Unit-IV Distribution : Channel of distribution; Meaning and Importance, Factors affecting the choice of distribution channel, Distribution Middlemen : Their Role, Function and types Relating and whole selling.

Unit-V Promotion: Promotion Mix, Advertising, Publicity, Sales Promotion and Personal Selling.

BBA - 305

International Business

Unit-I Nature and Scope of International Business, types of international business, importance of international business, growing relevance of international Business.

Unit-II Introduction of International Trade, Meaning and Need of International Trade, Difference between Domestic and international Trade, Need for separate theory of International Trade, Theories of International Trade, Gains from international Trade/Foreign Trade.

Unit-III Government influence on trade:- Free Trade v/s protectionism, Balance of payment, Current Account and Capital Account, Disequilibrium in Balance of Payment, Its causes, consequences and cures.

Unit-IV International Economic Institutions:- IMF, World Bank, WTO

Unit-V Foreign Exchange Market:- meaning and need, functions, Financing Foreign Trade:- payment terms:- Letter of Credit, Documents:- Bill of lading, Commercial Invoice.

BBA - 306

Financial Management

Unit-I Introduction: (8 Sessions) Concept of finance, Scope and Objectives; Profit Maximization Vs Wealth Maximization, Organization of Finance Function, Functions of Finance Manager, Time value of Money.

Unit-II Financing Decision: (10) (Sessions) Operating, Financial leverage and Combined, Cost of capital-Equity, Debt. Preference shares, Retained Earning and Weighted Average cost of Capital, Capital Structure Theories.

Unit-III Working Capital : (8) (Sessions) Concept, Factors affecting Working Capital Requirement Working Capital Finance and components of working capital, Overview of cash, Inventory and Receivables Management.

Unit-IV Investment Decision (8) (Sessions) Capital Budgeting- Natures and Importance, Techniques of Capital Budgeting-Discounted and Non Discounted.

Unit-V Divided Decision- (6) (Session) Concept of retained earning and Plough back of profits, Walter's and Gordon's Model, Factor affecting dividend decision.

BBA - 401

Production & Operations Management

Unit-I Production and Production System Productivity, Types of Productivity, Productivity Index Techniques to improve productivity & benefits of Productivity to the organization.

Unit-II Site selection for plant location, factories that effect site selection process selection- Production process, benefits and draw backs of each process. Control for mass, batch and job production, flow process charts .

Unit-III Tools used in the Industry, Material handling equipments, Inventory planning, Maintenance Management, Types of maintenance plans, TPM- Japanese approach.

Unit-IV Forecasting technique for production planning, Product life Cycle PPC (Production planning and control) Time and motion study.

Unit-V Quality assurance certifications, ISO 9000 series, TQM, Kaizen, Different types of statistical control models.

Environmental Science

Unit-I The Multidisciplinary Nature of Environmental Studies

Definition, scope and importance Need of public awareness of environmental degradation, Disaster

Management, Floods, earthquake, cyclone and landslides.

Unit-II Natural Resources: Renewable and non-renewable, Forest resources : Use and over-exploitation-deforestation. Case Studies Timber extraction, mining, dams and their effects on forests and tribal people, Water resources : Use and over utilization of surface and ground water Floods, drought conflicts over water, dams-benefits and problems. Mineral resources : Use and exploitation, environmental effects of extraction and using mineral resources and case studies. Food resources : World food problems, changes caused by agriculture and overgrazing effect of modern agriculture, Fertilizer- pesticide problems, water logging, salinity, and case studies. Energy resources : Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies. Land resources : land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit-III Ecosystems- Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types characteristic lectures, structure and function of the following ecosystem:-a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

Unit-IV Biodiversity and its Conservation- Introduction-Definition: genetic, species and ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity: global, national and local level. India as a mega-diversity nation. Hot spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In situ and ex-situ conservation of biodiversity.

Unit-V Environmental Pollution- Definition, causes, effects and control measures of :- Air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards. Solid waste management: causes, effect and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies.

Unit-VI Social Issues and the Environment- From unsustainable to sustainable development Urban problems related to energy, Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people: its problems and concerns, Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies. Wasteland reclamation. Consumerism and waste products. Environment protection. Air (Prevention and control of pollution) Act. Water (Prevention and control of pollution) Act. Wildlife Protection Act. Forest

Conservation Act. Issues involved in enforcement of environmental Legislation. Public awareness.

Unit-VII Human Population and the Environment- Population growth, variation among nations. Population explosion- family welfare programme. Environment and human health. Human right Value Education HIV / AIDS Women & Child Welfare, Role of Information Technology in Environment and human health.

BBA - 403

Income Tax Law & Practice

Unit-I Definition of Important Term used in Income Tax, Agricultural Income, Gross Total

Unit-II Types of Resident, Individuals, H.U.F, Firms & other Association of persons, Companies, Scope of Total Income on fee basis of Residence Exceptions from Tax.

Unit-III Computations of Income under the Head “Salaries”, Computation of Income under the Head “House Property”, Computation of Income from Business & Profession.

Unit-IV Computation of Income from Capital Gains & Other Sources. Computation of total Income of an individual clubbing & set of & carry forward of losses.

Unit-V Deductions (u/s 80 D to SOU) Rebate & Relief Assessment of total income

BBA - 404

Research Methodology

Unit-I Meaning, Importance, Research in Management Functions, Research for Decision Makers.

Unit-II Research Design, Research Process, Defining the Research Problem & Formulation of Hypothesis.

Unit-III Data: Source of Data, Data Collection techniques, Designing & questionnaire, Questionnaire Vs Schedule, Sampling Scaling Techniques.

Unit-IV Data Analysis, Statistical tools used in Data Analysis.

Unit-V Project Report Writing, Types of Reports, Layout of Research Report, Presentation and Submission of Reports.

BBA - 405

Indian Economics

Unit-I Meaning of Economy, Meaning of Colonialism, British rule & Exploitation of India

Unit-II Nature of Indian Economy as a: Developing Economy Mixed Economy, Dualistic Economy.

Unit-III Public Sector, Private Sector, Co-operative Sector, Small-Scale Sector: Their Role, Performance & Importance.

Unit-IV Poverty & Unemployment: Their Meaning & Indian Scenario

Unit-V Industrial Policy: Meaning & Objectives, Industrial Policy 1956 & 1991, Industrial Sickness in India.

BBA - 406

E-Commerce

Unit-I Introduction to e-commerce and its applications, types of e-commerce solutions, e-commerce framework, categorization (B2B, B2C, C2C, G2B, G2C)

Unit-II Introduction to e-commerce laws, transactions security, digital documents

Unit-III Electronic data interchange (EDI), EDI applications in business Electronic payment systems: Introduction to banking network in online commerce, digital economy, electronic funds transfer (EFT), SWIFT, smart cards, bar coding.

Unit-IV Consumer search, information search and retrieval, information filtering, digital copyrights, public policy issues, internet governance, internet service providers, internet connectivity options.

Unit-V Internet marketing, commercial issues, infrastructure issues, social and cultural issues, dot coms, emerging trends.

BBA - 501

Business Policy & Strategic Management

Unit-I Introduction: Nature and Scope of Business Policy, Concept of Corporate Strategy, Levels of Strategy, Strategic Decision Making and its Issues.

Unit-II Strategic Management: The Process, Models and their importance. Strategists and their role in Strategic Management.

Unit-III Strategy Formulation: Hierarchy of Strategic Intent, Environmental Appraisal, Organisational Appraisal, Corporate and Business level Strategies, Strategic Analysis and Choice.

Unit-IV Strategy Implementation: Aspects, Structural, Behavioral & Functional Implementation.

Unit-V Strategic Evaluation and Control: Control, Operational Control, Techniques of Control, Managing Strategic Change, Strategic Management Case Analysis Techniques.

BBA - 502

International Marketing

Unit-I Nature, Scope & Challenges in International marketing, Difference between international marketing and domestic marketing, international orientation.

Unit-II Trends in India's foreign trade, modes of entry into international market, institutional infrastructure for export promotion, EOU, EPZs, SEZs

Unit-III International marketing environment, international strategies related to product, price, promotion and distribution.

Unit-IV International Economic institutions:- IBRD, IDA, IFC, IMF

Unit-V Exim policy marketing protection & barriers, multinational corporation – definition, types of MNCs, disadvantages and advantages of MNCs.

BBA - 503

Industrial Relations & Labour Laws

Unit-I Industrial Relations: Definition & Approaches of Industrial Relations, Industrial Conflicts, Types & Causes of Industrial Conflicts, Industrial Relation Policy.

Unit-II Industrial disputes: Preventive Measures, Bipartite & Tripartite Bodies, Ethical Codes, Standing Orders, Grievance Procedure, Collective bargaining, Workers Participation in Management.

Unit-III The Factories Act, 1948: Scope Definitions, Approval of Licensing & Registration of Factories the Inspection Staff, Health Safety, Welfare, Working Hours of Adults, Employment of Women & Young persons Leave with Wages, Penalties & Procedure.

Unit-IV The Industrial Disputes Act, 1917: Scope & Object, Definition, Authorities, Notice of change, Settlement of Industrial Disputes, Strikes & Lock-outs, Lay off & Retrenchment.

Unit-V The Workmen's Compensation Act 1923: Object, Definition, Employer's Liability for Compensation, Amount of Compensation, Appeals

Unit-VI The Trade Union Act 1926: Object Definition, Registration, Rights & Liabilities of office Bearers Change of name. Amalgamation, Discussion & Returns.

Unit-VII The Payment of Wages Act, 1936: Object, Definitions, Application of the Act, Deductions, Maintenance of Registers & Authorities Claims.

BBA - 504

Financial Markets & Institutions

Unit-1 (8 Sessions) An overview of financial institutions, Role of Financial Institution, fundamentals of financial Market, Functions of financial markets, recent trends in Indian financial Market.

Unit-2 (6 Sessions) Types of financial institution, Money market & capital market institution, types of financial markets money markets, primary markets, secondary markets, overview of forward markets, option markets, forex market.

Unit-3 (10 Sessions) Reserve Bank of India:- role & functions, commercial Ban – role, functions, Structure & Performance.

Unit-4 (6 Session) Development Bank:- Overview, Role & Functions.

Unit-5 (10 Session) Mutual Funds – Introduction, Functions of mutual funds, management of other financial Institutions venture capital (concept function of venture capital)

BBA - 505

Advertising & Sales Management

Unit-I Advertising Management: Introduction, Nature and Scope, role Social and Legal Aspects of Advertising.

Unit-II Advertising & Consumer Behaviour: The Marketing Communication Process, Communication Mix, Attitude Measurement, Problems in Measuring & Scaling.

Unit-III Message Strategy: Advertising Plan, Media Mix, Media Selection, Advertising Copy, Message tactics, Creative Approach, Measuring Advertising Effectiveness.

Unit-IV Sales Management: Definition & Objective, Theories of Selling, Personal Selling Process, The Sales organization: Purpose & types, Techniques for setting up a sales organization, Role & Responsibilities of a Sales Manager.

Unit-V Sales Force Management: Recruitment, Selection & Training, Controlling using Territories & Quotas, Sales Meetings & Contests, Evaluation & Supervision of Salesperson.

BBA - 506

Consumer Behaviour

Unit-I Consumer's need and motives, Consumer as a perceiver and learner, Influence of personality and attitude on buying behaviour, Cultural, Social and economic factors affecting consumer behaviour, Consumer attitude formation and change.

Unit-II Factors affecting purchase decision, consumer decision-making socio cultural and economic factors affecting consumer behavior. Fundamental process of sensation, perception, emotion, motivation and cognition.

Unit-III Group influences: Role, status, norms, family influences life cycle effects, family decision making. Groups dynamics, Consumer reference group.

Unit-IV Nicosia and Howard sheth model of consumer behaviour, VALS typology of market segmentation.

Unit-V Adoption and diffusion of innovation, cognitive dissonance, opinion leadership characteristics of India consumer market.

BBA - 601

Management Information System

Unit-I Definitions of MIS, Meaning & role of MIS, comparison of manual and computerized information system, Types of information systems, Managerial use of information systems, Type of information systems, Managerial use of information systems, Sources & users of information system in the organization, framework of MIS, development of Information systems Information needs based on the hierarchy of management, Reasons for success and failure of information systems.

Unit-II Hardware and software selection for implementation of information systems, Introduction to LAN, Wan, Types of softwares, operating systems, Introduction of databases - fields records, need for databases, users training, DSS systems, Executive information system Expert system.

Unit-III Information systems planning to support long and short-range operations, Systems approach to development of information systems, Role of information systems in integrating the various functional departments in an organization.

Unit-IV Systems analysis – Systems development Life Cycle, Attributes of a systems Analyst. Top management support in MIS implementation, Tools used by the systems analyst DFD. Decision tables.

Unit-V Case studies related to MIS implementation in various organizations

BBA - 602

Entrepreneurship & Small Business Management

Unit-I Introduction: The New Concept of Entrepreneur, Entrepreneurial Functions, Entrepreneurial skills, Nature and importance, Types of entrepreneurs, Women Entrepreneurs.

Unit-II Entrepreneurship; Theories, Environment, Strategies and barriers of entrepreneurship; Creativity and innovation; Entrepreneurship Development Programmes.

Unit-III Establishing Small Scale Enterprise: Opportunities Scanning, Market Assessment for Small Scale Enterprise, Selection of site and choice of Technology; Project formulation and project report.

Unit-IV Institutional Support for SSI; Incentives & Subsidies for Small units; Technological upgradation, Marketing & Financial management in Small Enterprises; Sickness in SSI sector.

BBA - 603

Project Management

Unit-I Project Management- Nature, concept, Process of project management, Different types of needs leading to different types of projects under BMRED (Balancing, Modernization, Replacement, Expansion and Diversification)

Unit-II Project identification, generating and screening of project ideas, market and demand analysis, preliminary screening of projects, monitoring of environment.

Unit-III Financial techniques for project appraisal and feasibility, Capital Budgeting-discounted cash flow and non-discounted cash flow methods, social cost benefit analysis and economic rate of return.

Unit-IV Project Financing:- Sources of development finance, Institutional finance to entrepreneurs, Project financing in India.

Unit-V Project Review and Administrative Aspects-Performance evaluation, abandonment analysis Behavioural issues in Project abandonment, administrative aspects of capital budgeting.

BBA - 604

Rural Marketing

Unit-I Introduction: Importance of rural management, Agricultural and Non- Agricultural Section of Economy.

Unit-II Rural Development: Issues in rural development, Major problems of rural India, Schemes and policies for rural development.

Unit-III Rural Marketing: Characteristics of rural consumers, Village economy sources, marketing of seeds, fertilizers, pesticides and machinery

Unit-IV Rural Finance: Rural Financial environment, Organization of rural credit supply, credit planning and implementation of credit programs for rural development, saving and deposits mobilization in rural India, Financing of working capital and fixed capital, Monitoring, control and recovery of rural credit

Unit-V Co-operative Management: Co-operation: meaning and objectives, Development of Co-operatives in rural areas, Co-operative credit societies, Co-operative marketing, Evolution of some successful co-operative organizations.

BBA – 605

Marketing Services

Unit-I Nature and Definitions of Services. Differences in goods Versus Services Marketing. Services marketing Mix. Trends in Services Marketing. Classification of Different Types of Services.

Unit-II Positioning And Differentiation of Services, Positioning Process. Consumer Behavior in Services: Consumer Purchase Behavior in Services. Consumer Decision Making, Creating the service Product –Stages in New Service Development, Service Blueprint.

Unit-III Distributing Services – Distribution in Service Context, Services Distribution Planning, Options for Service Delivery, Key Intermediaries for Service Delivery and Strategies for Effective Service Delivery

Unit-IV Marketing Research for Services, Marketing Planning for Services, Internal Marketing, Relationship Marketing.