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EIILM University

Directorate OF DISTANCE LEARNING

**SYLLABUS BOOKLET
Semester-V**

**Bachelor OF BUSINESS
ADMINISTRATION
PROGRAM**

JAN 2010 ONWARDS
SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INFORMATION TECHNOLOGY
SEMESTER – V

BUSINESS ENVIRONMENT

Sub. Code: BBA- 501

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

Unit 1: INTRODUCTION TO BUSINESS ENVIRONMENT

The concept of Business environment; it's nature and scope; an brief overview of political; cultural; legal; economic and social environments and their impacts on the business and strategic decisions

Unit 2: POLITICAL ENVIRONMENT

Meaning of Political Environment; Government and business relationship in India; provisions of Indian constitution pertaining to Business

Unit 3: SOCIAL ENVIRONMENT

Meaning of Social environment ; cultural heritage; social attitudes; impacts of foreign cultural ;castes and communities joint family system; linguistics and Religious Groups types of social organisation; social responsibility of business

BLOCK II

Unit 4: ECONOMIC ENVIRONMENT

Meaning of Economic Environment; economic system and their impact on business; macroeconomic parameters like GDP; urbanisation; fiscal deficit; plan investment; five year planning

Unit 5: FINANCIAL ENVIRONMENT

Meaning of Financial environment ;financial system and commercial banks; financial institutions; RBI stock exchanges IDBI non banking financial companies

Unit 6: ECONOMIC TRENDS

Economic Trends (overview): Income; Saving and Investment; Structure of Indian Industry- Public and Private Sector; Trade (Foreign); Balance of Payment; Recent Policies-Money; Finance; Prices.

BLOCK III

Unit 7: UNEMPLOYMENT AND ITS EFFECTS

Problems of Growth' Unemployment; Poverty; Regional Imbalances; Social Injustice; Inflation; Parallel Economy; Industrial Sickness; The Current Five Year Plan; Major Policies; Resource Allocation.

Unit 8: ROLE OF GOVERNMENT

Monetary and Fiscal Policy; Industrial Policy; Industrial licensing; Privatization; Liberalization; Globalization; Export-Import Policy; Regulation of Foreign Investment; Collaborations in the Light of Recent Changes.

Unit 9: INTERNATIONAL TRADING ENVIRONMENT

Trends of World Trade and The Problems of Developing Countries; International Economic Grouping; GATT; WTO; World Bank; IMF; UNCTAD.

SUGGESTED READINGS

1. Business Environment by Saleem Shaikh; Publisher: Pearson Education
2. Business Environment by Justin Paul; Publisher: The McGraw Hill Companies
3. Business Environment: Text and Cases by Francis Cherunilam; Publisher: Himalayan Publishing House
4. Business Environment by K. Chidambaram and V. Alagappan; Publisher: Vikas Publishing House Pvt. Ltd.
5. The Business Environment by Ian Worthington and Chris Britton; Publisher: Prentice Hall

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INFORMATION TECHNOLOGY
SEMESTER – V**

BUSINESS LAW

Sub. Code: BBA –502

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: LAW OF CONTRACT

Nature of Contract; Classification: Offer and Acceptance; Capacity to Contract; Free Consent; Consideration; Legality of object; Agreement declared as void; Performance of Contract; Discharge of Contract; Remedies for breach of contract.

UNIT 2: LAW OF CONTRACT SPECIAL CONTRACTS

Law of contract related to Indemnity; Guarantee; and Agency.

UNIT 3: SALE OF GOODS ACT

Formation of Contract of sale; Goods and their classification; Price; conditions & warranties; Passing of property in goods; performance of contract of sale; unpaid seller; sale by auction

UNIT 4: NEGOTIABLE INSTRUMENTS ACT

Definition of Negotiable Instruments; Features; Promissory note; Bill of Exchange; cheque; Holder ; Holder in due course; crossing of a cheque; type of crossing; Dishonour of cheque

UNIT 5: LAW OF INSURANCE

Definition and elements of insurance contract; premium and reinsurance; Basic idea about life; fire; and marine insurance

UNIT 6: INDIAN COMPANIES ACT

Difference between partnership and company; Formation of Company – Memorandum and articles of association; Issue of prospectus and membership of company; liability of a member; Share Capital: types of shares; allotment and transfer and purchase by a company of its own shares

UNIT 7: DIRECTORS

Power and Duties; Appointment and Removal of Directors; Rights and liabilities of Directors

UNIT 8: MEETINGS

Meetings: Statutory meetings; Basic knowledge of various types of resolutions.

UNIT 9: DISSOLUTION OF COMPANY

Meaning; Winding up by court and voluntary winding up.

SUGGESTED READINGS

1. Business Law by P C Tulsian ; Year Of Publication : 2007 ; Edition : Second
2. Business Law by Prof. R.S.N. Pillai and Bagavathi; Year Of Publication : 2006
Edition : Second with reprint
3. Business Law by S S Gulshan ; Year Of Publication : 2006
4. Business Law In the Global MarketPlace The Effect On International Business by
Peter Nayler ; Year Of Publication : 2008
5. Business Laws by Nirmal Singh ; Year Of Publication : 2004
6. Business Laws One Should Know by Nabhi ; Year Of Publication : 2009 Edition :
Twelfth Revised

**Human
resource
management**

**Specialisati
on**

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
HUMAN RESOURCE MANAGEMENT
SEMESTER – V**

PERSONNEL MANAGEMENT

Sub. Code: BBA –HR-503

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT- 1 PERSONNEL MANAGEMENT IN CONTEXT

Personnel management in perspective; .personnel management in the lean organization; personnel management in the extended organization.

UNIT-2 JOB DESIGN

Introduction; job design; characteristics of job design; job enrichment; job rotation; job reengineering; job design strategy; job design models. Job satisfaction.

UNIT- 3 PLANNING & RESOURCES

Manpower & HR Planning; Recruitment & selection; still wasting resources? ; equality in employment.

BLOCK II

UNIT - 4 EMPLOYEE DEVELOPMENT

Training need; types; importance; and management development.

UNIT - 5 PAY & PERFORMANCE

Purpose of performance evaluation; development of performance measures; methods of performance evaluation .purpose of reward; bases for rewards system; model for reward system; career and corporate development.

UNIT - 6 COMPENSATION MANAGEMENT

Introduction: Compensation; meaning; objectives; nature of compensation; types of compensations; compensation responsibilities; Compensation system

Design issues: Compensations Philosophies; compensation approaches; decision about

compensation; compensation- base to pay; individual Vs team rewards; Perceptions of pay Fairness; legal constraints on pay systems.

BLOCK-III

UNIT- 7 UNION & MANAGEMENT

Trade unions; collective bargaining; workers participation; social security schemes.

UNIT -8 MANAGING INDUSTRIAL RELATIONS

Industrial laws & rules; government departments ; local authorities ;chamber of commerce technical & professional bodies ;Interpretation of labour policies .maintenance of good relation ship with radio; news papers ; & media.

UNIT-9 LABOUR RELATIONS

Transfer ;promotion ;demotion ;discharge layoff & quit of staff ;labour management conflict ;its evil effects ;remedies ;wages boards ;joint council etc. Employer employee cooperation; Factory act.

Suggested Readings

1. Personnel Management by Dr. NK Sahni; Yogesh Kumar; Kalyani Publication; Ludhiana.
2. Personnel Management by Singh and Chaghre.
3. Personnel Management by CB Mamoria.
4. Personnel Management in Industrial Relations in Banking Industry by B. Prabhakar Rao.
5. Personnel Management by Dr. Nitish Sengupta .

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
HUMAN RESOURCE MANAGEMENT
SEMESTER – V**

MANAGING CHANGE THROUGH ORGANIZATIONAL DEVELOPMENT

Sub. Code: BBA –HR-504

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT – 1 INTRODUCTION TO ORGANISATION

Concept, feature of an organization, types of organization, forms of organization, significance of organization, approaches to organization, theories of organization.

UNIT-2 BEHAVIOUR IN AN ORGANISATION

Introduction, concept, meaning, foundations, the role of organizational behaviour, Behavioral process, models of organizational behavior.

UNIT- 3 GROUP BEHAVIOUR & INTER GROUP BEHAVIOUR

Group foundation ,group development stages , types of groups ,foundation of group behaviour , frame work for inter group performance, strategies for managing inter group performance , inter group power relationships .

BLOCK II

UNIT 4 ORGANISATIONAL CHANGES

Goals of organizational change, approaches to organizational change, perspective on change, planned changes for development, intervention depth.

UNIT 5 TECHNOLOGICAL CHANGES & BEHAVIOUR

Technological features, technology & occupations, computerization, total quality management . reengineering, flexible systems.

UNIT 6 ORGANISATIONAL CULTURE

Concept of organizational culture, characteristics of organizational culture, types of culture, functions of culture, creating & sustaining culture, learning culture, measuring culture, communicating culture.

BLOCK-III

UNIT – 7 CORPORATE DEVELOPMENTS & CORPORATE BEHAVIOUR

Corporate development –a perspective, corporate development process, interventions of corporate development, traditional approach, modern approach. System approach, contingency approach .steps of corporate behaviour modifications, behavioral modifications.

UNIT- 8 ORGANISATION & ITS ANALYSIS

Organisation Developments & its analysis, nature of organization, inter personal behaviour, human behaviour, perception, learning, behaviour modification .Personality attitudes, motivation, socio cultural factors & Behaviour dynamics of groups.

UNIT-9 ORGANISATIONAL CHANGES

Nature of change, level of change, types of change, factors involved in change process, resistances to change & organizational development programs.

Suggested Readings

1. M N Mishra - Organisational Behaviour
2. Singh & Chhabra – Organisation Theory & Behaviour .
3. Maslow A H – Motivation & personality.
4. Anjali Ghanekar - Organisational Behaviour .
5. S. R. Nair - Organisational Behaviour .
6. Pooja Sharma -Organisational Design ,Development & Change

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
HUMAN RESOURCE MANAGEMENT
SEMESTER – V**

HUMAN RESOURCES PLANNING AND DEVELOPMENT

Sub. Code: BBA –HR-505

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION TO HUMAN RESOURCE

Overview of Human Resources; Historical Evolution; Integrated HR-Function; HR Issues; Corporate and HR-Environment

UNIT 2: HUMAN RESOURCE PLANNING

HR Instruments; HRM and Diversity Issues; HR Planning at Enterprise Level; Need for Systematic planning; Planning Process; Operating Environment- Internal and External; The manpower plan; Job Description

UNIT 3: RECRUITMENT AND SELECTION

Introduction to Recruitment and Selection; Strategic selection; Interpretation and Evaluation of Interview data; Employee Induction Programme

BLOCK II

UNIT 4: PERFORMANCE APPRAISALS

Performance Appraisal; Measures of Appraisal; System Components Appraisal Methods; Ethics of Appraisal; problems and Issues.

UNIT 5: HUMAN RESOURCE DEVELOPMENT

Development; Needs; Human Resource Development; Development Process; Change Management

UNIT 6: HUMAN RESOURCE DEVELOPMENT THROUGH TRAINING

Employee Training; Training Needs and objective setting; Methods of Training; Development

BLOCK III

UNIT 7: LEARNING AND HUMAN RESOURCE DEVELOPMENT

Meaning of learning; Definition; Nature; Advantages and Scope of Learning; influence of Learning on human resource development

UNIT 8 ASSESSMENT OF HUMAN RESOURCE NEEDS

Meaning of Need; Need vs Want; Assessment of Needs; Methods of Assessing Human resource needs

UNIT 9: EMPLOYEE COUNSELING SERVICES

Meaning of counseling; need for counseling employees; benefits of counseling employees; Relationship between Motivation and counseling

Suggested Readings:

1. HR Personnel Planning and Development Using SAP Christian Kramer (Author); Christian (Author); Sven Ringling (Author)
2. Human Resource Planning and Development by Satish Kumar Yadav Sant Lal Arora

Information Technology Management

Specialisati on

SYLLABUS

**BACHELOR OF BUSINESS ADMINISTRATION
INFORMATION TECHNOLOGY
SEMESTER – V**

INFORMATION TECHNOLOGY IN MANAGEMENT

Sub. Code: BBA – IT-503

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INFORMATION TECHNOLOGY INFRASTRUCTURE

Managing Hardware & Software assets; Managing data resources; Telecommunication & Networks

UNIT 2: NETWORKS

Types of Networks; Topologies; Network Goals; The Internet & New Information technology Infrastructure

UNIT 3: INFORMATION TECHNOLOGY & TPS

Types of Operating System; Types of Processing Techniques; Office Automation Concept; Transaction Processing System

BLOCK II

UNIT 4: MANAGING INFORMATION SYSTEM

Information system security control; Various Threats and Control to Information Security; Information Technology Act 2000; Cyber Law; Biometrics

UNIT: 5 ENTERPRISE MANAGEMENT SYSTEM.

EMS; ERP system; Benefits of the ERP; Benefits of the ERD; ERD selection; ERP Implementation; EMS & MIS

UNIT 6: KNOWLEDGE MANAGEMENT SYSTEM

Knowledge Management Architecture; Knowledge Management System; Tools of knowledge Management

BLOCK III

UNIT 7: KMS

Knowledge Management Life Cycle; KMS & MIS

UNIT 8: OBJECT ORIENTED TECHNOLOGY (OOT)

Introduction; What is object orientation?; C. Object oriented Analysis (OOA)

UNIT 9: OOT

System Development Through OOT – Use case Model; OOSAD Development Life Cycle; OOT & MIS.

Reference Books :

1. Managing Information System – W.S. Jawadekar
2. Managing Information System – Kenneth C. Laudon & Jane P. Laudon
3. Information Technology – Williams / Tata McGraw Hills

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INFORMATION TECHNOLOGY
SEMESTER – V**

COMPUTER NETWORKS

Sub. Code: BBA – IT-504

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: NETWORKING FUNDAMENTALS

An Introduction to Networks; Network Topologies and Types; Networking; Exchange; Sharing; preserving and protecting Information; Sharing Hardware and Software Resources

UNIT 2: NETWORK

Need; Uses and Advantages of Network; Networks in the workplace (Tools; Tasks and Personnel) ; Clients; Servers and Peers based and Hybrid Networks; Server types

UNIT 3: NETWORK TOPOLOGIES

Network Topologies (Bus; Star; Ring; Star Bus; Star Ring and Physical Mesh) ; Network (Transmission) media (Wires; Cables; Fibre Optics; Wave) ; Defining Network Protocols (H/W Protocols; S/W Protocols; H/W – S/W Interface)

BLOCK II

UNIT 4: PROTOCOLS

The OSI Model ; Major Protocol Suites ; Review of Protocols; Models and Implementations ; NetWare ; IPX/SPX Protocols(Lower; Middle and Upper Layer Protocols); Internet Protocols (Middle and Upper Layer Protocols) ; Basics of Miscellaneous Protocols(SLIP; PPP; FDDI; X.25; frame relay ; ISDN; B-ISDN; SONET; SDH; ATM; SMRS)

UNIT 5: DATA LINK LAYER

Error; detection and correction; Parity; LRC; CRC; Hamming code ;low Control and Error control - stop and wait ;go back-N ARQ; selective repeat ARQ- sliding window ;HDLC. - LAN - Ethernet IEEE 802.3 - IEEE 802.4 - IEEE 802.5 - IEEE 802.11 ;FDDI - SONET ;Bridges.

UNIT 6: NETWORK LAYER

Internet works; Packet Switching and Datagram approach; IP addressing methods; Subnetting; Routing; Distance Vector Routing; Link State Routing; Routers.

BLOCK III

UNIT 7: TRANSPORT LAYER

Duties of transport layer; Multiplexing; Demultiplexing; Sockets; User Datagram Protocol (UDP); Transmission Control Protocol (TCP) ;Congestion Control ;Quality of services (QOS); Integrated Services.

UNIT 8: APPLICATION LAYER

Domain Name Space (DNS); SMTP; FTP; HTTP - WWW; Security ;Cryptography.

UNIT 9: NETWORK MANAGEMENT AND SECURITY

Understanding IEEE Standards; Understanding Wireless Networks

Reference Books :

1. Behrouz A. Forouzan; “Data communication and Networking”; Tata McGraw-Hill; 2004.
2. James F. Kurose and Keith W. Ross; “Computer Networking: A Top-Down Approach Featuring the Internet”; Pearson Education; 2003.
3. Larry L.Peterson and Peter S. Davie; “Computer Networks”; Harcourt Asia Pvt. Ltd.; Second Edition.
4. Andrew S. Tanenbaum; “Computer Networks”; PHI; Fourth Edition; 2003.
5. William Stallings; “Data and Computer Communication”; Sixth Edition; Pearson Education; 2000.
6. Networking Complete- 1st Edition 2002; BPB Publication (Text Book)
7. Mastering Local Area Networks By Christa Anderson & Mark Minasi – BPB Publication
8. Mastering Novell Netware-Currid C.C; C.A Gillett-BPB
9. MCSE: Networking Essentials Study Guide- Tata McGraw Hill Publication
10. Introduction to Local Area Networks
11. Computer Networks By- Tenen Baum- PHI Publication

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INFORMATION TECHNOLOGY
SEMESTER – V**

FUNDAMENTAL OF E – COMMERCE

Sub. Code: BBA – IT-505

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: ELECTRONIC COMMERCE

E-Commerce Frame work; anatomy of E-Commerce applications; E-Commerce Consumer applications; E-Commerce organization applications.

UNIT 2 : ELECTRONIC COMMUNICATION AND E- MARKETING

Identifying Web Presence Goals; The Browsing Behaviour Model; Online Marketing; E-advertising; Internet Marketing Trends; Target Markets; E Branding; Marketing Strategies.

UNIT 3: AN OVERVIEW OF E- COMMERCE

Operating System Services; Developer Services; Data Services; Application Services; Store Services; Client Services. Types of E Commerce Solutions- Direct Marketing and Selling; Supply Chain Integration; Corporate Procurement; EDI.

BLOCK II

UNIT 4: APPLICATIONS OF ELECTRONIC COMMERCE

Application of E Commerce in Direct Marketing and Selling; Value Chain Integration; Supply Chain Management; Corporate Purchasing; Financial and Information Services; Obstacles in adopting E-Commerce Applications; Future of E Commerce.

UNIT 5: E-STRATEGY

Information and Strategy; The virtual value chain; seven dimensions of ecommerce strategy; planning E-commerce project; E- commerce strategy and knowledge management; E-Business Strategy and Data Warehousing and Data Mining.

UNIT 6: CUSTOMER –EFFECTIVE WEB DESIGN

Requirements of Intelligent Websites; Website Goals and Objectives; planning the budget; analyzing website structure; fixed versus flexible webpage design; choosing a page size ;website development tools; design alternatives; outsourcing web design; testing and maintaining websites.

BLOCK III

UNIT 7: ELECTRONIC PAYMENT SYSTEMS

Overview of Electronic Payment Systems; Cybercash (Customer to Merchant Payments; Peer to Peer Payments; Security). Smart Card (Card Types; Closed or Open Security; Privacy; Card Costs; Non Card Costs); Electronic Banking; Electronic Fund Transfers.

UNIT 8: INTER ORGANIZATIONAL COMMERCE

EDI; EDI Implementation; Value added networks

UNIT 9: INTRA ORGANIZATIONAL COMMERCE

Work Flow; Automation Customization and internal Commerce; Supply chain Management.

Reference Books:

1. Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business) S. Jaiswal;Galgotia Publications.
2. E-Commerce An Indian Perspective; P.T.Joseph; S.J.; PHI.
3. Frontiers of electronic commerce – Kalakata; Whinston; Pearson.
4. E-Commerce fundamentals and applications Hendry Chan; Raymond Lee; Tharam Dillon; Ellizabeth Chang; John Wiley.
5. E-Commerce; S.Jaiswal – Galgotia.
6. E-Commerce; Efrain Turbon; Jae Lee; David King; H.Michael Chang.
7. Electronic Commerce – Gary P.Schneider – Thomson.
8. E-Commerce – Business; Technology; Society; Kenneth C.Taudon; Carol Guyerico Traver

FINANCIAL Management

Specialisati on

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION**

**FINANCE
SEMESTER – V**

ADVANCED MANAGEMENT ACCOUNTING

Sub. Code: BBA – FM-503

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION TO MANAGEMENT ACCOUNTING

Concept and Approach; Understanding Indian Corporate Sector; Generation of Accounting Information for Management Understanding Strategic Management Control System; Contingency Theory and Social Aspect of SMA; Ration Analysis and Corporate performance; Accounting for Non Profit Organization

UNIT 2: ANALYSIS OF CORPORATE PERFORMANCE

Analysis of Corporate Performance: Fund Flow and Cash Flow approach Strategic Initiative in fund flow and cash flow analysis; Activity Based Costing; Corporate Brand Equity valuation.

UNIT 3: COST CONCEPT

Basic Cost Concept; Cost-Volume-Profit Analysis; Budgetary Control; Value at Risk; Benchmarking and Environmental Audit

BLOCK II

UNIT-4: FUND FLOW ANALYSIS

Meaning of Funds; Fund Flow Statement; Flow of Funds; Working Capital; Causes of changes in working Capital; Performa of Sources and Application of Funds; Performa of Adjusted Profit and Loss Account

UNIT 5: WORKING CAPITAL

Meaning; Objective and Importance; Factors determining requirement of Working Capital; Sources of Working Capital; Computation of Working Capital

UNIT 6: MARGINAL COSTING

Meaning and Definition of Marginal cost and Marginal Costing; Contribution; Profit Volume Ratio; Advantages of Marginal Costing; Limitation; Problems

BLOCK III

UNIT 7: BUDGET AND BUDGETARY CONTROL

Meaning of Budget and Budgetary Control; Definition; Nature of Budget and Budgetary Control; Objective of Budget and Budgetary Control; Limitations of Budget and Budgetary Control; Steps in Budgetary Control

UNIT 8: COST SHEET

Material; Labour and other Expenses; Classification of cost & Types of Costs; Preparation of Cost Sheet

UNIT 9: VARIANCE ANALYSIS

Definition and Meaning of Various Concepts; Advantages and Limitations of Standard Costing; Variance Analysis – Material and labour Variances only

Suggested Readings:

1. Wheldon : Cost Accounting and Costing Methods.
2. Homgren Charges I: Intorduction to Management Accounting.
3. Keller and Ferrara: Management Accounting for Profit Control.
4. Accounting for Managers: S.K. Bhattacharya & John Dearden.
5. Management and Cost Accounting: Robert S. Kaplan.
6. Advanced Management Accounting: Robert S. Kaplan.
7. Robert Anthony: Management Accounting.
8. S.M. Maheshwari Advanced Management Accounting Vol.1 & Vol.2.
9. M.A. Sahay : Management Accounting.

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
FINANCE
SEMESTER – V**

INTRODUCTION TO CORPORATE FINANCE

Sub. Code: BBA – FM-504

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION TO CORPORATE FINANCE

Meaning; Definition; Scope and Nature of finance: Sources of finance: External and Internal

UNIT 2: CORPORATE RESTRUCTURING-I

Corporate Restructuring; Introduction to Acquisitions and Restructuring; Rationales for Making Acquisitions; Problems with Acquisitions

UNIT 3: CORPORATE RESTRUCTURING-II

Background of Restructuring; Strategy; Modes of restructuring; Divestitures (sell-offs versus spin-offs); Involuntary restructuring (tender offer); Restructuring outcomes

BLOCK II

UNIT 4: CONSOLIDATED BALANCE SHEET

Consolidated Balance Sheet of holding companies with one subsidiary only; Statement of Changes in Financial Position – on cash basis and working capital basis; Familiarity with Indian Accounting Standard 3

UNIT 5: AUDITING-I

Meaning and objects of auditing; Nature of Auditing; Basic principles and processes of auditing; Planning; conduct and control of an audit; Sampling in Auditing; Audit report

UNIT 6: AUDITING-II

Audit of financial statements: Audit of payments; receipts; sales; purchase; personal ledger; fixed assets; investments; other assets and miscellaneous expenditure; capital and reserves; liabilities; and other issues

BLOCK III

UNIT 7: AUDITING-III

Audit of companies; special aspects of audit of different kind of institutions; audit of incomplete records; introduction to government audit

UNIT 8: SHARES AND DEBENTURE-I

Issue of shares and forfeiture of shares; issue and redemption of redeemable preference shares and debentures;

UNIT 9: SHARES AND DEBENTURE-II

Divisible profits and final –accounts; Issue; Forfeiture; and Re-issue of Shares; Redemption of preference shares; issue and redemption of debentures

Suggested Readings:

1. Applied Corporate Finance a users manual by Aswath Damodaran; Year Of Publication : 2008; Edition : Second
2. Corporate Finance by Stephen A Ross and Randolph W Westerfield and Jeffrey Jaffe; Edition : Seventh
3. Corporate Finance : Theory and practice by Aswath Damodaran; Year Of Publication : 2009; Edition : Second
4. Corporate Finance A Focused Approach by Michael C Ehrhardt by Eugene F Brigham; Year Of Publication : 2003
5. Corporate Finance Theory and Practice by Vishwanath S R ; Year Of Publication : 2007; Edition : Second

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
FINANCE
SEMESTER – V**

MANAGEMENT OF FINANCIAL SERVICES

Sub. Code: BBA – FM-505

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION TO FINANCIAL SERVICES

Meaning; importance of financial services; types of financial services; financial services and economic environment; players in financial services.

UNIT 2: STOCK EXCHANGE

Merchant banking; functions; issues management; managing new issues; underwriting; capital market; stock exchanges; Role Of SEBI.

UNIT 3: LEASE FINANCING

Leasing and hire purchase; concepts and features; types of lease accounts

BLOCK II

UNIT-4: BANKING

Structure of commercial banking – Functions; Nationalization of Commercial banks in India – Need; advantages; dis-advantages of Nationalization of Commercial banks.

UNIT 5: VENTURE CAPITAL

Factoring; functions of factor; consumer finance; venture capital; mutual funds and credit rating.

UNIT 6: INSURANCE

Insurance different types; life; marine; fire; motor; health; pension plan; annuity; rural insurance laws and regulations; introduction to IRDA

BLOCK III

UNIT 7 MUTUAL FUNDS-I

Meaning; history and current market scenario –Indian and global; Types of mutual funds; Debt funds and types of Debt schemes; Types of equity funds/Growth funds; concept of hybrid funds

UNIT-8: MUTUAL FUNDS –II

Mutual funds Vs. Other investments; Fund Structure; Introduction to the role and responsibility of Asset management company; Registrars; custodian; sales distribution channels.

UNIT 9: RETAIL BANK PRODUCTS

Meaning of banking business; introduction to Various bank products Selling bank products concept of cross selling; Impact of technology on bank marketing.

Suggested Readings

1. Banking and Related Financial Services Information Security Guidelines SP 69 : 2000
year Of Publication : 2000
2. Emerging Scenario Of financial services by E Gordan and K Natarajan; Year Of
Publication : 2006; Edition : Second
3. Financial Services; Nalini Prava Tripathy; Year Of Publication : 2007
4. Financial Services by S Mohan and R Elangovan; Year Of Publication : 2008

Marketing Management

Specialisati on

SYLLABUS

**BACHELOR OF BUSINESS ADMINISTRATION
MARKETING MANAGEMENT
SEMESTER – V**

ADVERTISING & SALES PROMOTION MANAGEMENT

Sub. Code: BBA – MM-503

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: ADVERTISING & MEDIA PLANNING

Meaning & concept of advertising; objectives of advertising media planning & scheduling; media selection ;meaning ;definition of advertising strategy ;strategies adopted for service industry .

UNIT 2: EVOLUTION OF EFFECTIVE ADVERTISEMENT

Meaning of effective advertising; methods of testing (pre testing & post testing methods); difficulties in measuring effectiveness; meaning of copy writing; elements of copy writing; role of animation & graphics in electronic media.

UNIT 3: BRANDLING

Meaning of branding; nature &its scope; characteristic of branding; functions of branding; types of brand name in Indian market.

BLOCK II

UNIT 4: ADVERTISING & MEDIA PLANNING

Selection of advertising media with reference to service industries; critical evaluation of advertising; creation of advertise for electronic media; advertising as career; and multimedia in advertising.

UNIT 5: SALES PROMOTIONS

Meaning and concepts of sales promotions; need ; importance ; promotional objectives ;selection criteria; guidelines for improving promotion of services; sales promotion & sales promotion tools.

UNIT 6: MARKETING MIX & SALES PROMOTION MANAGEMENT

Meaning; concept of marketing mix; elements of marketing mix; personal selling meaning and concept; importance of personal selling; advantage of personal selling.

BLOCK-III

UNIT 7: SALESMANSHIP

Meaning and definition of salesmanship; qualities of an ideal salesman; types of sales person; reports and documents used by sales man.

UNIT 8: SALES PROCESSES

Concept of sales process; stages of effective selling (stages in sales process); AIDA model of selling; problems in selling .

UNIT 9: CONSUMER BEHAVIOUR AND RETAIL MARKETING

Meaning and types of buying motives ;types of customers;types of market; meaning and concept of retail marketing ;nature and scope of retail marketing ;need ;objective of retail marketing ;role of retail marketing in modern consumer world – malls & e shopping .

Suggested Readings

1. Advertising management – U C Mathur
2. Sales Promotion & advertising management by M N Mishra
3. Advertising sales & promotion management by Chunawalla
4. Advertising & sales promotions by Kazmi
5. Salesmanship & sales management by J S K Patel.
6. Advertising & sales promotion Law – Sallies & Spilsbur
7. Advertising & sales promotions –O’Guinn ;Allen ;Semenik .

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
MARKETING MANAGEMENT
SEMESTER – V**

MARKETING OF SERVICES

Sub. Code: BBA – MM-504

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION TO MARKETING OF SERVICES

Introduction to marketing of services ;definition; nature; characteristics of services; classification of services ; evolution of service marketing ; importance of service marketing in Indian Market .

UNIT2: MARKETING MIX IN SERVICES MARKETING

The seven P's of Marketing mix product decisions ;pricing strategies &tactics ;promotion of services ;placing or distribution methods for services ;additional dimensions in service marketing people ;physical evidence ; process .

UNIT 3: THE SERVICES MARKETING

The people component; services & importance of people component; using people to differentiate services; internal marketing; employee motivation; and implication for service delivery.

BLOCK II

UNIT 4: MARKET SEGMENTATION

Introduction to market segmentation; types of market segmentation; selection of market & positioning of services; quantity & quality of services; determinants of quantity & quality.

UNIT 5: STRATEGIC MARKETING MANAGEMENT FOR SERVICES

Matching demand & supply through capacity planning and segmentation; internal marketing of service; Internal versus external orientation of service strategy.

UNIT 6: DELIVERING QUALITY OF SERVICES

Causes of services; quality gaps; customers expectations versus perceived service gap; factor & technique to resolve this gap; gaps in service –quality standards; factors & solutions ; the service performance gap –key factors and strategies for closing the gaps; external communications to the customer; the promise versus delivery gap; developing effective communication about service quality .

BLOCK- III

UNIT 7: MARKETING RESEARCH

Meaning ;need ;scope of marketing research ;process of marketing research ; areas of marketing research ; importance of marketing research in marketing of services .

UNIT 8: MARKETING OF SERVICES - I

Marketing of financial services with special reference to banking; insurance; mutual funds; portfolio management; health services; and hospitality services including travel; hotel; and tourism.

UNIT-9: MARKETING OF SERVICES II

Application of components of marketing of services in marketing of; transportation services; professional services; public utility services; communication services; educational services.

Suggested Readings

1. Marketing Professional Services – Philip Kotler & Paul N Bloom
2. Services Marketing -Love Lock
3. Services Marketing - S M Jha
4. Services marketing - Ziethmal –Bitmar
5. Marketing in Service Sector- Rathmell JM
6. Service Marketing – Raghu & Vasanthi Venugopal
7. Services marketing & Management : Audrey Gilmore
8. Essence of services marketing : Adrian payne
9. Service marketing : Ravi Shankar

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
MARKETING MANAGEMENT
SEMESTER – V**

MARKETING PLANNING

Sub. Code: BBA – MM-505

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT- 1 INTRODUCTION TO MARKETING

Introduction to marketing, need, scope, importance of marketing, marketing concepts - approaches to marketing - study approaches and functional approaches, marketing process, functions of marketing.

UNIT-2 MARKETING PLANNING

Marketing Planning - Nature, Process and Contents of Marketing Plan - The changing marketing environment - Analyzing needs and trends in Macro Environment, Economic Environment, Technical Environment, Political Environment and Socio-cultural Environment

UNIT- 3 MARKETING PLANNING & ORGANISATION

Planning & organizing nature, scope, objective and significance of planning in an organization , elements and steps of planning, decision making organizing principles ,span of control ,line and staff relationship, authority ,delegation ,decentralization ,effective organizing ,organizational structures , formal & informal organizations & staffing .

BLOCK II

UNIT 4 MARKETING PLANNING & MARKET SEGMENTATION

Introduction to market segmentation, types of market segmentation, selection of market & positioning planning, Planning of quantity & quality management, determinants of quantity & quality management.

Unit 5 MARKETING PLANNING & STRATEGIC Formulation

An Introduction - Evolution of business policy as a discipline - Concept of strategic management - Characteristics of strategic management - Defining strategy. Strategy formulation - Stakeholders in business - Vision, mission and purpose - Business definition, objectives and goals - Environmental appraisal - Types of strategies - Guidelines for crafting successful business strategies.

Unit 6 Planning & Strategy Analysis

Planning & strategic analysis choices -, Environmental threat and opportunity profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis. GAP analysis.

BLOCK- III

UNIT-7 Marketing Planning, forecasting, marketing research

Marketing planning preparation, forecasting need, scope, types. Meaning ,need ,scope of marketing research ,process of marketing research , areas of marketing research , importance & types of marketing research & case study in Indian market .

Unit- 8 Marketing Planning & Strategy implementation

Issues in implementation - project implementation, procedural implementation, resource allocation, budgets, Organization Structure - matching structure and strategy. Behavioural issues ,leadership style - corporate culture - values - power - social responsibilities - ethics - building a capable organization - functional issues - functional plans and policies - financial, marketing, operations and personnel plans and policies.

UNIT 9 Marketing Planning & Evaluation.

Importance - Symptoms of malfunctioning of strategy - Organization anarchies - Operations Control and Strategic Control - Measurement of performance - Analyzing variances - Role of organizational systems in evaluation.

Suggested Readings

1. Marketing Plan by John Westwood.
2. Strategic Marketing Planning by GP Gilligan, Wilson.
3. Marketing Environment: Planning, implementation and control the Indian context”, Ramasamy and Nama kumari.
4. Marketing Plan by Marian Burk .
5. Marketing Planning & Control by M Saeed & K Ghosh.
6. Marketing Plan - Winning Strategies and Tips
by: Ink Tree Ltd.
7. Marketing Planning In a Total Quality Environment by Linneman and Stanton.

International Business Management

**Specialisation
on**

SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INTERNATIONAL BUSINESS
SEMESTER – V

INDIAN FOREIGN TRADE

Sub. Code: BBA – IB-503

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION TO FOREIGN TRADE

Meaning; Definition and Scope of Trade; Advantages and Limitations of Trade

UNIT-2: GLOBAL TRADE AND GROWTH

Introduction to Global trade and its growth; India's relative position in the world trade over a period time

UNIT-3: ANALYSIS OF INDIA'S FOREIGN TRADE

Analysis of India's foreign trade since 1950 – Commodity; Composition; Direction Changes

BLOCK II

UNIT-4: BALANCE OF TRADE AND BALANCE OF PAYMENT

Meaning of Balance of Trade; Meaning of Balance of Payment; Analysis and changes over a period of time

UNIT-5: FOREIGN COLLABORATIONS

Exchange Control – Exchange rate policy in India; Foreign Collaboration; Joint Venture & Exports

UNIT-6: GLOBALIZATION

Globalization and its impact on Indian Foreign Trade; Emerging Foreign Trade Scenario

BLOCK III

UNIT 7: INDIA'S FOREIGN TRADE POLICY

Objectives and essential features; Changes in EXIM policies; Export promotion measures

UNIT-8 WORLD MONETARY SYSTEM

International Liquidity & the World Monetary System – IMF & International Liquidity; Operation of IMF; International Monetary System

UNIT-9 TRADE ORGANIZATIONS

World Trade Organization (WTO); World Bank; Asian Development Bank; European Union.

Suggested Readings:

1. Foreign Exchange Hard Book – H. P. Bhandari
2. Annual Report (Recent Years) Ministry of Commerce; Government of India
3. India Balance of Payments; RBI Bombay
4. Economic Survey Ministry of Finance Government of India.

SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INTERNATIONAL BUSINESS
SEMESTER – V

INTERNATIONAL BUSINESS MANAGEMENT

Sub. Code: BBA – IB-504

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT-1 INTERNATIONAL BUSINESS ENVIRONMENT

Globalization; Forces; Meaning; dimensions and stages in Globalization; Introduction to theories of International Trade by Adam Smith; Ricardo and Ohlin & Heckler

UNIT-2 INTERNATIONAL TRADE

Trading Environment of International Trade; Tariff and Non-tariff Barriers; Trade Blocks

UNIT-3 COUNTRY RISK ANALYSIS

Political; Social and Economic; Cultural and Ethical practices; Responsibilities of International Business; Economic crisis

BLOCK II

UNIT-4 MANAGING MULTINATIONAL ENTERPRISES

Problems and Potential; Multinational Service Organizations; Indian companies becoming Multinationals - Potential; Need and Problems

UNIT-5 BILATERAL AND MULTILATERAL TRADE LAWS

General Agreement on Trade and Tariffs; (GATT); World Trade Organization - Seattle and Doha round of talks - Dispute settlement mechanism under WTO - Problems of Patent Laws

UNIT-6 SELECTING AND MANAGING ENTRY MODES

Developing and Marketing Products; Managing International Operations; Hiring and Managing Employees

BLOCK III

UNIT-7 INTERNATIONAL MARKETING

Introduction to International Marketing; Entry strategies; Market selection; Barriers

UNIT-8 GLOBAL SOURCING

Global sourcing and its impact on Indian Industry; Internal reform process; India's competitive advantage in various industries; Potential and threats

UNIT-9 INTERNATIONAL TRADE AND INVESTMENT

International Trade; Business-Government Trade Relations; Foreign Direct Investment; Regional Economic Integration

Suggested Readings:

1. International Business management by Paras Ram; Year Of Publication : 2007;
Edition : Second
2. Principles of Business Management by Arun Kumar and Rachana Sharma Year Of
Publication : 2000

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
INTERNATIONAL BUSINESS
SEMESTER – V**

INTERNATIONAL BUSINESS ENVIRONMENT

Sub. Code: BBA – IB-505

Credits: 03

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT-1 UNDERSTANDING BUSINESS ENVIRONMENT

Business Environment: Meaning; Definition; Scope; International Business Environment; Framework for analyzing international business environment

UNIT-2 INTERNATIONAL ECONOMIC ENVIRONMENT-I

Meaning of Economic Environment; World Trade Organizations; IMF; World Bank

UNIT-3 INTERNATIONAL ECONOMIC ENVIRONMENT-II

Role of Foreign investments; Foreign Direct investment; Foreign Portfolio Investment; Capital inflows

BLOCK II

UNIT-4 INTERNATIONAL POLITICAL ENVIRONMENT

Types of Political system; Political risk of global Business; Forecasting Political risks; strategies to lessen political risks

UNIT-5 INTERNATIONAL LEGAL ENVIRONMENT

Origin of International laws; Sources of International Laws; International dispute resolution; Types of legal system

UNIT-6 INTERNATIONAL TECHNOLOGICAL ENVIRONMENT

Benefits of technology in management decision making; Effects of technology on strategy and competition; features of technology

BLOCK III

UNIT-7 INTERNATIONAL SOCIAL AND CULTURAL ENVIRONMENT

Effect of Language; Religion; Values and attitudes; Manners; Education; Social Institutions

UNIT-8 ORGANIZATIONS ENGAGED IN INTERNATIONAL BUSINESS

Multinational Corporations: meaning; definition; Scope; Advantages and Limitations

UNIT-9 FOREIGN EXCHANGE MARKET

Nature and Transactions of foreign exchange markets; Types of players in foreign exchange markets

Suggested readings

1. Madura; Jeff; International Financial Management; abridged 8th edition; Thomson South- Western Publishing Co.; Mason; OH 45040; 2007.
2. Daniels; John D.; Radebaugh; Lee H.; and Sullivan; Daniel P.; International Business: Environment and Operations; 11th edition; Prentice-Hall Inc.; Upper Saddle River; NJ; 2007.