

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
40%

Minimum Pass Marks:

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
40%**

Minimum Pass Marks:

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

Specialisation

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

PERSONNEL MANAGEMENT

Sub. Code: BBA –HR-503

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

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 relationship 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
40%

Minimum Pass Marks:

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
40%**

Minimum Pass Marks:

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

Specialisation

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

INFORMATION TECHNOLOGY IN MANAGEMENT

Sub. Code: BBA – IT-503

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

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
40%**

Minimum Pass Marks:

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
40%**

Minimum Pass Marks:

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

Specialisation

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

ADVANCED MANAGEMENT ACCOUNTING

Sub. Code: BBA – FM-503

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

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
40%**

Minimum Pass Marks:

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
40%**

Minimum Pass Marks:

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

Specialisation

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

ADVERTISING & SALES PROMOTION MANAGEMENT

Sub. Code: BBA – MM-503

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

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
40%**

Minimum Pass Marks:

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
40%**

Minimum Pass Marks:

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

SYLLABUS

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

INDIAN FOREIGN TRADE

Sub. Code: BBA – IB-503

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

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
40%**

Minimum Pass Marks:

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
40%**

Minimum Pass Marks:

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.