

EIILM University

Directorate OF DISTANCE LEARNING

SYLLABUS BOOKLET Semester-III

Bachelor OF BUSINESS ADMINISTRATION PROGRAM

JAN 2010 ONWARDS

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – III**

HUMAN RESOURCE MANAGEMENT

Sub. Code: BBA - 301

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION TO H. R. M.

Definition and concept of H. R. M., difference between H.R.M. and Human Resource Development, Importance of H.R.M.- Activities and functions of HRM, Organization of H.R.M. department- Role of H.R.M Department Limitations of HRM-Challenges before H.R.M.

UNIT 2: HUMAN RESOURCES PLANNING

Definition and objectives of Human Resource planning process of Human Resource planning factors influencing estimation of Human Resources.

UNIT 3: CONCEPT OF RECRUITMENT

Recruitment policy-Sources of Recruitment, Selection procedure

BLOCK II

UNIT 3: PERFORMANCE APPRAISAL

Concept and objectives of performance Appraisal- Process Performance, Appraisal Methods, Uses and limitations of Performance Appraisal.

UNIT 4: TRAINING AND DEVELOPMENT

Meaning and Definition - Need, Objectives, Importance of Training, Training Methods-evaluation of Training Programme.

UNIT 5: WAGE AND SALARY ADMINISTRATION

Methods of wage payments-Employee Remuneration factors determining the level of remuneration- Profit sharing-Fringe Benefits and Employee services- Wages & Salary Administration

BLOCK III

UNIT 6: PERFORMANCE APPRAISAL

Need, Methods of Performance Appraisal

UNIT 7: PROMOTION, TRANSFER AND DEMOTION

Meaning & Importance

UNIT 8: EMPLOYEE SEPARATION

Exit Policy, Voluntary Retirement Schemes, Lifetime employment without guarantee, Layoff, retrenchment.

UNIT 9: EMPLOYEE BENEFITS AND SERVICES

Factors influencing Benefits and Services, Employee Security Benefits, Old-age and Retirement Benefits, Employee Health and Safety, Accident Prevention, Safety Engineering

Suggested Readings

1. Human Resource Management and Personnel Management: K.Aswathappa
2. Management of Human Resources: R.S.Dwivedi
3. Human Resource Management & Human Relations -S. K. Bhatia and Nirmal Singh , V. P. Michael
4. Human Resource Management - P. C. Pardeshi
5. Personnel Management - C. B. Mamoria
6. Human Resource Management: Ian Beardswell and Len Holden.
7. Human Resource Management: S.S.Khankar.
8. Human Resource Management: Biswajeet Patnayak.
9. Essentials of Human Resource Management and Industrial Relations: P.Subba Rao.
10. Managing Human Resources: Arun Monappa.
11. Personnel - The Management of Human Resources: Stephen S.Robbins.

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – III**

INDIAN ECONOMY

Sub. Code: BBA - 302

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION TO INDIAN ECONOMY

Basic Characteristics of Indian Economy. Major problems of Indian economy; Poverty - Concept, nature, causes and measures; Unemployment - Concept, nature, causes and measures; Major factors in economic development ; Environmental protection and sustainable development.

UNIT 2: STRUCTURE OF INDIAN ECONOMY

Composition of output and relative rates of growth of agriculture, industry and services sector; Sub-sectoral analysis.

UNIT 3: POPULATION

Size and growth of population in India. Demographic characteristics of population. Causes of rapid growth of population. Policy measures to control population growth. Population explosion and recent population policy.

BLOCK II

UNIT 4: AGRICULTURAL DEVELOPMENT

Role of agriculture in Indian economy; Trends in Agriculture Production and Productivity; Causes of Low Productivity ; Measures to raise Productivity; Green Revolution and its impact on agricultural environment.

UNIT 5: INDUSTRIAL DEVELOPMENT

Role of industry in Indian economy; Trends in industrial production and productivity; Industrial Policy Resolutions of 1948, 1956, 1978 and 1991; Role and problems of small scale industries; Public and private sector in Indian economy.

UNIT 6: ECONOMIC PLANNING

Objectives of Planning ; Overall Performance of Planning; 10th and 11th Five Year Plans - Objectives, Strategy, Mobilization and Allocation of resources and evaluation.

BLOCK III

UNIT 7: PRIVATIZATION, LIBERALIZATION AND GLOBALIZATION

Concepts, implementation and impact on economy ; New Economic Policy and Challenges before Indian Economy.

UNIT 8: INTERNATIONAL ECONOMIC ENVIRONMENT

Trends in world trade and problems of UDCs; Foreign capital - Meaning, need, component, Policy of Government of India towards foreign capital ;Multinational Corporations - Definition, characteristics, Merits and Demerits.

UNIT 9: INTERNATIONAL INSTITUTIONS

IMF, IBRD, WTO, ADB, SAARC and Indian Economy.

Suggested Reading

1. Sundaram and Black, "The International Business Environment", Prentice Hall of India, New Delhi.
2. A.N.Agarwal, "Indian Economy", Vikas Publishing House.
3. R.Dutt and K.P.M.Sundaram, "Indian Economy", S.Chand & Co., New Delhi.
4. S.K.Misra and V.K.Puri, "Indian Economy", Himalaya Publishing, Mumbai.
5. R.Dutt, "Economic Reforms in India - A Critique", S.Chand & Co., New Delhi.
6. Charan D.Wadhva (Editor), "Some Problems of India's Economic Policy", Tata-McGraw hill Publishing Co.Ltd., New Delhi.
7. J.S.Uppal, "India's Economic Problems", Tata-McGraw hill Publishing Co.Ltd., New Delhi.
8. V.Lokanathan, "India's Economic Development", S.Chand & Co.,New Delhi.
9. Nick Hanley, Jason F.Shogren and Ben White, "Economics in Theory and Practice", Indian Reprint, Macmillan India Limited, Delhi.
10. G.S.Monga, "Environment and Development", Deep & Deep Publications.
11. Uma Kapila, "Indian Economy - Issues in Development and Planning and Sectoral Aspects", Academic Foundation, Ghaziabad.
12. Dr.N.Rajalakshmi and Dr.Dhulasi Birundha, "Environomics - Economic Analysis of Environment", Sunil Sachdev, Madras.
13. H.B.Parry, "Population and its Problems" (1974).
14. Prabha Shastri-Ranade, "Industries and Environment: A Study of Impact Assessment", A.P.H.Publishing Corporation, New Delhi, 1998.

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – III**

MANAGEMENT ACCOUNTING

Sub. Code: BBA - 303

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

Major types of Accounting: Financial Accounting, Cost Accounting, Management Accounting; Management Accounting: Need, Essentials of Management Accounting, Importance, Objectives, Scope, Functions, Principal systems and Techniques, Advantages, Limitations

UNIT-2 FINANCIAL, MANAGEMENT AND COST ACCOUNTING

Distinction between Financial Accounting and Management Accounting, Distinction between Cost Accounting and Management Accounting

UNIT-3 MARGINAL COSTING

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

BLOCK II

UNIT-4 BUDGET AND BUDGETARY CONTROL-I

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-5 BUDGET AND BUDGETARY CONTROL-II

Types/classification of Budgets: According to Time: Short Term, Long Term: According to Flexibility: Flexible, Fixed

UNIT-6 STANDARD COSTING AND VARIANCE ANALYSIS

Standard Costing and Variance analysis: Materials Cost and Labour Cost Variances

BLOCK III

UNIT-7 ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENTS

Ratio Analysis, meaning: objective, limitation, classifications, computation and interpretation

UNIT-8 COST–VOLUME PROFIT ANALYSIS-I

Concept of break-even point, Profit volume relation, Margin of safety, Angle of incidence, Break-even point chart, Break even analysis, Profit graph;

UNIT-9 COST–VOLUME PROFIT ANALYSIS-II

Alternative choice decision: Relevant cost, Sunk cost, Programme cost, Special offer, Make or buy process, further process, Shutdown.

Suggested Readings

1. Introduction to Management Accounting - Horngreen and Sundlem
2. Principles of Management Accounting - Manmohan & Goyal
3. Cost and Management Accounting - S.M.Inamdar
4. Management Accounting - Dr. Mahesh Kulkarni
5. Double Entry Book Keeping - T.S.Grewal
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain
9. Cost Accounting - Jawaharlal

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – III**

DATA BASE MANAGEMENT SYSTEM

Sub. Code: BBA - 304

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK 1

UNIT 1: INTRODUCTION

Evolution of Database, Disadvantages of File Processing system

UNIT 2: DATA MODELS

Hierarchical Model, Network Model, and Relational Model.

UNIT 3: RELATIONAL ALGEBRA

Relational Algebra

UNIT 4: DEPENDENCIES

Data Integrity, Functional Dependencies

BLOCK 2

UNIT 5: ANAMOLIES

Concept of Redundancy (Updation Anomalies), Introduction of Normalization

UNIT 6: NORMALISATION

Normalization, Types of Normalization, Features of Normalization

BLOCK 3

UNIT 7: LOCKS

Serializability, Locks

UNIT 8: TRANSACTION PROCESSING

Transaction Processing, Atomicity, Consistency, Independence and Durability, (ACID)
Principle, Concurrency Anomalies

UNIT 9: BACKUP AND RECOVERY

Backup and Recovery in database systems

UNIT 10: SECURITY

Database Security Issues, Level of Security

SUGGESTED READINGS

1. **Elmasri R, Navathe S** , *Fundamentals of Database Systems*, Pearson Education, 2002
2. **Cornel R**, *Database Systems*, Galgotia Publications Pvt. Ltd., 2001
3. **Mcfadden F, Hoffer J, Prescott M**, *Modern Database Management*, Pearson Education, 2001
4. **Date C**, *Database Systems*, Pearson Education, 2002
5. **Hansen G, Hansen J**, *Database Management and Design*, Prentice Hall, 2001

**SYLLABUS
BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER – III**

MARKETING MANAGEMENT

Sub. Code: BBA - 305

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION TO MARKETING

Origin, Definitions and Evolution of Marketing, Concepts of Marketing - Traditional and Modern Concepts of Marketing, Distinction between Market and Marketing, Distinction between Marketing and Selling, Scope and Importance of Marketing.

UNIT 2: MARKETING ENVIRONMENT

Concept, Forces of Marketing Environment, Economic, Social, Political, Physical, Technological, Demographic, International Environment.

UNIT 3: CONSUMER BEHAVIOUR

Meaning of Consumer Behaviour, Need and Importance of Consumer Behaviour, Factors affecting Consumer Behaviour - economic factors, social and cultural factors, psychological factors, personal factors, distinction between Consumer and Customer

BLOCK II

UNIT 4: MARKET SEGMENTATION

Concept, Basis for Market Segmentation, Benefits of Market Segmentation, Requires of sound Market Segmentation, Target Marketing, Product Positioning

UNIT 5: MARKETING MIX

Concept, Marketing Mix Elements - Product, Price, Place, Promotion, People, Process, Packaging

UNIT 6: PRODUCT DECISIONS

Concept of Product, Levels of Product, Product Mix Decisions, Product Line Decisions, Individual Product Decisions, Branding, Product Life-cycle - Stages and Strategies

BLOCK III

UNIT 7: PRICING DECISIONS

Meaning, Factors influencing Product Pricing Decisions, Methods of Pricing

UNIT 8: PLACE DECISIONS

Meaning, Channels of Distribution, Logistic Management.

UNIT 9: PROMOTION DECISIONS

Meaning, Steps in Promotion Mix, Elements of Promotion Mix - Advertising, Publicity, Sales Promotion, Personal Selling, Direct Marketing and Public Relations

UNIT 10: MARKETING RESEARCH

Meaning, Need and Scope of Marketing Research, Process of Marketing Research, Areas of Marketing Research.

Reference Books :

1. Marketing Management : Philip Kotler,
2. Marketing Management : Rajan Saxena,
3. Marketing Management : Joseph P.Guiltinan & Gordon W.Paul,
4. Marketing Management : V.S.Ramaswami & S.Namakumari.
5. Marketing (The Oxford Textbook) : Keith Blois.
6. Fundamentals of Marketing : Willian J.Stanton & Michael J.Etzel.
7. Marketing Management : Dr.K.N.Sontakki,
8. Marketing Management : Sherlekar.