

EIILM University

Directorate OF DISTANCE LEARNING

SYLLABUS BOOKLET Semester-IV

Bachelor OF BUSINESS ADMINISTRATION PROGRAM

JAN 2010 ONWARDS

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

BUSINESS COMMUNICATION

Sub. Code: BBA - 401

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: BASICS OF COMMUNICATION

Definition; methods; types; and principle of effective communication; barriers of Communication; business letters and layout

UNIT 2: TYPES OF COMMUNICATION

Written - Oral - Face-to-face - Silence - Merits and limitations of each type

UNIT 3: BUSINESS LETTERS

Need and functions of business letters; Planning & layout of business letter; Kinds of business letters; Essentials of effective correspondence.

UNIT 4: ORAL COMMUNICATION

Meaning; nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face conversation - Teleconferences – Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatisation - Public address system - Grapevine - Group Discussion – Oral report - Closed circuit TV). The art of listening - Principles of good listening.

UNIT 5: KINDS OF BUSINESS LETTER

Interview letter; appointment letter; Acknowledgement; promotion; enquiries; replies; orders; sales; circular; complaints.

UNIT 6: EFFECTIVE CORRESPONDENCE

Bank correspondence; insurance correspondence; Agency and correspondence with shareholders and directors

BLOCK II

UNIT 7: EFFECTIVE WRITING

Report writing; Agenda; minutes of meeting; memorandum; office; order; circular; notes

UNIT 8: MODERN COMMUNICATIONS

Modern forms of communication; Fax; mails; Video conferencing; internet; websites and their use in business.

UNIT 9: APPLICATION OF COMMUNICATION SKILLS

Group Decision-Making ; Conflict and Negotiations ; Presentation and Interviews; Speeches

SUGGESTED READINGS

- 1) Business Communication - K. K. Sinha - Galgotia Publishing Company; New Delhi.
- 2) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House; Bombay.
- 3) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons; New Delhi.
- 4) Business Communication (Principles; Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd.; New Delhi.
- 5) Business Communication - Dr. S.V. Kadvekar; Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications; Pune.
- 6) Business Correspondence and Report Writing - R. C. Sharma; Krishna Mohan - Tata McGraw-Hill Publishing Company Limited; New Delhi.
- 7) Communicate to Win - Richard Denny - Kogan Page India Private Limited; New Delhi.
- 8) Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
- 9) Business Communication - M. Balasubrahmanyam - Vani Educational Books.
- 10) Creating a Successful CV - Siman Howard - Dorling Kindersley.

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

BUSINESS VALUES AND ETHICS

Sub. Code: BBA - 402

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: INTRODUCTION

Values-Concept; types and formation of values; ethics; values and behaviour

UNIT 2: VALUES OF INDIAN MANAGERS

Values; Ethics; development of ethics; ethical decision making and decision making process; relevance of ethics and values in business.

UNIT 3: MANAGEMENT OF ETHICS

Management process and ethics; managerial performance; ethical issues; ethos of Vadanta in management; Hierarchism as an organizational value.

BLOCK II

UNIT 4: CORPORATE SOCIAL RESPONSIBILITY & CONSUMER PROTECTION

Corporate responsibility of business: employees; consumers and community; Corporate Governance; Code of Corporate Governance; Consumerism; unethical issues; in sales; marketing and technology

UNIT 5: UNDERSTANDING SUCCESS

Definitions of success; Principles for competitive success; pre-requisites to create blue print for success. Successful stories of business gurus.

UNIT 6: UNDERSTANDING PROGRESS; RESULTS & MANAGING TRANSFORMATION

Progress and Results definition; functions of progress; Transformation; need for transformation; process & challenges of transformation.

BLOCK III

UNIT 7: CONCEPT OF DHARMA & KARMA YOGA

Concept of Karma and kinds of Karma Yoga; Nishkam Karma; and Sakam Karma. Total quality management; Quality of life and quality of work life.

UNIT 8: KNOWLEDGE AND WISDOM

Meaning of knowledge and wisdom; difference between knowledge and wisdom; knowledge worker versus wisdom worker; concept of knowledge management and wisdom management; wisdom based management.

UNIT 9: STRESS MANAGEMENT

Meaning; sources and consequences of stress; stress management and detached involvement.

SUGGESTED READINGS

1. Kaur; Tripat; Values & Ethics in Management; Galgotia Publishers.
2. Chakraborty; S.K.; Human values for Managers
3. Chakraborty; S.K.; Ethics in Management: A Vedantic Perspective; Oxford University Press.

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

FINANCIAL MANAGEMENT

Sub. Code: BBA - 403

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT-1 INTRODUCTION TO FINANCIAL MANAGEMENT

Financial goals; Profit vs wealth maximization; financial functions – investment; financing; and dividend decisions

UNIT-2 FINANCIAL PLANNING

Meaning; concept; objectives; types; steps; significance; basic considerations; limitations.

UNIT-3 CAPITAL STRUCTURE

Meaning - criteria for determining capital structure; Factors influencing capital structure

BLOCK II

UNIT-4 FINANCIAL STATEMENT ANALYSIS

Meaning; Tools of financial statement analysis; Ratio analysis: Meaning; Classification of ratios; importance and limitations with practical problems; Common Size Statement; Meaning and importance.; Trend analysis - Meaning; importance and limitations

UNIT-5 MANAGEMENT OF WORKING CAPITAL

Nature of working capital; significance of working capital; operating cycle and factors determining of working capital requirements; Management of working capital – cash; receivables; and inventories

UNIT-6 CAPITAL BUDGETING

Nature of investment decisions; investment evaluation criteria; payback period; accounting rate of return; net present value; internal rate of return; profitability index; NPV and IRR comparison

BLOCK III

UNIT-7 COST OF CAPITAL

Significance of cost of capital; Calculating cost of debt; Preference shares; equity capital; and retained earnings; Combined (weighted) cost of capital.

UNIT-8 OPERATING AND FINANCIAL LEVERAGE

Measure; Effects on profit; analyzing alternate financial plans; combined financial and operating leverage

UNIT-9 DIVIDEND POLICIES

Issues in dividend policies; Walter's model; M.M. Hypothesis; forms of dividends and stability in dividends; determinants

SUGGESTED READINGS

1. S.Bhatt: Financial Management;Excel Books
2. Van Horne; J.C.: Fundamentals of Financial Management; Prentice Hall of India.
3. Khan M.Y. and Jain P.K.: Financial Management - Text and Problems; Tata McGraw Hill.
4. Prasanna Chandra : Financial Management - Theory and Practice; Tata McGraw Hill.
5. Pandey I.M : Financial Management : Vikas Publishing House.
6. Saha; Tapas Ranjan : Basic Financial Management; World Press

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

MANAGEMENT INFORMATION SYSTEM

Sub. Code: BBA - 404

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: SYSTEM CONCEPTS

General Model; Types of System & Subsystems

UNIT 2: INFORMATION CONCEPTS

Definition; Quality of Information; Value of Information; Information Needs of Manager at different Levels

UNIT 3: MANAGEMENT INFORMATION SYSTEM

Definition; Integrated System; MIS Vs. Data Processing MIS and Other Academic Disciplines; Structure of MIS based on Management Activities and Functions; System Concepts of MIS

BLOCK II

UNIT 4: PLANNING AND CONTROL PROCESS

Control on Systems; Feedback Control; Law of Requisite Variety; Management Control through Reporting

UNIT 5: HUMAN AS INFORMATION PROCESSORS

Newell-Simon Model; Limits on human Information Processors; Characteristics of Human Information Processing; Performance

UNIT 6: INFORMATION SYSTEM FOR FUNCTIONAL AREAS

Information for Financial Marketing Inventory Control; Production and Personal Functions

BLOCK III

UNIT 7: MIS DESIGN APPROACHES

Prototyping; Life-Cycle Approach; Project Management; Case Studies

UNIT 8: MANAGEMENT SUPPORT SYSTEM-OVERVIEW

Decision Making Phase; Concepts of Decision Making; Decision Supports System; Difference between MIS and DSS

UNIT 9: DECISION MAKING SYSTEMS AND MODELLING

Modeling Process; Information need 3ed for different phases and decision making Sensitivity Analysis; Static and Dynamic Models; Simulation; Operations Research Techniques; Heuristic Programming Case Studies

UNIT 10: EXECUTIVE INFORMATION AND SUPPORT SYSTEMS NEEDS

Characteristics; Software and Hardware; Integrated EIS and DSS; EIS Implementation

SUGGESTED READINGS

- 1) Management Information System - Gordon Devis; Margareth H. Oison
- 2) Information Systems for Modern Management – Robert Murdick; Joel E. Ross
- 3) Decision Support and Expert Systems – Efraim Turban

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

INTRODUCTION TO PRODUCTION MANAGEMENT

Sub. Code: BBA - 405

Credits: 03

**Total Marks: 100
40%**

Minimum Pass Marks:

Internal Assessment: 40 Marks

University Examination: 60 Marks

BLOCK I

UNIT 1: PRODUCTION/OPERATIONS MANAGEMENT

Introduction; Major decisions; objectives and activities; Difference between products and services (from POM view point). Characteristics of a production system.

UNIT 2: TYPES OF PRODUCTION SYSTEMS

Production to order and production to stock

UNIT 3: PLANT LOCATION

Factors affecting locations & evaluating different locations

BLOCK II

UNIT 4: PLANT LAYOUT:

Meaning; objectives; characteristics and types; Plant layout and materials handling.

UNIT 5: FACTORY PLANNING

Concepts; importance; factors responsible for locating factory & factory building. Factory building design - modern concepts.

UNIT 6: PLANT LAYOUT

Plant layout – types; factors affecting; plant layout; production systems.

BLOCK III

UNIT 7:FORECASTING

Forecasting Techniques ; scheduling & controlling

UNIT 8: PRODUCTION PLANNING AND CONTROL

Functions; material requirements; inventory system

UNIT 9: PRODUCT ASSURANCE

Total quality management; Quality certification system; ISO9000 and other standards.

UNIT 10: PLANT MAINTENANCES

Meaning & importance of plant maintenance; classification of maintenance activities; organization for plant maintenances; department.

SUGGESTED READINGS

1. Plant Layout and Material Handling James Apple & John Wileysons
2. Production & Operations Management R S Goel
3. A Key to Production Management Kalyani Publicaion; Ludhiyana
4. Production & Operation Management S N Chavy; TMH Delhi