

Bachelor of Business Administration (BBA)



Department of Management Studies

**Mahatma Gandhi University
Nalgonda- Telangana**

2017-2018

***Teaching Lesson plan (UG)
BBA syllabi (CBCS)
Semester wise***

Bachelor of Business Administration (BBA)

Paper Code: BB104		
PRINCIPLES OF MANAGEMENT		
S.No	Topics	No.of Hours
	Unit-I Introduction to Management	
	- Meaning, definition, concept	1
	Scope of Management	1
	principles of management	1
	Evolution of management thought	1
	Management theories- classical – Taylor and	1
	behavior - Hawthorne	1
	system, contingency app to Management	1
	contemporary perspectives on management	1
	Management art or science	1
	management as profession	1
	Process and levels of Management	1
	Introduction to Functions (POSDCORB) of Management	1 12
	Unit-II Planning	1
	Importance, objectives	1
	process,	1
	policies and procedures	1
	types of planning	1
	Decision making - Process of decision making,	1
	Types of decision	1
	Problems involved in decision making	1 8
	Unit-III Organizing	1
	Meaning, importance	1
	principles of organizing	1
	span of management	1
	Patterns of organization – formal and informal organizations	1
	departmentalization	1
	Common organizational structures;	1
	Authority- delegation, centralization and decentralization	2
	Responsibility	1
	– line and staff relationship	2 12
	Unit-IV Staffing	
	Sources of recruitment	1
	Selection process	2
	Training,	1
	Directing,	1
	Controlling – Meaning and importance	1
	Function, span of control	1
	Process and types of Control	2
	Motivation,	2
	Co-ordination – Need and types and techniques of co-ordination	1
	Distinction between coordination and co-operation - Requisites for excellent co-ordination	1
	Systems Approaches and co-ordination	1 14

Bachelor of Business Administration (BBA)

	Unit-V Emerging issues in Management	2	
	Total Quality management	2	
	Technology Management	2	
	Talent and Knowledge Management	2	
	Leadership	2	10
	Total Hours	56	

Bachelor of Business Administration (BBA)

Paper Code: BB105 Basics of Marketing		
S.No	Topics	No.of Hours
1	Unit I: Introduction of Marketing	1
2	Nature, Scope and Importance of Marketing	2
3	Evolution of Marketing	2
4	Core marketing concepts :marketing mix	1
5	Production concept, Product concept,	1
6	Selling concept, Marketing concept	1
7	Marketing Environment	1
8	Micro and Macro Environment	1 10
9	Unit II Market Segmentation	1
10	Target Market	1
11	Product Positioning	1
12	Levels of Market Segmentation	2
13	Bases for Segmenting Consumer Markets	1
14	Bases for Segmenting Industrial Markets	1
15	Target Market and Product Positioning Tools.	2 10
16	Unit III New Product Development	1
17	Introduction, Meaning of a New Product	1
18	Need and Limitations for Development of a New Product	1
19	Reasons for Failure of a New Product	2
20	Stages in New Product Development	2
21	and Consumer Adoptions Process	1 8
22	Unit IV Product & Pricing Decisions	1
23	Concept of Product	1
24	Product Life Cycle (PLC	1
25	PLC marketing strategies	1
26	Product Classification	1
27	Product Line Decision,	1
28	Product Mix Decision	1
29	Pricing Decisions	1
30	Concept of Price	1
31	Pricing Methods	2
32	Pricing Strategies	2 13
33	Unit V Promotion Mix:	1
34	Concept of Promotion Mix	2
35	Factors determining promotion mix	1
36	Promotional Tools	2
37	Types of Advertisement,	1
38	Sales Promotion,	2
39	Public Relations & Publicity	1
40	and Personal Selling;	2
41	Distribution: Designing Marketing Channels,	1
42	Channel functions	1
43	Types of Intermediaries	1 15

Bachelor of Business Administration (BBA)

	Total Hours	56
--	--------------------	-----------

Bachelor of Business Administration (BBA)

Paper Code: BB106

BUSINESS ECONOMICS

Topic	No.of Hours
Unit I:	9
Introduction to business economics,	2
Business Economics Nature and Scope, Characteristics	3
Concept of opportunities Cost,	1
Incremental cost. Time perspective,	1
Discounting and equi-marginal principle	2
Unit – II:	13
Introduction to Demand Concepts	1
Concept of Demand Determinates of demand ,	2
Law of demand, exception to the law of demand,	3
Elasticity of demand, types of demand elasticity,	2
Uses of demand elasticity.	1
Concept of Supply, Determinants of Supply,	2
Law of Supply, Elasticity of Supply.	2
Unit – III:	10
Production and Cost Concepts:	2
Theory of production, production function,	2
Input output combination,	1
Short run production laws,	2
Law of diminishing marginal returns to scale,	2
ISO-quant curves, ISO-cost curves	1
Unit – IV :	8
Budget line: Cost concepts,	1
Cost classification, short run cost curves and long run cost curves,	2
Experience curve.	1
Economies and diseconomies to the scale,	2
Economies of scope.	2
Unit – V:	15
Introduction to Market Structures and Pricing	1
Concept of market, structures,	2
Perfect competition market and price determination.	2
Monopoly and abnormal profits.	2
Monopolistic completion market price determination, price discrimination.	3
Oligopoly, features of oligopoly, syndicating in oligopoly.	2
Kinked demand curve.	1
Price leadership and market positioning.	2

Total Number of Hours = 55

Bachelor of Business Administration (BBA)

Teaching lesson plan

BBA -II Semester

Subject: Organizational Behavior paper: 204

S.No	Particulars Unit Wise	Detailed Topics	No. of Hours	Remarks
1	Unit-I	Meaning, importance of organizational behavior	1	
2		historical development of organizational behavior	1	
3		Factors influencing organizational behavior	1	
4		Perception-concept, nature and process	1	
5		Factors influencing perception	1	
6		Attribution-concept, nature and process	1	
7		Factors influencing attribution	1	
8		Values and attitudes	1	
9		personality	1	
10		Stages of personality development	1	
11		Determinants of personality	1	
12		Concept of learning	1	
13		Theories of learning	1	Case studies
14	Unit-II	Motivation-concept and importance of motivation	1	
15		Theories of motivation	1	
16		Leadership - concept, characteristics	1	
17		theories and styles of leadership	1	
18		Managerial grid	1	
19		Leadership continuum	1	
20		Leadership effectiveness.	1	Case studies
21	Unit-III	Group Dynamics -Meaning of groups and group dynamics	1	
22		Group-formation	1	
23		Characteristics and Types of groups	1	
24		Theories of group dynamics	1	
25		Group cohesiveness	1	
26		Factors influencing group cohesiveness	1	
27		Group decision making process	1	
28		Types of teams.	1	
29		Analysis of Interpersonal Relationship	1	
30		Transactional Analysis	1	
31		Johari Window	1	Case studies
32	Unit-IV	Management of Change	1	
33		Meaning and importance of change	1	

Bachelor of Business Administration (BBA)

34		Factors contributing to organizational change	1	
35		Change agents	1	
36		Resistance to change	1	
37		causes of and dealing with resistance to change	1	
38		Organizational Development	1	
39		meaning and process	1	Case studies
40	Unit-V	Organizational Culture	1	
41		Organizational conflict	1	
42		Organizational effectiveness	1	
43		Distinction between organization culture and climate	1	
44		Factors influencing organization culture	1	
45		Morale-meaning	1	
46		Morale –concepts and types of morale	1	
47		Managing Conflict	1	
48		Organizational effectiveness	1	
49		Indicators of organizational effectiveness	1	
50		Achieving organizational effectiveness	1	
51		Organizational Power	1	
52		Organizational Politics.	1	Case studies

Bachelor of Business Administration (BBA)

Paper Code: BB205

BUSINESS STATISTICS

Sl.No	Particulars Unit Wise	Detailed Topics	No: of Hours	Remarks
1.	Unit 1			
	Statistics	Introduction , Definition and Scope of Statistics	1	
		Importance of statistics Limitations and Statistical Methods	1	
		Statistical Methods, Need for data-Principals of Measurement	1	
		Secondary Data and Sources of Secondary Data	1+1	
		Principals of Secondary Data, Tabulation and presentation	1	
		Classification of Data- Data array , Frequency distribution	1	
		Method of data classification	1	
		Types of Frequency distribution , tabulation of data	1	
		Tabulation of data-Objectives of tabulation – Parts and types of Tables	1	Total No: of Hours = 14
		Graphical presentation – Functions of graphs	1	
		Advantages and limitations of graphs,Diagrams	1	
		Diagrams-Rules for Drawing Diagrams, One Dimensional diagrams	1	
		Two and Three Dimensional diagrams	1	
		Pictograms, cartograms, Stem and Leaf Displays	1	
2.	Unit 2			
	Measures of Central Tendency	Introduction to Average-Requisites for a measure of central tendency	1	
		Mean- Combined Mean-Weighted mean	1	
		Median-Partition values-Quartiles, Deciles and percentiles	1	
		Relationship between partition values- Mode-Relationship between mean , median and mode	1	
		Problems on mean-Individual series, discrete series and continues series	1	
		Problems on mean-Individual series, discrete series and continues series	1	
		Problems on median and mode	1	

Bachelor of Business Administration (BBA)

		Problems on median and mode	1	Total No: of Hours = 16
		Geometric mean(GM)-Combined GM , Weighted GM	1	
		Problems on GM	1	
		Harmonic Mean(HM), Relationship between Arithmetic mean , Geometric mean and Harmonic mean	1	
		Harmonic mean- Grouped and Ungrouped Data, advantages and disadvantages of all measures of Central tendency	1	
		Measures of Dispersion- Introduction – Significance and Requisites of a Measure of dispersion	1	
		Range, QD, MD and SD- For Grouped and Ungrouped	1	
		Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.	1	
		Skewness and Kurtosis (SK)- Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages	1	
		Moments – concepts –Calculation – Kurtosis.	1	
		Problems on range ,QD,MD and SD	1	
		Problems on Skewness and kurtosis	1	
3.	Unit 3	Index Numbers: Introduction – Types – Characteristics	1	
		Construction weighted and unweighted index numbers	1	
		Price and Quantity/Volume index numbers	1	
		index numbers – Tests – time reversal – Factor Reversal and Circular tests	1	Total No: of Hours=6
		Chain and Fixed base – Changing of base	1	
		Combining of two of more overlapping indices consumer price Index – Problems in Construction.	1	
4.	Unit 4	Probability: Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability	1+1+1	
		Addition and Multiplication theorems	1	
		conditional, Joint and Marginal Probability	1	
		Sampling: Sampling – Reasons of Sample survey – bias in Survey	1	
		Definitions of Population, Sample, Parameter	1	Total No: of Hours = 12

Bachelor of Business Administration (BBA)

		Statistic – Principles of Sampling, Statistical Regularity,	1	
		, Inertia of Large Numbers, Optimization, Persistence of small numbers – Validity	1	
		Probability and non probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).	1+1+1	
5.	Unit 5	Correlation Analysis: Scatter diagram, Positive and negative correlation	1	
		Limits for coefficient of correlation, Karl Pearson's coefficient of correlation,	1	
		Problems on Karl Pearson's coefficient of correlation	1+1	
		Spearman's Rank correlation.	1	Total No: of Hours = 12
		Problems on Spearman's Rank correlation.	1+1	
		Regression Analysis: Concept, least square fit of a linear regression	1	
		two lines of regression, properties of regression coefficients(Simple problems only)	1	
		Time Series Analysis: Components, Models of Time Series	1	
		Additive, Multiplicative and Mixed models	1	
		Trend analysis- Free hand curve	1	
		Semi averages, moving averages, Least Square methods (Simple problems only).	1	
		Total	61	61

Bachelor of Business Administration (BBA)

Bachelor of Business Administration (BBA) Syllabus

Paper Code: BB206

BUSINESS LAW

Topic	No.of Hours
Unit 1:	11
INTRODUCTION TO BUSINESS LAWS - Introduction,	01
Nature of Law, Meaning and Definition of Business Laws,	02
Scope and Sources of Business Law,	02
Fundamental Rights and Directive Principle of State Policies,	02
Principles having economic significance,	02
Overview of Business Laws in India.	02
Unit 2:	13
CONTRACT LAWS –	
Indian Contract Act, 1872: Definition of Contract, essentials of a valid contract (all essentials need to be explained in great detail),	02
Classification of contracts,	02
Breach of contract and remedies for breach of contract.	02
Indian Sale of Goods Act, 1930:	02
Definition of contract of sale, essentials of contract of sale,	02
Conditions and warranties,	01
Rights and duties of buyer,	01
Rights of an unpaid seller.	01
Unit 3:	13
INFORMATION LAWS AND RTE –	
Right to Information Act, 2005:	02
Objectives of the RTI Act, Scope,	02
Moto disclosure,	01
Method of seeking information,	02
Eligibility to obtain information,	02
Authorities under the Act,.	02
Unit 4:	12
COMPETITION AND CONSUMER LAWS –	
The Competition Act, 2002: Objectives of Competition Act, the features of Competition Act,	02
Components of Competition Act, CCI, CAT, offences and penalties under the Act.	02
Consumer Protection Act, 1986: Definition of the terms consumer, consumer dispute, defect,	02
Deficiency, unfair trade practices and services.	02
Consumer Protection Act, Consumer Redressal Agencies –	02
District Forum, State Commission, National Commission.	02
Unit 5:	15
ECONOMIC AND ENVIRONMENTAL LAWS- FEMA 1999: Objects of FEMA,	
Definition of important terms – authorized dealer, currency, foreign currency,	02

Bachelor of Business Administration (BBA)

Foreign exchange,	01
Foreign security,	01
Directorate of Enforcement,	01
Salient features of the FEMA,	01
offences and penalties,	
Environment Protection Act, 1986: Objects of the Act, definitions of important terms –	02
Environment, environment pollutant, environment pollution, hazardous substance and occupier,	02
Types of pollution,	01
Global warming,	01
Causes for ozone layer depletion,	01
Carbon trade, rules and powers of central government to protect environment in India.	02

Total=64

Bachelor of Business Administration (BBA)

Personality Development and Communication Skills

BBA

Paper Code:BB301-SEC-1(Common Course)

Semester III

Sl.No	Particulars Unit Wise	Detailed Topics	No: of Hours	Remarks
1	Unit 1	Basics English – Language as means of Communication	1	
		Tenses	2	Worksheet Exercises to be included
		Reported Speech	1	
		Acquiring Communication Skills – Need and Means	1	
		Interpersonal Skills	1	Theory+ Activity Based
		Speaking Skills Development- Speeches	2	Theory+ Activity Based
		Group Discussion	2	Theory+ Activity Based
		Writing Skills – Paragraph Writing	2	Theory+ Activity Based
		Summary Writing	2	Theory+ Activity Based
		Note Making	2	Theory+ Activity Based
		Editing	2	Theory+ Activity Based
		Business Letters	2	Theory+ Activity Based
			20	Total No: of Classes
2	Unit 2	Soft Skills – Definition and Importance at Work Place	1	
		Personality – Introduction and need for development	1	
		Body Language	2	Theory+ Activity Based
		Time Management - Essence	2	Theory+ Activity Based

Bachelor of Business Administration (BBA)

		Emotional Intelligence	1	
		Problem Solving Techniques	1	
		Team Building	2	Theory+ Activity Based
			10	Total No: of Classes 30

Bachelor of Business Administration (BBA)

Financial Accounting

BBA – III Semester

Paper code: BB304

No. of Credits: 5

S.no	Unit	No.of Hours	Topic Covered	Remarks
1	Unit I	1	Business- Types of Business –Need& Significance of Accounting in – General -Business	With Example
2		1	Definitions& Meaning, financial accounting	
3		1	Functions of financial accounting	
4		2	Scope & Importance of accounting-Branches of accounting	
5		1	Users of Accounting Information	
6		1	Accounting as a Business information system	
7		2	Accounting Concepts and conventions ,their implications on Accounting system-	
8		1	Generally Accepted Accounting Principles	
9	Unit -II	1	Accounting Equation-Nature of Accounts	11 HOURS
10		1	Books of accounting –Types of books	
11		1	Double entry system- Classification of Account- Debit-Credit Rule Personal Accounts	
12		1	Debit- Credit Rule Real & Nominal Accounts	
13		1	Journal – Definition, Nature & Proforma Journal	
14		1	Preparation of Journal- Recording of Transactions in Journal	
15		1	Preparation of Journal-	
16		3	Subsidiary books -Concept, Importance& Preparation	
17		1	Definition & Proforma Ledger — Preparation of ledger Accounts-	
18		2	Preparation of ledger Accounts	
19		1	Journal & Ledger Preparation	12HOURS
20	Unit-III	2	Concept & Significance of Trail Balance – Direct & indirect Method- preparation of Trail balance Direct method	
21		1	preparation of Trail balance-rules of Indirect method -	
22		1	preparation of Trail balance-Indirect method	
23		1	Problems- Preparation of Journal –Ledger- Trail Balance	
24		1	Need ,Meaning, Definition of Financial Statements – Types of financial Statements	
25		1	Objectives & Limitations of Financial Statement	
26		1	Definition and meaning of Capital & Revenue	

Bachelor of Business Administration (BBA)

			Expenditure	
27		1	Proforma – Preparation ion of Trail balance	
28		1	Proforma –Preparation Profit & loss Account	
29		1	Proforma & Preparation of Statement of Balance Sheet	
30		2	Preparation of Final accounts without adjustments	
20		1	Adjustments - treatment of adjustments in a final accounts	
31		3	Practice of Final Accounts with Adjustments	
32		2	Understanding of financial statements of Financial Joint Stock Companies	19HOURS
33	UnitIV:	1	Concept & Definition of Financial statement Analysis	
34		1	Objectives & limitations of Financial Statement Analysis	
35		1	Tools and Techniques of Financial Statement Analysis	
36		1	Horizontal –Comparative statement analysis- Concept – Meaning -Importance	
37		1	Proforma & Preparation of Comparative Income statement	
38		1	Proforma & Preparation of Comparative Balance Sheet statement	
39		1	Proforma & Preparation of Comparative Income / Balance sheet statement	
40		1	Vertical –Common size statement analysis- Concept – Meaning -Importance	
41		1	Proforma & Preparation of Common size Income statement	
42		1	Proforma & Preparation of Common size Balance sheet statement	
43		1	Proforma & Preparation of Common size Income / Balance sheet statement	
44		1	Definition & Meaning of ratios analysis- advantages & Disadvantages of Ratio Analysis	
45		1	Classification of Ratios – Concept liquidity ratios- Classification of liquidity ratios- Formulas- Simple calculations	
46		1	Concept of Activity Ratios- Classification – importance- Formulas- Simple calculations	
47		1	Profitability Ratios- Classification – importance- Formulas- Simple calculations	
48		1	Structural Ratios Classification – importance- Formulas- Simple calculations	
50		1	Practice of Ratios – with missing information	
51		2	Practice of Ratios – with Balance sheet preparation	19 HOURS

Bachelor of Business Administration (BBA)

55	Unit V:	1	Concept , Meaning and Origin of Indian Accounting Standards	
56		1	Advantages and Limitations of Indian Accounting Standards	
57		2	Procedure for Issuing Indian Accounting Standards in India	
58		2	Salient Features of Ind-AS in India issued by ICAI	
59		1	IFRS- Concept, Origin& importance	
60		1	Main features, Uses of IFRS	
61		1	Objectives of IFRS	
62		2	IFRS-issued by IASB	11HOURS

Bachelor of Business Administration (BBA)

Teaching lesson plan
BBA –III Semester

Subject: Human Resource Management paper: 305

S.No	Particulars/Unit wise	Detailed topics	No of Hours
1	UNIT I Introduction to Human Resource Management and Environment:	Introduction	1
2		Managerial and operative role of Human Resource Management .Functions of HRM	6
3		Personnel Management vs. Human Resource Management	2
4		Strategic Management Approach.	2
5		The Role of Globalization in HR Policy and Practice	2
6		CASE STUDY / Activity	1
7		Total	14
8	UNIT II: Acquiring Human Resources	Human Resource Planning and Alignment	1
9		Job Analysis	1
10		Job Description, Job Specification	1
11		Job Design	1
12		Job- Restructuring ,Job Rotation, Job Enlargement and Job Enrichment	1
13		Job Evaluation	1
14		Recruitment	1
15		Selection	1
16		Placement, Induction and Orientation	1
17		Line and Staff.	1
18		CASE STUDY / Activity	1
19		Total	11
20	UNIT III: Developing Human Resources	Training and Development –Introduction	1
21		Employee Training and Retraining	1
22		Assessing Training Needs	1
23		Designing Training Programmes	2
24		Employee orientation	1
25		Career Planning and Development	1
26		Role and Significance of Career Planning	1
27		Impact of Career Planning onProductivity	1
28		CASE STUDY / Activity	1
29		Total	10
30	UNIT IV : Labour Management	Industrial Relations	1
31		Industrial Disputes	1
32		Principles and guidelines for effective handling of	2

Bachelor of Business Administration (BBA)

		Industrial Disputes and Industrial Relations	
33			
34		Standing Orders, Role and Contents of standing orders	1
35		Labour Relations and Collective Bargaining	1
36		Employee Health and Safety.	1
37		CASE STUDY / ACTIVITY	3
38		Total	10
39	UNIT V : Rewarding Human Resources:	Performance Appraisal and its need	1
40		Methods of Performance Appraisal	2
41		Organization Climate and its impact on HRM	1
42		Components of Organization Culture	1
43		Quality of Work Life, Determinants of quality of work life	2
44		Impact of QWL on Organization Climate and Culture	1
45		CASE STUDY / ACTIVITY	2
46		Discussion on previous Question paper	1
		Total	11
		Total No. of Hours	56

Bachelor of Business Administration (BBA)

SUBJECT : Introduction to Information Technology

COURSE: BB306 SEMESTER- III

S.NO	Particulars Unit Wise	Detailed Topics	No. of Hrs	Remarks
1	I	Introduction to Computer Systems	1	
2	I	Introduction to Hardware	1	
3	I	Peripherals: Input Devices and Output Devices	1	
4	I	Memory Devices: Primary and Secondary	1	
5	I	Introduction to Processors	1	
6	I	Introduction to Software	1	
7	I	Classification to Software: System Software	1	
8	I	Classification to Software: Application Software	1	
9	I	Introduction to Operating System	1	
10	I	Types of Operating Systems	1	
11	I	Understanding of CGI and GUI	1	
12	I	Introduction to Network	1	
13	I	Types of Networks	1	
14	I	Introduction to LAN, WAN and MAN	1	
15	I	Network Topologies	1	
16	I	Introduction to Physical Communication Media:	1	
17	I	Introduction to TCP/IP	1	
18	I	Details of OSI Model	1	
19	II	Introduction to Information System	1	
20	II	Introduction to Data, Information & Knowledge	1	
21	II	Types of Information Systems	1	
22	II	Introduction to MIS	1	
23	II	Introduction to DSS	1	
24	II	Introduction to Expert Systems	1	
25	II	Kinds of Information Systems: Operational IS	1	
26	II	Kinds of Information Systems: Tactical IS	1	
27	II	Kinds of Information Systems: Strategic IS	1	
28	II	Introduction to Executives Information Systems (EIS)	1	
29	II	Introduction to Data Base	1	
30	II	Introduction to DBMS	1	
31	II	Advantages to DBMS	1	
32	II	Disadvantages of DBMS	1	
33	II	Ethical and Social Issues in IS	1	
34	III	Introduction to Multimedia: Concepts	1	
35	III	Introduction to Multimedia devices	1	
36	III	Types of Multimedia Formats	1	
37	III	Introduction to Audio Formats	1	
38	III	Introduction to Video formats	1	
39	III	Compression Issues	1	

Bachelor of Business Administration (BBA)

40	III	Decompression issues	1	
41	III	Business Applications of Multimedia	1	
42	IV	Introduction to Internet	1	
43	IV	Brief history of Internet	1	
44	IV	Internet Addressing and Architecture	1	
45	IV	Introduction to World Wide Web (WWW)	1	
46	IV	Architecture of WWW	1	
47	IV	Introduction of Browser	1	
48	IV	Types of Browser	1	
49	IV	Introduction to Search engines	1	
50	IV	Types of Internet Services	1	
51	IV	Email Address	1	
52	IV	Chatting, Messaging, and Groups	1	
53	IV	Introduction to Social Networking	1	
54	IV	Internet in Business	1	
55	IV	Introduction to e-commerce	1	
56	IV	Introduction to m-commerce	1	
57	IV	Types of online business	1	
58	IV	Security Issues in Internet	1	
59	IV	Introduction to Office Management Applications	1	
60	V	Explaining Intranet and Extranet	1	
61	V	VPN – Internet Telephony	1	
62	V	Introduction to Groupware	1	
63	V	Audio and Video conferencing	1	
64	V	Wireless communication: WLANS	1	
65	V	Definitions of Bluetooth, WI-FI, WI-MAX – RFID	1	
66	V	Introduction to Spread Sheet : MS-EXcell	1	
67	V	Use of Databases for the office: MS-ACCESS	1	
68	V	Data base applications		

Bachelor of Business Administration (BBA)

BBA II year

semester IV

Paper code: BB404

Financial Management

Topics	No.of Hours	
Unit-I		
Nature of Financial Management:	1	
Scope of FM	1	
Profit Maximization, Wealth Maximization	1	
Objectives of Financial Management	1	
Functions of Finance-Finance, Investment & Dividend decision	1	
Organization of Finance Function	1	06
Unit-II		
Concept of Time value of money, compounding, discounting, present value, future value & annuity	8	
Capital budgeting-NPV, IRR, calculation of NPV and IRR	8	16
Unit-III		
Sources of Long-term finance	1	
features of equity shares, preference shares, debentures	1	
Long-term loans	1	
Capital Structure – meaning, determinants of capital structure; cost of capital	2	
component costs of capital, weighted average cost of capital	2	
Dividend Policy Decision – types of dividend, determinants of dividend policy.	5	12
Unit-IV		
Working Capital Management: gross versus net working capital, determinants of working capital	3	
Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only);	4	
Cash management technique (Lock box, concentration banking)	3	10
Unit-V		
Receivables Management – Objectives	1	
Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis;	3	
Inventory Management (Very Briefly) - ABC Analysis;	6	
Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model)	6	16
Total	60	

Bachelor of Business Administration (BBA)

Marketing Research:

Paper code: BB405

UNITS	TOPICS	NO OF CLASS		
Unit I: Marketig Research	Nature and Scope of Marketing Research	1		
	Role of Marketing Research in Decision Making	1		
	The Research Process	1		
	Steps in the Research Process	2		
	Designing the Research Proposal	2		
Unit II:	Sources of Data	1		
	Primary Data and Secondary Data	1		
	Survey Method of Data Collection	1		
	Observation Method	1		
	Types of Observation	1		
	Interview	1		
	Depth Interview	1		
	Focus Group Interview	1		
	Questionnaire	2		
	Questionnaire Method	1		
	Steps in Design of a Questionnaire	1	12	
	Unit III:	Secondary Method of Data Collection	2	
		Advantage & Disadvantage of Secondary Data	2	
Criteria for Evaluating Secondary sources		2		
Secondary Sources of Data in Indian Context		2	8	
Unit IV:	Measurement and Scaling	1		
	Concept of Measurement and Scaling	1		
	Types of Scales	1		
	Nominal Scale	1		
	Ordinal Scale	1		

Bachelor of Business Administration (BBA)

	Interval and Ratio Scales	1
	Attitude Scales	1
	Thurstone Scale	1
	Likert Scale	1
	Semantic Differential Scales	1
	Reliability and Validity of a Scale	1 12
Unit V: Sampling	Sampling Techniques	2
	Data Analysis	2
	Z test (mean, diff.of mean, diff.of proportion)	2
	t test (mean)	2
	Paired t test	2
	Chi Square test	2
	Introduction to Theoretical concept of ANOVA	2 14
	Total Hrs	54

Bachelor of Business Administration (BBA)

Blow up of BBA II year

406: Business Ethics and Corporate Governance

S No.	Particulars unit wise	Detailed topics	No. Of Hrs	Remarks
1	UNIT I	Meaning of ethics	1	
2		why ethical problems occur in business	1	
3		Ethical principles in business	1	
4		Utilitarianism	1	
5		weighing social cost and benefits	1	
6		Rights and duties	1	
7		Justice and fairness	1	
8		ethics of care	1	
9		Integrating utility	1	
10		rights, justice and caring	1	
11		An alternative to moral principles	1	
12		virtue ethics	1	
13		Moral issues in business	1	
14		Worker's and employee's rights and responsibilities	1	
15		Profit maximization vs. social responsibility	1	15
16	UNIT II	Corporate governance concept	1	
17		Need to improve corporate governance standards,	2	
18		Features of good governance,	2	
19		Role played by regulators to improve corporate governance,	2	
20		accounting standards and corporate governance	3	
21		corporate disclosure	1	
22		insider trading	1	12
23	UNIT III	Quality	1	
24		Composition and role of Board	1	
25		Outside Directors on the board (independent, nominee),	2	
26		Executive and Non-Executive directors	2	
27		SEBI clause 49	1	
28		directors and financial institutions in enhancing corporate governance,	2	
29		critical issues in governance of board directors,	2	

Bachelor of Business Administration (BBA)

30		CEO Duality	1	13
31	UNIT IV	duties and responsibilities of auditors,	2	
32		corporate governance and internal auditors,	2	
33		Whistle blowing: Kinds of whistle blowing,	1	
34		precluding the need for whistle blowing	1	
35		Discrimination	1	
36		affirmative action, and reverse discrimination	2	
37		Equal employment opportunity	1	
38		Affirmative action	1	
39		Preferential hiring,	1	12
40	UNIT V	Corporate social responsibility: Meaning	1	
41		Evolution of corporate social responsibility	2	
42		common indicators for measuring business social performance	3	
43		reporting social responsibility measures in annual report.	3	9
Total classes				61

Bachelor of Business Administration (BBA)