

**Third Semester
Curriculum**

BBA (Full Time) 3 Yrs. Program of D.A.V.V.,

Indore

For

Affiliated Institutions

Semester III

BB 301	Marketing Management
BB 302	Organizational Behavior
BB 303	Business Environment
BB 304	Business costing
BB 305	Operations Management
BB 306	Business statistics

Marketing Management BB 301

Objective: To generate understanding of the marketing management and impart knowledge of the function.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Course Content

Unit : I

Marketing :- Meaning - concept - functions - marketing Planning & implementation
marketing Programmes - Marketing environment – Micro and Macro.

Unit II:

Market Segmentation and consumer behaviour – Influencing factors, Decision process - Marketing Research - Marketing information system

Unit : III

Product :- Meaning - Product planning - policies - positioning - New product

Unit : IV

Pricing:- Pricing objectives – Setting and modifying the price – Initiating price changes and responding to price changes.

Unit : V:

Promotion: Promotion Mix - Advertisement - Message - copy writing - Media strategy - sales promotion - Personal selling and publicity.

Unit : VI:

Physical Distribution and Strategies:- Distribution Mix - Managing channel - intermediaries - transport and warehousing -

Text Books

1. Debraj Dutta Mahua Dutta, **Marketing Management**,2010,Vrinda Publication
2. P.K.Chopra , **Marketing Management** ,2010,Dreamtech Press,New Delhi
3. V.S.Ramasamy & Namakumari.S, **Marketing Management**, 2010, Macmillan,
4. Saxena, **Marketing Management**, 2010,Tata Mcgraw Hill
5. Chandra Bose,Modern **Marketing Principle and Practices**,2010,PHI Learning

Organization Behavior BB 302

Objective: To generate understanding of organizational behavior and impart knowledge of the function.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus

Unit: I

OB History and Development; Importance of OB to the field of management. Basic behavioral Process: Cognitive functions - intelligence, Creativity, Problem solving, Learning and its process - implications,

Unit: II:

Attitudes and Values, Personality - Concepts, theories, estimation and applications; Perception - implications, counseling - importance and relevance.

Unit: III:

Motivation - Theories and applications to management,

Unit: IV:

Leadership - Role and functions of a leader, Leadership theories and styles, implications for management, Alternatives to leadership;

Unit: V:

Organizational Development - approaches, intervention strategies, implementation; Organizational culture - relevance of culture in the changing scenario, Organizational Politics, impression management and defensive behavior

Unit VI:

Organizational change : Approaches and resistance to change, Manager as a change agent; Conflict management, nature, sources. Current applications and future trends in OB.

Text Books

1. Kamran Sultan **Organizational behavior** , 2011, Dreamtech Press
2. Karampal **Business Management & Organisational Behaviour**, 2011, IK International Publication
3. Agrawal P.K, **Management Process & Organisational Behaviour**, 2011, Vrinda Pub
4. R. S. Dwivedi, “**Human Relations and Organizational Behavior: A Global Perspective**”, Macmillan

Business Environment BB 303

Objective: To generate understanding of business environment and impart knowledge of the function.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus

1. Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment, micro environment, macro environment. Types of environment.
2. Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions.
3. Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India.
4. Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration.
5. Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.
6. The contribution of Public sector enterprises in India, Privatization and disinvestment in India, Foreign Direct Investment in India, its impact on Indian economy.

Text Books

1. Neelmegham, **Business environment**,2011,Vrinda Publication
2. Aswathappa k, **Essentials of Business environment**, Himalaya Publishing house.
3. Paul, Justin, **Business Environment**, Tata McGraw Hill
4. Palwar, **Economic Environment of Business**, PHI, New Delhi,2009

Business Costing BB 304

Objective: To familiarize and develop an understanding of basic concepts, methods and systems of costing used by business enterprises.

Scheme: 80 marks for the university examination and 20 marks for internal. For internal evaluation there shall be tests for 10 marks and for project for 10 marks. The university examination to be based on analytical questions, there shall be four questions from the syllabus in the examination. There should be no internal choice and all four questions should be compulsory.

Syllabus:

Unit I Basics of Costing: Meaning and definition of Cost Accounting, Concepts of Cost ,Cost Object, Cost Center and Profit Center, Cost Control and Cost Reduction Classification of Costs, Overview of Cost Accounting Standards.

Unit II Cost Elements: Material Cost- purchase procedure, store keeping and stock control, pricing issue of material and accounting thereof, perpetual inventory and physical stock taking, identification of slow, non-moving and fast moving items, ABC analysis, JIT system, level of inventories and economic order quantity, analysis, investigation and corrective steps for treatment of stock discrepancies – control through other means.

Unit III Labour Costs – remuneration methods, monetary and non-monetary incentive schemes, payroll procedures, labour analysis and idle time, measurement of labour efficiency and productivity, analysis of non productive time and its cost, labour turnover and remedial measures, treatment of idle time and overtime.

Unit IV Direct Expenses – nature, collection, classification and treatment.Overheads – nature, collection, classification, apportionment, allocation and absorption.

Unit V Costing Methods: Unit Costing, Job Costing, Batch Costing, Process Costing, Contract Costing, Activity Based Costing, Target Costing, Costing for Services Sector.

Unit VI Cost Accounting Systems: Accounting entries for an integrated and not integrated accounting system, Reconciliation between cost and financial profit and loss account, interlocking accounting.

Text Books:

1. Jawahar Lal : **Cost Accounting**;TataMcGraw- Hill Education (India) Ltd.
2. Arif Pasha Mohd. **Cost Accounting**, 2010,Vrinda Publication
3. Jelsy Joseph Kupappally Accounting for Managers,PHI Learning
4. S.N. Maheshwari Cost & management Accounting; Sultan Chand & Sons,

Operations Management BB-305

Objective: To give understanding of operations as function and skills of major decisions area in operations as function.

Scheme: There shall be 20 marks for internal evaluation and 80 for external paper. Examination paper shall have two sections Section A and Section B. Section A shall have theoretical questions and section B shall have numerical. There shall be five questions in section A and three shall be answered for 48 marks. The section B shall have 4 questions and two to be answered for 32 marks.

Syllabus:

- I. Introduction to productions and operations management: Nature of production, productions and system, production as an organizational function, decision making in production, production management and operations management, Characteristics of modern production and operation management, organization of production function, recent trends in production/operations management.
- II. Production process, manufacturing and service operations: production process, manufacturing operation, service operations, selection of process non manufacturing or service operations, difference between manufacturing and service operations, classification of manufacturing process, manufacturing operations as conversion process, characteristics of modern manufacturing process,
- III. Design of production system: Product, process and production design, factors influencing product design, approaches for product design, process planning and process design, process selection, process management, major process decisions,
- IV. Plant location & Plant layout – Location theories, freedom of locations, errors in selection, steps in location selection, relative importance of location factors, location models, Meaning, definition scope and of facility layout, factors influencing layout, types of layout, importance of layout, layout planning, layout tools and techniques, analysis if layout with computers, criteria for selection and design of layout, layout design procedure.
- V. Materials Management – functions, meaning and operations, – overview of materials planning & material requirement planning, over view of Store management – objectives & functions.
- VI. Quality control – Purpose of inspection and quality control – control charts and acceptance sampling by variable and attributes. Sample plan OC curve, AQL, AOQL, LTPD.

Text Books

1. S.N Chary, **Theory & Problems in Production and Operations Management**, TMH
2. R.V.Badi N.V.Badi **Production & Operations Management**, Vrinda Publication
3. B. Mahadevan; **Operation Management; Theory and Practice** Pearson Education,
4. Ashwathappa, **Production and Operation Management**, Himalaya Publishing .

Business and Statistics BB 306

Objective: To generate understanding of the statistics in business decision making and impart knowledge of the tools of statistics.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Syllabus

Unit : I Introduction to statistics – purpose of statistics – kinds of numbers, measurements, variables, attributes, UNITs, discrete and continuous data. Frequency distributions – continuous frequency distribution – graphic representation – Histogram – frequency polygon and their uses.

Unit :II Measures of central tendency – Mean, Median, Mode merits and demerits – Measure of Dispersion – Range, mean deviation, standard deviation, coefficient of variations.

Unit :III Concept of probability – Law of Addition – Law of Multiplication and conditional probabilities – Random variables – Its expectation and variances – Applications in Management. Probability distributions:- Binomial distribution, Poisson distribution and normal distribution.

Unit : IV Population parameters and sample statistics – standard error – sampling distributions of statistics – large sample tests – single mean, Difference of means, single proportion – Difference of proportions –

Unit : V Correlation and regression – Scatter Diagram – Coefficient of correlation – Rank Correlation – Regression – Lines of Regression index nos. Simple, weighted – consumer price index – wholesale price index.

Unit : VI Time Series: Components – Trends – Seasonal – cyclical – irregular variables – Measurement of trend – Method of semi averages and method of moving averages principle of least squares – Measurement of seasonal fluctuations – simple averages – Ratio to trend method – Ratio to moving average method – simple problems.

Text Books

1. T.N.Srivastava, **Statistics for Management**, TMH, 2008
2. Agrawal D.R, **Business Statistics**, 2010, Vrinda Publication
3. S.P. Gupta, "**Statistical Methods**", New Delhi, Sultan Chand and Sons, 2007
4. S.C. Gupta, **Business Statistics**, Himalaya Pub House, 2008

**Fourth Semester
Curriculum**

BBA (Full Time) 3 Yrs. Program of D.A.V.V.,

Indore

For

Affiliated Institutions

Semester IV

BB-401	Entrepreneurship
BB-402	Supply chain management
BB-403	International business
BB-404	Indian legal system for business
BB-405	Management accounting
BB-406	Operations Research

Entrepreneurship BB-401

Course Objective: The objective of this course is to familiarise the students with the ground realities of starting & managing their own Entrepreneurial ventures.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Course contents

1. Introduction to Entrepreneurship Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur. The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad. Woman as Entrepreneur.

2. Creating and Starting the Venture

Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process.

3. The Business Plan

Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans. Marketing plan, financial plan and the organizational plan, Launching formalities.

4. Financing and Managing the new venture

Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and Entrepreneurship, Internet advertising

5. New venture Expansion Strategies and Issues

Features and evaluation of joint ventures, acquisitions, merges, franchising. Public issues, rights issues, bonus issues and stock splits.

6. Institutional support to Entrepreneurship

Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs), Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)

Text Readings:

1. Alpana Trehan, **Entrepreneurship**, 2011, Dreamtech Press New Delhi
2. Naidu & Krishnarao, **Management and Entrepreneurship**, IK International Publication
3. Charanthimath, **Entrepreneurship development small business enterprises**, Pearson education, 2008
4. Vasant Desai: **Small scale Industries and Entrepreneurship**, Himalaya Publishing House, 2009.

Supply Chain Management BB-402

Objective: To offer understanding of supply chain functions and advantages for business.

Scheme: There shall be 20 marks for internal evaluation and 80 for external paper. Examination paper shall have two sections Section A and Section B. Section A shall have theoretical questions and section B shall have numerical. There shall be five questions in section A and three shall be answered for 48 marks. The section B shall have 4 questions and two to be answered for 32 marks.

Course contents

1. Development of SCM concepts and Definitions – key decision areas – strategic Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.
2. Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.
3. Distribution strategy: Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging.
4. Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms.
5. Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management.
6. IT integrated focus, E Commerce and Supply Chain Management. Organizational Issues and Supply Chain. ERP and Supply Chain Management.

Text Readings:

1. Mohanty & Deshmukh, **Supply Chain Management**, 2011, Biztantra
2. Upendra Kachru **Exploring the Supply Chain**, 2010, Excel Books,
3. Janat Shah **Supply Chain Management**, 2010, Pearson Education,
4. Badi N.V. **Supply Chain Management**. 2010, Vrinda Publications

International business BB-403

Objective: To impart understanding of international business.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Course contents

1. An Overview of International Business: Framework of International Business, Types of International Business, International Business Approaches, Global Marketing Theory of Competitive Advantages, Neo-Classical, Modern Approach to International Business, Problems of Trade and Aid to Developing Countries.

2. International Business Decision : Mode of Entry, Marketing Mix , Factors Affecting decision For International Business,

3.Role Of International Institutions: GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD, In International Business. Recent Trends in World trade, Multi National Corporations and the Trade.

4. Recent Trends in India's Foreign Trade: Export and Import Policy, Trade Policy, Balance of Payment, Custom and Tariff Rationalization. Identifying Foreign Markets and Overseas markets, International Marketing Mix, Product Development, Transfer Logistics and Distribution Channels, Role of Documentation in International Trade, Export Pricing, Methods of International Payments.

5.International Capital Movement: Risk in International Operations, International Investment, Financing of Foreign trade, Factor Mobility and Direct Foreign Investment. Export Finance, Pre and post Shipment credit, Introduction to FEMA, Insurance. Role of ECGC and export Promotion Councils, Eurocurrency Market.

6..Regional Economic Groupings: Major Trading Blocks, Globalization with Social responsibility, Introduction to International Monetary and Financial System.

Text Readings:

K.Ashwathapa ,**International Business Environment**,2011Tata Mcgraw Hill

Mahua Dutta, **International Business**, 2011,IK International Publication

Hamilton **The International Business Environment** Oxford Press

Shajahan **International Business** Indian Macmillan Publishers

Indian legal system for business BB-404

Objective: To impart understanding of international business.

Scheme: 20 marks for internal evaluation. The assessment shall be done on the basis of test, case and assignments. External examination shall be of 80 marks for two sections section A & B. The section A shall have 6 questions, questions shall be of logical and analytical type. Emphasis shall be on real life situation based questions rather direct theory based questions. Out of 6 questions 4 shall be solved for 64 marks and there shall be a case for 16 marks in section B.

Course contents

1. The Indian Contract Act, 1872: Essentials of a Valid Contract, Void and Voidable Agreements, Performance of Contracts, Breach of a Contract and Its Remedies, Quasi-Contracts. Indemnity and Guarantee, Bailment and Pledge, Contract of Agency.

2. The Sale of Goods Act. 1930: Formation of a Sales Contract.

3. Negotiable Instrument Act, 1881: Definition and Essential Features of Negotiable Instruments, Types of Instruments and Endorsement, Parties to Negotiable Instrument.

4. Consumer Protection Act- Provisions related to consumer protection and Redressal of consumer Grievances.

5. Evolution of Indian Companies Act, 1956, The Companies Act, 1956: Types of Companies, Memorandum and Article of Association, Shareholders and Debenture Holders, Minority Protection, Winding-up.

6. Law of Partnership: Definition and Nature of Partnership, Formation of Partnership, Rights, Duties and Liabilities of Partners, Dissolution of Partnership Firm.

Suggested readings

1. P.K.Goel, **Business Laws for Managers**, 2010, Biztantra
2. Avtar Singh, **Mercantile Law**, Eastern Book Company
3. Chandra Bose, **Business Laws**, PHI, 2008
4. Bulchandani, **Business Law for Management**, 2009, Himalaya Publishing House.

Management Accounting BB-405

Objective: To familiarize and develop an understanding of basic concepts, tools and techniques of management accounting used for business decisions.

Scheme: There shall be 20 marks for internal evaluation and 80 for external paper. Examination paper shall have two sections Section A and Section B. Section A shall have theoretical questions and section B shall have numerical. There shall be five questions in section A and three shall be answered for 48 marks. The section B shall have 4 questions and two to be answered for 32 marks.

Course contents

Basics of Management Accounting:

Meaning and definition of Management Accounting, Evolution of Management Accounting, Nature and Scope of Management Accounting ,Relationship of Management Accounting with Other Branches of Accounting and Other Disciplines of Studies.

Budgetary Control: Meaning of Budget, Budgetary Control and its use as a management tool, Functions of Budgets, Difference between Budgets and Forecasts, Planning Process and Budgetary Process, Stages in Budget Process, Various Types of Budgets, Zero Based Budgeting, Activity Based Budgeting, Fixed and Flexible Budgets, Behavioral Aspects in Budgeting

Standard Costing; Introduction to Standard Costing, Cost Standards and their types, Standard Costing and Budgetary Control, Operation of Standard Costing System, Establishing Standard Costs, Analysis, Interpretation, Presentation and Disposal of variances

Marginal Costing as a Tool for Decision Making; Make or Buy Decision, Change in product Mix, Pricing Decisions, Exploring a New Market, Shut-down Decisions

Text Books:

1. S.P.Jain & K.I. Narang Cost and Management Accounting; Mayur Paperbacks, A-95, Sector 5,
2. M.N. Arora Cost and Management Accounting(Theory and Problems); Himalaya Publishing House,
3. R.S.N Piallai Bhagvathi Management Accounting; S. Chand & Co. Ltd.
4. V.k. Saxena & C.D. Vashist Cost and Management Accounting Sultan Chand & Sons,
5. M/N. Arora : A Text Book of Cost and Management Accounting Vikas Publi. House

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Operations Research BB-406

Scheme: There shall be 20 marks for internal evaluation and 80 for external paper. Examination paper shall have two sections Section A and Section B. Section A shall have theoretical questions and section B shall have numerical. There shall be five questions in section A and three shall be answered for 48 marks. The section B shall have 4 questions and two to be answered for 32 marks.

Course contents

Unit I: Definition of operations research, models of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR.

Unit: II

Linear Programming: Introduction – Mathematical formulation of a problem – Graphical solutions, standard forms the simplex method for maximization and minimization problems. Method application to management decisions.

Unit : II

Transportation problem – Introduction – Initial basic feasible solution - NWC method – Least cost method – Vogel's method – MODI – moving towards optimality – solution procedure without degeneracy.

UNIT III

Assignment problem – Algorithm – Hungarian method – simple problems.

Unit : IV

Sequencing and replacement model: Sequencing problem – processing through 2 machines, 3 machine – s jobs and k machines and traveling salesman problem.

Unit : IV

Replacement of items that deteriorate gradually – with time, without time, that fails completely – individual replacement – group replacement.

Unit : V

Network models and simulation.

Network models for project analysis CPM; Network construction and time analysis; cost time trade off, PERT – problems.

Text books

1. R.Veerachamy, **Operation Research**,2010,IK International Publication
2. Chawla, **Operation Research**, Kalyani Publication Ludhiyana,2009
3. Sharma Anand, **Operation Research**, 2008, Himalaya Publishing House
4. Kalawati, **Operations Research**, Vikas Publication Pvt.ltd.2008