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Unit- III: National Income Determination- Meaning, Method & Difficulties of Measuring National Income; Concept of GDP, GNP, NNP, PI, DPI. Inflation and Deflation- Types, Causes and Measures to Control.

Unit -IV: Monetary and Fiscal Policy- Concept, Objectives, Instruments, Limitations of Monetary and Fiscal policy, Public Finance- Meaning, Scope and Importance of Public Finance, Public Finance Vs Private Finance.

BBA – IV SEM

INTRODUCTION TO SOCIOLOGY & PSYCHOLOGY

Unit - I: Sociology as the Science of Society: (a) Sociology – Meaning and Definitions, (b) Characteristics of Sociology as a science (empirical, theoretical, cumulative and non-ethical), (c) Development of Modern Industrial Society – Characteristics, industrialism, capitalism, urbanism, liberal democracy, (d) Postmodern Society – Nature and Characteristics, (e) Culture – Meaning and elements, (cognitive elements, beliefs, values and norms and signs), Meaning, stages and agencies of socialisation.

Unit - II: Social Structure and Social Change: (a) Structural aspects of social system – Institutions, groups, subgroups, roles, norms and values, (b) Social change – Its sources – Internal and External, (c) Types of Social Change – Changes in social values with reference to pattern variables, changes in occupational structure and demographic changes

Unit- III: Introduction to Psychology: (a) Definition, Nature, Scope and Applications of Psychology. (b)Methods: Introspection, Observation, Experimental, Interview, Questionnaire and Case Study. (c)Contemporary Perspectives: Biological, Cognitive, Psychoanalytical, Humanistic, Evolutionary and Cross-cultural. (d)Biological Bases of Behaviour: Evolution, Genes and Behaviour. The Response Mechanism: Receptors, Effectors and Adjustors. (e)The Nervous System: The Basic Structure, Functions and Divisions of the Peripheral and Central Nervous System.

Unit-IV: Social Psychology: (a) Introduction: Nature and Scope; Methods of Studying Social Behaviour: Observation, Experimental, Field Study, Survey, Sociometry and Cross-cultural. (b)Socialization: Agents and Mechanisms, Socialization and Deviation. (c)Perceiving Others: Forming Impressions; Role of Nonverbal Cues, Group stereotypes, Central Traits; Primary and Regency Effects; Models of Information Integration; Attribution of Causality: Biases and Theories (Jones and Davis, Kelley).

BBA – IV SEM

BUSINESS LEGISLATIONS

Unit -I: Administration of law & legal system in India - Introduction to legal aspects of Business in general; Freedom of Trade, Profession and Occupation (Constitutional Provisions).

Unit-II: Indian Contract Act (1872) - a) Definition (Sec.2) b) Essential elements of a valid contract c) Competency to enter in contracts (Sec. 11 & 12). d) Consent – Free consent, Coercion, undue influence, fraud, misrepresentation, mistake (sec 13-23). Void Agreement (sec 24-30) f) Consequences of breach of contract (sec73-75).

Unit -III: The Companies Act (1956) - Definition & characteristics of a company, Company distinguished from partnership, Kinds of Companies, Provisions relating to incorporation, lifting the Corporate Veil. Memorandum of Association, Doctrine of ultra-vires, Articles of Association, Doctrine of indoor management & constructive notice, Concept of Prospectus. **Company**

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Management and Board Meeting: Administrative Hierarchy, Board of Director – Director- Legal Position, Appointment, Qualification, Disqualification, Removals Power, duties, Liabilities etc. Managing Director – Meaning, Appointment, and Disqualification. Manager - Meaning, Disqualification. Company Meetings Meaning of meeting-General Body meeting – statutory Meeting, Annual General meeting, Extra ordinary meeting Board Meeting.

Unit- IV: The Consumer Protection Act,1986 Salient features of Act. Definitions- Consumer, Complaint, Services, Defect and Deficiency, Complainant. Rights and Reliefs available to consumer. Procedure to file complaint. Consumer Disputes Redressal Agencies. (Composition, Jurisdiction, Powers and Functions.) Procedure followed by Redressal Agencies. Introduction to GST

BBA – V SEM

ENTREPRENEURSHIP DEVELOPMENT

Unit- I: Entrepreneur & Entrepreneurship: Evolution of the concept of Entrepreneurs, Characteristics of an Entrepreneur, Distinction between an entrepreneur and a manager; functions of an entrepreneur, types of entrepreneurs, concept of intrapreneurs; growth of entrepreneurship in India, role of entrepreneurship in economic development,

Unit -II: Entrepreneurial growth: Factors - Economic factors, non-economic factors, Government actions; Entrepreneurial competencies – meaning, major competencies, developing competencies; Entrepreneurship Development Programs (EDPs) - Need, objectives, course content of EDPs, phases of EDPs, evaluating EDPs.

Unit- III: Small Enterprises: An introductory framework: Definition, characteristics, relationship between small and large units, rationale, objectives, scope, opportunities for entrepreneurial career, problems of SSIs; Project Identification and Selection (PIS) - Meaning of project, project identification, project selection, contents of project reports, formulation of project reports; Project Appraisal - Concept, methods, economic analysis, financial analysis, market analysis, technical feasibility, managerial competence.

Unit - IV: Institutional& financial support to Entrepreneurs: Need for institutional support, various institutions supporting entrepreneurship in India – MIDC, MSME, MCED, DIC, SSIB, MSSIDC, BIFR; Financial support to entrepreneurs: Commercial banks, other financial institutions – IDBI, IFCI, SFCs, SIDBI, venture capital.

BBA – V SEM

PRINCIPLES OF OPERATIONS MANAGEMENT

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Unit -I: Introduction to Operations Management: Introduction to Operations Management, its Nature, Scope, Importance and Functions. Difference between production, manufacturing and service. Concept and types of production, mass, job-based, batch and assembly line production system. Types of services.

Unit -II: **Facilities and Production Planning**: Factors affecting plant location, types of plant layouts –product layout, process layout, fixed position layout, cellular layout, types of service layouts. Concept of production planning, definitions of capacities, master production schedule, material planning. Introduction to maintenance.

Unit- III: **Material Management:** Scope of materials management, Purchase and Stores Functions, Introduction to warehouse management, Concept of Lead time, re-order level, minimum and maximum stock, Basic concepts of Inventory management, inventory costs, ordering and carrying cost.

Unit- IV: Quality Management and Productivity: Introduction to quality, dimensions of quality, concept of product, process and service quality. Introduction to Quality Management System, concept of TQM, ISO, Kaizen, Quality circles, Six-sigma. Concepts of productivity, machine, labour and cost productivity.

BBA – V SEM

INTERNATIONAL BUSINESS ENVIRONMENT

Unit- I: Introduction to International Business: Importance, nature and scope of international business; Modes of entry into International Business; Internationalization process and managerial implications; Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances; Concept and significance of balance of payments account

Unit- II: International Business Environment: Economic, Political, Cultural and Legal environments in International Business. Framework for analyzing international business environment.

Unit- III: Global Trading and Investment Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Foreign Investments-Pattern, Structure and effects; Movements in foreign exchange and interest rates and their impact on trade and investment flows.

Unit IV: International Economic Institutions and Agreements: WTO, WTO and Developing Countries, IMF, World Bank, UNCTAD, International commodity trading and agreements. Structure and functioning of EC and NAFTA, Regional Economic Groupings in Practice: Levels of Regional Economic Integration; Regionalism vs. Multilateralism; Important Regional Economic Groupings in the World.

BBA – V SEM

RESEARCH METHODOLOGY

Unit I: Introduction - Meaning, Objectives and Types of research, Research Approach, Research Process, Relevance & scope of research in management. **Research Design -** Features of good Design, Types of Research Design,

Unit II: Sampling Design - Steps in sample Design, Characteristics of a good sample Design, Probability & Non-Probability sampling. Hypothesis – Meaning, Types, Process, Formation of Hypothesis, Testing of Hypothesis

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Unit III: Measurement & scaling techniques - Errors in measurement. Test of sound measurement, Scaling and scale construction technique. Attitude Measurement and Scales: Introduction to attitude - Various Methods to measure attitude.

Unit IV: Methods of data collection - Primary data – questionnaire and interviews; Collection of secondary data. **Interpretation of data -** Techniques of Interpretation, Report writing, Layout of a project report, preparing research reports.

BBA – VI SEM

Elective A - Financial Management

Paper 1- FUNDAMENTALS OF BUSINESS FINANCE

Unit –I: Mathematics of Finance – Concept of Time Value of Money, Compounding and Discounting of single cash flow, series of cash flow and annuity. Simple problems based on Time Value of Money

Unit-II: Capital Budgeting - Premises of Capital Budgeting Decisions, Tools in Capital Budgeting, Pay Back Period, Average Rate of Return on Investments, Net Present Value, IRR.

Unit –III: Dividend decision and Management of Earnings - Relevance approach of dividend valuation models, Irrelevance approach of dividend valuation models, Stability of dividend, Factors determining dividend decisions.

Unit -IV: Corporate Restructuring - Reasons & drivers of corporate restructuring, Methods of restructuring- mergers (types of mergers), takeovers, acquisitions (Types of Takeover/ acquisition), divesting/ demerger, spin-off, split ups

BBA – VI SEM

Paper 2 - ADVANCED FINANCIAL MANAGEMENT

Unit –I: Banking Services and Operations: Definition of banks, Functions of Commercial Banks, Banking Structure in India, Role of RBI vis-a-vis other commercial banks, Introduction to Bank Deposits, Types of Deposit Accounts, KYC

Unit –II: Insurance Services: Concept of insurance, principles of insurance, Traditional and Unit linked policies, individual and group policies, Different type of insurance products – whole life products, term assurance annuities, and endowment, Medi-Claim and health insurance products.

Unit –III: Mutual Funds: Organization Structure, Classification of Funds –Types of Funds – Equity Funds, Debt Funds, Liquid Funds, Balanced Funds, Monthly Income Plans, ETFs, Commodity Funds, Fund of Funds, Sectoral Funds, ELSS; Calculation of NAV; Systematic Investment Plans; Concept of Cost Averaging and Value Averaging.

Unit- IV: Capital Market: Introduction to Capital Markets, Structure of Capital Market, Primary and Secondary Market, Stock Exchanges in India- BSE, NSE, OTCEI, ICSEI, Functions of Stock Exchange, SEBI and Role of SEBI in Capital Market.

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BBA – VI SEM

Elective B–Human Resource Management

Paper 1 - FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

Unit-1: Introduction: Concept, HRM; Evolution of HRM; Challenges of HRM; Role of Human Resource Management in strategic management, Characteristics of Workforce today

Unit- 2: Performance Appraisal: Concept and Introduction, Importance, process – methods of performance appraisal – Traditional & Modern Methods.

Unit- 3: Job Evaluation & Compensation management: Concept, objectives and methods of Job Evaluation, Wages & Salary, components of employee remuneration – – base and supplementary. Wages & Salary Administration

Unit -4: Legal Aspects: Introduction to Provident Fund Act, Employee State Insurance Corporation Act, Minimum Wages Act, Industrial Relations Act, Industrial Dispute Act.

BBA – VI SEM

Paper 2 -ADVANCED HUMAN RESOURCE MANAGEMENT

Unit- 1: Job Analysis, Job Design & Job Evaluation: Job Analysis & Design - Job Analysis – Meaning, Uses, Competency approach to job analysis, Job Description, Job Specifications & Role Analysis, Factors affecting Job Design, Techniques of Job Design, Cases and Exercises in understanding Job Analysis. Job Evaluation –Concept, objective & methods.

Unit-2: Performance Appraisal: Nature, Objectives of Performance Appraisal, Performance Planning and Potential Appraisal, Pitfalls of Appraisal, Praise and Recognition; Rewards and Incentives; Promotions. HR Records, MIS HR Reports, HR Formats – Personnel Files, Attendance, Leave, Medical Records.

Unit- 3: Industrial Relations: Nature, Concept, scope, objectives & significance of Industrial Relations, Trade unions, Functions of Trade Unions - Forms of collective bargaining - Workers' participation in management, Nature & causes of Industrial Dispute and Settlement of Industrial Disputes.

Unit -4: Ancillary Topics: Goal Setting, Promotions and Transfers; Separations- Retirement, VRS, Deputation, Death, Retrenchment, Pink Slips, Competency Mapping, Employee Manual / PPP Handbook. Concept of Retention and Attrition. Online recruitment; Employee referrals; Recruitment process outsourcing Head hunting; Downsizing; Voluntary retirement schemes (VRS) HR outsourcing, Job Rotation & Transfer

BBA – VI SEM

Elective C–Marketing Management

Paper 1- FUNDAMENTALS OF MARKETING MANAGEMENT

Unit – I: Integrated Communication Mix (IMC) -meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing,

Unit – II: Branding - meaning, brand recall, brand positioning. Importance of branding and advertising. Digital Marketing – Scope and Importance, Search Engine Optimisation (SEO), Out of home (OOH).

Unit – III: Sales Organisation and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations.

Unit – IV: Concept of services - Nature & characteristics of services, Marketing Mix and strategies in Service Marketing, Product decisions, pricing strategies, Promotion of services, Placing or Distribution methods of services, Service vision & Strategies: Includes Advertisements, Branding, Packaging of Services.

BBA – VI SEM

Paper 2- ADVANCED MARKETING MANAGEMENT

Unit – I: Sales Management: - Evolution of sales function, Objectives of sales management positions, Functions of Sales executives, Relation with other executives, Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Prospecting, pre-approach and post-approach, Organising display, showroom & exhibition

Unit – II: Distribution network Management: Product Distribution Channel & Types of Marketing Channels, Factors affecting the choice of channel, Types of middlemen and their characteristics, Wholesale and Retail, Supply Chain Management (SCM) and introduction to Supply Chain Management, Various types of Warehousing and transportation facilities.

Unit – III: Service Quality - Impact of service Quality, Approaches to service Quality, ten original dimensions of Service Quality, how to improve service Quality, Service quality information systems, Benchmarking and certification. Marketing challenges in services business; Classification of services; End user, Profit orientation, Services tangibility, People based services, Expertise. Role of IT in service industry.

Unit – IV: Customer Retention & Relationship Marketing: CB-Services, Facts & Importance of CB in services, Evolution of Relationship Marketing, Enhancement of Internal & External relationships, Customer Retention (Operations, Delivery System). Various types of services offered to customers – hotel, hospital, transport, insurance, banking and education.

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