

knowledge concept, domain consulting. IT Enabled Services (ITES) – Processes, Outsourcing Function, Call Centres; BPO's: Captive BPO's (GE and Dell) and Third Party BPO's (Infosys BPO, Wipro BOP, Mphasis, Daksh and EXL etc).

BBA- I SEM

COST ACCOUNTING

Unit -I: Introduction -Meaning of Cost, Costing and Cost Accounting, Features, Scope and Functions of Cost Accounting, Advantages and Limitations of Cost Accounting; Concept of Cost; Analysis and Classification of Costs; Elements of Cost; Preparation of Cost Sheet (Statement of Cost); Quotations and tender. Introduction and need for reconciliation between financial accounts and cost account, reasons for disagreement in Profit; Preparation of Reconciliation Statement.

Unit - II: Process Costing: Meaning, features and applicability, difference between process and job costing, wastage and by-products, normal and abnormal loss. Preparation of process accounts

Unit - III: Operating Costing: Classification of costs, Features of operating costing: Transport costing (Standard charge, running and operating cost, maintenance charges and log sheet)

Unit - IV Marginal Costing: Introduction, Application of Marginal costing in terms of cost control, level of activity planning- Break-even-analysis: Application of BEP for various business problems.

BBA- II SEM

PRINCIPLES OF MARKETING MANAGEMENT

Unit - I Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept.

Unit- II Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

Unit - III Marketing Mix: Product: Product Mix, New Product development, levels of product, types of products, Product life cycle, Branding and packaging, different types of distribution channels.

Unit -IV Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management. Process & Scope Marketing Information Systems: Meaning Importance and Scope Consumer Behaviour: Concept, Importance and Factors influencing consumer behaviour.

BBA- II SEM

FINANCIAL & MANAGEMENT ACCOUNTING

Unit -I: Introduction - Meaning, Scope and importance of Financial Accounting. Financial Accounting - concepts and conventions, classification of accounts, Rules and principles governing Double Entry Bookkeeping system (Preparation of Journal), Nature and function of financial Reporting, GAAP.

Unit -II: Final Accounts of Companies - Final Accounts of Joint Stock Companies – contents and preparation of Trading and Profit and Loss Account, Profit and Loss

Appropriation Account and Balance sheet with adjustment, Closing Entries (Simple entries)

Unit -III: Management Accounting - Meaning, Scope, Importance, and Limitations of Management Accounting, Difference between Financial Accounting and Management Accounting, Break-even analysis, Analysis of Financial Statements (using ratio analysis-simple ratios)

Unit - IV: Budgetary Control - Business budgets and budgetary control - Types of budgets and its utility, preparation of cash & flexible budgets.

BBA- II SEM

MICRO-ECONOMIC FUNDAMENTALS

Unit- I: Introduction to Micro Economics- Meaning, Definition, Importance of Micro Economics, Factors affecting Micro Economics. Difference between Micro-Economics & Macro Economics.

Unit-II Demand and Supply Analysis - Concept of Demand, Law of Demand-Meaning, Definition, Assumptions & Exceptions. Elasticity of Demand-Meaning, Types and Factors affecting Elasticity of Demand; The Indifference Curve Theory; Supply-Concept of Supply, Elasticity of Supply, Types and Factors affecting Elasticity of Supply.

Unit- III: Production & Cost Analysis - Production & Production Function: Concept, Forms of Production function, Law of Variable Proportions, Returns to scale. Cost Concepts, Short term and long-term cost output relationship, The Iso-cost and Isoquant Approach, Economic Region and Economies & Diseconomies of scale.

Unit- IV: Market Structures- Characteristics and price determination in various market structures -Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly. Pricing: Meaning, Types of Pricing.

BBA- II SEM

ENGLISH

Unit- I: Basic Grammar & Vocabulary:

- Subject-Verb-Agreement / Concord of Nouns, Pronouns and Possessive Adjectives
- Spotting errors and rewriting sentences correctly.
- Phrasal Verbs, Collocations and Idioms (based on the exercises at the end of the prescribed lessons from

Golden

Harvest

- Words Often Confused

Unit- II: Business Communication:

- Memorandum Writing
- Notice, Agenda and Minutes
- Writing Advertisements for: Rent, Sale, Situations Vacant

Unit- III: Prose Items:

- A Real Good Smile: Bill Naughton
- What India Inc Wants:
 - a. Our Muddled Generation: Dinesh Kumar
 - b. Employers Look for Potential Employees, not Exam

Results: Manish Sabharwal

- The Thief: Ruskin Bond

Unit- IV: Prose Items:

- A Simple Philosophy: Seathl
- Go, Kiss the World: Subroto Bagchi
- My Struggle for an Education: Booker T. Washington

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 SSI; 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

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.