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BBA-ISEM

ENGLISH

Unit- I: Basic Grammar: Tense, Forms of the Verb, Preposition, Articles, Punctuation, Single Word for a of Words, Sentence Construction, Group Comprehension.

Unit - II: Business Letter Writing: Enquiries and replies, Placing and fulfilling orders, Complaints and follow-up letters, Sales letters, Circular letters, Application for employment and Resume.

Unit - III: Business Manner: Body Language, Gestures, Telephone etiquette, E-mail etiquette.

Textbook:

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- 1) The Bet Anton Chekov
- 2) Socrates and the Schoolmaster F. L. Brayne

Unit IV: Textbook:

- 1) An Astrologer's Day R. K. Narayan
- 2) The Gift of the Magi O' Henry
- 3) With the Photographer Stephen Leacock

BBA- I SEM

FUNDAMENTALS OF BUSINESS MANAGEMENT

importance of management, Definition, nature, purpose and scope of management, Functions of a manager, is management a science or art? Development of Management Thought -Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach.

Unit -II: Management and Administration: Management and administration, Management as a Management ethics and management culture, Skillsage 1 profession, Professionalism of management in India,

required of manager, Classification of skills, Methods of skills development.

Unit - III: Management Planning: Concept of planning, objectives, Nature, Types of plans, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry.

Unit - VI: Decision Making: Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making. Organisation -Concepts, Principle of organization, Importance, Features of good organization structure, Types of Organisation structure.

BBA- I SEM COMPUTER APPLICATIONS FOR BUSINESS

Unit - I: Introduction to Computers: Generation of Computers, Block Diagram, Working of Computer, Hardware and Software, Programming and Flow Charts concepts, Operating systems (MSDOS, Windows, UNIX, Linux), Networking concepts.

Unit - I: Introduction: Nature, function, definition and Word, Excel, Power Point, Internet, Lab Activity would be based on the following topics: a. MS Word b. MS Excel c. MS PowerPoint

> Unit - III: Introduction to e-Commerce, e-Learning and e-Business, M-Commerce. Introduction to Basic Web Page designing Language (HTML), using Tags: -Structural, Formatting, List tags and Table.

Unit- IV: IT Consulting: Basic concepts of business, strategy and operation; Business / Strategic Consulting:

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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).

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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) Since

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

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Appropriation Account and Balance sheet with Unit- IV: Market Structures- Characteristics and price 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 analysissimple ratios)

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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 □□Memorandum Writing affecting Micro Economics. Difference between Micro-Economics & Macro Economics.

Unit-II Demand and Supply Analysis - Concept of Demand, Law of Demand-Meaning, 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.

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:

- 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

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

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BBA - III SEM

PRINCIPLES OF FINANCIAL MANAGEMENT

Unit –I: Introduction of Business Finance - Meaning, Scope and importance of Business Finance. Finance Functions. Goals & objectives of financial management

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Unit -II: Sources of Financing - LONG TERM: Equity shares, Preference Shares, debentures, / Bonds (Types, features & utility), term loans, lease & hire purchase, retained earnings; SHORT TERM: trade credit, bank finance, commercial paper, factoring & bills discounting.

Unit -III: Cost of Capital - Cost of capital, Cost of different sources of finance, weighted average cost of capital, Concept of Leverage, Concepts of Capital Structure.

Unit -IV: Working Capital Management - Meaning, Scope, Importance, and Limitations of Working Capital, Factors affecting Working Capital needs, Various Approaches for financing Working Capital. Concept of Operating Cycle, Estimation of Working Capital Requirement

BBA - III SEM

BASIC STATISTICAL TECHNIQUES

Unit- I – Definition, functions, scope and role of statistics in business and importance of statistics. Classification of data, tabulation, frequency distribution, diagrams & graphs.

Unit -II – Importance and requisites of a good statistical average, types of averages – arithmetic mean, median, mode, geometric mean, harmonic mean, weighted average, relationship amongst different averages.

Unit- III – Meaning and significance of dispersion, methods of measuring dispersion – range, quartile

deviation, mean deviation, standard deviation and coefficient of skewness.

Unit- IV – Definition of correlation, significance of correlation, types of correlation, merits and limitations of coefficient, Calculation of coefficient of correlation and probable error for simple series, calculation of coefficient of correlation and probable error for continuous series.

BBA – III SEM EVOLUTION OF BUSINESS & COMMERCIAL GEOGRAPHY

Unit- I: Evolution of Business & Economy: Industrial revolution (1820-1850); Rise of European business (1850-1900); Impact of First World War on International Business; The Great Depression and its effect on International Business; Impact of Second World War on International Business.

Unit – II: Evolution of Business in post WWII Scenario: Cold War and its impact on International Business; OPEC Crises and its impact on International Business; Gulf War and its impact on International Business; Dawn of IT era and its impact on business & economy.

Unit -III: Commercial Geography: Geography - meaning
& its relation with Commerce & Commercial Geography
of statistics.
frequency
Geography. 2. Geographical Environment & Commerce
- Relationship between geographical environment and
Commerce, Economic activities, Determinism and
possibilism, Physical environment - Location, size and
shape of the country relief,

climate, water bodies, soils, vegetation, animals, minerals, Cultural environment, settlements, transport, communication and technology.

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Unit - IV Industries: Role of industries in Economic development; Factors of industrial location - Raw material, power, market, transport and communication, land capital, technology; Webers theory of industrial location, Iron & steel industry - India & USA, Cotton textile industry - India & USA. Engineering industry in India - Major industrial regions of the world and India.

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BBA - III SEM ENVIRONMENT MANAGEMENT

Unit - I: Introduction to Environment Management: Definition, Scope importance, Need for public awareness. sustainable Resources- renewable and non- renewable resources, |Selection: Definition and objectives of Human Resource role of individual in conservation of natural resources (Forest, water, land, energy, mineral)

Unit II: Environment Pollution: Types of pollution- air, water, soil, noise, thermal and nuclear, causes effects and control measures, Global warming, greenhouse Unit- 4: Induction & Training: Concept of Induction, effect, Ozone layer depletion, Acid rains

variations among nations, Population explosion causes programs. Placement, Transfer, Promotion, Demotion. and impact, Family welfare Programs-methods of sterilization; Infectious diseases, water related CCLSS // LILLACEBA - IV SEM diseases, risk due to chemicals in food, Cancer and 600 MONEY, BANKING AND FINANCE environment

Unit IV: Social Issues in Environment: Construction of dams: problems and concerns of resettlement, rehabilitation of affected people; Environmental ethicsissues and possible solutions, resource consumption patterns and need for equitable utilization; Equity disparity in western and eastern countries; Urban and rural equity issues; Need for gender equity.

BBA - IV SEM

PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

Unit -1: Introduction to Human Resource Management: Definition, concept and Scope of H. R. M., Difference between Personnel Management and Importance and Functions of H.R.M. Role of H.R. Department.

Unit -2: Job Analysis, Job Design: Meaning of Job Analysis, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications. Meaning of Job Design, Techniques of Job Design

development, Natural Unit -3: Human Resource Planning - Recruitment planning, process of Human Resource planning factors influencing estimation of Human Resources, Concept of Recruitment & Selection, sources of recruitment, Selection Procedure

Training- Need for training, benefits of training, identification of training needs and methods/ types of Unit III: Human Population: Global population growth, training. Evaluation of effectiveness of training

Unit- I: Money - Concept and functions of Money, Origin and development of Money, Limitations of Barter System, Classification of Money, Importance of Money, Qualities of Good Money, Defects of money.

Unit-II - Banking and Finance - Commercial Banking-Role and functions of Commercial Banks, Credit creation and its limitations Central Banking-Functions of Central Bank. Reserve Bank of India -Role in Indian Economy, Monetary & Non-Monetary functions of RBI.

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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.

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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.

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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. competencies, (Composition, Jurisdiction, Powers and Functions.) Entrepreneurship Development Programs (EDPs) -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 developing competencies; 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, 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. Sin

> 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.

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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 maintenance.

Unit- III: Material Management: Scope of materials management, Purchase and Stores Functions, Introduction to warehouse management, Concept of IMF, World Bank, UNCTAD, International commodity Lead time, re-order level, minimum and maximum trading and agreements. Structure and functioning of 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 cess Miltach 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 laccount

Unit- II: International Business Environment: Economic. Political, Cultural and Legal environments 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, 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.

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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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Elective B-Human Resource Management Paper 1 - <u>FUNDAMENTALS OF HUMAN RESOURCE</u> 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.

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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 -<u>ADVANCED HUMAN RESOURCE MANAGEMENT</u>

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.