

2018

Project BBA

### III BBA - V SEMESTER

#### Core Course 13

#### PAPER - 1 PRODUCTION OPERATIONS MANAGEMENT

**UNIT-1 :** Operation management-definition-scope-importance-functions-advantages-production systems-process- increment -continuous -mass flow production-assembly line production-batch -job order operating scheduling-meaning -scheduling procedures: SPT,DD,WSPT and more procedures.

**UNIT-2:** Plant location-factors affecting plant location-plant layout -principles-types of layout -product-process-combination layout . plant maintenance-merits and demerits.

**UNIT-3:** Plant maintenance-merits and demerits Production & planning and control - objectives -functions-work study-method study and work measurement .-

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**UNIT-4:** purchasing of materials -importance -objectives -procedure -principles - evaluation -stores -stores organization-. Inventory control techniques -ABC analysis- Productivity improvement and operations strategy -six basic components of operation strategy.

**UNIT-5 :** Material handling-objectives -principles-equipments -quality control-SQC- control charts , value analysis and waste control

### TEXT BOOKS

1. Production and Operation Management- Dr.B.S.Goel(pragati prakashan publication)
2. Production Management – Elwood Buffa(Johnuron)
3. Integrated Materials Management-Gopalakrishnan(Tata McGraw Hill)

### REFERENCE BOOKS

1. Manufacturing Management- Franklin G Moore(Richard ir win)
2. Effective Industrial Management – Ludny (DURASIA)

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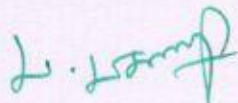
### Core Course 14

### PAPER - 2 HUMAN RESOURCE MANAGEMENT

**UNIT-1 :** Human resource management -meaning and definition-objectives-scope-functions. Human resource planning -definition -objectives -need and importance -human resource planning process.

**UNIT-2;** Job analysis job description ,Job specification and job evaluation recruitment - factors affecting recruitment -sources of recruitment -recruitment process . definition of selection -selection methods and process- placement Induction,

**UNIT-3 ;** Definition of training -need and importance -steps in training programme -types of Training – Training Methods. wage and salary administration-objectives and principles of wage and salary administration -components -methods of wage payments.



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UNIT-4 : Industrial relations and Grievance handling -concept -scope .objective and importance -causes for poor industrial relations -Remedies .meaning of Grievances -sources of Grievance -Grievance procedure -essentials of sound Grievance procedure.

UNIT-5; Performance appraisal -meaning and methods of performance appraisal. Definition and objectives of workers participation in management -forms and advantages.

### TEXTBOOK

1. Personnel Management -Subba Rao.
2. Human Resource Management- S.S.KHANKA S.CHAND
3. Human Resource Management- Shasi K.Gupta & Rosy Joshi- Kalyani Publishers
4. PERSONAL management & Industrial Relations-Tripati & Reddy Himalaya publishing house

## III BBA - SEMESTER V

### Core Course 15

### PAPER - 3 ADVERTISING AND SALES MANAGEMENT

UNIT-1: Sales management -definition -objectives and scope - organisation of the sales department. Sales planning and control -market analysis and sales forecasting -methods or sales forecasting -sales budget- sales and cost analysis

UNIT-2 : Sales territories - factors deciding territories -developing sales territories -sale quotas-types of quotas - Quota setting procedures. Field sales supervision ,salesmans reports - daily and periodical reports, expense reports tour dairy - Ethics and the salesperson.. Compensation - characteristics of a good plan and methods of compensation - motivation.

UNIT-3; Process of effective selling -prospecting -pre-approach , approach , presentation and demonstration. Handling objections ,closing the sales and follow -up

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**UNIT-4:** Advertising as a Tool of communication-Role of advertising in the marketing mix-kinds of advertising- economic & social aspects of advertising

**UNIT-5:** Advertising budget-advertising research-Media for advertising -types -Media research.

### TEXT BOOKS

1. SALES MANAGEMENT -Richard R still Edward W Cundiff, Norman A P.Govani, Prentice hall of India.
2. Salesmanship and Advertising - Davar-Progressive publishers.
3. Advertising Theory & Practice - Chunawalla, Kumar, Senthiam Subramanian, Suchak - Himalaya Publishing House

### REFERENCE:

1. ADVERTISING MANAGEMENT - Rathor -HPH.
2. ADVERTISING MANAGEMENT- Aaker, Batra, Myers, Prentice Hall.

## III BBA - SEMESTER V

### Core Course 16

### PAPER 4 FINANCIAL MANAGEMENT

**UNIT-1 :** Nature of financial management -History of financial management - objectives of the firm; profit maximization Vs wealth maximization . Function of finance - Organisation of finance function - Controller vs treasurers - Investment decision ,financing decision and dividend decision.

**UNIT-2 :** Source of capital -long term , intermediate term and short term -types/of securities : debt, equity and preferred stock ,capital structure planning effect of leverage on EPS, EBIT-EPS analysis.

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UNIT-3 : Working capital and cash management -working capital policies.  
Management and determinants of working capital . forecasting cash flow and cash  
budget -managing collection ; lock box system and concentration Banking - Managing  
disbursements : controlled disbursing -float-control of float.

UNIT-4 ; Management of receivables -nature ,goals and cost of maintaining receivables  
, aspects of credit policy; credit terms .credit standards and collection policy -credit  
procedures for individual accounts . cost of capital ; cost of debt, cost of equity, cost of  
retained earnings and weighted average cost of capital .

UNIT-5 ; Techniques of capital budgeting -capital budgeting process . time value of  
money - investment evaluation methods : payback period, accounting rate of return ,  
net present value and Internal rate of return . Dividend decision -factors affecting  
dividend decision -alternative forms of dividends ; Stock dividend and stock  
split.(problem on IRR to be excluded).

NOTE: Question must be asked 60% on theory 40% on problems.

TEXT BOOK: Financial management - I M Pandey

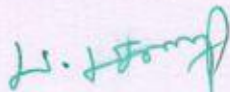
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#### Elective Course 1

#### PAPER 5 RESEARCH METHODOLOGY AND REPORT WRITING

##### Unit - 1

Research Methodology - An Introduction - Meaning - Objectives - Types -  
Significance - Problems encountered by Researchers in India - Criteria of Good Research.  
Research Process - Important Concepts relating to Research Design



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**Unit - II**

Sampling Fundamentals - Samples Design - Measurement and scaling Techniques

**Unit - III**

Methods of Data Collection - Questionnaire Construction - Methods

**Unit - IV**

Processing and Analysis of Data - Hypothesis functions - Importance - Types - Characteristics

**Unit - V**

Interpretation and report writing - Use of library and internet in Research

**TEXT BOOK**

1. Research Methodology, Methods & Techniques - Kothari - Wiley Easter Ltd., Publications.

**REFERENCE BOOKS**

1. Research Methods in Social Sciences - Dr.S.Nakkiran Dr.R.Selvaraju - Himalaya Publishing House.
2. Research Methodology - Dr.A.Mutafa - Nayas Publications, Madurai.

**III BBA - SEMESTER V**

**Skill Based Course 3**

**PAPER 6 DEVELOPMENT OF SKILLS OF PERSONAL SELLING**

**UNIT-1** : Marketing first impression: Law of attraction, smiling behavior, Remembering names.

**UNIT-2** : Techniques in handling customer -avoid criticism , appreciate people ,listening to others ,appearing to self expression.



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**UNIT-3 ;** Getting co-operation –avoid arguments, admitting mistakes ,being friendly in reasoning , avoid fault finding. .

**UNIT-4 ;** Improving power of observation .developing self confidence , overcoming tensions and depressions.

**UNIT-5 ;** Time management –factors that waste time .time trappers. how to use time .how to save time and how to get maximum from time.

### **BOOKS FOR REFERENCE:**

1. How to Develop Personality and Potential – Mittal Agarwal
2. How to Develop Effective Presentation – Prakash shah.
3. Steps to Success – CHIKSHU

**III BBA – SEMESTER V**

**Part IV**

**PAPER 7 ENVIRONMENTAL SCIENCE**

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**III BBA - SEMESTER VI**  
**Core Course 17**  
**PAPER I RETAIL MANAGEMENT**

**UNIT-1:** Retailing ; meaning and evolution retailer in the distribution channel .retailer - functions and benefits retail scenario-current and future.

**UNIT-2 :** Retailing environment -economic ,political ,legal technological and Global Competitive environment -type of competition framework for analyzing competition

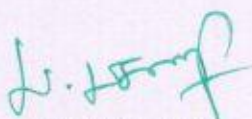
**UNIT-3 :** Retail organization and formats .Store based and non store based formats generalist and specialist retailer - services retailing

**UNIT-4:** Store management -role of stores manager .in store merchandising -item space allocation ,arrangement self service -factors in self service ; check out operations -checkout systems and productivity

**UNIT-5 :** Understanding consumption and consumer : changing consumer demographic, life style changes ,shopping behaviour, retail and out let choice legal and ethical issues in retailing .retailing -indian experience.

**REFERENCE BOOKS**

1. Retail Management - Barry Berman & Joel R.Evans (PHI)
2. Retailing Management - Michael Levy & Baston A Weitz Pvt Ltd, Delhi.
3. International Retail Management - Petes Fleming (Jaico Publication)



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III BBA – SEMESTER VI

Core Course 18

PAPER 2 MANAGEMENT ACCOUNTING

**UNIT-1;** Management accounting –meaning ,nature ,functions. scope, advantages and disadvantages ,management accounting Vs Financial accounting ,financial statement analysis , comparative ,common size trend percentages

**UNIT-2;** Ratio analysis-meaning mode of expression ,merits and demerits –classification of ratios. Dupont control chart. ( Simple problems only )

**UNIT-3 ;** Fund flow statement –meaning , merits and demerits –preparation of fund flow statement .cash flow statement –meaning merits and demerits - preparation of cash flow statement ( Simple problems only )

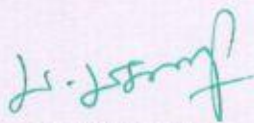
**UNIT-4 ;** Marginal costing –meaning merits and demerits .Differences between absorption costing and marginal costing .Breakeven chart-Assumptions merits and demerits Application of marginal costing

**UNIT-5 ;** Budgetary control –meaning objectives , merits and demerits ,steps in Budgetary control –classification of budgets,zero base budgeting.

Note : 60 Marks for theory and 40 marks for problems .

**TEXTBOOK**

1. Management Accounting- R.S.N.Pillai and Bagavathi
2. Management Accounting- S.N. Maheswari
3. Management Accounting- khan and jain (TMH)
4. Management Accounting- Manmohan and Goyal



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**III BBA – SEMESTER VI**

**Elective Course 2**

**PAPER – 3 SERVICES MARKETING**

**UNIT-1 :** Services marketing –introduction –types –nature –characteristics-classification  
services –difference between services & products –service marketing management –  
managing demand & supply;

**UNIT-2:** Services marketing mix-services product-pricing

**UNIT-3 ;** Service promotion –Place in service --People in service

**UNIT-4 ;** Physical Evidence-Marketing strategy in services

**UNIT-5 :** Managing service quality- marketing of services –Bank marketing –Tourism  
marketing –Hospital marketing - Airline marketing .

**TEXTBOOK**

1. Services Marketing – Vasanti Venugopal, Raghu, V.H, Himalaya Publishing House
2. Services Marketing – S.M. Jha . Himalaya Publishing House
3. Services Marketing - Appaniah, Reddy, Himalaya Publishing House

**III BBA – SEMESTER VI**

**Elective Course 3 PROJECT**

**PAPER 4 FIELD STUDY REPORT**

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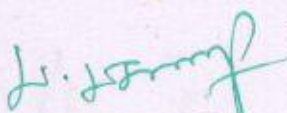
  
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## RULES GOVERNING FIELD STUDY IN VI SEMESTER

1. Each student should undergo 3 weeks field study in any area during middle of the VI semester outside the college.
2. The student has to submit the field study report in two copies in not less than 50 type written pages.
3. The student must decide the topic, construct the questionnaire if any and get the approval of the guide before leaving for field work.
4. The field study report will be evaluated by the faculty guide, the H.O.D and another faculty. The student has to appear for a viva voce that will be conducted before end of the march. Presence of External examiner in Viva panel is optional.
5. If the student fails to make the field study and fails to submit the report, he will not be permitted to appear for the 6<sup>th</sup> semester examinations.
6. The field study project report must contain the following:
  - a. Introduction
  - b. Objectives
  - c. Methodology
  - d. Data analysis
  - e. Findings
  - f. Suggestions

7. The report submitted will be evaluated as follows. Report writing -80  
Viva voce -20  
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Total = 100  
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8. 40% of the aggregate (Project evaluation + Viva-voce)
9. No separate pass minimum for the viva - voce
10. 28 marks out of 80 is the pass minimum for the project evaluation.

  
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III BBA – SEMESTER VI

Skill Based Course 4

PAPER 5 HOW TO FACE INTERVIEW CONFIDENTLY

Unit – 1: Elements of interview – Oral, Observational, face to face, Conversational, Personal evaluation.

Unit – 2 : Pre interview stage: Self assessment, Factors considered in selecting a company, factors in choosing a job for applying certificate arrangement.

Unit -- 3 : Preparing for interview : Dress Code, need for punctuality, Avoiding tensions and nervousness. Qualities observed during the interview.

Unit – 4 : How to answer questions. Commonly asked questions. Need for preparation. Post interview behaviour.

Unit – 5 : Attitude formation -- Reasons for negative attitude, components, functions and developing positive mental attitude.

Reference Books :

1. Preparing for your interview - Diane Berk (Viva Books Pvt Ltd.)
2. Planning career in 21<sup>st</sup> Century Job Market - Farhathullah (Boston Publishers)
3. How to succeed at Interviews - Sudhir Andrews (Tata Mcgraw Hill)

III BBA – SEMESTER VI

Skill Based Course 5

PAPER 6 GROUP DISCUSSION SKILLS

Unit I : Self assessment : Preparing Bio data, Curriculum vitae, Resumes – Functional, Chronological.

Unit II : Group discussion – meaning, Uses, Objectives

Unit III : Preparing for discussion – Leading the discussion

Unit IV : Answering question, Accepting other views and summarizing

Unit V : Post Discussion Behaviour – Evaluation of Merits & Pitfalls in Discussion.

REFERENCE

- Group Discussions at a Glance - Competition Success Review  
Self Analysis - L.Ron Hubbard

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Group Discussion & Interviews - BR.Kishore & D.Baul  
VEE Kumar Publication Pvt. Ltd.,  
New Delhi.

**III BBA – SEMESTER VI**

**Skill Based Course 6**

**PAPER : 7 - UNDERSTANDING BODY LANGUAGE**

**Unit 1 :** Gestures and their meanings – Palm Gestures and smiling gestures.

**Unit 2 :** Hand and arm gestures – Hand to face gestures.

**Unit 3 :** Leg gestures. Pointers, Courtship gestures.

**Unit 4 :** Territories and Zones – Territorial gestures, Expectancy

**Unit 5 :** Understanding attitudes by body gestures.

Books :

Understanding Body Language - Vinay Mohan (Pustak Mahal Publications)

Body language (Art of reading gestures and postures) - Shalini Varma (S.Chand & Co.)

Body language (How to read others thoughts) - Allan Pease (Sudha Publicatin. New Delhi)

**III BBA – SEMESTER VI**

**PART IV**

**PAPER 8 VALUE EDUCATION**

**III BBA – SEMESTER VI**

**VI SEMESTER**

**PART V**

**PAPER 9 EXTENSION ACTIVITIES**

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