

BBA Semester III (Syllabus)

BBA-301: ADVERTISING MANAGEMENT

Unit I: Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising.

Unit II: Place of advertising in Marketing Mix, Indian advertising industry, copy writing: different elements of a copy and layout

Unit III: Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation.

Unit IV: Advertising media: different types of media, function, merits and demerits of media, selection of media and its vehicles.

BBA 302 Banking Operations Management

Unit I Indian financial System, Banking System in India, Financial sector reforms in India, RBI – role, functions, monetary policy and credit control, commercial banking in India, Regulatory Environment for commercial bank in Indian core banking.

Unit II Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer a/c, Cheques, Endorsement, Presentment, Dishonour, Rights and liabilities of Paying and collecting Banker, Time Value of money – calculation of interest on loan & deposits, EMIs, Present Value, future value and loan Amortization.

Unit III Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills discounting and Purchasing, ancillary Services of the Bankers.

Unit IV Employment of funds by Commercial Banks Financial statement analysis, Types of securities, mode of creating charge, Bank guarantees, Asset – liability management in commercial Banks, Basel norms.

BBA 303 Business Environment

Unit I : Various types of economic systems being followed in the world, Comparison between the capitalist and socialist economies, The Indian economic system pre and post independence, The industrial policy 1951 and 1991 (statement, functions, implication and comparison) Private, Public and Co-operative sectors: meaning, role and importance.

Unit II ; Macro and Micro factors that affect the environment, Controllable and uncontrollable factors as regards the organization, macro and micro environment and their respective components , Environment scanning techniques: SWOT,ETOP with practical examples, Monetary, Fiscal, Exim Policies, Budget – roles and functions affecting the business environment.

Unit III ; Globalization and Liberalization and their effect on the Indian business environment, SEZs ,EPZs, Privatization: implications and effects with examples, MNCs as a source of technology, merits and demerits , Indian MNCs, Social responsibilities of business – definition , examples and affects on the business environment.

Unit IV: Regulatory and control mechanism such as fiscal policy ,MRTP,FEMA,IRDA,SEBI and their changing dimensions, Delicensing , Price control mechanism, functioning of

bureaucratic decision making and its effect on business environment, SSI – types, role in the economy, merits and demerits, Financial institutions – structure , functions ,roles and working

BBA 304 MANAGEMENT ACCOUNTING

Unit I: Management accounting: Definition, Differences with financial accounting, Management process & accounting, The value chain of business function, Introduction to CVP relationships, Measurement of Cost Behaviour

Unit II: Introduction to manufacturing costs, job costing , process costing , activity based costing.

Unit III: Relevant information & decision making, Special order & addition, deletion of product and services, Optimal uses of limited resources, Pricing decisions, Make or buy decision, Joint product cost.

Unit IV: Preparing the master budget and functions budgets, Flexible budgets, Variance analysis, Introduction to Management Control Systems.

BBA 305 ORGANIZATIONAL BEHAVIOUR

Unit I: Meaning and development of Organizational Behaviour, Need for Organizational Behaviour, Challenged and opportunities for Organizational Behaviour , Organizational Behaviour Model.

Unit II: Perception: Components, factors influencing perception process; Personality: Determinants, theories, measurement; Motivation: Meaning, types and theories; Learning: Meaning, models of learning.

Unit III: Group formation and development, inter-group conflict, Nature, process and resolution techniques; Communication process, meaning, barriers and methods to overcome barriers; Leadership: meaning, style, models of leadership

Unit IV: Group Dynamics, Group Cohesiveness. Stress: Causes, Stages and effects; Organizational Culture; Organizational Change and development.

BBA 306 RESEARCH METHODOLOGY

Unit I: Introduction to Research Methodology: Meaning, Objectives, Categories of Research, Features of good research studies, Types of Research Studies, Scientific & non scientific methods, Research Methods & Research, Methodology. Importance of Research in Management Decisions: Defining Research Problems, Formation of Hypothesis, Research design: Types of Research design, Research design in case of different research studies.

Unit II : Methods and Techniques of data collection: Types of data collection, Methods used for collection of different data types. Sampling and sampling distribution: Importance of Sampling, Methods of Sampling, Sampling errors, Test of Hypothesis. Attitude Measurement and Scales: Introduction to attitude - Various Methods to measure attitude.

Unit III: Data presentation and analysis: Data preparation & preliminary analysis, Statistical Analysis & Interpretation of data: Non parametric tests. Multivariate Analysis of Data. Model Building & Decision Making, Additional Statistical Methods.

Unit IV: Report writing & presentation: Writing & formatting of Reports, Presenting your research reports & talks, Graphical Presentation.

BBA 307 Foreign Language (French/German – Non Credit) Compulsory

LPCPS