

BBA Semester IV (Syllabus)

BBA 401 BUSINESS LAWS

Unit I: The Indian Contract Act: Nature of contract, Elements of valid contract, Offer & Acceptance, Communication of offer, acceptance & revocation, Capacity of contract, Coercion, Free consent, Duress & undue influence, Fraud, Misrepresentation, Mistake, Legality of object, Contingent Contract, Quasi Contract, Performance of Contract, Breach of Contract.

Unit II: Law of Partnership: Partnership distinguished from similar organization, Types of partner, Duties of partner, Liability of partner, Dissolution of partnership

Unit III: Sale of Goods Act: Goods & Their classification, Price, Conditions & Warranties, Passing of properties & goods, Performance of a contract of sales, Buyers right.

Unit IV: Negotiable Instruments Act: Definition, Features, Assumptions, Promissory Notes, Bill of Exchange, Cheque, Material alterations, Payments in new courts, Conditions when bankers must refuse payments, Negotiations, Endorsements, endorsement, Kinds of bills, their expectancies, Presentment, Dishonour, Compensation, Hundies & their Kinds.

BBA 402 FINANCIAL MANAGEMENT

Unit I: Financial Management goals & objectives, Functions of financial managers, Concepts of risk and return, Environment of finance in organization of finance function, Introduction to time value of money, Capital Budgeting techniques.

Unit II: Cost of Capital, Capital Structure - Theory & Practice, EBIT, EPS Analysis, Dividend decisions & policy.

Unit III: Long term financing, Working capital management - Cash, credit, Inventory Management & Financing,

Unit IV: Financial Statement Analysis, Financial planning & budgeting, Introduction to international financial management .

BBA 403 HUMAN RESOURCE MANAGEMENT

Unit I: Nature and Concept of HRM: Human Resource Management: History. Concepts- Personnel Management, Human Resource Development and Human Resource Management, Importance of HRM and present day challenges, Understanding the present day scenario, Evolution of HRM into strategic HRM, Human Resource Planning: The process of Human Resource Planning, Limitations.

Unit II: Job Analysis: Process of Job-analysis and Design: Outcomes of Job-analysis- Job Description, Job Specification and job Evaluation. Job Design. Recruitment, Selection and Placement: Factors affecting Recruitment, Process of Recruitment, Sources of Recruitment. Process of Selection- Stages; Socialization and Induction; Promotions, Demotions, Transfers and Separations.

Unit III: Training & Development: Difference between training and development, Training Methods, Executive Development. Performance Appraisal: Methods of Performance Appraisal, Possible Errors in Appraisal Process, Planning for Performance Improvement.

Unit IV: Compensation Planning: Objective of Compensation Planning, Theories underlying Motivation and Remuneration, Developing Pay Structures, Principles of Wage and Salary

Administration, Current Trends in Salary Administration. Industrial Relations & Workers Participation in Management: Theories of Industrial Relations, HRM Practices – Change in perspective, Strategic management of Industrial Relations, Collective Bargaining– Policies and Practices, Workers’ Participation in Management, Quality Circles.

BBA 404 INFORMATION MANAGEMENT

Unit I: Core Concepts in Information Systems, Information Systems in Business: Framework and resources.

Unit II: Functional and Cross-functional Information Systems.

Unit III: Decision Support Systems; Executive Information Systems; Executive Support Systems; Knowledge Base Systems; Expert Systems, Trends in Information Systems.

Unit IV: Data Base Management Systems: Concept, Components, Centralized and Distributed Database Systems.

BBA 405 OPERATION MANAGEMENT

Unit I: Introduction: Meaning, Nature and Scope of Production and Operation Management. Objectives of Operations Management. Duties and Responsibilities of Operations Management. Production Function. Systems approach to Operations Management. Manufacturing system: Mass, Batch, Job-Shop and Project.

Unit II: Plant Location: Nature, Factors considered in location, Methods and Type of areas. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

Unit III: Work Study: Method study and work measurement- Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing production planning and benefits of production control.

Unit IV: Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.

BBA 406 CONSUMER BEHAVIOUR

Unit I: Meaning and nature of Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer Involvement and decision making, Models of decision making.

Unit II: Consumer Perception, attitudes, changes in attitudes, Consumer motivation.

Unit III: Models of Consumer Behaviour , Consumer Behaviour in India, difference between consumer buying and industrial buying, nature and factors affecting industrial buying.

Unit IV: Factors influencing purchase decision of a consumer, Personality, Self-concept, Life-style, Psychographics, Reference group.