

BBA Semester VI (Syllabus)

BBA 601 BUSINESS POLICY

Unit I: Strategic Management. Concept of Strategy, Dimension of strategic decision, Levels of strategy, Strategy making modes, Overview of process of strategic planning & management.

Unit II: Mission, vision, objective setting, Business definitions, Summary statement of strategy, Deducing strategy from action & endeavours.

Unit III: Formulation of strategy, Components of environment & Environmental analysis, Analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).

Unit IV: Strategic alternatives for growth, stable, combinations & international strategies. Choice of Strategy, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects,

BBA 602 COMPANY LAW

Unit I: Definition & nature of Company, types of Companies, formation of Companies, Liability of promoters, Incorporation of Companies, Commencement of business

Unit II: Memorandum of Association (MOA), Contents, Doctrine of Ultravires, Articles of Association (AOA), Doctrine of Indoor Management & exceptions to it

Unit III: Prospectus, Statements in view of prospectus, Mis-statement & their remedies, Share capital, Allotment of shares – definition of share, Share warrant, Share certificate, Difference between share & stock, Calls on shares, Types of shares, Voting rights, Right issues.

Unit IV: Management of Company, Appointment of directors, Legal Position, Duties & liabilities & Powers, Company Meetings- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, Provisions regarding borrowing, & issue of debentures, dividend and bonus shares, Notes on binding up.

BBA 603 ENTREPRENEURSHIP

Unit I: Entrepreneurship: Definitions and core elements, Process of Entrepreneurship, Entrepreneurial Competencies, Barriers to Entrepreneurship, Identification of business opportunities.

Unit II: Establishment of a new enterprise, Choice of product, Market Assessment, Selection of Technology, Selection of Site, Organizational and Ownership Structure.

Unit III: Preparation of Business Plan, Financing the new enterprise, Financial Management for new ventures, Source of Finance.

Unit IV: Marketing Management in a new enterprise, Human Resource Management in a new enterprise, Operations Management in a new enterprise.

BBA 604 INTERNATIONAL BUSINESS

Unit I: Historic view point of international business, Introduction and concepts of the modern international business, Domestic and international business comparison and contrast with advantages and disadvantages of both, Regional blocks: NAFTA, SAFTA, ASEAN, SAARC types, roles, functions and their effect on emerging global business environment.

Unit II: GAAT and WTO - structure, functions and roles in the current international business scenario, the modern world reasons for venturing into international business, Factors and variables involved in international business. International business strategies and entry modes and techniques. Indian and world MNCs with their merits and demerits.

Unit III: Comparison and contrast between domestic and international marketing, Advantages of international marketing, various types of international market intermediaries. Comparison and contrast between domestic and international Human Resource Management, cross-cultural issues, implications on the host and guest countries, Various types of global organizations.

Unit IV: International financial intuitions – structure, roles, functions, World Bank, IMF, UNTCAD, NABARD, ADB etc., Export documentation and financial support available in India –APEDA, EPZs, SEZs, Future trends in international business, concepts of BPO, FDI etc. and their effects on the future of international business. India's attractiveness for FDI vis a-vis other countries like China, Brazil, Malaysia etc.

BBA 605 MARKETING OF SERVICE

Unit I: Meaning and nature of services marketing, goods and services - a comparative study, significance, marketing mix for services, Classification of services.

Unit II: MIS in Service Marketing, Market Segmentation and positioning, Behaviour of consumer, Service Management.

Unit III: Marketing of Services in India: bank, insurance, tourism, hospital and consultancy.

Unit IV: Promotion mix strategy for services, Relationship marketing, Services under WTO .

BBA 606 PROJECT MANAGEMENT

Unit I: Generation & Screening of project idea, Preliminary Screening, Project Rating Index, Entrepreneurial Skills, Market & demand analysis, Collection of Primary & Secondary information, Demand forecasting, Market planning.

Unit II: Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location & site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project Time Lines.

Unit III: Cost of projects, Means of financing, Estimates of Sales & Production, Cost of Production, Working Capital Requirement & Financing, Projected income statement, Balance sheet and cash flow with multiyear projections, Consideration of alternative sources of finance.

Unit IV: Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report.

BBA 607 Viva Voce

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