

# **BBA(Bachelor of Business Administration)**

SYLLABUS (Fourth Semester)

## **BBA 402 INTRODUCTION TO MULTIMEDIA AND INFORMATION TECHNOLOGY**

### ***Multimedia Overview:***

Users of Multimedia Information, the Convergence of Computers, Communications and Entertainment Products, Architecture and Issues for Distributed Multimedia Systems.

### ***Media and Time:***

Digital Audio Representation and Processing, Video Technology, Digital Video and Image Compression, Time – based Media representation and Delivery.

### ***Multimedia Information System:***

Operating System support for continuous media applications, Middleware System Services Architecture, Multimedia Devices, Presentation Services and the User interface, Multimedia File Systems and Information Models, Multimedia Presentation and Authoring.

### ***Multimedia Communications Systems:***

Multimedia Service Over the Public Network (requirements, architecture and protocols), Multimedia Interchange, Multimedia Conferencing, Multimedia Groupware, Computer and Video Fusion approach to Open Shared Workspace.

### ***Future Directions:***

High Definition Television and Desktop Computing, Knowledge-based Multimedia Systems

### ***Text Books:***

1. Burford, J.F.K., *Multimedia Systems* (Person Education: New Delhi)
2. Dhan, T., *Multimedia: Making It Work* (TMH: New Delhi)

### ***Reference Books:***

1. Schuman, J., *Multimedia and Excel* (Thomson: New Delhi)

## **BBA 403 MANAGEMENT AND CONTROL OF COST**

### ***Introduction:***

Cost concepts and cost object, Methods of Costing, Techniques of Costing, Costing vis-à-vis other Functions of an organization.

### ***Classification of Costs and Cost Sheet:***

Classification of Costs and Cost Elements, Profit Centre, Cost Unit, Preparation of Cost Sheet.

### ***Labour Costs:***

Treatment of Idle time and Overtime, Causes of Labour Turnover and the Cost thereof

### ***Overheads:***

Meaning and importance, Classification (function, element and behaviour)

### ***Job Costing:***

Introduction, its Importance and limitations

### ***Process Costing:***

Normal and abnormal loss and abnormal gain, Meaning and Accounting for:

- Joint Products
- By-products

### ***Marginal Costing:***

Introduction and importance, basic Concepts of BEP and PV Ratio

### ***Budgetary Control:***

Basic Concepts of:

- Draft Budget (concept and importance)
- Functional Budgets (sales, purchase and cost)
- Master Budgets
- Zero-Base Budget
- Flexible and Fixed Budget

### ***Standard Costing:***

Concept of Standard Costing and its importance, preliminaries to the establishment of standard cost, establishment of standard cost, analysis of variance (material and labour)

### ***Text Books:***

1. Banerjee, B. *Cost Accounting* (PHI: New Delhi )
2. Nigam and Jain, *Cost Accounting* (PHI: New Delhi)

### ***Reference Books:***

1. Rao, AP, *Management Accounting* (Everest: New Delhi )
2. Tulsian, *Practical Costing* (Vikas: New Delhi)

## **BBA 404 FUNDAMENTALS OF OPERATIONS RESEARCH**

### ***Introduction to Theory of Optimisation***

#### ***Linear Programming:***

Mathematical Formulation of the Problem, Graphical Method, Simplex Method- Maximization and Minimization.

#### ***Transportation Models:***

Balanced and Unbalanced Models of Transportation ( i. North-West Corner Method. ii. Row Minima Method, iii. Column Minima Method, iv. Matrix Minima Method, v. Vogel Approximation Method, vi. MODI Method)

#### ***Assignment Models:***

Balanced and Unbalanced Assignments Models, Hungarian Method

#### ***Game Theory:***

Two-Person Zero-Sum Games, Some Basic Terms, The Maximin-Minimax Principle, Games Without Saddle Points (Mixed Strategies), Graphic Solution of  $2 \times n$  and  $m \times 2$  Games

#### ***Text Books:***

1. Kanti Swarup, Gupta, P.K. and Manmohan, *Operations Research* (Sultan Chand: New Delhi )
2. Gupta-Manmohan, *Problems in Operations Research* (Sultan Chand: New Delhi )

#### ***Reference Books:***

1. Satyanarayana, M. and Raman, L. *Management Operations Research*
2. Hill – Liberman, *Introduction to Operations Research* (Tata McGraw Hill: New Delhi )

# **BBA 405 INTRODUCTION MATERIALS AND PRODUCTION MANAGEMENT**

## **MATERIALS MANAGEMENT**

### ***Introduction:***

Nature, Scope and Importance of Materials Management in the Business World

***Concepts:*** Integrated Approach to Materials Management and its Advantages and limitations

***Basic Ideas:*** Purchasing and Purchasing Functions

***Basic Principles:*** Inventory Control, Concept of EOQ and ROP

***ABC Analysis*** Its Importance

***An Overview:*** Stores Management, Location and Layout of Stores, Stores System and Procedures

***Applications:*** Computer in Materials Management

## **PRODUCTION MANAGEMENT**

***Introduction:*** Design of Production Systems, Production Process Design

***Layout:*** Deciding Location and Layout of Production Facilities for Plants, Types of Layout.

Forecasting, Production Planning, Scheduling and Control

Maintenance of Plants and Production Facilities, Types of Maintenance

Material Handling Equipments, its Uses and Importance

### ***Text Books:***

1. Gopalakrishna, P. and Sunderasan, M., *Materials Management: An Integrated Approach* (PHI: New Delhi )
2. Chary, S.N., *Production and Operations Management* ( TMH: New Delhi )

### ***Reference Books:***

1. Datta, A.K., *Materials Management: Inventory Control and Logistics* (PHI: New Delhi )
2. Khanna, O.P., *Industrial Engineering and Management* (Dhanpat Rai: New Delhi )

## **BBA 408 SALES AND DISTRIBUTION MANAGEMENT**

### ***Introduction to Physical Distribution:***

Concept, Distribution as link between Production and Marketing, Importance of Physical Distribution

### ***Designing a Distribution System:***

Steps in Designing a Distribution System

### ***Warehouse Management:***

Concept, Role and Importance of Warehousing, Designing a Warehousing System

### ***Transportation:***

Important tasks in Transportation Management, Modes of Transportation (truck, rail, air, water), Choosing a Transportation Mode

### ***Sales Management:***

Meaning, Objectives and Tasks of Sales Management

### ***Salesperson's Role:***

Role of salesperson in Reducing Buyer Dissonance, Sales Objections, Obstacles, Closing the Sale Follow-up

### ***Territory Management:***

Sales Territory Concept, Reasons For Establishing Sales Territories, Meaning of Quota, Procedures for Setting Sales Volume Quotas

### ***Evaluation:***

Standard Performance (quota, selling expense ratio, call frequency ratio, order call ratio), Comparing Actual Performances with Standard Actions

### ***Text Books:***

1. Still, R., Cundiff, E.W. and Govoni, N.A.P. *Sales Management* (PHI: New Delhi)
2. Kotler, P. and Armstrong G. *Principles of Marketing* (Pearson Prentice Hall: New Delhi)

### ***Reference Book:***

1. Ramaswamy, V.S. and Namakumari, S. *Marketing Management* (Macmillan: New Delhi)

## **BBA 409 BUSINESS ETHICS**

### ***Introduction to HVE:***

Explanation and Definition, Conceptual Framework in Understanding the Complementarity between Values and Skills, what is there in HVE for us?

### ***Values vs. Skills:***

Universal vs. Local, Durable vs. Changing, Roles of Feeling, Reasoning and Willing for Constructive Appreciation of Values and Skills

### ***Ethics:***

The Different Theoretical Perspectives

### ***Deeper Insights into Ethics:***

Voluntary Unethicality vs. Induced Unethicality and their Consequences

### ***Human Values Explored Further:***

Secular and Sacred, Duties and Rights, Freedom and Discipline, Affluence and Poverty, the Psychology of Competition

### ***Codes of Ethics:***

Medicine, Journalism, Engineering, Politics, Government Service, Accounting, Indian Army, Judiciary and Athletic Coaching

### ***Codes of Conduct:***

Tata, Aditya Birla Group, Reliance Industries Limited and Infosys Technologies

### ***Text Book:***

1. Chakraborty S.K. and Chakraborty D. *Human Values and Ethics; Towards Holistic Excellence* (ICFAI: Hyderabad )
2. Sekhar, RC, *Ethical Choice* (Response: New Delhi)

### ***Reference Book:***

1. Modh, S., *Business Ethics*