

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

SYLLABUS (Sixth Semester)

## **BBA 601 MANAGEMENT INFORMATION SYSTEMS (MIS)**

- Concept, Role and Importance of MIS
- MIS and Decision Making Concepts, Herbert Simon Model of Decision Making
- Concept of Information, Classification of Information, Value of Information, MIS and Information Concepts
- Concept of Systems Analysis and Design (SAD), Need for Systems Analysis, the Process of SAD, MIS and System Analysis
- Planning, Designing, and Implementation of MIS
- Concept of Philosophy of DSS
- Introduction to Enterprise Management System
- The Concept of DBMS and RDBMS

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

1. Murdic, R.G. and Ross J.E., *Information System for Modern Management* (PHI: New Delhi)

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

1. Laudon and Laudon, *Management Information System* (Pearson: New Delhi)
2. Goyal, *Management Information System* (Macmillan: New Delhi)

## **BBA 615 PROJECT MANAGEMENT**

### ***Introduction:***

Impact of HR, MIS, Finance and Production, generation and screening of project ideas

### ***Feasibility Study of Project:***

Market Analysis, Technical Analysis and Financial Analysis

### ***Project Cash Flows:***

Incremental Principle, Long Term Funds Principle and Exclusion of Financing Costs Principle

### ***Project Appraisal Criteria:***

NPV (Net Present Value), IRR (Internal Rate of Return) and Pay Back Period (PBP)

### ***Network Techniques for Project Management:***

Development of project Work, PERT and CPM Model and Network Cost System  
Project Review and Administration Aspects

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

Chandra, P., *Project Planning: Analysis, Implementation and Review*

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

Desai, V., *Project Management*

## **BBA 508 E-COMMERCE**

### ***Introduction:***

Conceptual Framework of E-Commerce, General Model of Business, Electronic Means of doing Business-Defining E-commerce-Emergence of E-Commerce on Private Networks, Forces Effecting E-Commerce, E-Commerce on Private Network ,Forces effecting E-Commerce

### ***E.D.I :***

Nature ,Benefits of E.D.I, Demerits of E.D.

### ***Types of E-Commerce:***

Inter Organisation (B2B) E-Commerce, Intra- Organisational E-Commerce, Business to Consumer (B2C) E-Commerce.

### ***Building on E-Commerce Enterprise :***

Ascertain the Need for E-Commerce, Competition, Global Reach, Customer Service, Value Additions, Operations Oriented Process, Products Setting up a Website, Domain Name Registration, Developing Static Web Pages, Integration with Operational Databases, Dynamic Websites, Registering the Website with Search Engines

### ***Introduction to legal and Security Issues in E-Commerce.***

### ***Electronic Payment Systems:***

Overview of Electronic Payment Technology

***Legal issues :*** Laws for E-Commerce, Issues of Trademarks & Domain Names

***E-commerce in India:*** The Internet in India , Barriers to Growth of E-Commerce in India

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

1. Agarwala& Agarwala , *E-Commerce*
2. Bajaj & Nag, *E-Business* (TMH: New Delhi )

## **BBA 603 INTERNATIONAL MARKETING**

### ***Introduction:***

Definition, Scope of International Marketing, Similarities Between Domestic Marketing and International Marketing

### ***Selection of Market:***

Process as Determinants of Market Selection, Appraisal of Markets

### ***Product Policy:***

Concept of Product, Product Mix, Product Life Cycle in International Marketing, Packaging (concept, factors influencing package design)

### ***Distribution:***

Direct and Indirect Exporting, Surface vs. Air Transport, Foreign Intermediaries

### ***Export Incentives and Assistance:***

Exemption on Duty and Other Incentives, Production and Marketing Assistance

### ***Management of Risks:***

Commercial, Political, Legal and Cargo Risks, Role of ECGC

### ***Documentation:***

Concept of Commercial Invoice, Letter of Credit, Bill of Lading, Shipping Bill, Bill of Exchange

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

1. Cherunilam, F., *International Business (or, International Marketing)*(PHI: New Delhi)
2. Varsheny, R.L. and Bhattacharya, B. *International Marketing Management* (Sultan Chand: New Delhi )

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

1. Terpstra, V. *International Marketing*

## **BBA 622 SERVICES MARKETING**

***Introduction:*** Introduction to services marketing, differences between services and goods, classification of services

***Services Marketing Management:*** Concept of internal customer and internal marketing

***Positioning:*** Positioning in services marketing, role and importance of positioning  
Introduction to Services Marketing Mix: Elements and concepts

***Application of Services Marketing:*** Bank, insurance, hospitality and healthcare

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

1. Wordruffe, H., *Services Marketing* (OUP: New Delhi )
2. Lovelock, *Services Marketing* (PHI: New Delhi )

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

1. Ziethmal – Bitnar, *Services Marketing*
2. Onkiat Shaw

## **BBA 617 ADVERTISING MANAGEMENT**

### ***Introduction:-***

Definition of advertising, characteristics of advertising, benefits of advertising, the advertising world-advertisers, advertising agencies, media and the target of audience.

### ***Advertising Planning:-***

Setting the advertising objective-Definition of the target audiences, product personality and reception, marketing objective, applying DAGMAR

Advertising Appropriation- Methods of determining appropriation

### ***Creative Strategy:***

The positioning strategy, the choice of appeal and the mode of message, the theme, use of comparative messages

### ***Media Decisions:***

Concept, Role of Media, Types of Media, Media Characteristics, Media Planning Models (Press Models & Cinema Models), Concept of Media Scheduling

### ***Evaluation of Advertising Effectiveness:***

Areas of assessment of effectiveness, Basic Approaches for Testing Advertisements (methods of pre and post testing)

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

1. Aaker, DA, Myers, JG & Batra, R. *Advertising Management* (PHI: New Delhi )
2. Mohan, M. *Advertising Management – Concepts & Cases* (TMH: New Delhi )

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

1. Kazmi & Batra, *Advertising Sales Promotion* (Excel: New Delhi )
2. Jefkins, F. *Advertising* (Pearson: New Delhi )

## **BBA 605 BANKING CONCEPT AND PRACTICE**

### ***Introduction:***

Evolution of Commercial Banks, Meaning and Definition of Banking, Features of Banking, Classification of Banks.

### ***Banking System:***

Basic Concepts of Different Types of Banking Systems; An Overview and structure of Indian Banking System, recent developments in banking sector

### ***Commercial Banking:***

Basic Concepts of Commercial Banks, Role of Commercial Banks in Financial Market; Creation of Credit by Commercial Banks and factors affecting credit creation

### ***Commercial Banks and Customer Relationship:***

Definition of Customer to Commercial Banks, Features of Contractual Customer Relationship, Customer Orientation, rights of a customer and a banker, protection to collecting and paying bankers under NI Act, banking Ombudsman, consumer forums.

### ***Recent Trends in Indian Banking:***

Recent Regulations on Commercial Banks in India – prudential norms, Capital adequacy norms and SARFAISI Act 2002.

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

1. Varshney, P.N. *Banking Law and Practice*
2. Paramemeswaran , R. & Natarajan, R. *Indian Banking*
3. Vaish, M.C. *Money, Banking and International Trade*

## **BBA 606 SECURITIES & SECURITIES MARKET**

### ***Securities and Securities Markets:***

Different kinds of equity and Debt securities, organized security markets over the counter, Market Trading arrangements, regulations of securities market by RBI, and SEBI

### ***Risk and Return:***

Risk classification, systematic and unsystematic risk measurement, standard deviation, variance, regression equations, correlation coefficients, probability distributions, statistical methods

### ***Bond Market:***

Bond Analysis, bond selection, YTM, Common Stock Analysis, Earnings Analysis

### ***Stock market:***

Technical Analysis, Fundamental Analysis, Efficient Market Theory

### ***Portfolio Management:***

Diversified portfolios, investment performance evaluation, mutual funds

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

1. Singh, P. *Investment Management*
2. Bhalla, V.K *Investment Management*
3. Dodd, G., Cottle *Security Analysis*

## **BBA 607 INTERNATIONAL FINANCE**

### ***Introduction:***

Nature and Scope of International Finance, Importance of the study of International Finance, International Finance and Domestic Finance, An overview of International trade and Finance

### ***International trade and Finance:***

Modes of International trade and Balance of payments, Current Account Transactions, Capital Account transactions, Official Reserve account, sectoral independence, International independence, domestic and foreign trade, components of International Financial system, foreign exchange market, International Currency market

### ***Exchange Rate Mechanism:***

Exchange rate quotation, exchange rate determination in spot Market, Factors influencing Exchange Rate, Exchange Rate Theories- Purchasing Power parity, Interest Rate Parity.

### ***International Financing Decision:***

Overview of International Financial Market, Instruments, Cost of Capital and Financial structure

### ***Export Import Procedures and Documentation:***

Terms of Export Import Order, Letter of Credit, Main documents-Bill of lading, air way bill, Bill of Exchange, RBI's role as exchange control authority- FEMA, convertibility of capital account.

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

1. Avadhani, V.A *International Finance*
2. Sharan, V. *International Financial Management*

## **BBA 608 MANPOWER PLANNING**

### ***Introduction To Manpower Planning:***

Concept, Significance and Objectives; the Functions and Benefits of Manpower Planning.

### ***The Manpower Environment:***

Sources of Change, Technological Change, Social Change, Economic Change and Political Change.

### ***Determining Manpower Needs:***

Job Analysis, Job Evaluation, Manpower Inventory, Skill Inventory and Manpower Audit; Forecasting Manpower Needs.

The Role of Computers In Manpower Planning.

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

1. Mamoria ,C.B. *Personnel Management*.
2. Yoder, Dale, *Personnel Management and Industrial Relations*
3. Gordon & McBeath , *Manpower Planning and Control*
4. Dwivedi, R.S . *Manpower Management*
5. Kumar Surinder and Padhy Prasantha, *Personnel Management and Industrial Relations* .

## **BBA 609 INDUSTRIAL RELATIONS**

***Industrial Relations:*** Significance, Objective, and Scope.

***Collective Bargaining:*** Significance and Objectives, Forms and Stages of Collective Bargaining, Pre-requisites of Successful Collective Bargaining.

***Trade Union:*** Trade Union Movement in India , Its Role, Objectives and Functions, Essentials of a Successful Trade Union.

***Industrial Disputes:*** Types and Causes of Dispute, Procedure for Settlement of Disputes.

***Participative Management:*** Growth and Objectives of the Concept of Participative Management, Levels of Participation, Joint Management Councils.

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

1. Mamoria,C.B. *Personnel Management and Industrial Relations* ( Himalaya : Mumbai)
2. Mamoria and Gankar, *Dynamics of Industrial Relations* ( Himalaya :Mumbai)
3. Chhabra, T.N. *Human Resource Management* (Dhanpat Rai: New Delhi )

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

1. Nair,N.G. and Nair Latha *Personnel Management and Industrial Relations* (S.Chand: New Delhi)
2. Kumar, Surinder and Padhy Prasantha, *Personnel Management and Industrial Relations*

## **BBA 610 INDUSTRIAL & LABOUR LEGISLATION**

This Paper will be Project-Oriented where the students will be expected to take some live examples from an industry and analyse the case in the light of various Industrial and Labour Legislation which they have been taught earlier ( for e.g Factories Act ,1948, Industrial Dispute Act,1947, Trade Union Act, 1926, Payment of Wages Act, 1936, Minimum Wages Act, 1948, Workman Compensation Act, 1923, etc.)

## **BBA 611 COMPUTER NETWORKS**

### ***Introduction:***

Data Communication, Networks, Protocols and Standards, Standards Organizations

### ***Basic Concepts:***

Line Configuration, Topology, Transmission Mode, Categories of Networks, Internetworks

***The OSI Model:*** The Model, Functions of the Layers, TCP/IP Protocol Suite

### ***Transmission of Digital Data : Interfaces and Modems:***

Digital Data Transmission, DTE-DCE Interface, Other Interface Standards, Modems, 56K Modems, Cable Modem

### ***Transmission Media:***

Guided Media, Unguided Media, Transmission , Transmission Impairment, Performance, Wavelength, Shannon Capacity

### ***Switching:***

Circuit Switching, Packet Switching, Message Switching

### ***TCP/IP Protocol Suite: Part 1***

Overview of TCP/IP, Network Layer, Addressing, Subnetting, Transport Layer

### ***TCP/IP Protocol Suite : Part 2 (Application Layer)***

Client-Server Model, Bootstrap Protocol(BOOTP) and Dynamic Host Configuration Protocol (DHCP), Domain Name System, File-Transfer Protocol(FTP), Simple Mail Transfer Protocol(SMTP), Hypertext Transfer Protocol(HTTP), World Wide Web (HTTP)

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

Behrouz A. Forouzan *Data Communication and Networking* 2<sup>nd</sup> Edition (Tata McGraw- Hill: New Delhi )

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

Tanenbaum, A.S., *Computer Networks*, 3<sup>rd</sup> (PHI: New Delhi )

William, S., *Data & Computer Communications*, 6th Edition,(Pearson: New Delhi )

## **BBA 612 KNOWLEDGE MANAGEMENT**

Definition, Need and Objective of Knowledge Management, Different Types of knowledge in Organization, knowledge Life Cycle

Organizational Learning Process, Corporate Memories, Types of Corporate Memories

The Environment for Co-operative knowledge Processing, Supporting, Co-ordination through a Flexible Use of Knowledge Creation

The knowledge Engineering Approach, Acquisition, Representation, Expression and Management of Knowledge Base

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

1. Tiwana, A., *Knowledge Management*

## **BBA 613 INTERNET AND WEB PAGE DESIGN**

### ***Internet Basics:***

Internet, Internet Services, Capability Working, URLs and Domain Names and Internet Service Providers (ISP)

### ***Accessing Internet:***

Getting Connected, Access, Dial-Up Connection, Direct Connection, INSAT, Modems and Speed

### ***Internet Internals:***

Internet Protocols, TCP/IP, File Transfer, Protocol, Configuring the Machine, for TCP/IP Account, IP Address, Using Internet

### ***Hypertext Markup Language:***

Creating a Description Title, Adding Hyperlinks, Adding Graphics

### ***Scripting:***

Java Applets, Client Side Java Scripting

### ***Variables and strings:***

Long String Variables, HTML, Data Objects

## **HTML**

## **BBA 620 PROJECT II**

Students will carry out a research project in their area of specialization. Evaluation of the course will be based on viva-voce of 60 marks and continuous evaluation of 40 marks.