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BBA- II Semester

BBA N 201

Business Environment

- Unit I Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.
- Unit II Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector
- Unit III Industrial Policy -Its historical perspective(In brief);Socio-economic implications of Liberalisation, Privatisation, Globalisation.
- Unit IV Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA
- Unit V Overview of International Business Environment, Trends in World Trade : WTO- Objectives and role in international trade.

Suggested Readings:

- 1.Francis Cherunilum Business Environment
- 2.K.Aswathapa Business Environment

BBA- II Semester

BBA N 202

Business Communication

- Unit I Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication
- Unit II Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations
- Unit III Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.
- Unit IV Oral & Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys.
- Body Language, Para Language, Effective Listening, Interviewing skill, Writing resume and Letter or application
- Unit V Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations.

Suggested Books:

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| 1.Bapat & Davar | A Text book of Business Correspondence |
| 2.Bhende D.S. | Business Communication |
| 3.David Berio | The Process of Communication |
| 4.Gowd & Dixit | Advance Commercial Correspondence |
| 5.Gurky J.M. | A reader in human communication |

BBA- II Semester

BBA N 203

Indian Economy

- Unit I Meaning of Economy, Economic growth & development, characteristics of India Economy, Concepts of Human development, Factors affecting economic development.
- Unit II An overview of Economic Resources of India, Human Resources of India: Concept of Population Explosion, Interrelation of Population and economic development, Population policy of India, Problem of Unemployment in India.
- Unit III Economic planning in India; Planning commission, Critical evaluation of current Five Year Plan.
- Unit IV Problems and prospects of Indian Agriculture, agriculture development during plan period. Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile)
- Unit V Service and Entrepreneurial Sector, role of Commercial Bank and Financial Institutions, Role of Small Scale Industries in Indian Economy.

Suggested Readings:

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| 1.Kenes J.M. | General Theory of Employment, Interest and Money |
| 2.Brooman | Macro Economics |
| 3.Seth, M..L. | Monetary Theory |
| 4.Vaish, M.C. | Monetary Theory |
| 5.Singh, S.P. | Macro Economics |

BBA- II Semester

BBA N 204

Principles of Accounting

Unit I	Accounting standards in India, Concept of GAAP (Generally Accepted Accounting Principles) International Accounting Standards, Accounting for Price level changes.
Unit II	Accounting of Non-trading Institutions, Joint Venture and Consignment.
Unit III	Accounts of banking companies and General Insurance companies, Department and Branch account.
Unit IV	Accounts related to Hire Purchase and Instalment payment transactions, Royalty Accounts
Unit V	Partnership Accounts: Final Account, Reconstitution of Partnership firms- admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner).

Suggested Readings:

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| 1. Agarwal, B.D. | Advanced Accounting |
| 2. Chawla & Jain | Financial Accounting |
| 3. Chakrawarti, K.S. | Advanced Accounts |
| 4. Shukla, M.B. | Financial Analysis and Business Forecasting |
| 5. Jain & Naranag | Advanced Accounts |

- Unit I Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.
- Unit II Individual Behavior – Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.
- Unit III Behavior Dynamics : Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations..
- Unit IV Group Behavior : Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.
- Unit V Management of Change : Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, Recent advances in OB.

Suggested Readings:

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| 1.Bennis, W.G. | Organisation Development |
| 2.Breech Islwar | Oragnaistion-the frame-Work of Management |
| 3.Dayal, Keith | Organisational Development |
| 4.Sharma, R.A. | Organisational Theory and Behavior |
| 5.Prasad, L.M. | Organisational Behavior |

BBA- II Semester

BBA N 206

Business Statistics

- Unit I Statistics: Concept, significance & Limitation Type of Data, Classification & Tabulation, Frequency Distribution & graphical representation.
- Unit II Measures of Central Tendency (Mean, Medium, Mode) Measures of Variation: Significance & Prosperities of a good measure of variation: Range, Quartile Deviation, Mean Deviation and Standard Deviation, Measures of Skewness & Kurtosis.
- Unit III Correlation : Significance of Correlation, Types of correlation, Simple correlation, Scatter Diagram method, Karl Pearson Coefficient of Correlation.
- Regression : Introduction, Regression lines, and Regression Equation & Regression coefficient.
- Unit IV Probability : Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye'ss theorem [Simple numerical], Probability Distribution: Binomial, Poisson and Normal.
- Unit V Sampling Method of sampling, Sampling and Non-sampling errors. Test of Hypothesis, Type- I and Type -II Errors, Large sample tests

Suggested Readings:

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| 1. Gupta, S.P. & Gupta, M.P. | Business Statistics |
| 2. Levin, R.I. | Statistics for Management |
| 3. Feud, J.E. | Modern Elementary Statistics |
| 4. Elhance, D.N. | Fundamentals of Statistics |
| 5. Gupta, C.B. | Introduction of Stastical Methods |

BBA- III Semester

BBA N 301

Advertising Management

Unit I

Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.

Unit II

Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.

Unit III

Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget-approaches allocation of budget.

Unit IV

Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix.

Unit V

Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.

Suggested Books

1. Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases Manendra Mohan, TMH
3. Advertising Management Rajeev Batra, PHI