

- Bachelor in Business Management (B.B.M) (3 Years Course under U.G.C Scheme)

- **Eligibility for Admission**

Passed the 10+2 or its equivalent examination recognized by the Academic Council as equivalent there to secure at least 45% marks in the aggregate.

- **Syllabus for B.B.M**

- **First Year**

- A. PAPER - I**

- a. Group I - Principles & Practice of Management (75 Marks)**

1. Definition, Functions and Scope of Management, Process of Management
2. Development of Management thought, Contribution of F.W.Taylor, Henry Fayol, Elton Mayo and, Peter Drucker.
3. Process of planning, Types of Policies, Principles of Policy making.
4. Definition, Elements and Function of Organisation, Types of Organisation, Span of Control
5. Authority, Types & Delegation, Elements of communication, Elements of effective communication.
6. Theories of motivation, Elements and techniques of management by objective (MBO).
7. Types of decision-making

- b. Group II - Quantitative Methods (75 Marks)**

1. Measures of Central tendency, Mean, Median and, Mode.
2. Measure of dispersion : Mean, Standard and Quartile deviation.
3. Correlation Techniques - Product, moment and rank difference correlation. Regression Hypothesis.
4. Probability, Sampling, Test of T-ratio Technique, χ^2 -test, F-test.
5. Types of graphs and its utility Management.

- B. PAPER - II**

- a. Group I - Managerial Economics (50 Marks)**

1. Objective and need of Management Economics, Related Disciplines.
2. Demand Analysis : Significance and concept of Demand, Cardinal Utility, Indifference Curve technique. Demand Forecasting, Elasticity of Demand concept and uses.
3. Production Functions : Production Func., Laws of Return, Return to scale.
4. Cost concepts : Types of cost, short run and long run cost function.
5. Market and Pricing : Price competition, concepts of discriminating monopoly, Oligopoly, Duopoly and regulation of monopoly.

6. Concepts of capital budgeting, decision making under risk & uncertainty, cost and benefit analysis.
7. National Income : Concepts, Classification and, Accounting.

b. **Group II** - Business Environment (50 Marks)

1. Structure of Indian Economy, Concepts of Planning, Economic liberalisation.
2. Industrial Policy, Multinational Corp., Public enterprise policy under New Economic Policy, SSI Policy.
3. Types of business organisation, Characteristics & elements of joint stock company, MRTP, BIFR, Indian Companies Act, Sales of goods Act, Shop and Establishment Act, FEMA.
4. Financial sector, Role of R.B.I, Financial & Investment Institution, Commercial Bank, Reform of Financial Sector.
5. Poverty eradication measure, NRF, Exit policy, Labour Welfare & Social Security measures.

▪ **Second Year**

A. **PAPER III**

a. **Group I** - Financial Management (50 Marks)

1. Objectives, goals and scope of Financial Management, Financial Markets, Time Value of Money Risk and Return analysis. Sources of Industrial & Business finance
2. Definition and Basic elements of financial planning, determination of quantum and pattern of funds requirements, theories of capitalization.
3. Equity capital, preference share capital, debenture and terms loans, trade credit and bank credit.
4. Ratio Analysis, Time Series and Common size analysis, fund flow and cash flow analysis, Leverages- concept, operating, financial and total leverage, Financial forecasting-preparation of performa, Income statement and Balance sheet.

b. **Group II** - Business Accounting (50 Marks)

1. Introduction to Accounting, meaning, nature and importance of Accounting, Generally Accepted Accounting Practices (GAAP), Accounting equation, Accounting Process.
2. Accounting Mechanics, Double Entry System, Debit-Credit recording, Transaction in primary books, Journal, Cash Book, Ledger, Trial Balance 7 Final Accounts with adjustment for trading concerns.
3. Rectification of error, Self-Balancing Ledgers, Depreciation Accounting, Important methods of charging depreciation, accounting from incomplete records.

4. Distinction between capital and revenue income, expenditure, account, receipts and payments accounts.
5. Investment Account, Partnership Goodwill valuation, admission, retirement.
6. Accounting standards, general understanding of Indian and International accounting standards.

B. PAPER IV

a. **Group I** - Marketing Management (50 Marks)

1. Nature and Scope of marketing, marketing and sales marketing in a developing economy.
2. Determinant of consumer behaviour, Consumer behaviour models.
3. Market segmentation, marketing decision making, planning of marketing mix, marketing organization, marketing research and its applications.
4. Price policies and practices, marketing communication, advertising and sales promotion, marketing strategies and policies, channels of distribution, types of intermediaries.
5. Product life-cycle, Different types of product, Branding and packaging.
6. Social responsibilities of marketing managers, consumerism.

b. **Group II** - Sales Promotion and Advertising (25 Marks)

1. Sales Promotion - meaning, purpose and strategy.
2. Publicity objective, selection of publicity, message and vehicles, planning and managing, promotional campaign
3. Sales promotion at the point of sale & out of shop, promotion modeling.
4. Advertising - its importance, methods and types, advertising as mass communication, economic effects, social and ethical issue in advertising.
5. Elements of creating message, copy writing print-media and other media.

c. **Group III** - Project-Work on marketing, Sales or Advertising (25 Marks)

▪ **Third Year**

A. **PAPER V** - Organizational Behaviour (100 Marks)

1. Organizational Behaviour : Meaning, Importance, History of development of OB, Factors influencing OB.
2. Understanding individual : Nature of Man - Similarities and difference among individual personality development & its determinants perception, Factors influencing perception.
3. Group & Group Dynamics : Meaning of Group & Group dynamics, Reason for the formation of Groups, Characteristics of Groups, Types of Group in organizations, Group cohesiveness, Factors affecting Group cohesiveness.

4. Leadership : Leadership Concept, Leadership emergence theories, Leadership style, different functions & its effectiveness
5. Motivation : Concept & importance, Financial & non-financial motivators.
6. Moral & job satisfaction : Theories Factors influencing morale & job satisfaction.
7. Management of Change : Meaning, importance & Factors contributing to organization change.
8. Organizational Culture : Concept, Importance & factors influencing organizational culture.

B. PAPER VI - Human Resources Development (100 Marks)

0. Introduction, Planning & Organizing the HRD system. HRD Mechanism process & outcomes, Role of line managers in HRD.
1. Performance & Potential Appraisal, meaning, Need & Importance, Technique of performance appraisal. Factors influencing performance appraisal.
2. Motivation and Job Satisfaction.
3. Employee Compensation, Employee Welfare & Social Security.
4. Training & Development : Need & Importance, Steps in training, Technique of training, Evaluation of Training Programme.
5. Career Planning & Career Development : Meaning, Importance of career strategies in rapidly changing environment, Designing appropriate systems of original career development.
6. Incentive Plan.

C. PAPER VII - Computer (100 Marks)

0. Fundamental of Computers and Programming in QBASIC.
1. Introduction to Operating System (DOS, Windows)
2. Computers in Business applications. MS-Office (Word, Excel & Power Point). Accounting Package (Tally).
3. Database Management (FOX Pro) and Introduction of Programming Language C.
4. Introduction to Internet operations.

D. PAPER VIII - International Business (50 Marks)

0. Introduction : Meaning, Need, Basis, Importance, Gains and Procedure, Balance of Trade and Balance of Payments. Tariff and Non-Tariff barriers, GATT & Foreign Exchange Control.
1. Financial Framework : International monetary System, SDR, IMF, World bank, Asian Development Bank, Euro Market, International Liquidity & Exchange rate restrictions.
2. International Marketing Programme : Exporting, Licensing, Joint Ventures, Ownership, International Competition & Characteristics of Multinational marketing.
3. Decisions : International Business - Product Decisions, Pricing Decisions, Channel Decisions & Advertising Decision in international business.

4. Export Promotion : Export Financing, Planning, Organizing and Controlling Multinational Marketing Programme.
5. Analysis of India's International Business : Export trends, Export Promotion efforts, import substitution and role of Govt. agencies - STC & MMC.