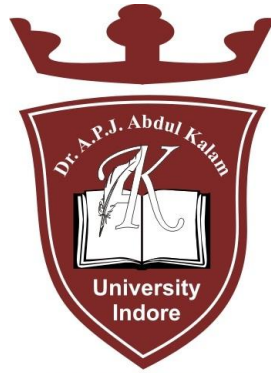


(...Nurturing Talents to Success)

**Third Semester
Curriculum**

BBA (Full Time) 3 Yrs. Program of

**DR APJ ABDUL KALAM UNIVERSITY,
INDORE**



(...Nurturing Talents to Success)

**DR APJ ABDUL KALAM UNIVERSITY
INDORE
Semester III**

BB 301 Marketing Management

BB 302 Organizational Behavior

BB 303 Business Environment

BB 304 Business costing

BB 305 Operations Management

BB 306 Business statistics



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**Class B.B.A.
Semester III
Discipline: Management
Title of Paper & Code: Marketing Management BB 301**

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Course Content

Unit : I

Marketing :- Meaning - concept - functions - marketing Planning & implementation marketing Programmes - Marketing environment – Micro and Macro.

Unit II:

Market Segmentation and consumer behaviour – Influencing factors, Decision process - Marketing Research - Marketing information system

Unit : III

Product :- Meaning - Product planning - policies - positioning - New product

Unit : IV

Pricing:- Pricing objectives – Setting and modifying the price – Initiating price changes and responding to price changes.

Unit : V:

Promotion: Promotion Mix - Advertisement - Message - copy writing - Media strategy - sales promotion - Personal selling and publicity.

Unit : VI:

Physical Distribution and Strategies:- Distribution Mix - Managing channel - intermediaries - transport and warehousing –

Unit – VII : Marketing Research: Importance, Process & Scope Marketing Information Systems: Meaning Importance and Scope Consumer Behavior: Concept, Importance and factors influencing consumer behavior.

Unit-VIII: Emerging Trends in Marketing :An Introduction to Internet Marketing, Introduction of CRM, Importance of CRM, E-Marketing, Green Marketing, Event Marketing, Concept of Rural Marketing.

Text Books

1. Debraj Dutta Mahua Dutta, **Marketing Management**,2010,Vrinda Publication
2. P.K.Chopra , **Marketing Management** ,2010,Dreamtech Press,New Delhi
3. V.S.Ramasamy & Namakumari.S, **Marketing Management**, 2010, Macmillan,
4. Saxena, **Marketing Management**, 2010,Tata Mcgraw Hill
5. Chandra Bose,Modern **Marketing Principle and Practices**,2010,PHI Learning



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Class B.B.A.

Semester III

Discipline: Management

Title of Paper & Code: Organization Behavior BB 302

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Course Content

Unit: I

OB History and Development; Importance of OB to the field of management. Basic behavioral Process: Cognitive functions - intelligence, Creativity, Problem solving, Learning and its process - implications,

Unit: II:

Attitudes and Values, Personality - Concepts, theories, estimation and applications; Perception - implications, counseling - importance and relevance.

Unit: III:

Motivation - Theories and applications to management,

Unit: IV:

Leadership - Role and functions of a leader, Leadership theories and styles, implications for management, Alternatives to leadership;

Unit: V:

Foundations of Group Behavior: Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team, Team Effectiveness. Group and Intergroup Relations.

Unit VI:

Organizational change : Approaches and resistance to change, Manager as a change agent; Conflict management, nature, sources. Current applications and future trends in OB.

Unit VII:

Organizational Culture: Concept, Relationship of Culture with organizational behavior, National and Global Culture, Levels of organizational culture, Analyzing managing and changing organizational culture, Global Implications for manager

Text Books

1. Kamran Sultan **Organizational behavior** , 2011, Dreamtech Press
2. Karampal **Business Management & Organisational Behaviour**, 2011, IK International Publication
3. Agrawal P.K, **Management Process & Organisational Behaviour**, 2011, Vrinda Pub
4. R. S. Dwivedi, **“Human Relations and Organizational Behavior: A Global Perspective”**, Macmillan



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Class B.B.A.

Semester III

Discipline: Management

Title of Paper & Code: Business Environment BB 303

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Syllabus

1. Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment, micro environment, macro environment. Types of environment.
2. Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions.
3. Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India.
4. Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration.
5. Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.
6. The contribution of Public sector enterprises in India, Privatization and disinvestment in India, Foreign Direct Investment in India, its impact on Indian economy.
7. Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors – Industrial Policy of the Government Latest Industrial Policy, Foreign Trade Policy, Fiscal Policy and Tax System in India, Monetary Policy and Banks Reforms in India, Challenges of Indian Economy,

Text Books

1. Neelmegham, **Business environment**,2011,Vrinda Publication
2. Aswathappa k, **Essentials of Business environment**, Himalaya Publishing house.
3. Paul, Justin, **Business Environment**, Tata McGraw Hill
4. Palwar, **Economic Environment of Business**, PHI, New Delhi,2009



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Class B.B.A.

Semester III

Discipline: Management

Title of Paper & Code: Business Costing BB 304

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Syllabus:

Unit I Basics of Costing: Meaning and definition of Cost Accounting, Concepts of Cost ,Cost Object, Cost Center and Profit Center, Cost Control and Cost Reduction Classification of Costs, Overview of Cost Accounting Standards.

Unit II Cost Elements: Material Cost- purchase procedure, store keeping and stock control, pricing issue of material and accounting thereof, perpetual inventory and physical stock taking, identification of slow, non-moving and fast moving items, ABC analysis, JIT system, level of inventories and economic order quantity, analysis, investigation and corrective steps for treatment of stock discrepancies – control through other means.

Unit III Labour Costs – remuneration methods, monetary and non-monetary incentive schemes, payroll procedures, labour analysis and idle time, measurement of labour efficiency and productivity, analysis of non productive time and its cost, labour turnover and remedial measures, treatment of idle time and overtime.

Unit IV Direct Expenses – nature, collection, classification and treatment.Overheads – nature, collection, classification, apportionment, allocation and absorption.

Unit V Costing Methods: Unit Costing, Job Costing, Batch Costing, Process Costing, Contract Costing, Activity Based Costing, Target Costing, Costing for Services Sector.

Unit VI Marginal Costing and Absorption Costing.

Text Books:

1. Jawahar Lal : **Cost Accounting**;TataMcGraw- Hill Education (India) Ltd.
2. Arif Pasha Mohd. **Cost Accounting**, 2010,Vrinda Publication
3. Jelsy Joseph Kupappally Accounting for Managers,PHI Learning
4. S.N. Maheshwari Cost & management Accounting; Sultan Chand & Sons,



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Class B.B.A.

Semester III

Discipline: Management

Title of Paper & Code: Operations Management BB-305

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Syllabus:

- I. Introduction to productions and operations management: Nature of production, productions and system, production as an organizational function, decision making in production, production management and operations management, Characteristics of modern production and operation management, organization of production function, recent trends in production/operations management.
- II. Production process, manufacturing and service operations: production process, manufacturing operation, service operations, selection of process non manufacturing or service operations, difference between manufacturing and service operations, classification of manufacturing process, manufacturing operations as conversion process, characteristics of modern manufacturing process,
- III. Design of production system: Product, process and production design, factors influencing product design, approaches for product design, process planning and process design, process selection, process management, major process decisions,
- IV. Plant location & Plant layout – Location theories, freedom of locations, errors in selection, steps in location selection, relative importance of location factors, location models, Meaning, definition scope and of facility layout, factors influencing layout, types of layout, importance of layout, layout planning, layout tools and techniques, analysis if layout with computers, criteria for selection and design of layout, layout design procedure.
- V. Materials Management – functions, meaning and operations, – overview of materials planning & material requirement planning, over view of Store management – objectives & functions.
- VI. Quality control – Purpose of inspection and quality control – control charts and acceptance sampling by variable and attributes. Sample plan OC curve, AQL, AOQL, LTPD.

Text Books

1. S.N Chary, **Theory & Problems in Production and Operations Management**, TMH
2. R.V.Badi N.V.Badi **Production & Operations Management**, Vrinda Publication
3. B. Mahadevan; **Operation Management; Theory and Practice**’ Pearson Education,
4. Ashwathappa, **Production and Operation Management**, Himalaya Publishing .



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Class B.B.A.

Semester III

Discipline: Management

Title of Paper & Code: Business and Statistics BB 306

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Syllabus

Unit : I Introduction to statistics – purpose of statistics – kinds of numbers, measurements, variables, attributes, UNITs, discrete and continuous data. Frequency distributions – continuous frequency distribution – graphic representation – Histogram – frequency polygon and their uses.

Unit :II Measures of central tendency – Mean, Median, Mode merits and demerits – Measure of Dispersion – Range, mean deviation, standard deviation, coefficient of variations.

Unit :III Concept of probability – Law of Addition – Law of Multiplication and conditional probabilities – Random variables – Its expectation and variances – Applications in Management. Probability distributions:- Binomial distribution, Poisson distribution and normal distribution.

Unit : IV Population parameters and sample statistics – standard error – sampling distributions of statistics – large sample tests – single mean, Difference of means, single proportion – Difference of proportions –

Unit : V Correlation and regression – Scatter Diagram – Coefficient of correlation – Rank Correlation – Regression – Lines of Regression index nos. Simple, weighted – consumer price index – wholesale price index.

Unit : VI Time Series: Components – Trends – Seasonal – cyclical – irregular variables – Measurement of trend – Method of semi averages and method of moving averages principle of least squares – Measurement of seasonal fluctuations – simple averages – Ratio to trend method – Ratio to moving average method – simple problems.

Text Books

1. T.N.Srivastava, **Statistics for Management**, TMH, 2008
2. Agrawal D.R, **Business Statistics**, 2010, Vrinda Publication
3. S.P. Gupta, "**Statistical Methods**", New Delhi, Sultan Chand and Sons, 2007
4. S.C. Gupta, **Business Statistics**, Himalaya Pub House, 2008

DR APJ ABDUL KALAM UNIVERSITY, INDORE

**Fourth Semester
Curriculum**

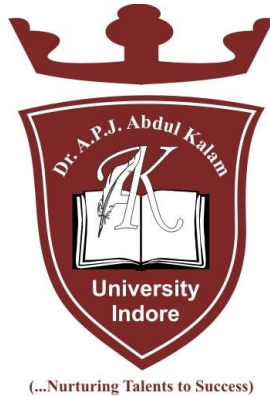
**BBA (Full Time) 3 Yrs. Program of
DR APJ ABDUL KALAM UNIVERSITY**

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Semester IV

BB-401	Entrepreneurship
BB-402	Supply chain management
BB-403	International business
BB-404	Indian legal system for business
BB-405	Management accounting
BB-406	Operations Research



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Class B.B.A.

Semester IV

Discipline: Management

Title of Paper & Code: Entrepreneurship BB-401

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Course contents

1. Introduction to Entrepreneurship : Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur. The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad. Woman as Entrepreneur.

2. Creating and Starting the Venture

Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process.

3. The Business Plan

Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans. Marketing plan, financial plan and the organizational plan, Launching formalities.

4. Financing and Managing the new venture

Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and Entrepreneurship, Internet advertising

5. New venture Expansion Strategies and Issues

Features and evaluation of joint ventures, acquisitions, merges, franchising. Public issues, rights issues, bonus issues and stock splits.

6. Institutional support to Entrepreneurship

Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs), Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)

7. Choice of organisation: Sole proprietorship, partnership, joint stock co., and co-operatives

Text Readings:

1. Alpana Trehan, **Entrepreneurship**,2011,Dreamtech Press New Delhi
2. Naidu &Krishnarao,**Management and Entrepreneurship**,IK International Publication
3. Charanthimath, **Entrepreneurship development small business enterprises**, Pearson education, 2008
4. Vasant Desai: **Small scale Industries and Entrepreneurship**, Himalaya Publishing House, 2009.



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**Class B.B.A.
Semester IV**

Discipline: Management

Title of Paper & Code: Supply Chain Management BB-402

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Course contents

1. Development of SCM concepts and Definitions – key decision areas – strategic Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis.
2. Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.
3. Distribution strategy: Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging.
4. Inventory Strategy: Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation. Warehouse design and operations – inventory norms.
5. Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services – revenue Management.
6. IT integrated focus, E Commerce and Supply Chain Management. Organizational Issues and Supply Chain. ERP and Supply Chain Management.
7. Retailer- Supplier partnerships (RSP), Supplier evaluation and selection. Use of best practices.
8. Information Technology (IT) in Supply Chain Management, SC performance model: SCOR model

Text Readings:

1. Mohanty & Deshmukh, **Supply Chain Management**, 2011, Biztantra
2. Upendra Kachru **Exploring the Supply Chain**, 2010, Excel Books,
3. Janat Shah **Supply Chain Management**, 2010, Pearson Education,
4. Badi N.V. **Supply Chain Management**. 2010, Vrinda Publications



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Class B.B.A.

Semester IV

Discipline: Management

Title of Paper & Code: International business BB-403

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Course contents

1. An Overview of International Business: Framework of International Business, Types of International Business, International Business Approaches, Global Marketing Theory of Competitive Advantages, Neo-Classical, Modern Approach to International Business, Problems of Trade and Aid to Developing Countries.

2. International Business Decision : Mode of Entry, Marketing Mix , Factors Affecting decision For International Business,

3.Role Of International Institutions: GATT, WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD, In International Business. Recent Trends in World trade, Multi National Corporations and the Trade.

4. Recent Trends in India's Foreign Trade: Export and Import Policy, Trade Policy, Balance of Payment, Custom and Tariff Rationalization. Identifying Foreign Markets and Overseas markets, International Marketing Mix, Product Development, Transfer Logistics and Distribution Channels, Role of Documentation in International Trade, Export Pricing, Methods of International Payments.

5..International Capital Movement: Risk in International Operations, International Investment, Financing of Foreign trade, Factor Mobility and Direct Foreign Investment. Export Finance, Pre and post Shipment credit, Introduction to FEMA, Insurance. Role of ECGC and export Promotion Councils, Eurocurrency Market.

6..Regional Economic Groupings: Major Trading Blocks, Globalization with Social responsibility, Introduction to International Monetary and Financial System.

Text Readings:

K.Ashwathapa ,**International Business Environment**,2011Tata Mcgraw Hill

Mahua Dutta, **International Business**, 2011,IK International Publication

Hamilton **The International Business Environment** Oxford Press

Shajahan **International Business** Indian Macmillan Publishers



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Class B.B.A.

Semester IV

Discipline: Management

Title of Paper & Code: Indian legal system for business

BB-404

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Course contents

- 1. The Indian Contract Act, 1872:** Essentials of a Valid Contract, Void and Voidable Agreements, Performance of Contracts, Breach of a Contract and Its Remedies, Quasi-Contracts. Indemnity and Guarantee, Bailment and Pledge, Contract of Agency.
- 2. The Sale of Goods Act. 1930:** Formation of a Sales Contract.
- 3. Negotiable Instrument Act, 1881:** Definition and Essential Features of Negotiable Instruments, Types of Instruments and Endorsement, Parties to Negotiable Instrument.
- 4. Consumer Protection Act-** Provisions related to consumer protection and Redressal of consumer Grievances.
- 5. Evolution of Indian Companies Act, 1956,** The Companies Act, 1956: Types of Companies, Memorandum and Article of Association, Shareholders and Debenture Holders, Minority Protection, Winding-up.
- 6. Law of Partnership:** Definition and Nature of Partnership, Formation of Partnership, Rights, Duties and Liabilities of Partners, Dissolution of Partnership Firm.

Suggested readings

1. P.K.Goel, **Business Laws for Managers**, 2010, Biztantra
2. Avtar Singh, **Mercantile Law**, Eastern Book Company
3. Chandra Bose, **Business Laws**, PHI, 2008
4. Bulchandani, **Business Law for Management**, 2009, Himalaya Publishing House.



DR APJ ABDUL KALAM UNIVERSITY, INDORE

Class B.B.A.

Semester IV

Discipline: Management

Title of Paper & Code: Management Accounting BB-405

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Course contents

Basics of Management Accounting:

Meaning and definition of Management Accounting, Evolution of Management Accounting, Nature and Scope of Management Accounting, Relationship of Management Accounting with Other Branches of Accounting and Other Disciplines of Studies.

Budgetary Control: Meaning of Budget, Budgetary Control and its use as a management tool, Functions of Budgets, Difference between Budgets and Forecasts, Planning Process and Budgetary Process, Stages in Budget Process, Various Types of Budgets, Zero Based Budgeting, Activity Based Budgeting, Fixed and Flexible Budgets, Behavioral Aspects in Budgeting

Standard Costing; Introduction to Standard Costing, Cost Standards and their types, Standard Costing and Budgetary Control, Operation of Standard Costing System, Establishing Standard Costs, Analysis, Interpretation, Presentation and Disposal of variances

Marginal Costing as a Tool for Decision Making; Make or Buy Decision, Change in product Mix, Pricing Decisions, Exploring a New Market, Shut-down Decisions

Text Books:

1. S.P.Jain & K.I. Narang Cost and Management Accounting; Mayur Paperbacks, A-95, Sector 5,
2. M.N. Arora Cost and Management Accounting(Theory and Problems); Himalaya Publishing House,
3. R.S.N Piallai Bhagvathi Management Accounting; S. Chand & Co. Ltd.
4. V.k. Saxena & C.D. Vashist Cost and Management Accounting Sultan Chand & Sons,
5. M/N. Arora : A Text Book of Cost and Management Accounting Vikas Publi. House

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**Class B.B.A.
Semester IV**

Discipline: Management

Title of Paper & Code: Operations Research BB-406

Scheme: Internal evaluation shall be of 20 marks. End semester exams will be of 80 marks will 7 theory questions out of which students will be required to attempt any 5 questions.

Course contents

Unit I: Definition of operations research, models of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR.

Unit: II

Linear Programming: Introduction – Mathematical formulation of a problem – Graphical solutions, standard forms the simplex method for maximization and minimization problems. Method application to management decisions.

Unit : II

Transportation problem – Introduction – Initial basic feasible solution - NWC method – Least cost method – Vogel's method – MODI – moving towards optimality – solution procedure without degeneracy.

UNIT III

Assignment problem – Algorithm – Hungarian method – simple problems.

Unit : IV

Sequencing and replacement model: Sequencing problem – processing through 2 machines, 3 machine – s jobs and k machines and traveling salesman problem.

Unit : IV

Replacement of items that deteriorate gradually – with time, without time, that fails completely – individual replacement – group replacement.

Unit : V

Network models and simulation.

Network models for project analysis CPM; Network construction and time analysis; cost time trade off, PERT – problems.

Text books

1. R.Veerachamy, **Operation Research**,2010,IK International Publication
2. Chawla, **Operation Research**, Kalyani Publication Ludhiyana,2009
3. Sharma Anand, **Operation Research**, 2008, Himalaya Publishing House
4. Kalawati, **Operations Research**, Vikas Publication Pvt.ltd.2008