

1st Sem.

Principal Of Management

BBA 111

Unit – 1

Nature and importance of management- meaning, definition, importance, characteristics and function of management, management as a science and art, objective of management, Principle of management- meaning, definition, scientific management principle, Fayol's principles.

Unit – 2

Planning – meaning, importance, principles, characteristics, planning process, limitations of planning.

Organising- meaning, definition, importance, and principle, process of organizing, formal and informal organization.

Unit – 3

Staffing & Directing (Supervision)

Staffing- meaning, definition, characteristics, staffing is a part of HRM, process of HRM, limitation.

Directing- meaning, definition, importance, meaning of supervising, role & function of a supervisor.

Unit – 4

Directing (Communication) & Controlling

Directing (Communication) – meaning of communication, communication process, importance of communication, types of communication.

Controlling – meaning, definition, importance, process of controlling, techniques of controlling, evaluation of controlling techniques.

Suggested Reading:

1. Tulsian P C – Business Organisation & Management
2. Prasad L.M.- Principle of management

Basic Accounting

BBA 121

Unit 1

1. Meaning and scope of Accounting
2. Accounting as an information system, Financial accounting definition and nature, Objective of accounting.
3. Accounting principles : Basic concept, Accounting standards.
4. Accounting Equations, Accounting procedure

Unit 2

1. Ledger posting and trial balance
2. Financial statements : Trading and profit and loss account
3. Financial statement : Balance sheet
4. Adjustment entries in financial statements

Unit 3

1. Depreciation accounting
2. Inventory Valuation

Unit 4

1. Financial statement non profit organization
2. Cost accounting : Meaning, concepts and classification

Suggestion Reading :

Financial Accounting P.C. Tulsian

Financial Accounting S.N. Maheshwari

Objectives : To create an awareness of the external environment including the role of government and its impact on business.

Unit 1: Introduction to Business Environment

Nature of Business environment; Environmental factors affecting business and their interaction, consumerism and other environmentalist movements; sociocultural factors affecting business decision.

Unit 2 : Economical Environment of Business

Circular flow of economics activities, national income in India; salient features of the Indian economy; inflation and its impact on business, emerging trends and structure of Indian economy; decision application of economic statistics.

Unit 3 : Political Environment of Business

Political environment; Economic role of government planning in India and its implications for business decision.

Unit 4 : Business and Governmental Policies

Government policies and their implications for the business decision, policies towards sick units, BIFR.

Unit 5 : Legal Environment of Business

Main provision of company Act, 1956; Main provision of MRTP, competition Act, FEMA, and Consumer Protection Act; Regulation of stock exchange; and the role and functions of SEBI, current developments and analysis of business.

Suggested Reading :

1. Amarchand D “Government and Business” Tata McGraw Hill, New Delhi, 1991.
2. Ray S. K. “Indian Economy”, Prentice Hall, New Delhi 1987.
3. Francis Cherunilam “Business Environment

Business communication

BBA 141

Course Contents:-

Unit 1-

Introducing communication, importance & nature of business communication

Unit2-

Process of business communication, objectives, media of business communication

Unit 3-

types of communication, barriers in communications, principles of communication, essentials of good communication

Unit 4-

business report writing, written & oral presentation of reports, preparation of office orders, memo, circulars.

Suggested Readings:-

1. Pal, Rajendra & Korlahalli, J.s. :- “Business communication” Sultan chand & sons
2. Rai, S.m. & Urmila “Business communication” HPH
3. Sinha, k.k. “Business communication”.

Grammars:

- A. Review of English grammar
 - 1. Use of articles
 - 2. Use of models
 - 3. The conjunction
 - 4. Tenses (Present, Past, Future and its further forms)
 - 5. Active/Passive voice
 - 6. Reported speech
 - 7. Subject – Verb concur

1. Communication Skills

A. Reading

- 1. Technique of reading with special emphasis on pronunciation
- 2. Division of passage into different parts according to contents, thoughts, keeping in view the comprehension questions given beneath the passage.
- 3. Practice of answering comprehensive questions.

B. Writing

Letter writing

- 1. Types of letters
- 2. Writing of different types of letters (special emphasis to formal and business letters)

C. Essay writing/Paragraph writing

- 1. Practice of topics/Hit based essays
- 2. Practice of writing essay on the given topic to augment the emanative power and knowledge.

D. Précis writing :

E. Notice writing/Telegram writing

- 1. Contents of the notice
- 2. Practice of writing different types of notice.

G. English language lab -

- 1. Holding seminars and organizing workshops on the language.
- 2. Presentation and group

2nd Sem.

Cost Accounting

BBA 122

Unit – 1

Nature & Classification of Cost Accounting, scope, objectives. Preparation of cost management.

Unit – 2

Cost Ascertainment: Material cost & control, labour cost control, overhead cost & control.

Unit – 3

Job, Batch and contract costing, process, joint, output, operating, costing, absorption & variable costing.

Unit – 4

Reconciliation of cost & financial accounts, standard costing, cost audit.

Unit – 5

Marginal costing & cost volume & profit analysis, budgetary costing.

Unit – 6

Cost & reduction & control uniform costing, reporting to management.

Suggesting Readings:-

1. S.N. Maheshwari, Cost Accounting
2. Khan & jain, Cost Accounting
3. B.M. Lal, Cost Accounting

Fundamentals of Computers

BBA 132

Introduction : Classification of computer and generation, Basic architecture of computer and its building blocks, Input devices, Computer memories.

Number System : Binary, Octal, Decimal, and Hexadecimal representation of characters : ASCII and EBDIC codes, Binary arithmetic and logic circuit.

Classification of Computer language : Machine, Assembly and High level language, Brief idea of operating system, Assembler, Compiler and interpreter.

Fundamentals of computer programming : Problem solving through computer algorithms and flow chart level of programming.

Operating system : Introduction to O.S., Types of operating system, Multiprogramming, Timesharing, Batch, Real time and UNIX

Internet : Introduction to internet, Components, Services and working on interne,
introduction to protocols, tools.

Reference Books :

R1 – Computer fundamental – P.K. Sinha

R2-Fundamental of computer and IT-D.P. sharma, Amit Choudhary

Production planning & control

BBA – 132

Objectives: to develop understanding of the concepts and techniques of production/operations management.

Unit 1 : Introduction of Production/ operation/ operations management

Concept, importance, and historical background of production management: production system, plant location and plant layout.

Unit 2

Product development; product and process analysis; aggregate planning; production scheduling and control techniques; and materials requirement planning.

Unit

Inventory concepts, function and costs; basic inventory models; quality management; statistical quality control, purchase function.

Unit

Introduction to work study; principles and applications of method study; principles and applications of time study; work sampling; and development of production standards.

Unit 5.

Maintenance Management; types of maintenance; consideration in maintenance; and emerging issues in production/operations management.

Suggested Readings.

1. Buffa E. S. & Sarin R. K. "Modern Production/ Operation Management John Wiley, New York, 1987.
2. CHUNAWALA & PATEL "Production and Operations Management".
3. McClain J.O. & Thomas L.J. "Operations Management" PHI, New Delhi, 1982

UNIT 1 :

Meaning, Concepts, Challenges & O.B. Model individual difference & Learning Theories.
Job Satisfaction and Commitment, Personality and Behavior emotional intelligence.

UNIT 2 :

Perception and Attribution, Behavioral decision making, participating decision making,
Theories of Motivation

UNIT 3 :

Goal Setting, Benefits, Group Structure, Group decision making, Effective Team, Managing
Team, Processes and Issues, Theories and issues.

UNIT 4 :

Basis of Power, Conflict Process, Organizational Design, Nature & Dynamics, Managing
Change, Work Stress

Reference :

1. Udai Pareek, Understanding Organisational /Behaviour, Oxford
2. Mishra : Organizational Behaviour Bikas
3. Luthans, Fred : Organizational Behaviour
4. Mirza Saiyadain : Organizational Behaviour, TH
5. Chandan : Organizational Behaviour, Vikas
6. Helga Drummond : Organizational Behaviour, Oxford
7. Senge, Peter : The Learning Organization
8. Harriss & Martman : Organizational Behaviour, Jaico.

Business Economics

BBA 152

Unit 1 :

Overview : The economics background to management; Nature and scope of managerial economics and its relationship with other disciplines

Unit 2 :

Demand Analysis : Demand theory; Objectives of demand analysis and determinants of demand; Elasticity of demand and its measurement methods

Unit 3 :

Production concepts and analysis; Production function; Laws of production; Cost concepts; Production function and its managerial use, short-run and Long-run Average costs curves and its analysis.

Unit 4 :

Pricing under different market structure; monopoly, monopolistic and oligopoly markets. Pricing Strategies

Unit 5 :

Macroeconomics : National Income-concepts and various methods of its measurement. Inflation.

Suggested Reading :

1. Peterson – HC and Lewis – Managerial Economics, 3rd 1995 (Himalaya)
2. Trivedi – Managerial Economics (Tata McGraw-Hill, 2002)
3. Dwivedi – Managerial Economics (Vikas, 6th edition) 2001
4. Gupta – Managerial Economics (Tata McGraw-Hill, 1990, 8th ed.)
5. Koutsyannis A – Modern Microeconomics (Macmillan), 1979, 6th ed.
6. Maheswari and Gupta – Managerial Economics (Sultan Chand)

3rd Sem.

MANAGEMENT ACCOUNTING

BBA 211

Section -A

Concept and Approach, Understanding Indian Corporate Sector, Generation of Accounting Information for Management. Understanding Strategic Management Control System. Contingency Theory and Social Aspect of SMA, Ratio Analysis and Corporate performance, Accounting for Non Profit Organization.

Section-B

Analysis of Corporate Performance: Fund Flow and Cash Flow approach Strategic Initiative in fund flow and cash flow analysis, Activity Based Costing Corporate Brand Equity valuation.

Section-C

Basic Cost Concept, Cost-Volume-Profit Analysis, Budgetary Control. Value at Risk, Benchmarking and Environmental Audit. Zero based Budgeting.

Section-D

Cases/Problems.

Note : 60% of the Questions will be Numerical/Cases/Inferences based.

References :

1. Wheldon : Cost Accounting and Costing Methods.
2. Homgren Charges I: Introduction to Management Accounting.
3. Keller and Ferrara : Management Accounting for Profit Control.
4. Accounting for Managers : S.K. Bhattacharya & John Dearden.
5. Management and Cost Accounting : Robert S. Kaplan.
6. Advanced Management Accounting : Robert S. Kaplan.
7. Robert Anthony: Management Accounting.
8. S.M. Maheshwari Advanced Management Accounting Vol.1 & Vol.2.
9. M.A. Sahay : Management Accounting.

Managing people at work

BBA 221

Course Contents:-

Unit 1-

Introduction of personnel management, functions of personnel management, personnel policies procedures & programs

Unit2-

Growth philosophy & principles, personnel management in India, organizational structure, personnel records, reports, audit & research

Unit3-

Introduction of human resource planning, recruitment, selection, placement

Unit4-

Induction, promotion, demotion, transfer, separation, employee training, performance appraisal, wage & salary administration, industrial relations.

Suggested Readings:-

1. Mamoria, C.B. "Personnel management" HPH.
2. Aswathappa, K. "HRM & Personnel management" Tata Mc Graw Hill.

Course contents

Unit I: Introduction, definition of statistics, statistical data, statistical methods, collection of data, secondary data, internal data, primary data, presentation of data, classification of data, formation of frequency distribution, classification according to class intervals, principals of classification, tabulation of data.

Unit2: Measures of central tendency

Objective of averaging, characteristics of a good average, arithmetic mean, geometric mean, harmonic mean, median, mode, skewness, and kurtosis.

Unit3: Measure of variation, Correlation and Regression

Significance of measuring Variation, properties of a good measure of variation, method of studying variation, Range, the interquartile Range, Quartile deviation, the average deviation, standard deviation.

Correlation: Significance of the study of correlation, types of correlation, method of studying correlation, scatter diagram, Karl Pearson's Coefficient of correlation, rank correlation coefficient, method of least squares.

Regression: Two lines of Regression, Line of Regression of Y on X, Line of Regression of Y on X, Correlation Coefficient and the two Regression Coefficients

Unit 4: Probability and Probability distributions

What is probability, elements of set theory, counting techniques, events, additive law, conditional probability, multiplication law, dependent events, independent events, Bayes theorem, and problems? Random variable, probability function, Binomial distribution, Poisson distribution, Normal distribution, Uniform distribution, Exponential distribution.

Unit 5: Tests of Hypothesis, chi square Test, and t-square test

Introduction, procedure of testing hypothesis, test hypothesis concerning large samples, test hypothesis about population mean, chi-square distribution, chi-square test, t-square distribution, and t-square test.

Text Book:

Business Statistics

G V Shenoy, VK Shrivastava and S C Sharma

Reference Books:

1. Business Statistics
2. Business Statistics

R. S. Bhardwaj
S P Gupta

Section-A

Model of Management in the Indian Socio-Political Environment; work Ethos India Heritage in Production and Consumption; Indian Insight into TQM; Problems Relating to stress in corporate.

Section-B

Management-Indian Perspective; Teaching Ethics; Trans-cultural Human Values in Management Education; Relevance of values in management.

Personal Growth and Lessons from Ancient Indian Educational Systems; Science and Human Values.

Section-C

Need for Values in Global Change-Indian Perspective; Values for Managers, Holistic Approach for Managers in Decision Making; Secular Versus Spiritual Values in Management.

Suggested Readings :

1. Charaborty, S.K. : Foundation of Managerial Work -Contributions from Indian Thought, Himalaya Publishing House Delhi 1998
2. -----: Management Effectiveness and Quality of Work-life-In-dian Insight, Tata McGraw Hill Publishing Company, New Delhi 1987.
3. -----: Management by Values. Oxford University Press, 1991
4. Drucker,P: Managing in Turbulent Times, Pan Books London 1983
5. Kumar,S and N.K. Uberoi : Managing Secularism in the New Millennium, Excel Books 2000
6. Griffith, B. The Marriage of East and West, Coiling, London 1985
7. Gandhi, M.K. The Story of my Experiment with Truth, Navjivan Publishing House, Ahmedabad, 1972.

Unit-

- I. Introduction; Meaning of Strategic Management, Role of Strategic Management, Process of SM, Limitations of SM, Organisational Mission Vision, goals and ethics.
- II. Environmental Scanning : Appraisal of external environment Dynamics of internal environment, organisational capabilities and Appraisal.
- III. Strategy Formulation: Business level strategy, Corporate Level Strategy, Functional Strategies.
- IV. Strategy Implementation: Aspects of Strategy Implementation, Project Implementation, Procedural Implementation, Resource Allocation, Organisational design and change, Corporate Culture.
- V. Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control Criteria and Techniques of Strategic Evaluation and control, Role of Organisational systems in evaluation.

Books Recommended :

- Rowe, A.J. Others (1994)-Strategic Management A Methodological Approach, Reading, Mass: Addison-wesley.
- Prasad, L.M. (1995)-Business Policy & Strategy (New Delhi: Sultan Chand & Sens.)
- Jouch, L.R. & Glueck, W.F.-Business Policy and Strategy Management, (MC Grawhill).
- Michael, V.P. Globalisation, Liberalisation & Strategic Management, (Mumbai: Humalaya Publishing).
- Ramaswamy V.S. & Namakumari, S-Strategic Planning-formulation of Corporate Strategy, (Delhi:Macmillian India)
- Kazmi, Azhar: Business Policy and Strategic Management, Tata MCGraw Hill, New Delhi.

IV Sem.

Marketing Management

BBA 212

Objectives : To introduce the students with basic concepts of marketing, various orientation that guide marketing and its key concepts, modern marketing – customer relationship management.

Unit 1 : Market, Marketing & Marketing Environment

Introduction – Meaning, Importance, Modern marketing concept, Social marketing, marketing process, functions, integrated marketing, marketing mix, relevance of marketing in a developing economy. Marketing Environment – Meaning, Definition, Environmental, threats & Opportunities, Environmental factor – Economic, Social, Political, Natural, Cultural etc. Organisational Environment, Market Environment, Demographic Environment, Social-Cultural Environment.

Unit 2 : Market Segmentation : Meaning and Definition, Ways to segment : No Segmentation, Complete Segmentation, Segmentation according to income, age, literacy etc. Characteristics of effective segmentation, Strategies towards market segmentation. Product Development and Product Life Cycle – Meaning, Process, Product concept, New Product Development, Product life cycle strategies.

Unit 3 : Pricing – Significance, Factor affecting price, pricing objective, Pricing of New Product, Skimming pricing, Product Mix Pricing. Channels of Distribution – Characteristics, Importance, Selection, Types & Services, Vertical, Horizontal, Multichannel.

Unit 4 : Advertising and Sales Promotion : Meaning, Publicity, Propaganda, Sales promotion and personal selling, DAGMAR approach, Media Selection, Media Mix, Message, Advertising effectiveness, Sales Promotion, Methods of Sales Promotion.

Reference :

1. Ramaswamy & Namakumari : Marketing Management-MacMillan, New Delhi.
2. Raja Gopal : Marketing Management, Vikas.

3. Philip Kotler : Marketing Management (Analysis Planning and Control), Prentice Hall of India Pvt.Ltd., New Delhi.
4. William J.: Fundamentals of Marketing, McGraw Hill Ltd., New Delhi

Human Resource Management

BBA 222

Unit 1 :

HRM : Introduction, Definition, Objectives, Scope and Significance, Human Resource Planning, Career Planning and Succession Planning.

Unit 2 :

Recruitment – Methods and Techniques, Selection Process, Induction, Transfer, Promotion & Separations. Manpower Training and Development, Performance Appraisal.

Unit 3 :

Employee Welfare and Benefits, Industrial Relations and Trade Unions, Dispute Resolution and Grievances Management.

Suggested Reading :

1. C. B. Mamoria : Personal Management
2. K. Aswathappa : Human Resource and Personal Management

Financial Management

BBA 232

Unit 1:

Nature of Financial Management – Scope and Objectives of Financial Management ,Related disciplines ,Organizational structure.

Unit 2 :

Current Assets Management : Working Capital Management , Management of Cash and Marketable Securities, Receivables & Inventory Management ,Short term sources of financing.

Unit 3 :

Capital Structure : Cost of Capital, Leverages, Dividend Payment Policy

Unit 4 :

Capital Budgeting, Techniques of capital budgeting , long term sources of financing

Unit 5 :

Mergers and Amalgamation ,Acquisition and take over.

Text Book : Financial Management By Khan & Jain

Reference Books : Financial Management by I. M .Pandy, Prasanna Chandra

Objectives : To create understanding of the concepts, techniques and application of management information systems and awareness about the role of information and computers in managerial decision making.

UNIT 1 : Introduction to Management Information Systems (MIS)

Concept of System and Information systems, Concept, meaning, elements and characteristics of MIS organization, MIS Planning & building a business model, structure; elements of communication systems and distributed data processing.

UNIT 2 : Database and Communication

Definition requirements and user view of database, database material, DBMS, RDBMS Softwares; file, Structure; and distributed data processing.

UNIT 3 : MIS Technology

Definition of computer technology system and application software elements and support services elements.

UNIT 4 : Building and Installing MIS

Application Development Cycle, Analysis, Synthesis, and implementation of MIS, feasibility of installing MIS system.

UNIT 5 : Management and MIS

MIS aided decision making; DSS and EIS; education and training for MIS; management role in system development, Analysis of cases on MIS. Recent development in MIS.

Suggested Reading :

1. Davis G. B. and Olson M. H. "Management Information Systems", 2nd ed. McGraw-Hill, New York, 1985
2. Kanter J "Management Information System", 3rd Ed., Prentice-Hall of India, New Delhi, 1987.

Total Quality Management

BBA252

Unit – 1

Introduction:

Role, Importance & concept of TQM, fundamental, Business Strategy, philosophy of quality Gurus-Demming, Juran, Philip Cross by & others; National quality award, Guidelines to TQM initiative.

Unit – 2

Designing for quality function development :

Conformance to design, roll of importance of documentation, quality manuals, Quality Management System - Quality certification: ISO 9000, ISO 14000 .

Unit – 3

Japnese 5 – S , Total Quality through cost of Quality, Concept of internal & external customers;I.D.E.A. (Idea,diagnose, explore & act) for resolving customers satisfaction, managing Customer satisfaction. Human Resource Management System .

Unit – 4

Concept of quality environment, managing quality environment, process of quality environment, quality improvement tools; seven QC tools, new QC tools,SPC, Total Quality through Benchmarking.

Suggested Readings:-

- 1.Banks: Total quality management, PM, New Delhi.
- 2.Durmond: The TQM movement, USPSD, New Delhi
- 3.Steve Smith: The quality revolution , jaico, New Delhi
- 4.Shailendra Nigam: Total quality management, Excel Book, New Delhi.

Industrial Training

45 Days

5th Sem.

Business Research Methodology

Code BBA 311

Section -A

Concept of Scientific Enquiry-Formulation of Research Problem. Hypothesis Building-Characteristic and Testing. Review of Literature. Research Design-Exploratory. Descriptive and Experimental research Design. Qualitative Research Design. Data Collection-Sources, Constructing a questionnaire. The Interview. Observation and Survey. Recording Information, Conducting Studies. Sampling Decisions-Probability and Sampling.

Section-B

Analysis to Data-Uni-variate, Bi-variate and Multi-variate Analysis. Using Software for analysis. Level of Significance-Parametric and Non-Parametric Test.

Section-C Attitude Measurement-Motivational Research, Focus Group; Scaling Techniques-Socio-Metric and Rating Scale, Scalograms, Internal Consistency Scales. Report Writing-Organizing, Presentation, Bibliography and References.

Section-D

Cases and Problems.

References :

1. Goode, W.J. and Paul Hatt: "Methods in Social Research, McGraw Hill Book Co., Auckland
2. Siggal and N Castellan: Non Parametric Statistics for the Behavioural Sciences, McGraw Hill International Ed., New York.
3. Maxwell, Joseph : Qualitative Research Design-An Interactive Approach, Sage Publications, London.

Galting, John : Theory and Methods in Social Research.

E-Commerce

BBA 321

Introduction : Infrastructure for electronic Commerce – Networks- Packet switched networks- TCP/IP internet protocol.

E-Commerce Architecture :

Shopping cart technology, E-Commerce solutions using IIS architecture- Domain Model- Site server application- intelligent agents.

Electronic Payment System :

Real World Payment models – Electronic funds transfer – Digital payment – Internet Payment system.

Security :

Threats to Networks – Public Key cryptography – Secured sockets layer – secure electronic.

Inter/Intra Organizational Electronic Commerce :

EDI – EDI application in Business legal, Security and privacy issues – EDI and Electronic Commerce, Internet commerce- Workflow automation and coordination

ENTREPRENEURSHIP DEVELOPMENT

BBA 331

Course Content

1. Entrepreneurship Definition and structure, Concept, Theories.
2. Classification and Types of Entrepreneurs.
3. Entrepreneurial Traits, Qualities
4. Entrepreneurial Environment
5. Entrepreneurial Development Programme in India –History, Support, Objection
6. Entrepreneurial Development and Training
7. Establishing Entrepreneurs System
8. Search for Business Idea, Sources by ideas, Processing
9. Technical Assistance, Marketing Assistance
10. Sickness of units and remedial assistance

Suggested Readings

Desai A.N. – “Entrepreneurship And Environment” 1990

Course Contents: -

Unit1-

Introduction of international business, globalization & international business environment

Unit2-

WTO- Important provision & agreements, international trade & WTO, WTO, GATT & telecom sectors

Unit3-

India's trade policy- Past; present & future, foreign direct investment & international economic environment

Unit4-

Exchange rate, risk management & FEMA, regional trading blocks, organizational design & structure of International Corporation.

Suggested Readings:-

1. Paul, Justin "International Business" Prentice hall of India.
2. Shubo Roa, P. "International Business".

Project Report of Industrial Training

(45 Days)

VI Sem.

Business Law

BBA – 312

Unit 1:

The Indian Contract Act, 1872; Essential of a valid contract, void agreement, performance of contracts, breach of contract and its remedies. Quasi-Contracts.

Unit 2:

The Companies Act, 1956; Nature and types of companies; formation; memorandum and articles of association, prospectus, shares and share capital, allotment of shares.

Membership; borrowing powers

Unit 3:

The Sale of Goods Act, 1930; right of an unpaid seller, Consumer Protection Act

Unit 4:

The Negotiable Instruments Act, 1881; nature and types; negotiation and assignment; holder-in-due course, dishonor and discharge of a negotiable instrument.

Arbitration and Conciliation Act, 1996.

Ref. Books :

M.C. Kunchhal

N.D Kapoor

Business Law

Elements of Mercantilelaw

Course Contents:-

Unit 1-

Meaning & objectives of sales management, sales management & marketing mix, buyer-seller dyad, personal selling & salesmanship, direct marketing, sales promotions

Unit2-

Sales process, basic purpose & types of sales organization, determination of kind of sales force

Unit3-

Distribution network relationship, recruitment & selections of sales force team, sales for training

Unit4-

Compensations, reimbursement of sales expenses, sales budget, quota setting & administration, management of sales territories & sales evaluation.

Suggested Readings:-

1. Still R.R. Cundiff E. W. & Govoni N.A.P. "Sales management" Prentice hall of India.

Section-A

Organisation Development: definition, characteristics and underlying assumptions and values of OD, Assumptions about people, Organisational Diagnosis Tools and techniques: questionnaire, interview, workshops and task forces. Nature of OD interventions: comprehensive intervention, confrontation meeting, survey feed back, Grid OD.

Section-B

Structural intervention-Job Design, Quality Circles, Socio technical systems, MBO & appraisal Parallel learning organizations, Team interventions-Role Negotiation Techniques. Characteristics of high performance teams, self managed teams, Work Culture And Ethics, Quality of work life, Developing and managing self-Personal effectiveness.

Section-C

Change in organisation -Understanding change, Factors influencing change, Force field analysis, Managing Resistance to change, Developing change agents, Analysing & Organising work-Need Approaches, Problems associated with work organization.

Section-D

Cases/Problems.

References:

1. Wendell L. French & Cecil H Bell Jr.: Organisation Development.
2. Alderfer: Organisation Development.
3. B.I.I. Mc. Groth : S J Basic Managerial Skills for all.
4. Hatwood I: Meril and Elizabeth Mating: Developing Executive skills.
5. Terry Eatnsworth: Developing Executive Talent-A practical guide.
6. Kiran Sethi : Executive Training for Management.
7. T A A Latif-Training for Management.
8. Bernard Taylor and Gordon Lippit (Ed.) : Management Development and Training Hand Book.
9. S Neelmegham : Management Development : New Perspective and Viewpoints.
10. Robert D Smither, John M Houston, Sandra D McIntire.

System Analysis And Design

BBA 342

Overview of system Analysis and Design :

Software application today the changing scenario – Introduction to different methodologies and structured system analysis problem identification requirement analysis : Tools and techniques – feasibility analysis operational, technical and economical Feasibility details of SDLC approach.

Business system concept, system development life cycle, project selection, Feasibility study, tools for analysis and design of business systems, Need for structured techniques.

Reff. Books :

Sushil Goyal SAD

Comprehensive Viva