

Syllabus

BACHELOR OF BUSINESS MANAGEMENT

BBM

3 Year Honours Degree Course

Part – I, II & III

SYLLABUS

The syllabus has been designed according to the U.G.C and approved by the Patliputra University, Patna.

| YEAR | PAPERS | MARKS | |
|---------------------------------|--|------------|-----|
| 1 st Year | 1 st (a) Principle & Practise of Management | -75 | |
| | (b) Quantitative method | -25 100 | |
| | 2 nd (a) Managerial Economics | -50 | |
| | (b) Business Environment | -50 100 | |
| 2 nd Year | 3 rd (a) Financial Management | -50 | |
| | (b) Business Accounting | -50 100 | |
| | 4 th (a) Marketing Management | -50 | |
| | (b) Sales Promotion & Advertising | -25 | |
| | (c) Project work on Marketing, Sales, Advertising | -25 100 | |
| 3 rd Year | 5 th Organizational Behaviour | 100 | |
| | 6 th Human Resources Development | 100 | |
| | 7 th Computer | Theory | -75 |
| | | Practical | -25 |
| | 8 th International Business : | | |
| | Theory | -50 | |
| | Practical | -50 100 | |
| 9 th General Studies | | 100 | |

Bachelor of Business Management

Patliputra University, Patna

HONS. 1st YEAR

GROUP -1 : PRINCIPLES & PRACTICES OF MANAGEMENT (75)

1. Definition, Functions and Scope of Management, Process 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 functions of organization, Types of organization, span of control, Necessary elements of organization.
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.

GROUP – 2 : QUANTITATIVE METHODS (25)

1. Measure of central tendency Mean, Median and Mode.
2. Measures of dispersion : Mean, Standard and Quartile deviation.
3. Correlation Techniques – Product moment and rank difference Correlation. Regression, Hypothesis (Significance).
4. Probability, Sampling, Test or T-ratio technique X²-test, F-test.
5. Types of graphs and its utility management.

BOOKS RECOMMENDED

1. Management Analysis : Concepts and Cases – Haves and Massic
2. Principles of Management : Koonz & O-Donnel
3. Management Principles & Practices : Parag Diwan
4. Principles of Management : Shymal Mukherjee
5. The Process of Management : R. S. Davar
6. Management Concepts : B. P. Singh & T. N. Chhabra
7. Essential of Management : W. J. Duncav
8. Business Statistics : S. P. Gupta & M. P. Gupta
9. Fundamental Mathematical Statistics : Gupta & Kapoor
10. Fundamental of Statistics : D. N. Elhance

PAPER –II

GROUP – 1 MANAGERIAL ECONOMICS (50)

1. Objective and need of Managerial Economics, Related disciplines.
2. Demand Analysis : Significance and Concept of Demand, Cardinal Utility, Indifference Curve technique. Demand Forecasting, Elasticity of Demand Concept and use.
3. Production Functions : Production functions, Law of return, Return to scale.
4. Cost concepts : Type of cost, short run and long run cost function.
5. Market and pricing : Price determination under different market condition. Classification of market structure. Perfect competition, concepts of discrimination 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.

GROUP – 2 : BUSINESS ENVIRONMENT**(50)**

1. Structure of Indian Economy, concepts of planning, Economic liberalization.
2. Industrial Policy, Multinational corp public enterprise policy under New Economic Policy, SSI policy.
3. Types of business organization, 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.

BOOKS RECOMMENDED

1. Modern Micro Economics : A. Koutsouyiamis
2. Managerial Economics : Mote, Paul and Gupta
3. Managerial Economics : P. L. Mehta
4. Managerial Economics : Varshney and Maheshwari
5. Indian Industries : Q. Ahsan & S. Mukherjee
6. Economics Survey : Govt. of India
7. Public Enterprise : Guru & Q. Ahsan
8. Indian Economy : Mishra & Puri
9. Indian Economy : Alak Ghosh
10. Indian Economy : Vimal Jalan

HONS. 2nd YEAR**PAPER - III****Group – A : FINANCIAL MANAGEMENT****(50)**

1. Objective, 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 term 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 average, financial forecasting-preparation of performance, Income statement and Balance sheet.

GROUP – B : BUSINESS ACCOUNTING**(50)**

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 & 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.

BOOKS RECOMMENDED

1. Financial Organization and Management of Business : Gerstenburg
2. Financial Management : Weston &Brighan
3. Financial Managemnt : S. C. Kuhchal
4. Basic Business Finance : Hunt
5. Financial Management : Kulkarni
6. Corporate : Mohsin
7. Management Accounting : I. M. Pandey

PAPER – IV

GROUP – A : MARKETING MANAGEMENT (50)

1. Nature and scope of marketing, Marketing and Sales, Marketing in a developing economy.
2. Determination of consumer behavior, Consumer behavior 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.

GROUP – B : SALES PROMOTION AND ADVERTISING (25)

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 and out of shop, Promotion modeling.
4. Advertising-its importance, Methods and Types, Advertising as mass communication, Economics effects, Social and ethical issues in advertising.
5. Elements of creating message, copy writing print-media and other media.

GROUP – C :PROJECT WORK ON MARKETING (25) SALES OR ADVERTISING

BOOKS RECOMMENDED

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|----------------------------------|--------------------------------------|
| 1. Marketing Management | : Philip Kotler |
| 2. Marketing | : Philips & Duncan |
| 3. Modern Marketing Management | : Darvar |
| 4. Basic Marketing | : Condiff& Still |
| 5. Cases in marketing Management | : Palph, Westfall & Harper W. Beyond |
| 6. Marketing Communication | : SubraotoSen Gupta |
| 7. Brand Positioning | : SubratoSen Gupta |
| 8. Advertising Management | : Aaker& Myers |

HONS. 3rd YEAR

PAPER –V

ORGANIZATION BEHAVIOUR

Full Marks : 100 Pass Marks : 45

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 development and its determinants, perception Factors influencing perception.
3. Group & Group Dynamics : Meaning of Group and 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 Concepts, Leadership emergence theories, Leadership style. Different functions and its effectiveness.
5. Motivation : Concept and importance. Financial and non-financial motivators.
6. Moral & Job satisfaction : Theories & Factors influencing morale & job Satisfaction.
7. Management of Change : Meaning, Importance & Factors contributing to organizational change.
8. Organizational culture : Concept, Importance & factors influencing organizational culture.

RECOMMENDED BOOKS

1. Human Behavioral Works : Keith Davis
2. Organizational Behaviour : Robbins
3. Theories of Organizational Behaviour : A. R. Sharma

PAPER – VI

HUMAN RESOURCES DEVELOPMENT

Full Marks : 100 Pass Marks : 45

1. Introduction, Planning & organizing the HRD system. HRD Mechanism process & outcomes, Role of the line managers in HRD.
2. Performance & Potential meaning, Need & Importance, Technique of performance appraisal, Factors influencing performance appraisal.
3. Motivation and job satisfaction.
4. Employee compensation, Employee welfare & social security.
5. Training & Development : Need & Importance, Steps in training, Technique of training, Evaluation of training programme.
6. Career Planning & Career Development : Meaning, Importance of career strategies in rapidly changing environment, Designing appropriate systems.

RECOMMENDED BOOKS

1. Organization Behaviour : S. P. Robbins
2. Organization Behaviour : U. J. Arnold & D. C. Feldman
3. Industrial Psychology : Memoria
4. Industrial Psychology : D. C. Koehar, Mohanty, Blue & Naylor
5. General Psychology : Raven & Rubbin

PAPER – VII

COMPUTER

Full Marks : 75 (Theory) + 25 (Practical) Pass Marks : 45

1. Fundamental of Computer and Programming in Qbasic.
2. Introduction of operating system (DOS), Windows).
3. Computers in Business applications. MS-Office and (Word, EXCAL & Power Point).
4. Data Base Management (Fox Pro) and Programming Languages C.

5. Introduction to Internet operations.

RECOMMENDED BOOKS

1. Computer Today : Galotia Publication
2. Mastering Fac Pro : Charles Seagal
3. Programming in PC Software made Simple : R> K. Tazsali

PAPER – VIII INTERNATIONAL BUSINESS

Full Marks : 50 Pass Marks : 25

1. Introduction : Meaning, Need, Basis, Importance, Gains and Procedure Balance of Trade and balance of payments. Tariff and Non-tariff barriers GATT & Foreign Exchange control.
2. Financial framework : International Monetary System, SDR, IMF, World Bank, Asian Development Bank, Euro MKT International liquidity & Exchange rate restrictions.
3. International Marketing programme : Exporting, Licensing, Joint venture ownership International competition & characteristics of Multinational Marketing.
4. Decisions : International Business product decisions, pricing decisions channel decisions & Advertising Decision of International Business.
5. Export promotion : Export Financing, Planning, Organizing and Controlling Multinational Marketing Programme.
6. Analysis of India's International Business : Export trends, Export promotion efforts. Import substitution and role of Govt. agencies STC & MMTC.

PAPER – VIII – B FULL MARKS – 50 PROJECT WORKS