SCHEME OF EXAMINATION

&

SYLLABI

Of

BACHELOR OF BUSINESS ADMINISTRATION
COMPUTER AIDED MANAGEMENT
BBA (CAM)

For

First to Sixth Semester
(w.e.f. 2005 – 2006 Academic Session)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
KASHMERE GATE, DELHI-110 006

BACHELOR OF BUSINESS ADMINISTRATION
COMPUTER AIDED MANAGEMENT
BBA (CAM)

SEMESTER I

SUBJECT CODE	SUBJECT	Credits
BBA (CAM)-101	Principal of Management	4
BBA (CAM)- 103	Business Economics	4
BBA (CAM)-105	Business Mathematics	4
BBA (CAM)- 107	Financial Accounting	4
BBA (CAM)-109	**Introduction to Computers**	4
BBA (CAM)-111	Managerial Personality Development	1
	PRACTICAL / VIVA VOCE	
BBA (CAM)-151	**Lab1: Introduction to Computers Lab(MS-Windows, MS-Word and MS-Excel)**	3
	TOTAL	**24**

BACHELOR OF BUSINESS ADMINISTRATION
COMPUTER AIDED MANAGEMENT
BBA (CAM)

SEMESTER II

SUBJECT CODE	SUBJECT	Credits
BBA(CAM)-102	Marketing Management	4
BBACAM)- 104	Human Capital Management	4
BBA(CAM) -106	Business Statistics & Research Methodolgy	4
BBA(CAM) –108	**Object oriented Programming using C++**	4
BBA(CAM) –110	**Software Engineering**	4
BBA(CAM) -112	Managerial Personality Development-II	1
	PRACTICAL /VIVA VOCE	
BBA(CAM)-152	Lab1: C++ Lab	2
BBA(CAM) -154	**Lab2: S/W Engineering Project**	2
	TOTAL	**25**

BACHELOR OF BUSINESS ADMINISTRATION
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BBA (CAM)

SEMESTER III

SUBJECT CODE	SUBJECT	Credits
BBA(CAM)- 201	Business Environment	4
BBA(CAM) -203	**Mercantile Law**	4
BBA(CAM) -205	Production Management & TQM	4
BBA(CAM) -207	**RDBMS**	4
BBA(CAM) -209	Computer Networks	4
BBA(CAM) –211	Managerial Personality Development-III	1
BBA(CAM) –213	Summer Training Report	4
	PRACTICAL /VIVA VOCE	
BBA(CAM)-251	**Lab1: Oracle lab**	2

	TOTAL	**27**

BACHELOR OF BUSINESS ADMINISTRATION
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BBA (CAM)

SEMESTER IV

SUBJECT CODE	SUBJECT	Credits
BBA(CAM)- 202	Organisational Behaviour	4
BBA(CAM)- 204	Management & Cost Accounting	4
BBA(CAM)- 206	Quantitative Aids to Decision Making	4
BBA(CAM)- 208	**Operating System-Linux**	4
BBA(CAM)- 210	**Introduction to Visual Basic Programming**	4

BBA(CAM)- 212	Management personality Development- IV	1
	PRACTICAL/ VIVA VOCE	
BBA(CAM)- 252	**Lab1: Linux Lab**	2
BBA(CAM)- 254	Lab2: Visual Basic Lab	2
		25

BACHELOR OF BUSINESS ADMINISTRATION
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SEMESTER V

SUBJECT CODE	SUBJECT	Credits
BBA(CAM)-301	Sales and Distribution Management	4
BBA(CAM)-303	**Financial Management**	4
BBA(CAM)- 305	Consumer Behaviour	4
BBA(CAM)-307	**Management Information System**	4
BBA(CAM)-309	**Web Designing & Development**	4

BBA(CAM)-311	Business Policy & Strategic Management	4
	PRACTICAL/VIVA VOCE	
BBA(CAM)-313	**Industrial Training/Project**	10
BBA(CAM)-351	**Lab: Web Designing and Development Lab**	2
	TOTAL	**36**

BACHELOR OF BUSINESS ADMINISTRATION
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SEMESTER VI

SUBJECT CODE	SUBJECT	Credits
BBA(CAM)- 302	**Entrepreneurship Development & Corporate Ethics**	4
BBA(CAM)-304	International Business	4
BBA(CAM)- 306	**Software Project**	2

ANY ONE COURSE FROM THE FOLLOWING

IT	BBA(CAM)-308	**Data warehousing and Data Mining**	4
	BBA(CAM)-310	Multimedia Technology (code changed from 308)	4
	BBA(CAM)-312	**IT infrastructure Management**	4
	BBA(CAM)-314	**E-Commerce**	4
Funct. Mgmt	BBA(CAM)-316	Organizational Development	4
	BBA(CAM)-318	Service Marketing	4
	BBA(CAM)-320	Banking and Insurance	4
	BBA(CAM)-322	**Logistics &Supply Chain Management**	4
		TOTAL	**18**

Total no. of credits for BBA-CAM programme: 155
Total no. of credits for award of degree : 150

FIRST SEMESTER
BBA (CAM)

PRINCIPAL OF MANAGEMENT

Course Code: BBA (CAM) - 101 L: 4 T/P: Credits: 4

Objectives

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Contents:

I. *Introduction*: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Coordination as essence of management; Development of management thought – classical, neo-classical, behavioral, systems and contingency approaches.

Hours 6

II. ***Planning***: Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality.
Organising: Concept, nature, process and significance; Principles of an organization; Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal
Organization. **Ho**
urs 12

III. ***Staffing***: Concept, Nature and Importance of Staffing.
Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; Traits of a leader; Leadership Styles – Likert's Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.

Hours 14

IV. ***Controlling***: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.

Hours 8

Suggested Readings

1. Stoner, Freeman and Gilbert Jr.; *Management,* Prentice Hall of India, New Delhi, 2003.

2. Gupta, C.B.; *Management Concepts and Practices,* Sultan Chand and Sons, New Delhi, 2003.

3. Scott, Thomas; *Management: Competing in the New Era,* Tata McGraw Hill, 2003.

4. Harold, Koontz and Weirich; *Management,* Tata McGraw Hill Publishing Company, New Delhi, 2001.

5. Stephen, P. Robbins and Mary Coulter; *Management,* Pearson Education, New Delhi, 2001.

6. Moshal, B.S.; *Management: Theory and Practice,* Galgotia Publishing Co., 2001.

7. Tripathy, P.C. and P.N. Reddy; *Principles of Management,* Himalaya Publishers, 2001.

FIRST SEMESTER
BBA (CAM)

BUSINESS ECONOMICS

Course Code: BBA (CAM) - 103 L: 4 T/P: Credits: 4

Objectives:

The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Course contents

UNIT 1. Introduction to Business Economics and Fundamental concepts **Hours 8**

Nature, Scope, Definitions of Business Economics, Difference Between Business Economic and Economics, Contribution and Application of Business Economics to Business. Micro Vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalism, Incrementalism, Market Equilibrium and Forces, Risk, Return and Profits.

UNIT 2. Demand Analysis & Elasticity of Demand **Hours 10**

Objectives, Meaning, Law of Demand, Movement Vs. Shift in Demand Curve, Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief)

UNIT 3.Consumer Behaviour

Hours 12

Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

Theory of Production

Meaning and Concept of Production, Factors of Production, production function, ISO Quants. Fixed and Variable Factors. Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis).

UNIT 4. Cost Analysis & Price Output Decisions

Hours 10

Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale. Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

Suggested Reading

1. Chaturvedi, D.D. and S. L. Gupta; *Managerial Economics,* Brijwasi Publishers, 2003.
2. Diwedi, D.N.; *Managerial Economics,* Vikas Publishers, 2003.
3. Mehta, P. L.; *Managerial Economics,* Sultan Chand & Sons., 2003.
4. Koutsoyiannis, A.; *Modern Micro Economics,* Macmillan Press Ltd., 2003.

5. Dwivedi, D.N.; *Microeconomics: Theory and Applications*, Pearson Education, 2003.
6. Peterson, Lewis; *Managerial Economics,* 4th Pearson Education, 2002.

FIRST SEMESTER
BBA (CAM)

BUSINESS MATHEMATICS

Course Code: BBA (CAM) - 105 L: 4 T/P: Credits: 4

Objectives:

This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

Course Content

UNIT 1. Permutations and Combination concept of factorial, Principle of Counting, Permutation with restriction Circular Permutation and Combination with restriction.

Mathematics Induction:- Principle, Sequences Series,

Matrix algebra. The inverse of a matrix. Properties of the inverse Solution to a system of equations by:

(i) The adjoin matrix methods

(ii) The Gaussian Elimination mentor, Rank of a matrix, Rank of a system of equations. The Echelon matrix. Linear dependence of vectors. Application of matrices to business problems input output analysis, Preparation of Depreciation Lapse Schedule, Variance Analysis, Inventory Flow Analysis, and Inventory Flow Analysis.

HOURS 10

UNIT 2. Calculus

Differential: Optimization using calculus, Point of inflexion absolute and local-maxima and minima, Optimization in case of multi variate function. Lagrangian multipliers, Derivative as a rate measure. **HOURS 10**

UNIT 3 Integral Calculus: Business application, Consumer's or Producer's surplus, Learning Curve. Differential Equations – variable, separable and Homogeneous type – Business applications. **HOURS 10**

2. **Vectors**: Types Optimization vector-Additions, suggestions & multiplication Scaller Product, Vector Product.

HOURS 10

Suggested Reading

1. Mongia; *Mathematics for Business and Economics*, 2004.
2. Raghavachari, M.; *Mathematics for Management*, Tata McGraw Hill, 2004.

3. Chandan, J. S.; *Statistics for Business and Economics,* Vikas Publishing, 2004.
4. Bhardwaj, R.S.; *Mathematics for Economics and Business,* Excel Books, 2000.
5. Zamiruddin; *Business Mathematics*, 1999.
6. Sunderasam and Jayseelam; *An Introduction to Business Mathematics*.
7. Sancheti and Kapoor; *Business Mathematics.*
8. Khatar, Dinesh; *Business Management,* CBS Publishers, 1997.

FIRST SEMESTER
BBA (CAM)

FINANCIAL ACCOUNTING

Course Code: BBA (CAM) - 107 L: 4 T/P: Credits: 4

Objectives:

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Course Contents

Unit 1 – Meaning and Scope of Accounting: Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Limitation of Accounting, Book Keeping and Accounting, Is Accounting Science or Art?, End User of Accounting Information, Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting, Objectives of Accounting.

Accounting Principles and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, Systems of Book Keeping, Systems of Accounting, Introduction to Accounting Standards Issued by ICAI. **HOURS 8**

Unit 2- Journalising Transactions: Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry

Ledger Posting and Trial Balance: Ledger, Posting, Relationship between Journal and Ledger, Rules Regarding Posting, Trial Balance

Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System. **HOURS 10**

Unit 3 – Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Revenue Recognition.

Accounting Concept of Income: Concept of Income, Accounting Concept's and Income Measurement, Expired Coast & Income Measurement, Relation Principle and Income Measurement, Accountants and Economist's Concept of Capital and Income. **HOURS 6**

Unit 4 – Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories, Accounting Standard 2 (Revised): Valuation of Inventories.

Depreciation Provisions and Reserves: Concept of Deprecation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Depreciation Accounting, Provisions and Reserves. **HOURS 8**

Unit 5 - Shares and Share Capital: Shares, Share Capital, Accounting Entries, Undersubscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares.

Debentures: Classification of Debentures, Issue of Debentures, different Terms of Issue of Debentures, Writing off Loss on Issue of Debentures, Accounting Entries.

Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts. **HOURS 13**

Suggested Readings

1. Maheshwari, S.N. and S. K. Maheshwari; *An Introduction to Accountancy,* Eighth Edition, Vikas Publishing House, 2003.
2. Monga, J.R. and Girish Ahuja; *Financial Accounting,* Eighteenth Edition, Mayoor Paper Backs, 2003.
3. Bhattacharya, S.K. and J. Dearden; *Accounting for Manager – Text and Cases,* Third Edition, Vikas Publishing House, 2003.
4. Maheshwari, S.N. and S.K. Maheshwari; *Advanced Accountancy*, Eighth Edition, Vol. I & II, Vikas Publishing House, 2003.
5. Gupta, R.L. and V.K. Gupta; *Financial Accounting: Fundamental,* Sultan Chand Publishers, 2003.

FIRST SEMESTER
BBA (CAM)

INTRODUCTION TO COMPUTERS

Course Code: BBA (CAM) - 109 L: 4 T/P: Credits: 4

PREAMBLE :This is a basic paper for Business Administration students to familiarize with computer and it's applications in the relevant fields and expose them to other related papers of IT.

II. Pre-Requisite: **Basic knowledge of 10+2 level.**

III. Detailed Syllabus

S. NO.	UNIT-I Hours 8
1	**Basics of Computer and it's evolution** Evolution of computer, , Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer(Hardware, Software, Human ware and Firmware), Adavantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers **i. On the basis of Technology** (Digital, Analog and Hybrid) **ii. On the basis of processing speed and storage capacity** (Micro, Mini, mainframe and Super) **iii. On the basis of Purpose (General & Special)**, Different Generation of computers (I to V), Types of software(System and Application), Compiler,Interpreter and Assembler, Generation of language (Machine Level, Assembly, High Level, 4GL)
2	**Data Representation:** Different Number System (Decimal, Binary, Octal and Hexadecimal) and their inter conversion(Fixed Point only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division)
UNIT-II Hours 8	
3	**Input and Output Devices: (Functions Only)** Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type(VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter
4	**Computer Memory:** Primary Memory (ROM and it's type – PROM, EPROM , EEPROM , RAM) Secondary memory-SASD, DASD Concept, Magnetic Disks- Floppy disks, Hard disks, Magnetic Tape, Optical disks- CD ROM and it's type(CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory
UNIT-III Hours 10	
5	**Operating System Concept:** Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc. **Introduction to GUI using Windows Operating System:** **All Directory Manipulation :** Creating directory, Sub directory, Renaming, Coping and Deleting the directory

	File Manipulation: Creating a file, deleting, coping, Renaming a file
UNIT-IV	**Hours 12**
6	**Concept of Data Communication and Networking:** Networking Concepts, Types of networking (LAN,MAN and WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Analog and Digital Transmission, Synchronous and Asynchronous Transmission, Different Topologies.
7	Introduction to Word Processor and Spreadsheets

Text Books:

1. Introduction to Information Technology by Leon & Leon – Leon Tech World
2. Microsoft Office-2000 Complete – BPB Publication

References:

1. Foundations of Computing by Pradeep Ku. Sinha & Preeti Sinha – BPB Publication
2. Jain, V.K. : Computers and Beginners

FIRST SEMESTER

BBA (CAM)

MANAGERIAL PERSONALITY DEVELOPMENT

Course Code: BBA (CAM) - 111 L: 1 T/P: Credits: 1

PREAMBLE: **To enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication , interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding ,supervising and directing.**

COURSE CONTENTS

UNIT-1 Compare and correct sentence errors, punctuation errors, problems with spellings, problems with words **Hours 10**

UNIT –2 Self introduction, Highlight your positive and negative personality traits, goal in life and How you are preparing yourself for the goal. Accentuate the positive aspects of your peer group, list down the positive attributes to highlight the positive traits of your personality

Hours10

UNIT-3 Cassette recording of the dialogue sessions on any current happening, modes of entertainment, weather, Politics, Economy, Family, Education System, Women Education, Fundamental Rights, Environmental Pollution. **Hours 10**

UNIT-4 Role Plays on Conflict Management, Product selling, Customer Care, Budget Distribution, Negotiation, Complaint Handling. **Hours 10**

Text Books:

1.Basic Managerial Skills for all, Fourth Edition, E.H Mcgrath, Prentice Hall of India Pvt. Ltd., New Delhi,1998.

2. Remedial English Grammer for foreign students by F.T Wood, Mcmillan, New Delhi.

FIRST SEMESTER
BBA (CAM)

INTRODUCTION TO COMPUTERS LAB

Course Code: BBA (CAM) - 151 L: 0 T-6 Credits: 3

Lab would be based on the following topics:

S.L NO.	TOPICS
1	All commands specified in Topic No.5 using windows **HOURS 10**
2	**Introduction to MS-Word:** Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc. **HOURS 15**
3	**Introduction to MS-Excel:** Introduction to Electronic Spreadsheets, Features of Ms-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc. **HOURS 25**

SECOND SEMESTER
BBA (CAM)

MARKETING MANAGEMENT

Course Code: BBA (CAM) - 102 L: 4 T/P: Credits: 4

Course Objective

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

Syllabus Content

Unit-I

Introduction to Marketing: Nature, scope and importance of marketing, basic concepts, marketing environment, Market segmentation, targeting and positioning.

HOURS 8

Unit-II

Product & Pricing Decisions: Product strategy, product innovation and diffusion, Product development, Product lifecycle and product mix.

Designing pricing strategies and programmes, pricing techniques. **HOURS 12**

Unit-III

Place: Types of channels, meaning & importance, channel strategies, designing and managing value network and marketing channel, managing retailing, physical distribution, marketing logistics and supply chain management. **HOURS 10**

Unit-IV

Promotion: Advertising-meaning and importance, types, media decisions, promotion-promotion Mix, Personal Selling-Nature, importance and process, direct marketing, Sales Promotion (push versus pull study).

HOURS 10

Suggested Readings:

1. Kumar, Ramesh; *Application Exercises in Management*, Vikas Publishing House, 2004.

2. Varshney & Gupta; *Marketing Management* , Sultan Chand & Sons, 2003.

3. Kotler & Armstrong; *Principles of Marketing Management*, Prentice hall India, 2003.

4. Gandhi, T.C.; *Marketing: A Managerial Introduction*, 2003.

SECOND SEMESTER

BBA (CAM)

HUMAN CAPITAL MANAGEMENT

Course Code: BBA (CAM) - 104 L: 4 T/P: Credits: 4

Objectives:

The objective of the course is to familiarize students with the different aspects of managing people in the organization through the phases of acquisition, development and retention.

Contents:

I. **Introduction:** Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Environment of HRM; Personnel Management vs HRM.

Acquisition of Human Resources**:** HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/demotions,
separations. **HOURS 10**

II. **Training and Development:** Concept and importance of training; types of training; methods of training; design of training programme; evaluation of training effectiveness; executive development – process and techniques; career planning and development.

HOURS 12

III. **Performance Appraisal:** Performance appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods.

HOURS 8

IV. **Compensation and Maintenance:** Compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; maintenance: overview of employee welfare, health and safety, social security.

HRM Strategies for the New Millennium**:** Role of HRM in strategic management; human capital; emotional quotient; mentoring; 360 degree appraisal technique; ESOP; flexi-time; quality circles; Kaizen; TQM and six sigma.

HOURS

12

Suggested Readings

1. Chhabra, T. N; *Human Resource Management*; Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.

2. Dr. Gupta, C. B.; *Human Resource Management*, Sultan Chand and Sons, New Delhi, 2003.

3. Aswathappa, K.; *Human Resource and Personnel Management (Text and Cases*), Tata McGraw Hill Publishing Company, New Delhi, 2003.

4. Khanka, S. S.; *S, Human Resource Management*;. Chand and Sons, New Delhi, 2001.

5. Chaterjee; *An Executive Guide to Human Resource Management*, Excel Book, 1999.

6. Dessler, Gary; *Human Resource Management*; Prentice Hall.

SECOND SEMESTER
BBA (CAM)

BUSINESS STATISTICS & RESEARCH METHODOLOGY

Course Code: BBA (CAM) - 106 L: 4 T/P: Credits: 4

Preamble: The objective of this course is to provide in-depth knowledge of statistical tools to the students to enable them to make statistical analysis in business/industry, which are also highly important for further studies in management.

As it is an application oriented course so derivation/ proofs can be omitted. Questions based on concept, understanding & application of some results/definitions to a particular situation are to be set.

COURSE CONTENT:

UNIT 1 : Measures of Central Tendency & Dispersion: Credits 15

Measures of Central Tendency: Introduction; Arithmetic mean; Combined mean; Weighted mean; Median; Mode; Geometric mean; Harmonic mean; Combined variation and weighted variation.

Measures of Dispersion: Absolute and relative measures of dispersion; Range; Mean deviation; Standard deviation; Coefficient of variation.

Sampling : Introduction; Census and Sampling method; Basis of sampling; Essentials of sampling; Methods of sampling; Simple random sampling; Restricted random sampling; Stratified sampling; Systematic sampling; Multistage sampling; Merits and limitation of sampling; Sampling and non sampling errors; Reliability of samples. Brief explanation of the Central limit theorem.

UNIT 2 :Probability Theory and Distributions: Credits 10

Concept; Addition and multiplication theorems of probability; conditional probability & independent events; Bayes' theorem; Expected Values. Binomial distribution; Poisson distribution; Normal distribution and their applications.

UNIT 3 :Hypothesis Testing & Analysis of Variance: Credits 10

Hypothesis testing: Introduction; Level of Significance; Process of testing; Normal test (Z test) & t – test for single mean and difference of means, Chi- Square Test, F- test. Brief description of non-parametric tests.

Analysis of Variance: Introduction; Assumptions and technique of Analysis of variance (ANOVA); One-way Classification model; Two-way Classification model.

Statistical Inference: Theory of estimation; Point estimation (Properties of good estimators); Interval estimation; Test of hypothesis; Test of hypothesis concerning Mean; Test of hypothesis concerning Proportion; Test of hypothesis concerning Standard Deviation.

UNIT 4 :Correlation, Regression & Time Series Analysis: **Credits 10**

Correlation: Introduction; Importance; Types; Karl Pearson's coefficient of linear correlation and Spearman's Rank correlation**.**

Regression Analysis: Introduction; Two lines of Regression; Regression Coefficient in a bi-variate frequency distribution; Standard error of the estimate.

Time Series: Introduction; Objectives of Time Series analysis; Components of a Time Series; measurement of secular trend; method of least squares (fitting of linear trend only).

Textbooks:

3. Business Statistics by R.S. Bhardwaj – Excel Books, New Delhi.
4. Statistical Methods by S.P. Gupta – Sultan Chand & Sons.

Suggested Readings:

1. Statistics for Management by R.I. Levin and David Rubin. – Prentice Hall of India, New Delhi.
2. Probability and Statistics for Engineers by I.R. Miller, J.E. Feurend and R. Johnson – Prentice Hall of India, New Delhi.

SECOND SEMESTER
BBA (CAM)

OBJECT ORIENTED PROGRMMING USING C++

Course Code: BBA (CAM) - 108 L: 4 T-0 Credits: 4

PREAMBLE: The objective of this course is to introduce object oriented programming concepts through C++.

COURSE CONTENT:

UNIT I Hours: 8

Introduction to C++ & Control Structures:

Basic ideas about languages an program development platforms, High and low level languages, Assemblers, compilers and interpreters , Programming principles: Identifiers, Keywords, Constants, User defined data types, Derived data types, Declaration and definition of variables, Preprocessor directives and comments. C++ operators, Implicit and explicit type conversions

If, If..else, switch, ternary operator (?:) Do..while, while and for loop ,Goto statement , Advantages and disadvantages.

UNIT II Hours:12

Arrays and Modular Programming

Arrays and Pointers, Introduction to arrays, multi dimensional arrays. Introduction to Pointers and pointer arithematic.

String manipulation, array of strings. Defining a function, function prototypes, Call and return by value, call and return by reference, Default and Const arguments, Overloading, Inline functions,

Structures, Unions and enumerations.

UNIT III Hours:20

Classes and Objects:

Declaration of classes and objects, Declaration of member functions and data types; Constructors and destructors; Copy constructor; Static class member, friend functions; Operator Overloading; Overloading unary and binary operator; Data and type conversions;

Inheritance and polymorphism: Derived classes, overriding member functions; Base classes, types of base classes, types of derivation; Multiple inheritance; Polymorphism: early binding and late binding, virtual functions.

UNIT IV Hours:6

File Handling:

C++ streams and stream classes; Hierarchy of file stream classes,
Opening and closing of files, File modes;
Detecting end of files, binary files

TEXT BOOKS:

1. E.Balaguruswamy: OOP with C++ ,Tata McGraw
2. Venugopal: Mastering C++,Tata MCGraw

Referance Books:

1. Stanley Lippmannn and Jossee Lajoie[SP&JL]:The C++ Primer,Addison Wesley
2. Stroustrup B[SB]:The C++ Programming Language ,Addison Wesley
3. Lafore. R:[LR] Object Oriented Programming in Turbo C++,Galgotia Publications

SECOND SEMESTER
BBA (CAM)

SOFTWARE ENGINEERING

Course Code: BBA (CAM) - 110 L: 4 T-0 Credits: 4

PREAMBLE: The course aims at providing an insight into the various characteristics associated with the Software & software engineering. It also acquaints the student with the software development models as the basis for adoption in software projects. The student also learns the conventional system analysis & design methodology.

COURSE CONTENT:

UNIT-I Hours:6

Software Engineering history, role & life cycle:
Software Crisis, What is Software Engineering, Software Life Cycle Models. .

Software Quality Assurance:

Meaning of s/w quality, factors of quality assurance, SQA activities, levels of quality assurance, (testing, validation, and certification), ISO and CMM model for quality assurance.

UNIT-II Hours:6

Analysis concepts and principles:
Requirement Analysis, Communication Techniques , Analysis Principles, Software prototyping , Specification /Software Requirement Specification

Analysis modeling:
Elements of the Analysis model, Data modeling, Functional modeling and Information Flow The mechanics of Structured analysis, The Data Dictionary, Overview of other classical analysis methods

UNIT-III Hours:10

Design concepts and Principles & Design methods: Software Design and Software, Engineering, The Design Process, Design principles, Design concepts, Effective modular design , Design Heuristics for eff eeff effective modularity, The design model, Design documentation, Cohesion and Coupling

UNIT-IV Hours:10

Software testing &Software maintenance:
Functional testing, structural testing, test activities, debugging.

Software maintenance:
Categories of maintenance,the maintenance process, maintenance models, reverse engineering, software reengineering, estimation of maintenance cost, configuration management, documentation

TEXT BOOKS:

1. Software Engineering A Practitioner's Approach Fifth Edition by Roger S pressman. McGraw Hill International Editions.

2. Software Engineering , K.K. Aggarwal & Yogesh Singh

REFERENCE BOOKS:

1. System analysis and design, Awad
2. System Analysis and Design , Lee
3. S/W Engg. Concepts, Fairley

S/W Engineering by Pankaj Jalote

SECOND SEMESTER

BBA (CAM)

MANAGERIAL PERSONALITY DEVELOPMENT

Course Code: BBA (CAM) - 112 L: 1 T/P: Credits: 1

PREAMBLE: **To enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication, interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding, supervising and directing.**

COURSE CONTENTS

UNIT 1: Find out How you think, Determine what you value, be clear what drives you, audit your skills, describe your personality. **Hours 10**

UNIT2: Take a process view of your life, Paint your future, Define your goals, Make choices, identify your development needs, overcome resistance. **Hours 10**

UNIT 3: Use the mentor, Build your Network, Learn how to learn, increase your professionalism, empowerment, measure yourself, develop as positive self image

Hours 10

UNIT 4: Brief introductionof Group discussion techniques, Group Discussion on current Social, cultural and popular topics and practice sessions **Hours 10**

Text Books:

1. Be your Best, Ed . by Steve Smith, Quest
2. Creating Confidence by Meribeth Bunch, Kogan Page.

Reference Books:

1.Basic Managerial Skills for all, Fourth Edition, E.H Mcgrath, Prentice Hall of India Pvt. Ltd., New Delhi,1998.

2. Remedial English Grammer for foreign students by F.T Wood, Mcmillan, New Delhi.

SECOND SEMESTER
BBA (CAM)

C++ LAB

Course Code: BBA (CAM) - 152 L: 0 T-4 Credits: 2

PREAMBLE: The objective of this course is to introduce object oriented programming concepts through C++.

Contents:

UNIT-I Hours:10

1.0 Using the C++ Editor
- 1.1 Setting up the C++ editor
- 1.2 Using the editor
- 1.3 Tour of File, Edit, Search, Run, Compile, Debug, Project, Options, Window and Help menus

2.0 Introduction to C++
- 2.1 Basic Program Construction
- 2.2 Identifiers, Keywords, Constants, User defined data types, Derived data types
- 2.3 Declaration and definition of variables
- 2.4 Preprocessor directives and comments
- 2.5 Escape sequences
- 2.6 C++ operators, Precedence Summary
- 2.7 Implicit and explicit type conversions

3.0 Control structures
- 3.1 If, If..else, switch, ternary operator (?:), nesting
- 3.2 Do..while, while and for loop, break and continue

UNIT-II Hours:10

4.0 Structures and functions
- 4.1 Structures, Unions and enumerations

4.2 Accessing structure members
4.3 Function declaration and definition
4.4 Passing arguments, Call and return by value, call and return by reference
4.5 Default and Const arguments, Overloading
4.6 Inline functions

5.0 Classes and objects

5.1 Declaration of classes and objects
5.2 Declaration of members and data types
5.3 Differences between structure and classes
5.4 Constructors and destructors
5.5 Copy constructor
5.6 Static class member, Static class data, friend functions

UNIT-III **Hours:10**

6.0 Operator Overloading

6.1 Operator Keyword
6.2 Operator return values
6.3 Overloading unary and binary operator
6.4 Overloading Arithmetic Operators

7.0 Arrays and Pointers

7.1 Introduction to arrays, Initializing arrays, multi dimensional arrays
7.2 Introduction to pointers.
7.3 Pointer arithmetic

UNIT-IV **Hours:10**

8.0 Inheritance and polymorphism

8.1 Derived classes, overriding member functions
8.2 Base classes, types of base classes, types of derivation, access control
8.3 Multiple inheritance
8.4 Polymorphism, early binding and late binding
8.5 Abstract base classes, Virtual functions

8.6 Virtual constructors and destructors

9.0 I/O operations and working with files

9.1 C++ streams and stream classes

9.2 Opening and closing of files

9.3 Detecting end of files, binary files

References :

1. E.Balaguruswamy: OOP with C++ ,Tata McGraw
2. Lafore. R: **Object Oriented Programming in Turbo C++**, Galgotia Publications
3. Stanley Lippmann and Jossee Lajoie: **The C++ Primer**, Addison Wesley
4. Stroustrup B: **The C++ Programming Language**, Addison Wesley

SECOND SEMESTER

BBA (CAM)

SOFTWARE ENGINEERING PROJECT (USING MS-PROJECT)

Course Code: BBA (CAM) - 154 L: 4 T-4 Credits: 2

Preamble: The objective of this course is to implement the concept of software engineering to develop the project using MS-Project Software.

A group of 4-5 students may be allotted a project using MS-Project Software.

THIRD SEMESTER
BBA (CAM)

BUSINESS ENVIRONMENT

Course Code: BBA (CAM) - 201 L: 4 T/P: Credits: 4

Objective: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Course Contents:

Unit I

An Overview of Business Environment: Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

HOURS

8

Unit II

Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies.

HOURS

8

Unit III

Socio-Cultural Environment: Nature and impact of culture on business, culture and globalization, social responsibilities of business. Business and society, social audit, business ethics and corporate governance.

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

HOURS

14

Unit IV

Natural and Technological Environment: Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India. Management of technology, features and impact of technology. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

HOURS

10

Suggested Readings:

1. Mishra, S. K. and V. K. Puri; *Indian Economy*, Himalaya Publishing House, 2003, 21st revised edition.

2. Dhingra, C.; *The Indian Economy Environment and Policy*, Sultan Chand and Sons, 17th Edition 2003.

3. Cherunilam, Francis; *Business Environment - Text and Cases*, Himalaya Publishing House, 2002 12th revised edition.

4. Aswathappa, K.; *Essentials of Business Environment*, Himalaya Publishing House, 2000 7th edition.

5. Cherunilam, Francis; *Business and Government*, Himalaya Publishing House, 1998, 10th edition.

6. Sengupta, N. K.; *Government and Business*, Vikas Publishing House Pvt. Ltd, 1997, 4th revised edition.

THIRD SEMESTER
BBA (CAM)

MERCANTILE LAW

Course Code: BBA (CAM) - 203 L: 4 T/P: Credits: 4

OBJECTIVES*:* To acquaint the student with a basic and elementary knowledge of the subject.

CONTENTS

Unit I

Indian Contract Act, 1872 (Fundamental Knowledge) Essentials of valid contract, discharge of contract, remedies for breach of contract.

HOURS

10

Unit II

Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.

HOURS 6

Unit III

Sale of Goods Act 1930 Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

The Negotiable Instruments Act 1881 – Essentials of a Negotiable instruments, Kinds of N.I. Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque.

HOURS

14

Unit IV

The Companies Act 1956 (Basic elementary knowledge) essential characteristics of a company, types of companies, memorandum and articles of association prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions.

Directors, Managing Directors, their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.

HOURS

10

Suggested Readings:

1. Kuchlal, M. C.; *Business Law*, Vikas Publishing House, New Delhi, 2004.
2. Baqrial, Ashok; *Company Law*, Vikas Publishing House, 2004.
3. Kapoor, N. D.; *Elements of M. Law*, Sultan Chand & Sons, New Delhi,2003
4. Kapoor, N. D.; *Elements of Company Law*, Sultan Chand & Sons, New Delhi, 2003.

5. Sen and Mitra; *Commercial Law including co. law*, World Press Calcutta. Ed. 23rd 2002.

6. Jhabvala, N.H.; *Law of Contracts*, C. Jamnadas & Co. Mumbai.

7. Dr. Singh, Avtar; *Company Law*, Eastern Book Co. Lucknow, Bharat Law House, Delhi.

THIRD SEMESTER

BBA (CAM)

PRODUCTION MANAGEMENT & TQM

Course Code: BBA (CAM) – 205 L: 4 T/P: Credits: 4

Preamble: The course is designed keeping in mind the students who are not having any direct experience with industry and production processes. The course is designed to give the students a virtual experience of the production processes.

COURSE CONTENT:

UNIT 1: Introduction: Meaning and Significance Production Management; Decisions of production and operations management and their classification; Historical evaluation of production management; Forecasting in Operations Management; Plant Location; Capacity Planning; Types of production; systems & Plant Layout; Aggregate Planning; Production Scheduling. **Credits 10**

UNIT 2: Inventory Control: Fundamentals & Concepts: Definition of Inventory, Types of inventories, difference between inventory and stores, Advantage of inventory control, disadvantages of large inventories, different methods of controlling inventories; Economic order quantity; Model; Just-in –time Production **Credits 10**

UNIT 3: Total Quality Management and Overview: Statistical Methods in Quality Management; Control Charts; Single Sampling. TQM & Beyond; Core Concepts in TQM (Competitive Bench; Marking, BPR, QCC, TPM, Japanese 5-S); Synergy in Team work; Quality Measurement systems; ISO-9000 Standards with New Developments. **Credits 10**

UNIT 4: Related Issues in Production Management: Maintenance Management, Waste and Pollution Management; Management of Technology; Material Requirement Planning (MRP); Value Engineering and Analysis **Credits 10**

Text Books:

1. Production management by Chunawala & Patel.
2. Production Management by K. Ashwathapa

Reference Books:

1. Productions and Operations Management S N Chary(SNC)Tata McGraw-Hill Publishing Company Limited
2. Modern Production & Operations Management; Elwoods Buffa; John Wiley & Sons

THIRD SEMESTER

BBA (CAM)

RDBMS

Course Code: BBA (CAM) – 207 L: 4 T/P: Credits: 4

PREAMBLE : Database and database technology are having a major impact on the growing use of the computer. Databases are playing a very important role in different area like Business, Education and engineering, Medicine to store the Information in a very effective manner. Oracle and SQl Server are popular RDBMS available for use.

COURSE CONTENT:

1. UNIT-I Hours: 5

Introduction to databases & Database Concept:
Requirement of databases, characteristics of the database, codes rules to convert a DBMS into RDBMS

Data models, schemas and instances, database architecture and data independence, database system environment, classification of DBMS SYSTEM, Database system utilities,Normalization

2. UNIT-II Hours:10

Relation data model and constraint & SQL:
Domain, attributes, tuples and relations, domain and entity and referential integrity by using different constraints, basic relational algebra operations, additional relational operations
DML, DDL, DCL, Sub queries, working with views, emplimainting constraints like primary key, not null,,check,foreign key and unique, indexing

3. UNIT-III Hours:10

Relational Language and system:
Relational database design using ER to Relational mapping, mapping ERR model concept to relations, tuple relational calculus, Domain relational Calculus, Introduction to QBE Language, Introduction to RDBMS PACKAGES (ORACLE, SQL SERVER)

4. UNIT-IV Hours:20

Relation database design and Data Modelling:
Normalization –first normal form, second normal form and third normal form, Boyce-codd normal form, functional dependencies, algorithm for relational database schema design, forth normal form ,join dependencies and fifth normal form, inclusion dependencies
Entity and Attributes, entity type, entity sets and value sets, Relationship types and degree, role names and recursive relationship, ER Model

TEXT BOOKS:

1. Fundamentals of Database System, Elmasri and Navathe, Pearson Education Asia.
2. Introduction to database, P. Desai

REFERENCE BOOKS:

1. Date, C.J: An Introduction to databaseb system, Vol-I & Vol-II, Addition Wesley Publishing Company, 2000
2. Ramakrishnan R. and J. Gehrke, Database management Systems, Mc Grawhill, Comapany, Higher Education, 2000
3. Database System Concepts by F. Korth

THIRD SEMESTER

BBA (CAM)

COMPUTER NETWORKS

Course Code: BBA (CAM) – 209 L: 4 T/P: Credits: 4

PREAMBLE:

(i) To familiarize the student with the following in the context of computer networks: Components; topologies; media; devices; organization and operation of computer networks

(ii) To enable the student to evaluate and select among different networks systems . On the basis of performance and security level offered.

COURSE CONTENT:

UNIT I Hours:12

Network & OSI and TCP/IP Models:

Introduction to communication and networks, protocols and standards, hardware and software requirement for networks, line configuration, network topologies, network transmission, transmission modes, categories of networks, advantages of computer networks.

OSI and TCP/IP Models:

Layered architecture, functions of the layers, TCP/IP Protocol suite, comparison of models

Transmission media:

Guided and unguided media, Transmission impairment, Performance, wavelength, Shannon capacity.

UNIT II Hours:10

Introduction to signals & Multiplexing

Analog and digital signals, Periodic and A periodic signals, time and frequency domains, composite signals.

Multiplexing: Many to one, one to many, WDM, TDM, FDM.

UNIT III Hours:12

Data Link Control:

Line Discipline, Flow Control, Error Control

Data Link Protocols & LANs and MANs:

Concept of protocols, Asynchronous and Synchronous protocols, character and bit oriented

protocols, connection oriented and connection-less protocols.
Local Area Network: Ethernet, Token Bus, Token Ring, FDDI.
Metropolitan Area Network: IEEE 802.6 (DQDB).

UNIT IV Hours:10

Switching:
Circuit switching, packet switching, message switching.
Networking and Internetworking Devices:
Repeaters, bridges, gateways, routers, routing algorithms : Distance vector routing, Link state routing.

TEXT BOOKS:

1. [FOR] Behrouz A. Forouzan: Data Communication and Networking, 2nd Edition, Tata McGraw-Hill, 2000.
2. [Tan]A.S.Tanenbaum,"Computer Networks",PHI

REFERENCE BOOKS:

1. J.F Hayes, Modelling and Analysis of Computer Communication Networks, Plenum Press
2. D. E. Comer, Internetworking with TCP/IP, Vol. I, Prentice Hall, India.

THIRD SEMESTER

BBA (CAM)

MANAGERIAL PERSONALITY DEVELOPMENT

Course Code: BBA (CAM) – 211 L: 1 T/P: Credits: 1

PREAMBLE: To enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication , interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding ,supervising and directing.

COURSE CONTENTS:

UNIT-1: Be Asseritve, Listening actively, Aim for win-win, consult effectively, read Body Language, be a team player, help others achieve, use power and influence **Hours 10**

UNIT-2: **Look good, Sound Good, Polish your Curriculum Vitae. Hours 10**

UNIT-3: Interview skills **Hours 10**

UNIT 4 : What makes a presentation interesting?, Presentation tools, Boredom Factors in presentation, Interactive presentation and facilitation, Presentation as a part of Job Interview, timing your talk. **Hours 10**

Text Books:

1. Be your Best, Ed . by Steve Smith, Quest
2. Creating Confidence by Meribeth Bunch, Kogan Page.

Referance Books:

1.Basic Managerial Skills for all, Fourth Edition, E.H Mcgrath, Prentice Hall of India Pvt. Ltd., New Delhi,1998.

2. Remedial English Grammer for foreign students by F.T Wood, Mcmillan, New Delhi.

THIRD SEMESTER

BBA (CAM)

SUMMER TRAINING REPORT & VIVA VOCE

Course Code: BBA (CAM) – 213 L: 0 T-0 Credits: 4

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Board of Examiners to be appointed by the Director / Principal of the Institution. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members.

THIRD SEMESTER

BBA (CAM)

ORACLE LAB

Course Code: BBA (CAM) – 251 L: 0 T-4 Credits: 2

PREAMBLE:

SQL: - SQL (Structured Query language) is very popular Query language among all other Query languages available in the market. By using the SQL we can maintain all the information of any organization in a very effective manner. PL/SQL stand for Procedural language for SQL .it is a enhance version of SQL. By using PL/SQL We can manipulate SQL statement in the programmatic way.

COURSE CONTENT: (45 hrs)

a) SQL, PL/SQL

1. INTRODUCTION	Concept of data and information, Database system models, Relational model, starting SQL PLUS, Buffer commands, set commands in SQL PLUS, Executing buffer commands and .SQL files, Viewing the Exiting Tables
2. Working with SQL PLUS	Introduction to tables, Introduction to keys, data integrity constraints, Creating Tables, duplicating tables, deleting the records, updating the record and inserting the records from tables, viewing a table structure, joins
3. Database object, function and clause	Sequences, Synonyms, views, modifying tables, dropping tables, rename a tables, use of rollback and commit command, save points, string function, statiacal functions, date functions, Newmaric functions conversion function group by, use having clause, relational and logical operators
4. Report creating with SQL PLUS	Report commands-specifying top title and bottom title, setting the column heading, compute command, break command, clearing compute and breaks, spooling
5. Introduction to PL/SQL	Structure of PL/SQL block, declaring variables and constants, use of %type and %rowtype attribute, Assignment operator, use of SELECT INTO statement, accepting values from user, Macking comments.
6. Control statements	If statements, loop, for and while, use of GO To and labels

REFERENCE BOOKS:

1. SQL In 21 Days, Teach yours self, Techmedia.
2. Oracle developer 2000 form 5.0, Author –Ivan Baros, BPB

FOURTH SEMESTER

BBA (CAM)

ORGANISATIONAL BEHAVIOUR

Course Code: BBA (CAM) – 202 L: 4 T/P: Credits: 4

The course aims to provide basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels.

Contents

UNIT 1: Introduction: Concept and nature of Organizational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.

HOURS 8

UNIT 2: Individual Behaviour: Self Concept; Ability; Learning – theories and reinforcement schedules; Values and Attitudes; Personality – determinants and traits; Emotions; Perception –Process and errors.

Interpersonal Behaviour: Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

HOURS 10

UNIT 3: Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

HOURS 12

UNIT 4: Organization Culture and Conflict Management: Organizational Culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation.

HOURS

10

Suggested Readings

1. Prasad, L.M.; *Organizational Behaviour*, Sultan Chand & Sons, 2003.
2. Stephen P., Robbins; *Organizational Behaviour*; "Prentice Hall of India Pvt. Ltd.", New Delh, 2003.
3. Luthans, Fred; *Organizational Behaviour*, Tata McGraw Hill, New Delhi, 2003.
4. Moshal,B.S.; *Organization & Management*, Galgotia Publishing Co., 2003.
5. Khanka, S.S.; *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.

FOURTH SEMESTER

BBA (CAM)

MANAGEMENT AND COST ACCOUNTING

Course Code: BBA (CAM) – 204 L: 4 T/P: Credits: 4

PREAMBLE: The course aims at providing an insight into the various aspects of Cost and management accounting.

COURSE CONTENT:

Unit

I **Credits**

10

Cost Accounting Concepts

Define Cost; Cost accounting & Financial accounting; Cost accounting & management accounting, Different types of cost; Cost, expense and loss; Cost Centre, Cost units; Different Techniques of costing; Cost classification. Method of calculating unit cost of production; Cost control, Installation of costing system, Preparation of cost sheet.

Management Accounting Concepts

Meaning, nature and scope; significance and limitations; distinction with financial accounting;

distinction with cost accounting; Analysis of financial statements; Ratio analysis; meaning; types and their uses

Unit II **Credits 15**

Marginal costing

Marginal cost; Marginal costing (advantages and limitations). Contribution, Key factor, Basic marginal cost equation, profit volume ratio (advantages and limitations), Margin of Safety, Angle of incidence, Main feature of Marginal costing, Absorption Vs Marginal costing; Break even point, Application of Marginal costing Technique; Cost-volume profit relationship; Graphical representation of Cost-volume profit relationship; Assumption of Cost-volume profit analysis

Budgetary Control

Budget and forecast, Budgeting; Types of budgets including – Zero Base Budgeting, Performance Budgeting and Flexible Budgeting; Budgetary Control. Requirement of good budgeting control; Advantage and limitation of budgetary control

Unit III **Credits 10**

Responsibility Accounting

Meaning, Prerequisites of Responsibility Accounting, Major consideration in responsibility accounting; Responsibility centers (cost, revenue, profit and investment centres) limitations

Standard Costing

Standard Cost; Standard Costing; Standard Cost and estimated cost; limitation of historical costing; Variance analysis; Classification and computation of variance; Cost Variance, Material Variance, Labour variance, Sales Variance

Unit IV **Credits 10**

Funds Flow Statements

Meaning of funds; Flow of funds; Fund and non fund items; Schedule of working capital; Funds from operation; Statement of Sources and applications.

Cash Flow Statements

Meaning; Non cash transaction; Format Cash provided (used) by operating activities; Direct method , Advantages and Limitations; Distinction between cash flow and funds flow statement.

Text Books:

1. Management accounting – Principles and Practice by R.K.Sharma & Shashi.K.Gupta
2. A text book of Cost accountancy – M.N.Arora

Reference Books:

1. Cost accountancy- Jain & Narang
2. Elements of Cost Accounting - Maheshwari & Mittal.

FOURTH SEMESTER

BBA (CAM)

QUANTITATIVE AIDS TO DECISION MAKING

Course Code: BBA (CAM) – 206 L: 4 T/P: Credits: 4

PREAMBLE: Distributed Database System has edge over centralized database system since due to high demand of processed data, data is reallocated in various distributed data form which is linked by high-end media. Since databases are being installed and used in distributed environment, syllabus incorporates the different aspects of distributed databases and various levels of transparency provided to the user and query optimization in distributed relation database (both algebraic techniques and semi-join based algorithms). Distributed concurrency control, recovery and deadlock detection is very necessary for efficient real time problem solving.

COURSE CONTENT:

Unit I
Hours 12
Linear Programming: Concept of Linear Programming, Problem Formulation, Terminology, Assumptions, Applications and Limitations.

LPP Solution Methods: Graphical Method, Simplex Method, Penalty Method, Degeneracy in LPP, Other Special Cases like Infeasible solution, Unbounded Solution, Multiple Optimal Solutions.

Unit II
Hours 5
Duality & Sensitivity Analysis: Primal – Dual Relationship.

Unit III
Hours 9
Transportation Problem: Concept of Transportation Problem, Mathematical Formulation, NWCM, LCEM and VAM methods to find initial basic feasible solution, Testing the Optimality by MODI method. Some Special Cases of Transportation Problem.

Assignment Problem: Concept of Assignment Problem, Mathematical Formulation, Hungarian Method , Minimization and Maximization cases, Unbalanced Problem, Restricted Problem, Alternate Solutions, Travelling Salesman Problem

Unit IV
Hours 9
Games Theory: Game, Pure And Mixed Strategies, Optimal Strategy, Rectangular Game, Payoff Matrix, Minimax and Maximin Principle, Saddle Point, Value of Game, Rule of Dominance.

Addition of Sequencing in place of Queneing Theory
Topics to be included

a. Johnson's Rule

b. 2 machine, 3 machine problem
c. Gantt charts

TEXT BOOKS:

- Kantiswaroop, Gupta P.K & Manmohan [KGM] Operations Research, Published by Sultan Chand.
- H.A. Taha [HAT] Operations research-An Introduction, Published by PHI

REFERENCE BOOKS

- J.K. Sharma [JKS]:Operations Research-Theory & Applications, Published by Macmillan.
- S.D. Sharma [SDS]: Operations Research, Published By Kedarnath & sons.

OPERATING SYSTEM - LINUX

Course Code: BBA (CAM) – 208 L: 4 T-0 Credits: 4

PREAMBLE: Operating system provides an excellent interface between the user and the hardware. It plays a very important role during the designing, development and execution phases of applications and other software.

COURSE CONTENT:

UNIT 1 Hours:10

Introduction to Operating System

Operating system and its Evolution- Batch, Multiprogramming, Distributed, Parallel, Time Sharing , Real time System, Multi-user, Multitasking.

Operating System Organization

Basic OS functions, Operating System, Structure Monolithic System, Layered Systems, Virtual Machines, Client Server Model.

UNIT 1 Hours:12

Process Management

Process Concept, Processes Transition, Process Scheduling, Operation on process. Introduction to cooperative and concurrent processes. Inter process communication.

CPU Scheduling

Scheduling Criteria, Scheduling Algorithms (FCFS,SGF,Priority,RR)

Deadlocks

Conditions for deadlock, Methods of handling deadlock Prevention, Avoidance, Detection.

UNIT III Hours:12

Memory Management

Memory Management concept, Memory allocation, Memory Management tecniques, Swapping , Paging and segmentation. Virtual Memory-demand Paging . Page Replacement algorithms , Allocation of Frames, Thrashing.

File Management

File concept, file structure, file Access, File operation, File Attributes, Directories-Directory structure, path Names, Directories operations file allocation Methods: Contiguous Linked indexed, free space Management Directory Implementation.

UNIT IV Hours:8

LINUX

Introduction to Linux/Unix operating system, Logging on, Commands, File system, General Utilities, vi editor, Simple Shell Scripts.

Text Books

1. Operating Ssytem Concepts, Silberschatz Galvin
2. Unix by Yashvant Kanetkar

References Books:

1. UNIX, concepts and applications, Sumitabha Das
2. Operating systems, Concept and design, Milenkovic
3. Unix Programming environment, Kernighan & R. Pike
4. Modern operating systems, A.S. Tannenbaum

FOURTH SEMESTER

BBA (CAM)

INTRODUCTION TO VISUAL BASIC PROGRAMMING

Course Code: BBA (CAM) – 210 L: 4 T-0 Credits: 4

PREAMBLE:

To familiarize with Front-end concept for developing various IT applications Project.

UNIT-I

HOURS

10

1. Introduction to GUI and Windows Programming

1.1 GUI: Concept & Tools

1.1.1 The Title Bar
1.1.2 Menu System, Menus and the Menu Bar
1.1.3 The Size Box
1.1.4 System Menu box
1.1.5 Icons
1.1.6 Cursors
1.1.7 Scroll Bars
1.1.8 Tool Bar
1.1.9 Client Area

2. Introduction to Visual Basic Environment

2.1 Features of Visual Basic

2.2 Starting Visual Basic
2.3 The Environment
2.4 The Special Features of the Menu Bar
2.5 Customising the Visual Basic Environment

UNIT-II

HOURS

10

3. Concepts in Visual Basic

3.1 Events
3.2 Modules
3.3 Methods
3.4 Procedure
3.4.1 Function Procedures
3.4.2 SUB Procedures
3.5 Event Procedure
3.5.1 Creating an Event Procedure
3.5.2 Parts of an Event Procedure
3.6 General Procedures

Creating a General Procedure

4. Working with Forms and Menus

4.1 Forms
4.2 Controls
4.3 Custom Controls
4.4 Properties
4.5 MDI Forms
4.5.1 Create an MDI Application
4.5.2 MDI Child Property
4.6 Menus
4.6.1 The Menu Editor
4.6.2 Creating a Menu
4.6.3 Creating Popup Menus
4.6.4 Growing Menus
4.6.5 Sub Menus

UNIT-III

HOURS

10

5. Programming in Visual Basic

5.1 Data Types
5.2 Variables
5.3 Constants
5.4 Operators in Visual Basic
- 5.4.1 Arithmetic Operators
- 5.4.2 Comparison Operators
- 5.4.3 Logical Operators

5.5 Array and the Various Types
5.6 Control Arrays
- 5.6.1 Setting up the Control Array
- 5.6.2 To Remove a Control Array
- 5.6.3 To Add and Delete Controls at Run Time

5.7 User Defined Data Types
5.8 Control Structures
5.9 Unconditional Branch Statement
5.10 The With Statement
5.11 The Built-in Procedures of Visual Basic
- 5.11.1 Conversion Procedure
- 5.11.2 String Manipulation

UNIT-IV

HOURS

10

7. Creating an Application

7.1 Creating an Application
- 7.1.1 Defining the Problem
- 7.1.2 Designing the User Interface
- 7.1.3 Designing the Main Form
- 7.1.4 Writing the Code

8. Data Access

8.1 Data Access Overview
8.2 The Jet Database Engine
8.3 Bound Data Controls
8.4 Connectivity through DAO and ADO
8.5 Overview of RDO
8.6 Retrieving Data using Structured Query Language (SQL)
8.7 Querying a Database

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Text Books:

1. Teach yourself Visual Basic in 21 days - Techmedia Publication

2. Black Book of Visual Basic - Dream Tech Press

Reference Books:

1. Beginning in Visual Basic 6.0 - Wrox Publication
2. Mastering in Visual Basic - BPB Publication

MNAGERIAL PERSONALITY DEVELOPMENT

Course Code: BBA (CAM) – 212 L: 1 T/P: Credits: 1

PREAMBLE: **To enable professional undergraduate students to act with confidence while they have to participate in real life situations calling for skill self expression, social communication , interviews, group discussions and presentations and to make them effective in managing professional roles of day to day needs of guiding ,supervising and directing.**

COURSE CONTENTS

UNIT-1 Relaxation and rainbows, You and yourself image words, thoughts and feelings, Neutralising the negative, Choices and changes, Your imaginations and inner self, Physical senses, Psychic senses; Creating your own reality, Health and Harmony, the essence of energy enlightenment and empowerment. **Hours 10**

UNIT-2 Leaders who make a difference, leadership and ideas. **Hours 10**

UNIT-3 Resume Writing skills. **Hours 10**

UNIT-4 What is an interview ,how to be interviewed, So you are going for an interview Employment interview tips, steps to succeed at interviews. **Hours 10**

TEXT BOOKS:

1.Spirituality and self empowerment by GLORIA Chadwick, contemporary books.
2. Personal Effectiveness and Development by All India Management Association Amexcel Publishers Pvt. Ltd.

Reference Books:

1.Basic Managerial Skills for all, Fourth Edition, E.H Mcgrath, Prentice Hall of India Pvt. Ltd., New Delhi,1998.

FOURTH SEMESTER

BBA (CAM)

LINUX LAB

Course Code: BBA (CAM) – 252 L: 0 T-4 Credits: 2

PREAMBLE: This course is designed to acquire familiarity with LINUX operating System, its operating commands and brief about its programming environment.

CONTENTS:

UNIT 1 Hours:10

1. **GETTING STARTED**
   Brief Architecture, Knowing your Machine, Login and Passwords, Shell Concepts
2. **UNDERSTANDING LINUX COMMAND**
   Internal & External Commands, Commands Arguments and Options, Online Help
3. **GENERAL PURPOSE UTILITIES**
   Calendar, Banner, Display system date, Login details, Knowing Your Terminal and Machine Name, Changing passwords, Calculator, Display Messages

UNIT 2 Hours:12

4. **FILE SYSTEM**
   File name, Creating Changing and Moving Directories, Listing Files, Relative and Absolute pathnames, Creating and Displaying files, Copying Moving Renaming and Deleting Files, Comparing & Splitting files.
5. **THE SHELL**
   sh: command, Wild Cards, Escaping, Redirection, Pipes and Tees, Shell variables, Command substitution etc.

UNIT 3 Hours:10

6. **THE vi EDITOR**
   Input Command and Execute modes, Adding & replacing text, Deletion and Navigation, Pattern search, etc.
7. **BASIC FILE ATTRIBUTES**

Listing file and directory attributes, File Permissions, changing file permissions etc.

UNIT 4 Hours:12

8. SIMPLE FILTERS

pr, head, tail, cut, paste, sort, uniq, nl, tr, grep etc.

9. SHELL SCRIPTS

REFERENCE BOOKS:

1. Sumitabha Das, SCO UNIX & LINUX Concepts & Applications, Tata Mcgraw Hill
2. Unix by Yashvant Kanetkar

FOURTH SEMESTER

BBA (CAM)

VISUAL BASIC LAB

Course Code: BBA (CAM) – 254 L: 4 T-4 Credits: 2

Total Hours 40

The Lab. will be based on Introduction to Visual Basic Programming BBA(CAM)-210 .

REFERENCE BOOKS:

1. Teach yourself Visual Basic in 21 days - Techmedia Publication
2. Black Book of Visual Basic - Dream Tech Press

FIFTH SEMESTER

BBA (CAM)

SALES AND DISTRIBUTION MANAGEMENT

Course Code: BBA (CAM) – 301 L:4 T/P: Credits: 4

PREAMBLE: The primary objective of the course is to familiarize the student with the sales operations and sales management functions and customer relationship management. Endeavor is to provide both theoretical inputs and applications of practical aspects.

COURSE CONTENT:

UNIT 1: **Credits 10**

Managing and Planning Sales

The field of Sales Management: Concept, Evolution of Professional Selling, Objectives of Sales Management, Exchange Process, Key Decision areas in Sales Management, Sales Management Cycle.

Sales Strategy Formulation: Market Analysis, Setting Sales Objectives, Designing Sales Strategy.

Planning for Selling efforts: Personal selling Concept, Situations conducive to personal Selling, Diversity Of Personal Selling situations, Strategies Used by Salesmen, Process of Personal Selling, Choice of basic Selling Style,New Approaches in Selling

UNIT 2: **Credits 10**

Personal Selling:

- AIDAS Theory of selling
- "Rights set of Circumstances" Theory
- "Buying Formula " Theory
- Behavioural Equation" Theory

Salesmanship and Sales-Promotion

- concept
- Essential Qualities of a Successful Salesman.

Motivating & Compensating Sales Personnel

- Motivation "Help from Management"
- Financial Motivational Techniques
- Non-Financial Motivational Techniques
- Devising a Sales Compensation Plan
- Types of Compensation Plans
- Fringe Benefits
- Negotiating skills

UNIT 3: **Credits 10**

Sales Control

- Sales Expenses Management
- Reimbursement of Sales expenses, policies & practices

Sales Budgeting and Control

- Preparation of sales Budget
- Budget implementation & feedback mechanism
- Sales Control

Sales Meetings & Contests

- Planning & Staging of sales meetings
- Sales Contests, Specific Objectives
- Contest Prizes

Managerial Evaluation of Contests

UNIT 4: **Credits 10**

Relationship Management

- Customer Relationship
- Applications of Relationship Marketing
- Marketing Strategy
- Internal Marketing

Ethics in Sales Management

- Ethics Defined
- Factors influencing the Ethics of Sales People
- Primary Areas Served by Ethics of Sales Management

TEXT BOOKS:

1. Service Marketing-M.K.Rampal & S.L. Gupta (R&G)-Galgotia Publications
2. Sales & Distribution Management- Dr. Matin Khan (MK)- Excel Books.

REFERRENCE BOOKS:

1. Sales & distribution Management- SL Gupta (SLG) -Excel Books
2. Negotiating , Persuading and Infiuencing-Alan Flower (AF)

FIFTHSEMESTER

BBA (CAM)

FINANCIAL MANAGEMENT

Course Code: BBA (CAM) – 303 L: 4 T-0 Credits: 4

Objective

The objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

Course Contents:

Unit I

Financial Management: Meaning, Scope, Objectives of Financial Management – Profit Vs. Wealth Maximization, Financial Management and other Areas of Management, Liquidity Vs. Profitability, Methods of Financial Management, Organization of Finance Function.

Concepts in Valuation: Time Value of Money, Valuation Concepts, Valuation of Securities viz., Debentures, Preference Shares and Equity Shares.

HOURS 8

Unit II

Capital Budgeting: Concept, Importance, Appraisal Methods: Pay back period, DCF techniques, Accounting rate of return, Capital Rationing, Concept of Risk, Incorporation of Risk Factor, General Techniques: Risk adjusted discount return, certainty equivalent coefficient and Quantitative Techniques: Sensitivity analysis, Probability assignment, Standard deviation, Coefficient of variation, Decision tree.

Cost of Capital: Concept, Importance, Classification , and Determination of Cost of Capital.

Leverages: Concept, Types of leverages and their significance.

HOURS 16

Unit III

Capital Structure: Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Determining Capital Structure, Capital Structure Practices in India.

HOURS 8

Unit IV

Sources of Finance: Classification of Sources of Finance, Security Financing, Loan Financing, Project Financing, Loan Syndication- Book Building, New Financial Institutions and Instruments viz., Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.

Dividend, Bonus and Rights: Dividend Policy, Relevance and Irrelevance Concepts of Dividend, Corporate Dividend Practices in India.

Working Capital Management: Concept, Management of Cash, Management of Inventories, Management of Accounts Receivable and Accounts Payable, Over and Under Trading.

HOURS

12

Suggested Readings:

1. Maheshwari, S.N.; *Financial Managemen,* Principles and Practice, Sultan Chand & sons, 9th Edition 2004.
2. Maheshwari, S.N.; *Elements of Financial Management*, Sultan Chand & Sons, 2003 7th Edition.
3. Van C. Horne; *Financial Management and Policy*, Prentice Hall of India., 11th Edition 2002.
4. Pandey, I.M.; *Financial Management*, Vikas Publishing House, 8th Edition, 2001.
5. Khan, M.Y. & P.K. Jain; *Financial Management*, Tata McGraw Hill, 2001 3rd Edition.
6. Hampton, John. J.; *Financial Decision Making*, Prentice Hall of India, 4th Edition, 1998.

FIFTH SEMESTER

BBA (CAM)

CONSUMER BEHAVIOUR

Course Code: BBA (CAM) – 305 L:4 T/P: Credits: 4

Preamble: In the era customer Satisfaction and customer delight it is very important to understand the behaviour of the customers. The course is designed to enable the various individual and organisational aspects that influence the buying decisions of the customer.

COURSE CONTENT:

UNIT 1: Introduction To Consumer Behaviour HOURS 10

Definition of C.B
Consumer Buying Process
Importance of C.B
Approaches to Study C.B
Basic Model Of C.B
Stages of Buying Process
Industrial Buying / Organization Buying
Current Trends in C.B
Consumer Behavior from Consumer Perspective

UNIT 2: Determinants to Consumer Behaviour **HOURS 10**

1**. Attitude**
a) Models and theories of attitude
b) Change in Attitude

2.**Personality and self concept**
a)Nature of personality
b)Theories of personality(Freudian ,Jungian,Neo-Freudian&Trait theory)
c)Personality and understanding consumer diversity
d)Self and self Image

UNIT 3: Influences to Consumer Behaviour **HOURS 10**

i) **Culture**
Characterstics of Culture
Defnamism of Culture
Relevance of Sub Culture and Cross Culture on CB
Indian Culture and Sub Culture Marketing Srategies and problems related to cross culture

ii) **Social Class**
Determinants of Social Class
Objective Approach
Composite –Variable Indices
Social Class Mobility
Applications Of social class to consumption
iii) **Family and life style**
Significance
Family life cycle stages
Influences on life cycle
Applications of AIO Studies
VALS system of classification

UNIT 4: Consumer Decision Making **HOURS 10**

a) Process of Consumer Decision Making
b) Complex Decision Making
c) Types of C. Purchasing Decision
d) Consumer Involvement and CDM
e) A Basic Model Of Decision Making (Need Arousal C.I Process Brand Evaluation Purchase and Post Purchase Behavior)

TEXT BOOKS:

1. Consumer Behavior Leon G.Schiffman,Leslie Lazar Kanuk(SCH) Prentice Hall of India Private Limited
2. Consumer Behaviour Dr.S.L.Gupta &Sumitra Paul(SLG&SP) Sultan Chand &sons Educational Publishers

REFERENCE BOOK:

Consumer Behavior Henry Assael(HA)Asian Books Private Ltd.

FIFTH SEMESTER

BBA (CAM)

MANAGEMENT INFORMATION SYSTEM

Course Code: BBA (CAM) – 307 L:4 T/P: Credits: 4

PREAMBLE: The objective of the course is to acquaint the students about the concept of information system in business organisations, and also the management control systems.

UNIT-I Hours:12

Introduction *:* Definition, Purpose, Objectives and Role of MIS in Business Organisation with particular reference to Management Levels. MIS Growth and Development, Location of MIS in the Organisation - concept and design. Transaction Processing System, Decision Support System, Executive Information System, Expert System, and the recent developments in the field of MIS.

UNIT-II Hours:10

System Development *:* Concept of System, Types of Systems - Open, Closed, Deterministic, Probabilistic, etc. Relevance of choice of System in MIS, Integration of Organisation Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

UNIT-III Hours : 8

Information Concepts *:* Data and Information - meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis - Quantitative and Qualitative Aspects, Assessing Information needs of the Organisation.

UNIT-IV Hours : 14

Information Technology *:* Recent Developments in the Field of Information Technology

Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS,

Choice of appropriate IT systems – Database, Data warehousing & Datamining Concepts, Centralised and Distributed Processing

Text Book:

1. Management Information System- W.S. Javadekar- Tata Magraw Hill Publication

Reference Books:

1. Information Systems for Managers — Arora, Ashok and Akshaya Bhatia, Excel Books, New Delhi

2. Management Information Systems — Basandra, Suresh K. Wheeler Publishing New Delhi.

3. System analysis and design — Awad

FIFTH SEMESTER

BBA (CAM)

WEB DESIGNING & DEVELOPMENT

Course Code: BBA (CAM) – 309 L:4 T-0 Credits: 4

PREAMBLE

To familiarize the students with various Web based packages to develop customize web site.

UNIT-

I

HOURS 10

A) An introduction to the World Wide Web

i) Concepts of web technology
ii) Web browsers
iii) Internet and Intranet
iv) Protocols the TCP/IP, HTTP, FTP, SMTP

B) Planning your web site
i) Doing business on the web
ii) An overview of internet commerce providers
iii) A search engine
iv) Forming a project team
v) Setting goals and objectives
vi) Developing the right business strategy

C) HTML
i) What is HTML
ii) HTML basics
iii) Document tags
iv) Container and empty tags
v) Entering paragraph text on your web page
vi) The
 tag
vii) The comment tag
viii) Working with HTML text
ix) Emphasing text implicitly and explicitly
x) The <Block quote> element
xi) Using <Pre> tag
xii) The <Dir> tag
xiii) The <Font> tag
xiv) The <Base font> tag
xv) Using lists in web documents
xvi) Nested ordered
xvii) Unordered lists
xviii) Menu lists
xix) Directory list
xx) Definition list

D) Graphics for web pages
i) <img> tag
ii) Scaling down an image
iii) Adding entire images to web pages
iv) Working with links

v) Relative and absolute link
vi) Link tag

E) Tables, frames and forms
i) Creating borderless tables
ii) Frames
iii) Forms

UNIT-
II HOURS 10

F) Java script
i) Introduction to client-side scripting
ii) Java Script
iii) JavaScript and data
iv) Types of scripts
v) Conversion of functions
vi) Arrays
vii) Operations
viii) Statements
ix) Function
x) Objects
xi) Events
xii) Window events
xiii) Image events
xiv) The window object
xv) Opening and closing windows
xvi) Communicating with the user
xvii) Displaying information on the status bar
xviii) Working with time sets
xix) The frame object
xx) The document object
xxi) The form object
xxii) Math object

G) Introduction to Active Server Pages
i) Introduction
ii) What exactly is an Active Server Page (ASP)
iii) Applications of Active Server Pages
iv) Elements of Active Server Pages
v) Function of ASP
vi) Operators

vii) Event-driven programming
viii) Query string
ix) ASP objects
x) Database management through ASP

UNIT-III

HOURS

10

A) Introduction to Dreamweaver
- i) Introduction
- ii) What is dreamweaver
- iii) Interfaces
- iv) The property inspector
- v) Setting properties for web page
- vi) Text formatting

B) Working with links & multimedia
- i) Adding hyperlink in webpages
- ii) Relative and absolute path
- iii) Working with bookmarks
- iv) Mailto link
- v) Working with images
- vi) Aligning image with text
- vii) Image mapping
- viii) Creating rollover

C) Tables and frames
- i) Create table
- ii) Add and remove rows and columns
- iii) Nesting tables
- iv) Import table data
- v) Sorting data
- vi) Export data from a table
- vii) Formatting tables
- viii) Overview of frames
- ix) Inserting a frameset
- x) Nested frameset
- **xi)** Attributes of frames

UNIT-IV

HOURS

10

A) Introduction to flash

i) Introduction
ii) Flash-6 new features
iii) Flash 6 Vs Flash 5.0
iv) Flash 6 in details
v) Layers
vi) Drawing with flash
vii) Creating contents
viii) Grouping shapes
ix) Types and text effects
x) Creating symbols and movie clips
xi) Animating with flash
xii) Editing animation

B) Advanced Flash

i) Interacting with flash
ii) Action script
iii) Programming with action script
iv) Flash and HTML
v) Standalone players and projector
vi) Flash generator
vii) Flash generator server and template
viii) Generator output window
ix) Site designing with flash

Text Books:

i) HTML, DHTML & Javascript-Evan Bayross
ii) ASP in 21 days –Techmedia

Reference Books:

i) Dreamwearer in 21 days-Techmedia
ii) ASP 2.0 unleashed
iii) HTML 4.0 unleashed

FIFTH SEMESTER

BBA (CAM)

BUSINESS POLICY & STRATEGY

Course Code: BBA (CAM) – 311 L:4 T/P: Credits: 4

Objective: This course is intended to acquaint the students with the nature Business Policy and Strategy.

I. **Introduction:** Nature, scope and importance of the course on Business Policy; Evolution of this course – Forecasting, Long-range planning, strategic planning and strategic management.

Strategic Management Process: **Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.**

HOURS 10

II. **Environmental Analysis:** Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.

HOURS 8

III. **Analysis of Internal Resources:** Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis.

HOURS 10

IV. **Formulation of Strategy:** Approaches to Strategy formation; major strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model;

Major Issues involved in the Implementation of strategy: Organization structure; leadership and resource allocation.

HOURS 12

Suggested Readings:

1. Wheelen, Thomas L. and J. David Hunger; *Strategic Management and Business Policy: Emerging*, 21st Century Global Society, 7th ed., Prentice Hall, New Jersey, 2000.

2. Ghosh, P. K.; *Strategic Planning and Management*, Sultan Chand & Sons, New Delhi, 8th ed., 2000.

3. Kazmi, Azhar; *Business Policy*, Tata McGraw-Hill, New Delhi, 2000.

4. Thompson, Arthur A. and A. J. Strickland; *Strategic Management*, McGraw Hill, New York, 1999.

5. Jauch and Glueck; *Business Policy and Strategic Management*, McGraw-Hill.

6. Rao, P. Subba; *Business Policy and Strategic Management*, Himalaya Publishing House, 1st ed., 1999.

7. McCarthy, Minichiello & Curran; *Business Policy and Strategy: Concepts and Readings*, Richard D. Irwin and AITBS, Delhi, 4th ed., 1996.

8. Ansoff, H. Igor; *Corporate Strategy*, Penguin.

FIFTH SEMESTER

BBA (CAM)

INDUSTRIAL TRAINING/PROJECT

Course Code: BBA (CAM) – 313 L:0 T-4 Credits: 10

Each student shall undergo for industrial training of twelve weeks duration after the end of Fourth semester in an approved business/industrial/service organization and submit at least two copies of the Industrial Training Report to the head of the Institution at least two weeks before the commencement of End Term Examination of Sixth Semester. Alternatively, they shall pursue Industrial project under the guidance of an internal supervisor to be appointed by the Director/Principal of the concerned Institution.

This Industrial training report/Industrial project report shall carry 100 marks and it shall be evaluated in two parts. By the External Examiner appointed by the University for 50 marks and by an internal Board of examiners to be appointed by the Director/Principal of the Institute. And it shall be comprised of minimum of two nInternal Faculty members. Of them, as far as possible, one of them shall be industrial supervisor in case of industrial projects.

FIFTH SEMESTER

BBA (CAM)

WEB DESIGNING & DEVELOPMENT LAB

Course Code: BBA (CAM) – 351 L:0 T-4 Credits: 2

The Lab. will be based on BBA(CAM)- 309 : Web Designing and Development

REFERENCE BOOKS:

1. HTML, DHTML & Javascript-Evan Bayross
2. ASP-2.0 Unleashed –Techmedia

SIXTH SEMESTER

BBA (CAM)

ENTREPRENUERSHIP DEVELOPMENT & CORPORATE ETHICS

Course Code: BBA (CAM) – 302 L:4 T/P: Credits: 4

PREAMBLE: The objective of this course is to acquaint the students with the growth of Entrepreneurship and its role in Industrial Development of country and impact knowledge of the basic problems of management of small business units.

COURSE CONTENT:

UNIT – I **Hours 7**

Concept:

- Need and significance of Entrepreneurship Development in Global contexts.
- Entrepreneurship Development – Concepts, Process, Experiences and Strategies.
- Dynamics of Entrepreneurship Development.

UNIT – II **Hours 8**

Entrepreneurship Quality/Motivation:

- The Entrepreneurship – myths and misconception, qualities, characteristics and role demanded of an Entrepreneur.
- Process of developing Entrepreneurial qualities.

UNIT – III **Hours 15**

Enterprise Launching & Resourcing:

Government Programmes, Policies, Incentive and Institutional Networking for Enterprise setting.

- Steps of setting new Enterprise.
- Scanning Business Environment.
- Sensing Business Opportunity & indentifying product.
- Business Plan Preparation – Procedure & steps.
- Market Survey & Demand Analysis.
- Growth, Modernization & Expansion of Enterprise.

UNIT – IV **Hours 10**

Corporate Ethics:

- Nishkama Karma & Sakam Karma.
- Success Management.
- Stress Management.

Text Books:

3. Entrepreneurship Development by – Dr. S. Moharana & Dr. C.R. Das, Pub. By RBSA Publishers, Jaipur.
4. Entrepreneurship Development by C.B. Gupta & N.P.Srinivasan, Publisher – Sultan Chand & Sons, 1992.

Reference Books:

- Udyamita (in Hindi) by Dr. M.M.P. Akhouri & Dr. S.P. Mishra, pub. By National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC- PTC Campus, Okhla.
- Product Selection by Prof. H.N.Pathak, Pub. By (NIESBUD), NSIC-PTC Campus, Okhla.
- Srimadbhagwad Gita.

BBA (CAM)
SIXTH SEMESTER

INTERNATIONAL BUSINESS

Course Code: BBA (CAM) – 304 L:4 T-0 Credits: 4

Objective:

The basis objective of this course is to students with the global dimensions of management.

Course Contents:

UNIT I

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial Perspectives- International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.

HOURS 10

UNIT II

Globalization- Technology and its impact, Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non Tariff Barriers.

HOURS 10

UNIT III

Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.

Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

HOURS 12

UNIT V

Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.

HOURS 8

Books Recommended:

1. Bhalla, V.K. and S. Shivaramu; *International Business: Environment and Management*, Anmol Publication Pvt. Ltd., 2003 Seventh Revised Edition.
2. Rao, P. Subba; *International Business*, Himalaya Publishing House, 2002 Second Revised Edition.
3. Radriqupes, Corl; *International Management* – A, Cultural Approach, South West College Publishers, 2001.
4. Fransis, Cherunilam; *International Marketing*, Himalaya Publication House, 1998.
5. Hibbert, Edgar P; *International Business*: Strategy and Operations, MacMilan Press Ltd.
6. Goldsmith, Arthur A; *Business Government Society*, Erwin Book Team.
7. Berry, Brian J L, Edgar C Conkling & D Michael Ray; *The Global Economy in Transition*, Prentice Hall International Ltd.

SIXTH SEMESTER

BBA (CAM)

SOFTWARE PROJECT

Course Code: BBA (CAM) – 306 L:0 T-4 Credits: 2

- Group of 2 students may be allotted with a project
- The Project should be based on Front-end and Back-end applications .

SIXTH SEMESTER

BBA (CAM)

Elective-E1 **DATA WAREHOUSING & DATA MINING**

Course Code: BBA (CAM) – 308 L:4 T-0 Credits: 4

PREAMBLE: The saying goes there is water & water with no drop to drink; similarly there could be endless heaps of data but no information. This course will expose students to these recent concepts which could enable him to search a needle from the stoke of hag. Knowledge discovery in databases (KDD) applies techniques from artificial intelligence, statistics, and pattern recognition to detect patterns in large databases.

PRE-REQUISITE: Knowledge of Databases, Statistics, Programming Concepts.

UNIT- I

Introduction/review of Database:

Types of databases: Relational databases, Data Warehouses, Transactional databases, OO databases, Spatial databases, Temporal and Time series databases, Text and multimedia databases

DATA WAREHOUSING:

Data Warehousing: Definition, Scope, Practical Implications, and Characteristics

HOURS 10

UNIT- II

Types of Data Warehouses: Host based, single stage, LAN based, Multistage, stationary distributed & virtual data-warehouses

Data Marts: Definition, usage and design.

Introduction to Cube technology.

OLTP and OLAP systems. Various OLAP operations.

OLAP & DSS support in data warehouses.

Schemas: Star, snowflake and fact constellations.

Types of measures.
Concept hierarchies.

HOURS 10

UNIT-III

DATA WAREHOUSE ARCHITECTURE

Process flow within a DW
ETL process.
Multi-dimensional Data warehouse model, 2-tier, 3-tier & 4-tier data warehouses.
Types of OLAP servers: ROLAP, MOLAP and HOLAP
Metadata repository: Contents.
Data Preprocessing: Its importance. Data Cleaning, Data Integration and Transformation, Data Reduction, Discretization and Concept Hierarchy Generation.

HOURS 10

UNIT IV

DATA MINING

Introduction: Data mining tasks, steps in KDD process.
Steps of data mining,
DM functionalites: Types of patterns that can be mined-Introduction to characterization, discrimination, association analysis, clasification, prediction.
Applications of Data Warehousing and Data Mining.

HOURS 10

Text Books:

1. Data Warehousing: Concepts,Techniques and Applications by C.S.R.Prabhu Prentice Hall of India
2. Data Mining: Concepts and Techniques by Han Kamber.Morgan Kaufmann Publishers.

Reference Books:

1. Data Warehousing in the real world by Sam Anahory,Dennis Murray.
2. Data Warehousing by Harry Singh.

SIXTH SEMESTER

BBA (CAM)

Elective-E2 **MULTIMEDIA TECHNOLOGY**

Course Code: BBA (CAM) – 310 L:4 T-0 Credits: 4

PREAMBLE: The primary objective of this course is to familiarize the student with the concept of Multimedia, motivation, application of Multimedia, Multimedia Hardware and Software requirements, Multimedia Industry, , Production Cycle, Editing Multimedia Components and Multimedia on web.

COURSE CONTENT:

UNIT-I

Multimedia in:

Business, School, Home, Public Place, VR, Tele service, Conversational Service, Messaging Service, Retrieval Service, Tele-Action. Tele-operation Service, Electronic books, Tele shopping, Interactive Video and Audio, Games.

A.) Beginning with the Multimedia Making
i) Introduction to the Production Cycle
ii) Creativity Organization
iii) Requirements (Hardware & Software)
iv) Visualization Techniques Approach
v) Composite-Variable Indices

HOURS 10

UNIT-II

Multimedia Hardware & Software

A.) Multimedia Hardware

i) Multimedia Platforms
ii) Mac & Windows
iii) Hardware Peripherals

B.) Multimedia Software

i) Basic Tools (Silicon Graphics Interface)
ii) Making Instant Multimedia
iii) Basic Concepts of Adobe Photo Shop
iv) Basic Concepts of Studio Max.

HOURS 10

UNIT-III

Multimedia Components & Production Cycle

i) Text Editing
ii) Image Editing
iii) Animations
iv) Sound & Sound Editing
v) Video Concepts and Editing

HOURS 10

UNIT-IV

Production Cycle:

a) Planning & Costing
b) Designing & producing
c) Talent
d) Delivering

Multimedia & Web

Designing For World wide Web

HOURS 10

TEXT BOOKS:

1. [TB1] Multimedia systems Design, P.K Andleigh & K. Thakrar, Prentics Hall PTR, 1996
2. [TB5] Multimedia Systems, Ed. by John F.K Buford, Aqddison-Wesley Publicating Co., 1994.

(V) REFERENCE BOOKS:

1. Web Multimedia Development d.Miller, New Ridus Publishing, 1996.
2. The McGraw Hill Multimedia handbook, Ed. by Jessica Keyes, McGraw Hill Inc., 1994.
3. Multimedia making it work (MMW)- Tay Vaughan – (TMH)
4. Multimedia: Computing, Communication and Application (MCCA)- Steinmetz and Nahrstedt- (ITS)

SIXTH SEMESTER

BBA (CAM)

Elective-E3 **IT INFRASTRUCTURE MANAGEMENT**

Course Code: BBA (CAM) – 312 L:4 T-0 Credits: 4

PREAMBLE:

i) To familiarize the student with the following in the context of computer networks: Components: topologies: media: devices: organization and operation of computer networks

ii) To enable the student to evaluate and select among different networks systems. On the basis of performance and security level offered.

COURSE CONTENT:

UNIT-I Hours:10

Hardware: The parts of PC

Hardware components of a computer system, PC system unit packaging styles, Power supply, Floppy disk drives, Hard, disk drives, CD-ROM drives, System unit's motherboard, Basic or standard adapter cards, multi I/O port adapter board, Display adapter, Sound cards, LAN and network adapters, Modems and PC connection

Disks

Basic disk concepts, Varieties of disks, Disk controller types, Structure of a DOS disk, Detailed disk structure.

UNIT-II Hours:10

Built in BIOS

Idea behind BIOS, What does ROM-BIOS do, How does the BIOS work, BIOS and booting

Encoding and Modulation:

Digital to digital conversion, analog to digital conversion, analog to analog conversion

Error detection and correction:

Many to one, one to many, WDM, TDM, FDM, telephone system, DSL, CDMA, FTTC

UNIT-III Hours:10

Datalink control protocols:

Line discipline, flow control, error control, synchronous and asynchronous protocols HDLC, SDLC

Point to point protocols:

Transmission states, PPP layers, LCP, authentication, NCP

UNIT-IV Hours:10

ISDN: Services, historical outline, subscribers' access, ISDN layers, broadband ISDN

Overview of Technologies:
X.25, ATM and SONET/SDH-layers, design goals, architecture, services and applications

Satellite Networks:
Polling, ALOHA, FDM, TDM, CDMA

TEXT BOOK:

1. [PN] Peter Norton, Inside the PC, Sixth Edition, Prentice Hall Computer Publications
2. [FOR] Behrouz A, Forouzan: Data Communication and Networking, 2nd Edition, Tata McGraw-Hill,2000

REFERENCE BOOKS:

1. J. F. Hayes, Modelling and Analysis of Computer Communication Networks, Plenum Press
2. D. Bertsekas and R. Gallager, Data Networks, 2nd Edition, Prentice Hall, India.
3. [Tan] A.S. Tanenbaum, "Computer Networks', PHI

SIXTH SEMESTER

BBA (CAM)

Elective-E4 **E-COMMERCE**

Course Code: BBA (CAM) – 314 L:4 T-0 Credits: 4

PREAMBLE: The rapid advancement & simplicity of use of Internet in the new millennium has brought a change in our life style. The courses of electronic commerce is building the base on the various aspects of the E-commerce, its implications, uses, risks & prospective.

Pre-requisite: Knowledge of Internet & World Wide Web, basic concepts of management, knowledge of data security.

COURSE CONTENT:

S.NO	Topic
1.	UNIT-I Hours:10 **Introduction to E-Commerce :** The Scope of Electronic Commerce, Definition of Electronic commerce, Electronic Commerce and the Trade Cycle, Electronic Markets, electronic Data Interchange, Internet Commerce, E-commerce in Perspective
2.	**Business Strategy in an electronic Age:** Supply chains, Porter's Value Chain Model, Inter Organizational Value Chains, Competitive Strategy, Porter's Model, First Mover Advantage, Sustainable Competitive Advantage, Competitive Advantage using e-Commerce, Business strategy, Introduction to Business Strategy, Strategic Implications of IT, Technology, Business Environment, Business Capability, Existing Business Strategy, Strategy Formulation & Implementation planning, e-commerce Implementation, e-Commerce Evaluation
3	UNIT-II Hours:10 **Business-to-Business Electronic Commerce:** Procurement Revolution at General Electric, Characteristics of B2B EC, Models of B2B EC, Procurement Management Using the Buyer's Internal

	Marketplace, Supplier-Oriented Marketplace: Cisco Connection online case, Intermediary-Oriented Marketplace: Boeing's PART Case, Just-In-Time Delivery: FedEx InterNetShop Case, Other B2B Models, Auctions, and Services, from Traditional to Internet-Based EDI, Integration with Back-End Information Systems, The Role of Software Agents for B2B EC, Electronic Marketing in B2B, Solutions of B2B EC, Managerial Issues, Electronic Data Interchange(EDI), EDI: the Nuts and Bolts, EDI & Business
4.	UNIT-III Hours:10 **Intranet And Extranet:** Automotive Network Exchange-The Largest Extranet, Architecture of the Internet, Intranet, and Extranet, Intranet Software, Applications of Intranets, Intranet Application Case Studies, Considerations in Intranet Deployment, The Extranets, The Structure of Extranets, Extranet products & Services, Applications of Extranets, Business Models of Extranet Applications, Managerial Issues
5.	**Electronic Payment Systems:** Is SET a Failure, Electronic Payments & Protocols, Security Schemes in Electronic payment Systems, Electronic Credit Card System on the Internet, Electronic Fund Transfer and Debit Cards on the Internet, stored-Value Cards And E-Cash, Electronic Check Systems, Prospect of Electronic payment Systems, Managerial issues.
6	UNIT-IV Hours:10 **EC Strategy and Implementation:** IBM's E-Business's Strategy, Strategic Planning for EC, Electronic Commerce Strategy in Action, Competitive Intelligence on the Internet, Implementation: Plans & Excecution, Project & Strategy Assessment, Managerial issues.
7	**Public Policy:** From Legal issues to Privacy: EC-Related legal Incidents, Legal, Ethical, & Other Public Policy issues, Protecting Privacy, Protecting Intellectual property, Free Speech, Internet Indecency, & Censorship, Taxation & Encryption Policies, Other Legal Issues: Contracts, Gambling, & More, Consumer & Seller Protection in EC

TEXT BOOKS:

1. [DW] David Wbiteley, E-commerce, Tata McGraw Hill.

REFERENCE BOOKS:

1. [TLKC] Eframi Turban, Jae Lee, David King, H. Michale Chung, Electronic Commerce, Pearson Education.

SIXTH SEMESTER

BBA (CAM)

ORGANISATION DEVELOPMENT

Course Code: BBA (CAM) – 316 L: 4 T/P: Credits: 4

PREAMBLE: The basic objective of this course is to prepare the students as the facilitators of organizational change and development using the knowledge and techniques of behavioural sciences

Course Content:

UNIT 1: Introduction: Oraganisation Development (OD): Concept and Process Assumptions and Values underlying OD. Foundations of OD. Emergence of OD as an applied behavioural Science Future of OD **Credits 10**
Case Study

UNIT 2: Organizational Diagnosis: Typology of Organisations, Techniques of Organisational Diagnosis, Questionnaires, Interviews, Workshops, Task-Forces and other methods, Action research
Change Agents: Role, Skills and Styles of change Agents,Relation with the Client System

Credits 10

Case Study

UNIT 3: Oraganisational Change, Renewal and development

Planned Change, Oraganisational Growth and its implications for change. Kurt Lewin's Model of change: Force Field analysis Change cycles :Power and Participative Types.

Organisation renewal and Re-energising. Role of creativity and innovation Instruction building

Case Study

UNIT 4: OD Interventions: **Credits 10**

Structural Interventions, Work Redesign, Work Modules, Quality of work life(Qwl),Management By objectives(MBO),Quality Circles(QC)

Behavioural Interventions, Sensitivity Training, Transactional Analysis, Career Planning Intergrowth Interventions ,Team Building, Survey Feedback, Rensis Likert's System 4 Management, Grid OD

Case Study

TEXT BOOKS :

- (Ahmad, Abad Developing effective Oraginastion ,Sri ram Centre for Industrial Relations, New Delhi1980
- French. W.L and Bell C.H, Oraginastion Development,Prentice Hall New Delhi,1995

REFERENCE BOOKS :

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- Hackman, J.R and Sentle ,J.L .Improving Life at work ,Behavioural Science, Aaproach to Organisational Change, Good year ,Calfornia.1977
- Harvey, D.F and Brown, D.R, An Experimental Approach to Organization Development ,Prentice Hall Englewood Cliffs N.J.1990

SIXTH SEMESTER

BBA (CAM)

SERVICES MARKETING

Course Code: BBA (CAM) – 318 L: 4 T/P: Credits: 4

PREAMBLE: The primary objective of the course is to familiarize the student with basic concepts of service marketing and equip them with tools and techniques for applications of there concepts to real life problems and issue in service environment. Looking at perspective both in Indian and Global Context.

Course Content:

UNIT 1: Credits 10

The foundation of service marketing.& Service Marketing Environment

- The Concept- Goods and Services, Comparative analysis-salient features of marketing services. Growth and current status-Types of services.

Service Marketing Environment

- Political -Legal Environment
- Economic Environment
- Socio-Cultural Environment
- Technological Environment
- Competition & Global Environment

UNIT 2: Credits 10

Consumer Behavior & Buying Process in Services Marketing Mix

- Introduction
- Maslow's Hierarchy of Needs
- Motivation & Consumer Behaviour
- Perception & Consumer Behaviour
- Social & Cultural Behaviour
- Psychological Factors
- Consumer Buying Process.

Marketing Mix

- Tradition 4 P's
- Extended 3 P's of services

UNIT 3: Credits 10

S. M. Segmentation, Targeting And Positioning

- An over view
- Strategies for Dealing with Intangibility, Inventory, Inconsistency & Inseparability.

Segmentation, Targeting & Positioning

UNIT 4: **Credits 10**

Service Application & Cases on Service Marketing

- Marketing of Financial Services: Banking Experiences of Indian and Foreign banks, Credit cards.

Marketing of Insurance Services
Marketing of Educational & Services
Marketing of Hospitality & Tourism
Creating Right Service Philosophy

- Cases of Service Marketing

TEXT BOOKS:

1.
2. (C.L) Service Marketing-Christopher H. Lovelock -Prentice Hall International
3. (R&G) Service Marketing (Concepts, Applications and Cases)-M.K. Rampal and S.L.Gupta

REFERRENCE BOOKS:

1. (P.K.) Marketing Management - Philip Kotler
2. (SMJ) Service Marketing-S.M. Jha-Himalaya Publishing House

SIXTH SEMESTER

BBA (CAM)

BANKING & INSURANCE

Course Code: BBA (CAM) – 320 L: 4 T/P: Credits: 4

PREAMBLE: The primary objective of the course is to familiarize the student with the basic Banking and Insurance. The students will be exposed to conceptual issues in banking and insurance along with the recent trends in the Indian economy.

Course Content:

UNIT 1: Evolution of Banking Institutions: Meaning and functions of commercial banks & services rendered by them : Agency services, General Utility Services, Overseas Trading Services, Information and other services; Relationship between banker customer-legal framework – corporate banking, loan documentation

Credits 10

UNIT 2: Indian Banking : General structure and methods of Commercial Banks, The Reserve Bank of India : Objectives, Organisation and Functions of Reserve Bank, Changing profile of Indian Banking : Branch Banking, Retail Banking, Paperless Banking & Development Banking/Customer Focus Banking; Banking Sector Reforms in India **Credits 10**

UNIT 3: Insurance : Definition and Nature of insurance, evolution of insurance, role and importance of insurance, Insurance Contract; Risk Management – Nature, risk analysis, planning, control and transfer of risk.

Types of Insurance : Life Insurance, Marine Insurance, Fire Insurance, Miscellaneous Insurance-Burglary, Motor Insurance and Personal Accident Insurance – Nature and uses; Prospects of Insurance, Privatization of Insurance Industry in India

Credits 10

UNIT 4:Insurance Marketing : Concept of Service Marketing, Nature of Insurance Markets, Buying motives in insurance market, Pricing, positioning and promotion of

insurance products, Marketing programme for insurance companies, special problems of marketing of insurance products

TEXT BOOKS :

- (MNM) -M.N. Mishra – Insurance : Principles and Insurance
- (S&S) – Shekhar & Shekhar – Banking Theory & Practice

REFERENCE BOOKS:

- (GER) – George E. Redja – Banking theory and Practice
- (RS) – Ravi Shankar – Service Marketing

SIXTH SEMESTER

BBA (CAM)

LOGISTIC & SUPPLY CHAIN MANAGEMENT

Course Code: BBA (CAM) – 322 L: 4 T/P: Credits: 4

PREAMBLE: The objective of this paper is twofold: one to introduce the students to the basic concepts of supply chain Transportation network etc. .

UNIT 1: Building A Strategic Framework To analse Supply Chains: Understanding the Supply Chain, Supply Chain Performance: Achieving strategic Fit and Scope Supply Chain drivers and Obstacles. **Credits 10**

UNIT 2: Planning and Managing Inventories in a Supply Chain :
Managing Economies of Scale in a Supply Chain:cycle Inventory
Managing Uncertainty in a Supply Chain: Safety inventory
Determining Optimal Level of Product Availability **Credits 10**

UNIT 3: Transportation, Network Design and information Technology in a supply Chain:
Transportation in a supply Chain
Facility Decisions:Network in a supply Chain
Information Technology in a Supply Chain **Credits 10**

UNIT 4: Coordinating a Supply Chain and the role of E-Business:

Coordination in a Supply Chain
E-Business and the Supply Chain

Text Book:

Supply Chain Management: Strategy, Planning and Operation Sunil Chopra, Peter Meindl, Pearson Education Asia

Reference Books:

1. Materials Management and Purchasing, Ammer D S,Taraporwala,1992
2. Logistics and supply chain of management, Martin Christopher, Richard Irwin,1994