

BBA 401 : Financial Management

Course Objective :

Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

Course Content :

Unit I (06 lectures)

Introduction : Nature, Scope, Process, Objectives & Functions of financial Management, Functions of financial Managers, Concept of time value of Money

Cost of Capital : Concept, Significance, types, cost of equity, Preference, Debt & Retained Earnings, Weighted average cost of capital.

Unit II (10 lectures)

Capitalization- Meaning, Importance, Over Capitalization, Under Capitalization & Optimum Capitalization

Capital Structure – Meaning, forms & determinants of capital structure

Leverages – Financial Leverage, Operating Leverage & Combined Leverage, Planning the capital Structure by EBIT-EPS Analysis

Unit III (10 lectures)

Capital Budgeting : Meaning, Need, Nature & Objectives, Kinds of Capital Budgeting Decisions, Methods of evaluation of capital budgeting – Traditional & Discounted Methods

Dividend Policies – Concept, Types, Models of Dividend Policies- Walter, Gordon & Modigliani & Miller

Unit IV (10 lectures)

Working Capital Management- Meaning , scope, importance , determinants and sources

Management of Cash, Receivables, & Inventory

SUGGESTED READINGS

- Financial Management
- Financial Management
- Financial Management

I.M.Pandey
Shashi K. Gupta
Prasanna Chandra

BBA 402 : Project Management & Planning

Course Objective

The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

Course Contents

UNIT I

(10 lectures)

Introduction : Meaning and characteristics of project; Meaning, scope , characteristics, need & importance of project management;

Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Pre- Requisites for Successful Implementation

Unit II

(8 lectures)

Project Planning : project identification, project formulation, Feasibility Analysis : Financial appraisal, socio cost benefit appraisal, market appraisal, phases of project life cycle

Generation and Screening of Project Ideas: Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Profit Potential of Industries, Scouting for Project Ideas, Preliminary Screening, Project Rating Index.

UNIT-III

(10 lectures)

Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System).

Unit IV

(8 lectures).

Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits, Abandonment Analysis, Administrative Aspects of Capital Budgeting, Agency Problem, Evaluating the Capital Budgeting System of an Organization.

SUGGESTED READINGS

- Project Management
- Project Management
- Fundamentals of Project Management
- Project Management and Control

Vasant Desai
K.Nagarajan
James P Lewis
P.C.K. Rao

BBA 403 : Research Methodology

Course Objective:

The objective of this paper is to develop an understanding of the various aspects of marketing research, Identify the various tools available to a marketing researcher. This Research shall help organizations to chalk out future course of action.

Unit I

(8 lectures)

Introduction to Research: Introduction to Research Methodology, importance, process of a research.

Research Design: Formulating the research problem, choice of research design, types of Research design, sources of experimental errors.

Unit II

(10 lectures)

Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean.

Scaling Techniques: The concept of attitude, difficulty of attitude measurement, types of Scales, criteria for good test.

Unit III

(8 lectures)

Data Collection: Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing.

Data Processing and Tabulation: Editing coding, problems in editing, tabulation.

Unit IV

(10 lectures)

Data Analysis: Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis I, Multivariate analysis II, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis). Report Writing: Types of research reports, guidelines for writing a report.

SUGGESTED READINGS

- Research Methodology
- Research Methodology
- Research Methodology
- Text of Research Methodology

C.R.Kothari
P.Saravannel
Sadhu & Singh
P.C. Tripathi.

BBA 404 : Human Resource Management

Course Objective :

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

Course Content :

Unit I

(8 lectures)

Introduction : Meaning, scope, Significance, Objectives, Function of HR department, Personal Policies, Programs and Procedures

Manpower Management : Need and Objectives of Manpower Planning, Estimating Manpower requirements, Job Analysis, Job Description & Job Specification.

Unit II

(10 lectures)

Recruitment & Selection : Recruitment, factors affecting recruitment , sources of recruitment, Selection – Process, selection test, Interview, Orientation, Placement.

Training & Development : Training- Objectives & Importance of training, Training Methods- On job training and off- the job training

Unit III

(8 lectures)

Employee Compensation : Compensation & Welfare, Job Evaluation.

Performance Appraisal : Techniques, Job Enlargement & Job Enrichment, Quality of Work Life, Worker's Participation in Management

UNIT -IV

(10

lectures)

EMPLOYEE WELFARE: Various welfare schemes & Safety Measures. Employee Benefits – Meaning and its types, Fringe Benefits; Remuneration – Salary, Bonus, Commission, Long Term Incentives, Perquisites. Grievance Handling & Discipline – Meaning, Importance. Collective Bargaining – Meaning and Importance, Process.

SUGGESTED READINGS

- | | |
|-----------------------------|---------------|
| • Human Resource Management | C.B.Mamoria |
| • Human Resource Management | Pravin Durai |
| • Human Resource Management | Saiyadain |
| • Human Resource Management | Gary Dessler |
| • Human Resource Management | K.Ashwathappa |

BBA 405 : Taxation Laws

Course Objective :

To enable the students to understand the various heads of income along with computation of tax liability of an individual. The Course will also give an insight to the tax policies of the government

Course Content :

Unit I (10 lectures)

Introduction to Income Tax Act, 1961: Basic Concepts; Income, Agricultural Income, Casual Income, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income, Tax Evasion, Avoidance and Tax Planning.

Heads of Income: House Property, Business & Profession, Simple Numerical, Residential Status and Tax Liability.

Unit II (10 lectures)

Heads of Income: Salaries- Meaning, Allowances, Prerequisites, Valuation of Prerequisites, Provident Fund, Simple Numerical.

Unit III (10 lectures)

Heads of Income: Capital Gains, Other Sources, Determination of Gross Total Income, Simple Numerical.

Unit IV (10 lectures)

Goods & Services Tax: Definition, Registration under GST, Types of GST.

SUGGESTED READINGS

- | | |
|-------------------------------------|---------------------------------------|
| • Systematic Approach to Income Tax | G.Ahuja & R.Gupta |
| • Students Guide to Income Tax | Dr.V.K.Singhanian & Monica Singhanian |
| • Income Tax | B.K. Agarwal |

BBA 406 : Production and Operations Management

Course Objective :

To enable the students to gain knowledge of the production process & techniques.

Course Content :

Unit I

(10 lectures)

Operation Management, Layout & Location Decision : Definition, criteria of performance for the production and operations management system. Jobs/decisions of Production/Operations Management. Classification of decision Areas. Brief history of the production and operation management function- Features, basic principles. Basic types of layout, merits & demerits. Optimization in a product/line layout, optimization in a process layout. Application in service industries. Location decision. Behavioural aspects in location planning.

Unit II

(8 lectures)

Inventory Management : methods- ABC analysis, XYZ analysis, EOQ, Purchasing research, Vendor relations and selection of vendors, Material Requirement Planning

Unit III

(10 lectures)

Production Planning & Control, Assembly Line balancing, types of production and production system maintenance management – Work study & Work Design. Productivity & methods of improvement.

Unit IV

(8 lectures)

Quality management as a corporate strategy, statistical methods & process controls. Control Charts acceptance sampling, TQM. ISO 9000 & 140001- Requirements & Control

SUGGESTED READINGS

- Production and Operation Management
- Production and Operation Management
- Modern Production & Operation Management

C.B.Gupta
Chunnawala
Edwin S.Bufa

BBA 407 : Minor Project

Course Objective :

The student will have the opportunity to explore the current management literature so as to develop an individual style and sharpen his/her skills in the area of leadership communication, decision making, motivation and conflict management.

Minor Project and Presentation

Minor projects are tasks that add to the knowledge of the students. A topic shall be given to each student in the beginning of the semester in various areas of management. The Project comprises of either of the following:

Case Study

Or

Industry Analysis

Suggested Topics could be for minor projects

I. CASE STUDY

1. Goals of an organization.
2. Work Values
3. Character Ethics
4. Working Conditions
5. Decision making Strategies
6. Goal Setting
7. Customer Satisfaction
8. Any other such topics

II. Industry Analysis

1. Garment Industry
2. Dairy Industry
3. Pharmaceutical Industry
4. Gems & Jewellery
5. Automobile Industry
6. Banking Industry
7. Telecom Industry
8. Any other local SME & MSME.
- 9.

** Case study / Industry Analysis will be allotted by the course co-ordinator.*

Reference Book:

Case Studies in Management Dr.S.L.Gupta,Dr.Sunil Gupta and Anurag Mittal;Wisdom Publications.