

SEMSTER III

BBA 301: Company Law

Course Objective:

To familiarize the students with the various legal aspects of the organization

Course Content:

Unit I

Introduction: Meaning, Definition and Characteristics of Company, Different types of Companies, Privileges and Exemptions granted to a private Company. Formation of Company: Promotion, Incorporation and Commencement of Business, Documents: Memorandum of Association, Articles of Association, Prospectus and Statement in lieu of Prospectus.

Unit II

Share Capital: Types of shares, Types of share Capital, Alteration and Reduction in capital, Allotment of shares, Debentures and its types.

Unit III

Company Management: Directors- Appointment & Removal, Rights, duties & Liabilities; Meetings: Statutory Meeting, Annual Meetings, Resolutions and its types

Unit IV

Winding up of Company: Prevention and Oppression and Mismanagement in company Affairs, Winding up of the company, company law boards.

SUGGESTED READINGS

❑ Company Law O.P.Gupta

❑ Company Law N.D. Kapoor

❑ Text Book of Company Law P.P.S Gogna

BBA 302: Marketing Management

Course Objective:

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

Course Content:

Unit I

Overview of Marketing: Meaning of market, Nature, element, Objectives , importance & Function of marketing.

Marketing Mix: Concept, elements, Dynamics, Marketing Process. Introduction to Strategic

Marketing: Concept, Importance & Process.

Unit II

Marketing Management: Meaning, Definitions, Objectives, Departments, functions, Consumer buying behavior, consumer decision making. Market Segmentation – Bases & Process, benefits, target market, approaches

Unit III

Product : Concept, Product Line & Product Mix, Product Life Cycle, Product Positioning

Concept of Branding & Packaging.

Price – Concept, types, importance, objectives, factors, influencing pricing. Promotion -

Concept of promotional mix, determinants of promotional mix, importance

Marketing Channels, types & factors affecting the choice of distribution channel.

Unit IV

Emerging Trends in Marketing: Societal marketing, Green Marketing. International Marketing:

Concept & factors for becoming Global Player. Rural Marketing.

SUGGESTED READINGS

❑ Modern Marketing Management C.B.Mamoria

❑ Marketing Management Phillip Kotler

❑ Marketing Management Ramaswamy,
Namakumari

❑ Marketing Management Arun Kumar,

BBA 303: Macro Economics for Business

Course Objective:

To develop the concepts on macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

Course Content:

Unit I

Introduction to Macro Economics : Definition, scope, Importance and Limitations of Macro Economics, Circular flow of Income in two, three, four sector economy, relation between leakages and injections in circular flow.

Unit II

National Income: Concepts, definition, methods of measurement, National Income in India, Problems in measurement & precautions in estimation of national income.

Macro Market Analysis: Theory of full employment and income, classical, modern (Keynesian) approach, consumption function, relationship between saving and consumption.

Inflation: Meaning & Causes of inflation measures to control, differentiation between deflation, stagflation & Inflation.

Business Cycle: Meaning, Characteristics and phases

Unit III

Money Market: functions & forms of money demand for money- Classical, Keynesian & Friedmanian approach, Measures of Money Supply, Quantity theory of money. Monetary & Fiscal Policy: Meaning, Objectives and tools

Balance of Payment: Meaning, Structure, Causes of Disequilibrium and methods of correcting disequilibrium,

Unit IV

Equilibrium of Product: The IS-LM model, product market & money market, derivation shift, Equilibrium of IS-LM curve.

Economic Problem of Growth: Saving and Capital formation, Poverty, Unemployment, Parallel Economy, Industrial Sickness,

SUGGESTED READINGS

📖 Macro Economics D.N.Dwivedi

BBA 304: Principles of Management

Course Objective:

To develop an understanding of the concepts, theories & practices in the field of management.

Course Content:

Unit-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.

Unit- 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.

Organizing: 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.

Unit-III

Staffing: Concept, nature and Importance of Staffing. Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation; Leadership – meaning and importance; Traits of leader; leadership Styles.

Unit-IV

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques traditional and Modern; Effective Control System.

SUGGESTED READINGS

❑ Essentials of Management Harold Koontz & HeinzWeirich

❑ Management Theory & Practice J.P.MAhajan

❑ Management Theory and Practices C.B.Gupta

❑ Principles of Management B.S.Moshal

BBA 305 : Organizational Behaviour

Course Objective:

To develop an understanding of organization and the behavior of people working in it.

Course Content:

Unit I

Introduction, Meaning of Organizational Behaviour, Historical Background, Scientific

Management, Hawthorne Studies, Models of OB, Relationship to Other fields

Perception : Process, Nature& Importance, Perceptual Selectivity, Perceptual Organization.

Personality : Meaning, Development of Personality, Attitude Components, functions, factors influencing attitude.

Unit II

Learning : Processes of learning- Behaviouristic, Cognitive and Social Principles of Learning, Organizational Reward System.

Motivation: Meaning- Primary, Secondary & General Motives, Motivation Theories- Maslow, Herzberg's, ERG, and Vroom's Expectancy theory, Theory X,Y and Z. Morale- Concept, features and Importance.

Unit III

Group Dynamics: Nature, Dynamics of Formal and Informal Groups, Teams – Nature and Effectiveness.

Conflict- Meaning, Process, Classes and sources of conflict and negotiations- Conflict Management- Intra individual, Inter-Personal, inter-group and organizational negotiation approaches.

Unit IV

Power: Meaning, distinction among power, authority and influence, classification of power, contingency approaches to power; policies- as a strategic tool for power acquisition. Dynamics of Organizational Culture.

SUGGESTED READINGS

❑ Organizational Behaviour J.S.Chandan;

❑ Organizational Behaviour Dbra L.Nelson, James Campbell Quick; Cengage

❑ Organizational Behaviour Robinson

BBA 306: Management Accounting

Course Objective:

To familiarize the students with the basic management accounting concepts and their applications in managerial decision-making.

Course Content:

Unit I

Management Accounting: Nature and scope, Advantages and Limitations, Role of Management accountant

Financial Statements Analysis : Financial statements & their limitations; Concept of Financial Analysis, Tools of Financial Analysis; Comparative Financial Statements, Common Size Financial Statements, Trend Percentages.

Unit II

Ratio Analysis: Nature & Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios, Utility and Limitations of Ratios, DUPONT Control Chart.

Fund Flow Statement & Cash Flow Analysis : Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, Construction of Funds Flow Statement, Distribution of Cash from funds, Utility of Cash Flow Statement

Unit III

Budgets & Budgetary Control: Concept of budgets and Budgetary Control, Advantages and limitations, Establishing a system of budgetary control, Preparation of different Budgets, Fixed and Flexible Budgeting, Performance Budgeting and Zero Based Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centers.

Standard Costing and Variance Analysis : Meaning of standard cost, Relevance of standard cost for variance analysis, significance of variance analysis, computation of material, labour variance.

Unit IV

Marginal Costing and Profit Planning : Marginal Costing differentiated from absorption costing, Direct Costing, Differential Costing, Key factor, Break-Even analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing. Decisions Involving alternative Choices : Concept of Relevant costs, Steps in Decision-

**Making, Decisions regarding Determination of Sales Mix, Exploring new Markets,
Discontinuance of a product Line, Make or Buy, Equipment Replacement, Status Quo, Expand
or Contract and Shut-down or Continue.**

SUGGESTED READINGS

❏ **Management Accounting B.K.Mehta**

❏ **Management Accounting S.P.Gupta; Sahitya Bhawan Publication**

❏ **Management & Cost Accounting M.N.Arora**