

BBA 501 : Operation Research

Course Objective :

The objective of this paper is to develop a student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems and serve as a valuable guide for decision making.

Unit- I (10 lectures)

Introduction to O.R. Origin and Historical Development, Nature and Characteristics of O.R. General Solution Methods of O.R., Phases of O.R. Study, Introduction to LP: The LP Model, Assumptions of LP, Formulation of LP. Graphical Solution Method, Simplex, Algorithm, Solution of Maximization and Minimization Problems, Big-M Method, Essence of duality Theory, Primal Dual Relationship, Applications of LP in Management.

Unit-II (10 lectures)

Transportation Problem and Assignment Problem: Transportation Problem; Mathematical Formulation, Methods for finding Optimal Solution, Degeneracy Assignment Problem: Mathematical Formulation, Hungarian Method.

Unit-III (10 lectures)

Game Theory and Queuing Theory: Game Theory: Introduction, Two-Person Zero Sum Game, Pure and Mixed Strategies, Applications Queuing Theory: Basic Structure of Queuing Model, Kendall's Notation, Queuing Model: M/M/I infinite and finite queues.

Unit-IV (10 lectures)

Network : Introduction, Components of a network, constructing a Project Network diagram using Activities on Node (AoN) notation, Critical Path Method, Pert (Programme Evaluation and Review Technique), Application in Management.

SUGGESTED READINGS

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| • Operation Research an Introduction | Taha HA |
| • Principles of Operation Research with application to Management | Wagner HM |
| • Operations Research | J.K.Sharma |
| • Operations Research | R.Paneerselvam |
| • Operation Research | R.K.Gupta |
| • Introductory Operations Research | S.C.Sharma |

BBA 502 : Sales and Distribution Management

Course Objective:

To familiarize the students with the basics of sales & Distribution Management and their application in real life situations.

Unit-I

(10 lectures)

Introduction and Concept of Sales Management: Nature, Meaning, Scope and Objectives of Sales Management. Concept and Principles of Sales, Distinction between marketing and sales management. Objectives of Sales, Selling Process: Preparation, Prospecting pre approach, sales presentation, closing of sales market identification sales forecasting qualitative and quantitative methods. Sales organization its functions and forms.

Unit-II

(10 lectures)

Sales Manager and Sales Force : Qualities, Types and their functions/duties. Recruitment, selection, training and Remuneration of Sales Force. Motivation of Sales force. Supervision and control of sales force. Sales force performance and its evaluation.

Unit-III

(8 lectures)

Sales Quota & Territory Management: Sales Quota- purpose, types, administration & Limitations. Territory Management – Developing territory, criteria for territory formation, Territory Shapes, Redesigning of sales territories

Unit IV

(8 lectures)

Distribution Management: Physical Distribution System, Meaning and Organization, Types of Channels of Distribution: Functions. Selection and Motivation of intermediaries. Wholeseller Vs Retailers. Transport system elements and management: Features, Types and role of different modes of transport.

SUGGESTED READINGS

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| • Salesmanship & Publicity. | Davar, R.S. |
| • Sales & Distribution Management | Gupta S.L. |
| • Salesmanship and Sales Management | Sahu P.K. & Raut K.C. |
| • Sales Management. Decision Strategy & Case
Norman G.A. | Still, R.r. Edward, C.W. & |

BBA 503: Business Policy

Course Objective:

To familiarize the students with the basic of Business Policy and to help them in sound decision making

Unit-I (8 lectures)

Business Policy: Meaning, Nature and Scope, Difference between policy and strategy, organizational culture- organizational purposes, mission, vision, goals, objectives, plans etc.

Unit-II (8 lectures)

Strategic Planning and Management: Process, Importance, 7s Framework, PEST Analysis, ETOP, SAP, CSF, Internal environmental scanning, Corporate Governance.

Unit-III (10 lectures)

Strategic Analysis and Choice: Choice of Strategy, Business Level strategies, Cost leadership, differentiation & Focus, Multi Business Strategy, Diversification, Joint Ventures, Venturing & restructuring Evaluation of alternatives and selection of strategies.

Unit-IV (10 lectures)

Corporate Portfolio Analysis & Implementation: BCG, Ansoff Model, Gap Analysis, GE model, implementing strategy through business function, implementing strategy through structure, leadership and culture. Issues in strategic implementation, Strategic Control Concepts and process.

SUGGESTED READINGS

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| • Business Policy and Strategic Management | M.L. Bhasin |
| • Business Policy and Strategy | Mc. Carthy |
| • Strategic Planning for Corporate Success | Ramaswami, |
| • Business Policy | Azahar Kazmi, |
| • Strategy & Structure | Chandler A.D. |
| • Corporate Strategy | Igor H. Ansoff |

BBA 504 : Entrepreneurship Development

Course Objective:

This course provides exposure to the students to the entrepreneurial cultural and industrial growth

so as to prepare them to set up and manage their own small units

Course Content:

Unit I (10 lectures)
Entrepreneur and Entrepreneurship :Definition, meaning and functions of an entrepreneur, Need and Importance of entrepreneurship; Problem of Unemployment and importance of wealth creation; Enterprise Vs. Entrepreneurship, Self Employment Vs Entrepreneurship.

Unit II (10 lectures)
Small Scale Enterprises : Creativity, Innovation, Business Idea Generation ,Establishing small-scale enterprise; Opportunity Scanning; Market Assessment for small-scale enterprise. Selection of site, Choice of technology and choice of ownership.

Unit III (10 lectures)
Business Opportunity, Identification and Preliminary Project Report (PPR), Opportunity Search; Divergent Thinking Mode- meaning and objectives- tools and techniques; Environmental Scanning for business opportunity identification, Opportunity Selection, Project Report Preparation.

Unit IV (10 lectures)
Institutional Arrangement : Institutional support to new venture, role of financial institutions, Government Incentives; Entrepreneurial Development Programme (EDP) : Introduction, role, relevance and achievement, role of government in organizing EDPs. Entrepreneurial Behaviour – Innovation , Entrepreneur, Entrepreneur behavior, Social Responsibility.

SUGGESTED READINGS

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| • Entrepreneurship Development | Vasant Desai |
| • Organization and Management of small scale Industries | V. Desai |
| • Management of small scale industry | V. Desai |
| • Entrepreneurship and venture management | C.M.Bamuback,
J.R. Maneudo |
| • Entrepreneurship Management | C.B.Gupta |
| • Entrepreneurship Management | Holt |

BBA 505 : Viva Voce

Course Objective :

The summer training will enable a student to have hands on experience of the in depth working of organization and will try to come out with new ideas to make it flourish.

Course Content :

Each student shall undergo practical training of six to eight weeks during the vacations after Fourth semester in an approved business / industrial / service organization and submit two copies of the Summer Training Report and soft copy to the Course Co-ordinator of the Institution/college within two weeks of the commencement of the Fifth Semester. It shall be evaluated by an External Examiner.