

PROGRAMME GUIDE

DISTANCE EDUCATION PROGRAMMES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

- **Scheme of Examination**
- **Detailed Syllabus**
- **Counseling and Study Structure**
- **Study Modules & Books Information**
- **Date Schedule & Instructions for Submitting Assignments**



DR. C.V.RAMAN UNIVERSITY
INSTITUTE OF OPEN AND DISTANCE EDUCATION (IODE)

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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

Duration - 36 Months (3 Years)

Eligibility – 12th in any discipline

NEW PROPOSED SCHEME OF EXAMINATION

Code	Name of the	Credit	Total Marks	Theory		Practicals/projectc Report		Assignments/viva voce	
				Max	Min	Max	Min		
First Semester									
1BBA1	Hindi Language Structure - I	2	50	35	12	-	-	15	5
1BBA2	Fundamentals of Entrepreneurship	2	50	35	12	-	-	15	5
1BBA3	Principles of Management	3	100	70	23	-	-	30	10
1BBA4	Business Environment	3	100	70	23	-	-	30	10
1BBA5	Managerial Economics	3	100	70	23	-	-	30	10
1BBA6	Business Mathematics	3	100	70	23	-	-	30	10
Total aggregate required to pass		16	500	350	126	-	-	150	54
Second Semester									
2BBA1	English Language and Indian Culture	2	50	35	12	-	-	15	5
2BBA2	Development of Entrepreneur	2	50	35	12	-	-	15	5
2BBA3	Business Communication	3	100	70	23	-	-	30	10
2BBA4	Introduction to Accountancy	3	100	70	23	-	-	30	10
2BBA5	Business Law	3	100	70	23	-	-	30	10
2BBA6	Organizational Behaviour	3	100	70	23	-	-	30	10
Total aggregate required to pass		16	500	350	126	-	-	150	54
Third Semester									
3BBA1	Hindi Language aur Samvedena	2	50	35	12	-	-	15	5
3BBA2	Environmental Studies-I	2	50	35	12	-	-	15	5
3BBA3	Banking & Insurance Practices	3	100	70	23	-	-	30	10
3BBA4	Cost & Management Accounting	3	100	70	23	-	-	30	10
3BBA5	Business Statistics	3	100	70	23	-	-	30	10
3BBA6	MANAGEMENT INFORMATION SYSTEM	3	100	70	23	-	-	30	10
Total aggregate required to pass		16	500	350	126	-	-	150	54
Fourth Semester									
4BBA1	English Language and Scientific Temper	2	50	35	12	-	-	15	5
4BBA2	Environmental Study-II	2	50	35	12	-	-	15	5
4BBA3	Financial Management	3	100	70	23	-	-	30	10
4BBA4	Marketing Management	3	100	70	23	-	-	30	10
4BBA5	Production & Operation Management	3	100	70	23	-	-	30	10
4BBA6	Human Resource Management	3	100	70	23	-	-	30	10
Total aggregate required to pass		16	500	350	126	-	-	150	54

Fifth Semester									
5BBA1	Hindi Language (Bhasha Kaushal aur Sanchar Sadhan)	2	50	35	12	-	-	15	5
5BBA2	Computer & Information Technology Basics-I	2	100	35	12	50	17	15	5
5BBA3	Corporate Strategy	3	100	70	23	-	-	30	10
5BBA4	Research Methodology	3	100	70	23	-	-	30	10
5BBA5	Specialization- I	3	100	70	23	-	-	30	10
5BBA6	Specialization- II	3	100	70	23	-	-	30	10
Total aggregate required to pass		16	550	350	126	50	18	150	54
Sixth Semester									
6BBA1	English Language and Aspects of Development	2	50	35	12	-	-	15	5
6BBA2	Computer & Information Technology Basics-II	2	100	35	12	50	17	15	5
6BBA3	Project Work & Viva Voce	4	200			140	46	60	20
6BBA4	Specialization- III	4	100	70	23	-	-	30	10
6BBA5	Specialization- IV	4	100	70	23	-	-	30	10
Total aggregate required to pass		16	550	210	76	190	68	150	54

Evaluation Scheme

1. 33% in each theory, practical, project, dissertation & internal assessment
2. 36% Aggregate marks to pass
3. Total project marks is 200 in which 140 marks for project report and 60 marks will be for project viva.

NOTE : In Session 2016-17 and 2017-18 **Only Marketing Specialization** is offered in the IODE/Distance mode of BBA. Other specialization shall be offered in future academic session.

SPECIALIZATION

Marketing Group

M-I	Consumer Behaviour
M-II	Advertising and Sales Management
M-III	Service Marketing
M-IV	Marketing Research

HR Group

HRM-I	Human Resource Development
HRM-II	Management of Industrial Relations
HRM-III	Management of Training & Development
HRM-IV	Change Management

Finance Group

F-I	Working Capital Management
F-II	Security Analysis & Portfolio Management
F-III	Marketing of Financial Services
F-IV	International Financial System



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SEMESTER- First Semester

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Course Code: (1BBA1), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: HINDI LANGUAGE STRUCTURE – I

इकाई-1

भारत वंदना (काव्य)

जाग तुझको दूर जाना

स्वतंत्रता पुकारती (काव्य)

हम अनिकेतन (काव्य)

भाषा की महत्ता और उसके विविध रूप

भाषा-कौशल

इकाई-2

करुणा (निबंध)

समन्वय की प्रक्रिया (निबंध)

बिच्छी बुआ (कहानी)

अनुवाद

हिन्दी की शब्द-संपदा

परिभाषिक शब्दावली

इकाई-3

विलायत पहुंच ही गया (आत्मकथांश)

अफसर (व्यंग्य)

तीर्थयात्रा (कहानी)

मकड़ी का जाला (व्यंग्य)

वाक्य-संरचन:तत्सम, तद्भव देशज विदेशी

इकाई-4

अप्प दीपो भव (वक्तृत्व कला)

भारत का सामाजिक व्यक्तित्व (प्रस्तावना)

पत्र मैसूर के महाराजा को (पत्र-लेखन)

बनी रहेंगी किताबें (आलेख)

पत्र-लेखन:महत्व और उसके विविध रूप

सूर्यकांत त्रिपाठी 'निराला'

सुश्री महादेवी वर्मा

जयशंकर 'प्रसाद'

बालकृष्ण शर्मा 'नवीन'

आचार्य रामचन्द्र शुक्ल

रामधारी सिंह 'दिनकर'

डॉ. लक्ष्मण विष्ट 'बटरोही'

परिभाषा प्रकार, महत्व, विशेषताएं

महात्मा गांधी

शरद जोषी

डॉ. मिथिलेष कुमार मिश्र

डॉ. रामप्रकाश सक्सेना

स्वामी श्रद्धानंद

जवाहरलाल नेहरू

स्वामी विवेकानंद

डॉ. सुनीता रानी घोष

सड़क पर दौड़ते ईहा मृंग (निबंध)

डॉ. श्यामसुन्दर दुबे

इकाई-5

योग की शक्ति (डायरी)

डॉ. हरिवंशराय बच्चन

कोश के अखाड़े में कोई पहलवान नहीं उतरता(साक्षात्कार)

भाषाविद् डॉ. हरदेव बाहरी से प्रो. त्रिभुवननाथ शुक्ल

नीग्रो सैनिक से भेंट (यात्रा-संस्मरण)

डॉ. देवेन्द्र सत्यार्थी

यदि बा न होती तो शायद गांधी को

गिरिराज किशोर से सत्येन्द्र शर्मा

यह ऊँचाई न मिलती (साक्षात्कार) 5 कथाकार

सर-लेखन, भाव-पल्लवन साक्षात्कार और कौशल

संदर्भ पुस्तक – मध्यप्रदेश हिन्दी ग्रंथ अकादमी भोपाल द्वारा प्रकाशित पुस्तक



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Course Code: (1BBA2), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: Fundamentals of Entrepreneurship

Unit-I

Entrepreneurship-

Definition, Characteristics and importance, Types and functions of an entrepreneur, merits of a good entrepreneur motivational factors of entrepreneurship.

Unit-II

Motivation to achieve targets and establishment of ideas. Setting targets and facing challenges. Resolving problems and creativity. Sequenced planning and guiding capacity, Development of self confidence.

Communication skills, Capacity to influence, leadership.

Unit-III

Project Report- Evaluation of selected process. Detailed project report - Preparation of main part of project report pointing out necessary and viability.

Selecting the form of Organization: Meaning and characteristics of sole Proprietorship, Partnership and cooperative committees, elements affecting selection of a form of an organization.

Economic management -Role of banks and financial institutions banking, financial plans, working capital-evaluation and management, keeping of accounts.

Unit IV

Production management - Methods of purchase. Management of movable assets/goods. Quality management. Employee management. Packing.

Marketing management Sales and the art of selling. Understanding the market and market policy. Consumer management. Time management.

Unit-V

Role of regulatory institutions - district industry centre, pollution control board, food and drug administration, special study of electricity development and municipal corporation.

Role of development organizations, khadi & village Commission/ Board, State Finance Corporation, scheduled banks, MP Women's Economics Development Corporation.

Self-employment-oriented schemes, Prime Minister's Employment schemes, Golden Jubilee Urban environment scheme, Rani Durgavati Self-Employment scheme, Pt. Deendayal Self-employment scheme.

Various grant schemes - Cost-of-Capital grant, interest grant, exemption from entry tax, project report, reimbursement grant, etc.

Special incentives for women entrepreneurs, prospects & possibilities.

Schemes of Tribal Finance Development Corporation, schemes of Antyavasai Corporation, schemes of Backward Class and Minorities Finance Development Corporation.



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SEMESTER- First Semester

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Course Code: (1BBA3), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: Principles of Management

Unit-I

Nature and Scope of Management Process: Management, Science, Art, Development of Management, Functions of the, Manager.

Unit -II

Planning: The meaning and purpose of planning, steps in planning,, Types of Planning., **Objectives and Policies:** Objective, Policies, Procedures and, methods, Nature and type of policies., **Decision-making:** Process of Decision-making, Type of Decisions,, Problems involved in decision-making, Quantitative techniques.

Unit -III

Organizing: Types of organization, Organizational structure, span, of control, Use of Units and committees.**Delegation:** Delegation and centralization line and staff relationship.

Unit -IV

Staffing: Sources of recruitment, Selection process training.

Directing: Nature and purpose and directing,,

Unit -V

Controlling: Need for co-ordination-meaning and importance of, controls, Control process, Budgetary and non-Budgetary control.

References:

1. **Koontz & Weirich:** Essentials of Management (Tata McGraw Hill)
2. **L.M. Prasad:** Principles & Practics of Management
3. **Stephen Robbins:** Management



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Course Code: (1BBA4), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: Business Environment

Unit -1

Nature and scope of business environment: Business, Scope,, Characteristics, Business goals, Nature of environment, Benefits, and limitations of its study, Internal and external environment, Micro, and macro environment.

Unit -II

Global environment: Meaning and nature of globalization,, Manifestation of globalization, Benefits from multinational companies,, Problems brought by multinational companies, Strategies' in, globalization, Functions of world trading organization, Difference, between GATT and WTO, WTO, Structure implication for India.

Unit -III

Political environment: Nature and extent of state regulation,, Reasons for state intervention, Types of interventions, Extent of, state intervention, Problems of control.

Unit -IV

Economic environment: Nature of economic environment,, Industrial policy 1991, Privatization, Nature, Objectives,, Disinvestment in India, Arguments for and against privatization,, Rangarajan Committee Report on Privatization, Disinvestment, Commission.

Unit -V

Social-Cultural Environment: Meaning, Social Responsibility of, business, Nature, Models, Strategies, Arguments for and Against,, Barriers, Approaches to social responsibility, Limits of social, responsibility, Corporate accountability, Business and Society, Social, audit, Nature, Features, Benefit, Organization for Social audit, Social, audit in India.**Natural environment:** Nature of Physical environment, Impact on business.

References:

- 1) **Francis Cherunalum** : Business Environment
- 2) **Ashwathapa** : Business Environment
- 3) **Adhikary** : Economic Environment for Business

4) **P.K.Ghosh** : Business Environment



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PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)Theo. Max. M: 70 Min. M: 23

Course Code: (1BBA5), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: MANAGERIAL ECONOMICS

Unit -I

Business Economics : Definition, scope, role in Business decisions, Economics systems.

Unit-II

Demand Analysis : Utility analysis of consumer's demand; indifference curves; consumer equilibrium; elasticity of demand and its measurement. Demand distinction-durable and non-durable goods, derive and autonomous demand, industry and company demand; demand for forecasting-methods.

Unit -III

Cost Analysis: Cost analysis: Cost concepts and classification, cost-output relationship, determination of cost, Break-even analysis, cost control and cost reduction.

Unit -IV

Price Determination: Market its definition and classification, price output determination under perfect and monopolistic condition.

Unit -V

Capital Budgeting : Meaning – need – capital expenditure budgeting-demand for capital resource allocation-investment criteria and decisions-methods of investment decisions.

Books for Reference:

1. R.L.Varshney and K.L.Maheshwari----Managerial Economics----Sulthan Chand and Sons
2. Alak Gosh and Biswanath Gosh----Managerial Economics----Kalyani Publications
3. D.Gopalakrishna----Managerial Economics----Himalaya Publishing House
4. S.Sankaran---- Managerial Economics----Margham Publications



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Course Code: (1BBA6), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: Business Mathematics

Unit -I

Variables and functions, vectors, matrices, determination of linear, functions and application in business.

Unit -II

Calculus and its application in business, differentiation, integration,, functions and equations.

Unit -III

Classical optimization techniques, single and multivariable,, constrained functions.

Unit -IV

Quantitative techniques and its application in business, set theory,, permutations and combinations.

Unit -V

Progressions and algebraic functions, Binomial theorem,, mathematics of finance, simple and compound interest.

Text Book

1. Business Mathematics by P.A.Navaneetham, Jai Publications, Trichy
2. Business Mathematics by Dr. S. M. Shukla, Sahitya Bhawan Publications, Agra



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SEMESTER- Second Semester

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Course Code: (2BBA1), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: ENGLISH LANGUAGE AND INDIAN CULTURE

UNIT – I

1. Amalkanti : Nirendranath Chakrabarti
2. Sita : Toru Dutt
3. Tryst with Destiny : Jawaharlala Nehru
4. Delhi in 1857 : Mirza Ghalib
5. Preface to the Mahabharata : C., Rajagopalachari
6. Where the Mind is Without Fear : Rabindranath Tagore
7. A Song of Kabir : Translated by Tagore
8. Satyagraha : M.K. Gandhi
9. Toasted English : R.K. Narayan
10. The Portrait of a Lady : Khushwant Singh
11. Discovering Babasaheb : Ashok Mahadevan

Unit – II Comprehension

Unit – III Composition and Paragraph Writing (Based on expansion of an idea).

Unit – IV Basic Language Skills : Vocabulary – Synonyms, Antonyms, Word Formation, Prefixes and Suffixes, Words likely to be confused and Misused, Words similar in Meaning or Form, Distinction between Similar Expressions, Speech Skills.

Unit – V Basic Language Skills : Grammar and usage – The Tense Forms, Propositions, Determiners and Countable/Uncountable Nouns, Verb, Articles, Adverbs.

संदर्भ पुस्तक – मध्यप्रदेश हिन्दी ग्रंथ अकादमी भोपाल द्वारा प्रकाशित पुस्तक



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Course Code: (2BBA2), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: DEVELOPMENT OF ENTREPRENEUR

Unit - I Entrepreneurship – Meaning, Concept, Characteristics of entrepreneur.

Unit – II Types of entrepreneurship, importance and views of various thinkers (Scholars).

- Formation of goals, How to achieve goals.
- Problems in achieving targets and solution.
- Self motivation, elements of self motivation and development
- Views of various scholars, evaluation, solutions.

Leadership capacity : Its development and results.

Unit – III Projects and various organizations (Govt., non-Govt), Govt. Projects, Non-Govt.projects.Contribution of Banks, their limitations, scope.

Unit – IV Functions, qualities, management of a good entrepreneur.

Qualities of the entrepreneur (Modern and traditional).

Management skills of the entrepreneur.

Motive factors of the entrepreneur.

Unit – V Problems and Scope of the Entrepreneur:

- Problem of Capital
- Problem of Power
- Problem of registration
- Administrative problems
- Problems of Ownership.



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Course Code: (2BBA3), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: BUSINESS COMMUNICATION

UNIT - I

Communication; Nature, Scope, Functions, Limitations, Communication channels and barriers.

Unit - II

Development of communication skills; Conservation, skill, Oral communication, Meetings, Negotiations,, Public speaking, Speeches in business, Structure and, style of speeches.

Unit - III

Written communication; Preparation, Analysis and, interpretation of reports., Preparation of summary of office notes, Matters, appearing in Economics and commercial journals for, use by officials. Meeting, agenda, minutes.

Unit - IV

Essentials of good business letter, Layout of letters,, types of letters.

Unit - V

Sales letters, Applications for jobs, Letters by the company secretary.

References:

Hewing, Martin: Advanced English Grammar

Cambridge University Press

Lesikar R.V.; Petit J.D., Business Communication, All India Traveler bookseller.



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Course Code: (2BBA4), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: INTRODUCTION TO ACCOUNTANCY

UNIT - I

Accounting concepts, accounting equation, generally accepted, accounting concepts, principles and conventions, double entry system., Recording of transactions, preparation of trial balance. Bank, reconciliation statement. Rectification of errors.

Unit - II

Preparation of final accounts (non-corporate entities). Capital and, revenue items, manufacturing, trading and profit and loss account,, balance sheet, adjustment entries, closing entries.

Unit - III

Accounting for depreciation. Inventory valuation. Inflation, accounting. Human resource accounting. Problem. Cases.

Unit - IV

Accounting for non trading organizations, accounts of professionals., Single entry system, preparation of accounts from incomplete, records.

Unit - V

Accounting for hire purchase and instalment system. Basic principles, relating to lease accounting. Insurance claims. Claims under fire, insurance policies, claims for loss of stock, claims for loss of profit.

References:

1. Jain and Narang : Financial Accounting
2. S.N. Maheshwari : An Introduction to Accountancy
3. Mukherjee & Hanif : Fundamentals of Accounting



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Course Code: (2BBA5), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: BUSINESS LAW

UNIT - I

Law of Contracts: Definition essentials of a valid contract, kinds of contract, valid contract, void and voidable contract, illegal, contracts unenforceable contract, express and implied contracts,, quasi contracts, executed and executory contract, wagering and, contingent contracts. Offer and acceptance, revocation,, communication consideration. Doctrine of privity of contract, capacity to contract, consent, coercion, undue influence,, misrepresentation, fraud mistake performance, discharge of, contract, breach of contract, remedies for breach of contract.

Unit - II

Indemnity and Guarantee: Rights and liabilities surety,, discharge of surety.**Bailment and Pledge:** Duties of bailor and bailee bailee's, lien, pledge and mortgage.**Agency:** Contract of agency, mercantile agents extent of, agents authority, delegation of authority personal liability of agent,, liability of principal and agent to third parties, termination of agency.

Unit - III

Sale of Goods Act: Contract of sale and agreement to sell,, conditions and warranties, transfer of property, title to goods, rights, and duties of seller and buyer, rights of unpaid seller.

Unit - IV

Company Administration: Company, definition,, characteristics, promotion, memorandum, articles, prospectus., Membership in a company, definition of a member, modes of, acquiring a terminating membership, rights and liabilities members.**Management of a Company:** Directors, appointment,, rights, duties and liabilities of directors, vacation and removal of, directors.**Company Meetings:** Kinds of company meetings, requisites of a valid meeting, proper authority notice, quorum, chairman, proxy voting resolutions, minutes, winding up of joint, stock companies, meaning, modes of winding up liquidators.

Unit - V

Consumer Protection Act: Definitions, consumer, protection councils, central and state consumer protection councils,, objects, consumer dispute redressal agencies, composition of the, district forum, jurisdiction of the district forum, procedure of filing, complaints, composition and jurisdiction state commission,, composition, jurisdiction and powers of the national commission,, procedure applicable to state and national commission, appeal,, dismissal of frivolous or vexatious complaints penalties.**Pollution Control Act:** Definitions. Air, water and sound, pollution, pollution control measures.

References:

1. Chawla, Garg, and Sareen : Mercantile Law 7th Ed. Kalyani.



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Course Code: (2BBA6), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: ORGANIZATIONAL BEHAVIOUR

UNIT I

Individual and the organization, the individual as psychological entity and the organization as a social system.

UNIT II

Models of organizational behaviour, work motivation, theories and applications.

UNIT III

Leadership behaviour, styles, theories, leadership effectiveness learning, perception, personality.

UNIT IV

Group dynamics, structure, effectiveness, power, exercise and sources of power, power relations.

UNIT V

Organizational change and development approaches and methods, stress, nature, source, effects, conflicts, employee counseling, approaches.

References:

1. **Robbins:** Organization Behavior (Prentice Hall)
2. **Fred Luthans:** Organization Behavior (McGraw Hill)
3. **L.M. Prasad:** Organization Behavior (Sultan Chand & Sons)

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SEMESTER- Third Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Theo. Max. M: 35 Min. M: 12

Course Code: (3BBA1), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: HINDI LANGUAGE AUR SAMVEDENA

इकाई .एक

1. आचरण की सभ्यता : सरदार पूर्ण सिंह
2. जवानी (काव्य) : श्री माखनलाल चतुर्वेदी
3. विज्ञान : परिभाषा, शाखाएँ, संक्षिप्त इतिहास
4. सपनों की उड़ान : ए. पी.जे अब्दुल कलाम
5. प्रमुख वैज्ञानिक आविष्कार और हमारा जीवन
6. त्रुटि संशोधन

इकाई .दो

1. शिरीष के फूल-निबंध : आचार्य हजारी प्रसाद द्विवेदी
2. विकास का भारतीय मॉडलर: धर्मपाल
3. निबंध लेखन की कला
4. संधि.समास : संरचना और प्रकार
5. निराला : संस्मरण - महादेवी वर्मा

इकाई .तीन

1. मांडव (यात्रा वृत्तांत): पं. रामनारायण उपाध्याय
2. हिन्दी भाषा का मानकीकरण
3. भारतीय कृषि
4. जीवन : उद्भव और विकास
5. जनजातीय जीवन
6. उसने कहा था (कहानी) : श्री चन्द्रधर शर्मा गुलेरी

इकाई .चार

1. महाजनी सभ्यता (निबंध) : प्रेमचन्द
2. मुहावरे और लोकोक्तियाँ
3. सौर मण्डल

4. ब्रह्मण्ड और जीवन
5. शिकागो (ब्याख्या) : स्वामी विवेकानंद
6. संक्षिप्तियां

इकाई .पांच

1. मध्यप्रदेश एवं छत्तीसगढ के पर्यटन स्थल
2. फिल्टर तो चाहिए ही. डॉ. देवेन्द्र दीपक
3. भारतीय वनस्पतियाँ और जीव
4. पर्यावरण
5. भोलाराम का जीवन (व्यंग्य) हरिशंकर परसाई
6. टाँगन का पंछी : विद्यानिवास मिश्र

संदर्भ पुस्तक – मध्यप्रदेश हिन्दी ग्रंथ अकादमी भोपाल द्वारा प्रकाशित पुस्तक



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Course Code: (3BBA2), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: ENVIRONMENTAL STUDIES-1

UNIT – I Study of Environmental and ecology :

- (a) Definition and Importance.
- (b) Environmental Pollution and problems.
- (c) Public participation and Public awareness.

UNIT – II Environmental Pollution :

- (a) Air, water, noise, heat and nuclear pollution.
- (b) Causes, effect and prevention of pollution.
- (c) Disaster management – Flood, Earthquake, cyclones and landslides.

UNIT – III Environment and social problems :

- (a) Development – non-sustainable to Sustainable.
- (b) Energy problems of cities.
- (c) Water preservation – rain-water collection.

UNIT – IV Role of mankind in conserving natural resources :

- (a) Food resources – World food problem.
- (b) Energy resources – increasing demand for energy.
- (c) Land resources – Land as resources.

UNIT – V Environment conservation laws :

- (a) Conservation laws for air and water pollution.
- (b) Wildlife conservation laws.
- (c) Role of information technology in protecting environment & health.



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Course Code: (3BBA3), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: BANKING & INSURANCE PRACTICES

Unit-I

Evolution of Commercial Banks – Functions – Balance Sheet of Commercial Banks - Meaning of Banker and Customer - Opening an Account - Kinds of Deposits and Loans - Negotiable Instruments.

Unit-II

Various Forms used in Banks: Opening New Account - Cheque – Pay-in-Slip – Withdrawal form Transfer form – Draft – Bill of Exchange – Promissory Note – Traveller’s Cheque - Loan application forms - Overdraft – Deposits – ATM & Smart cards. Bank Interest and Charges:- Interest charged on Different kinds of Loan, DD - Discount - Transfer - Cheque – Dishonour - Safety locker – Overdraft

Unit-III

Insurance : Meaning - Functions - Principles : General, Specific and Miscellaneous. Classification of Insurance: Based on Nature, Business and Risk – Impact of LPG on Indian Insurance Industry.

Unit-IV

Legal dimension of Insurance : Insurance Act, 1938 – Life Insurance Act , 1956 – General Insurance Business Act, 1932 – Consumer Protection Act,1986.

Unit-V

IRDA - Mission - Composition of Authority - Duties, Powers and Functions - Powers of Authority - Duties, Powers and Functions- Powers of Central Government in IRDA Functioning.

Text Book :-

1. Banking and Insurance Prof.E.Gordon & P. K. Gupta. Himalaya Publishing House, Mumbai
2. Banking & Insurance Law, S.N. Maheshwari, Kalyani Publishers
3. Bharat me Banking, Jain, Kailash Pustak Sadan
4. **Banking and Insurance, O.P. Agarwal, Himalaya Publishing House, 2011**



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Course Code: (3BBA4), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: COST & MANAGEMENT ACCOUNTING

Unit 1

Cost Accounting-Definitions. Scope, Objectives of Cost Accounting-Distinction between cost and Financial Accounting-Preparation of cost sheets.

Unit 2

Material Cost-Purchasing procedure-Stores routine-Stores control-E.O.Q. – Maximum, Minimum and Recording level-Pricing of Material Issues Labour cost-Classification of labour cost-method of wage and incentives.

Unit 3

Overheads classification and analysis-Allocation and appointment-Service costing-Reconciliation of cost and financial accounts.

Unit 4

Management Accounting-Meaning. Definition, objectives, scope-Advantages-Management Accounting as distinct from Cost Accounting and Financial Accounting-Budgetary control-Classification of Budgets and Preparation.

Unit- 5

Cost-Volume-profit Analysis-standard costing and Variance analysis (Material & Labour variance only) – Marginal Cost Analysis-Techniques of Decision Making-Cost and Management Audit.

References:

1. Cost Accounting : Jain & Narang
2. Managements & Cost Accounting : M.Y. Khan & K.Jain



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Course Code: (3BBA5), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: BUSINESS STATISTICS

UNIT -1

Business Statistics: Introduction, definitions, meaning and scope,, statistics in govt, statistics in business and commerce, sample survey,, census and sample methods, law of statistical regularity and law of, inertia of large numbers. Methods of sampling, collection of data,, classification, tabulation, presentation of data.,

Measures of Central Tendency: Mean, median, mode, arithmetic mean,, different positional numbers, geometric mean, harmonic mean,, dispersion measures, skewness moments, Kurtosis, need in business.,

Unit-II

Correlation: Definition, scope in business, scatter diagram, rank, correlation, Karl Pearson's coefficient of correlations (ungrouped data, only).

Regression Analysis: Meaning, scope in business, linear and non linear, regression, dependent and independent variables, lines of best fit and, principles of least squares, regression equations, regression equation, of Y on X and X on Y, regression and correlation.

Time Series: Components of time series, measures of trend, method of, free hand curve, method of semi average, method of moving average,, method of least squares, scope in business.

UNIT-III

Index Numbers: Meaning, importance, problems in constructing index, numbers, methods of construction of index numbers, unweighted indices,, weighed indices, computation of consumer price index, cost of living, index, whole sale price index.

Interpolation and Extrapolation: Introduction, definition, meaning,, different methods, graphic method, binomial expansion method, Newton,, advancing difference method, Lagrange's method.

UNIT-IV

Probability: Meaning, scope in business, basic concepts, frequency, approach to probability, classical definition of probability, axiomatic, probability, addition and multiplication theorem, permutation and combinations, meaning of nPr and nCr with simple illustrations, problems, based on permutation and combinations.

UNIT-V

Matrices and Determinants: Matrices, definition, scope, order of a matrix, different types of matrices, square matrix, row matrix, column matrix, Unit matrix, null matrix, transpose of a matrix. Matrix operations; addition, subtraction, scalar multiplication and multiplication of matrices., Determinants of order 2 and 3, singular matrix, minor and co-factor., adjoint of matrix, inverse of a matrix, solution of a linear simultaneous equation, by (1) using the inverse of a matrix (2) Cramm's rule., 5. Linear Programming: Definition, scope, problems, formulation and, graphic solution.

References:

Levin & Rubin: Statistics for Management, Prentice Hall India.



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Course Code: (3BBA6), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: MANAGEMENT INFORMATION SYSTEM

Organizations, Management, and the Networked Enterprise - Why Information Systems? What is an Information System ? The new Role of Information Systems in Organizations: Towards the Digital Firm, Major Types of Systems in Organisations, Systems from a Functional Perspective: Sales and Marketing, Manufacturing and Production Systems, Finance and Accounting Systems, Human Resources Systems, Enterprise Applications. Strategic Information Systems.

Information Technology Infrastructure - Computer Hardware and IT Infrastructure, Types of Software, Managing Hardware and Software Assets, Managing Data Resources – Organising data in The Database Approach to Data Management, Database Trends, Telecommunications and Networks: Components and Functions of a Telecommunications System, Communications Networks: LANs, WANs, Network Services and Broadband Technologies, Electronic Business and E-commerce Technologies: Email and Groupware, Electronic Data Interchange, Internet Technology and Services.

Building Information Systems Overview of Systems Development: Systems Analysis, Systems Design, Completing Systems Development Process, System: Building Approaches: Traditional Systems Lifecycle, Prototyping, Application Software Packages, Enduser Development, Outsourcing, Object Oriented Development, Rapid Application Development, Managing Implementation, Pitfalls in MIS development

Managing Knowledge, Enhancing Management Decision Making - Systems as Planned Organisational Change, Business Process Reengineering and Process Improvement, Total Quality Management and Six Sigma, Knowledge Management in the Organization, Artificial Intelligence, Capturing Knowledge: Expert Systems, Neural Networks, Fuzzy Logic, Intelligent Agents, Decision Support Systems.

Managing Information Systems - Information Systems Security and Control: Systems Vulnerability and Abuse, Creating a Control Environment: Disaster Recovery Plan, Ensuring System Quality – Software Quality Assurance Methodologies and Tools, Growth of International Information Systems, Ethical and Social Issues related to Systems – Ethics in an Information Society, Moral Dimensions of Information Systems.

REFERENCE BOOK

1)Management Information System,TERRY LUCEY BPB PUBLICATION

2)MANAGEMENT INFORMATION SYSTEM P.MOHAN ,Himalaya Publication



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Course Code: (4BBA1), CREDIT:-2 Assig. Max.M: 15 Min. M: 05

COURSE: ENGLISH LANGUAGE AND SCIENTIFIC TEMPER

UNIT – I

1. Tina Morries : Tree
2. Nissim Ezekiel : Night of the Scorpion
3. C.P. Snow : Ramanujan
4. Roger Rosenblatt : The Power of WE
5. George Orwell : What is Science?
6. C.Rajagopalachari: Three Questions
7. Desmond Morries : A short extract from the Naked Ape
8. A.G. Gardiner : On the rule of the road

UNIT – II Comprehension of an unseen passage.

UNIT – III Letter Writing : Formal Letters, Informal letters, Applications.

UNIT – IV Report Writing.

UNIT – V Language Skills

Correction of common errors in sentence structure : usage of pronouns, course/ verb agreement word order, gender; compound nouns, collective nouns, possessives, articles and prepositions. (advanced)



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Course Code: (4BBA2), CREDIT:-2

Assig. Max.M: 15 Min. M: 05

COURSE: ENVIRONMENTAL STUDY -2

UNIT – I Problem of natural resources

- (a) Problem of water resources – Utilization of surface and ground water, over utilization, flood, drought, conflicts over water, dams-benefits and problem.
- (b) Problems of forest resources – uses and over utilization, deforestation, utilization of timber, dams and its effect on forests and tribes.
- (c) Problems of land resources – Land as a source, erosion of land, man-induced landslides and desertification.

UNIT – II Bio-diversity and its protection –

- (a) Value of bio-diversity – Consumable use : Productive use, Social, alternative, moral aesthetic and values.
- (b) India as a nation of bio-diversity and multi-diversity at global, national and local levels.
- (c) Threats to bio-diversity – Loss of habitat, poaching of wildlife, man-wildlife conflicts.

UNIT – III Human Population and Environment

- (a) Population growth, disparities between countries.
- (b) Population explosion, family welfare Programme.
- (c) Environment and human health.

UNIT – IV Multidisciplinary nature of environmental studies :

- (a) Natural resources
- (b) Social problems and the environment
- (c) Eco system.

UNIT – V Environmental Wealth :

- (a) Rivers, ponds, fields and hills.
- (b) Rural, Industrial, Agricultural fields.
- (c) Study of common plants, insects and birds.



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Course Code: (4BBA3), CREDIT:-3

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COURSE: FINANCIAL MANAGEMENT

UNIT I- Aims and objectives of Financial management., financial analysis and control.

Unit- II- Cost- volume- profit analysis, operating and financial leverage, time, value of money.

Unit III- An overview of risk adjusted methods.

Unit- IV Investment and capital structure decisions, instruments of long-term, finance, different sources of raising funds.

Unit- V Management of working capital, methods of capital budgeting, short-term financing investment.

References:

1. Pandey : Financial Management, Vikas Pub.
2. Chandra : Financial Management, TMH.



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Course Code: (4BBA4), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: MARKETING MANAGEMENT

Unit-I Introduction: Concept, nature, scope and importance of marketing,, marketing concept and its evolution–the philosophy or customer, orientation, marketing mix, marketing organization, strategic marketing, planning–an overview.

Unit-II Market Analysis and Selection: Marketing environment, macro, and micro components and their impact on marketing decisions,, marketing information system and marketing research process,, analyzing competition, demand forecasting, marketing segmentation,, targetting and positioning, buyer behaviour, consumer versus, organizational buyers, consumer decision-making process.

Unit-III Product and Pricing Decisions: Concept of a product, classification, of products, goods versus services, major product decisions, product, line and product mix, branding and brand management, packing and, labelling, product life cycle, strategic implications, new product, development and consumer adoption process.,

Pricing: Factors affecting price determination, pricing policies and, strategies.

Unit IV- Distribution and Promotional Decisions, Distribution Channels and Physical Distribution Decisions:, Nature, functions and types of distribution channels, distribution channel, intermediaries, logistics, channel management decisions, retailing and, wholesaling, managing sales force.,

Promotion Decisions: Communication process, promotion mixadvertising,, personal selling, direct marketing, sales promotion, publicity,, and public relations, comparative advantages and disadvantages.

Unit-V Issues and Developments in Marketing: Social, ethical and legal, aspects of marketing, cause related marketing, marketing controls,, marketing of services, globalization and international marketing, green, marketing, cyber marketing, consumerism, social marketing,, relationship marketing, rural marketing and other developments in marketing.

References:

1. **Philips Kotler:** Principles of Marketing
2. **Stanton:** Fundamentals of Marketing
3. **J.C. Gandhi:** Marketing Management
4. **Ramaswami & Namakumari:** Marketing Management



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Course Code: (4BBA5), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: PRODUCTION & OPERATION MANAGEMENT

Unit I - Introduction: Concept of planning for production, technology importance of production functions.

Unit- II Manufacturing Systems: Process design and process selection adoption of appropriate technology as per market requirements.

Unit-III Planning and Control: Functions of production planning and control, routing and scheduling of planning, production automation technology, concept and importance of product design, production, and quality.

Unit- IV Project Analysis: Introduction PERT/CPM, concept of critical path.

Unit-V Capacity Planning and Work Study: Plant location, plant layout, importance of maintenance management, objectives of work study, importance of method study and work management. Objectives of: Supply chain management, just in time system forecasting, computer system and packages.

Reference:

1. Buffa & Sarin : Modern Production and Operations Management
2. Nair : Operations Management, TMH
3. Adam & Ebert : Production and Operations Management, Prentice Hall India



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Course Code: (4BBA6), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: HUMAN RESOURCE MANAGEMENT

Unit-I Concept of HRM: Definition and scope of HRM, difference between, traditional personal management, modern HRM concept and HRD,, approaches to HRM, HR policy, strategic HRM, human resource, planning, recruitment, selection, induction placement, transfer.

Unit-II Human Resource Development: Training and development, cross, cultural training, performance management, competency profiling gaps,, personal development plans, training/learning and development,, performance counseling, job enrichment/enlargement,

appraisal and, competency mapping, employee counseling, career management,, knowledge management counseling.

Unit-III Compensation Management: Wage and salary administration, job, evaluation, brief study of acts related to wages, performance linked, pay, labour welfare, employee safety and security, employee morale, and job satisfaction, workers participation in management, quality circles, and TQM, quality of work life, flexi time work schedule, tele-commuting, and e-enable business managers.

UNIT-4 Industrial Relations: Brief study of legal framework and acts,, industrial disputes, IR machinery trade unions– role, growth, issues/, problems of trade unions, employers association, govt. roles, changing, natures of IR, collective bargaining, outsourcing and outplacement,, absenteeism and turnover.

Management Differences and Latest Trends: Complaint and, grievance, grievance handling, employee discipline, control mechanisms,, handling of sexual harassment in the work place, ethics at work place.

UNIT-5 Human Resource Information System: Changing trends in, environment and their implications in HRM, human resource accounting, and audit, Global HRM, measurement issues in HRM.

Reference:

1. Rao V.S.P. Human Resource Management, Excel books
2. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
3. Dessler, Garg, Human Resource Management, Pearson education.
- 4 Dubey.P.&Yakkaldevi. A (2015) Human Resource Management ;Laxmi Book Publication, Solapur Maharashtra ;ISBN No.9781312817500



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SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)Theo. Max. M: 35 Min. M: 12

Course Code: (5BBA1), CREDIT:-3

Assig. Max.M: 15 Min. M: 05

COURSE: HINDI LANGUAGE (BHASHA KAUSHAL AUR SANCHAR SADHAN)

इकाई - 1

1. भारतीय संस्कृति
2. भारतीय समाज व्यवस्था
3. सभ्यता एव संस्कार
4. वैश्विक चेतना
5. समन्वयीकरण (भारतीय एव अंतर्राष्ट्रीय सदंर्भ में)

इकाई - 2

1. धर्म
2. न्याय
3. दर्शन
4. नीति
5. साहित्य

इकाई - 3

1. संचार संसाधन : सम्पर्क के नए क्षितिज
2. समाचार पत्र
3. भारतीय प्रेस परिषद्
4. रेडियो
5. दूरदर्शन

इकाई - 4

1. सिनेमा
2. रंगमंच
3. सर्गीत
4. चित्र, मूर्ति, स्थापत्य कला
5. शिल्प कला

इकाई - 5

1. कम्प्यूटर
2. दूरभाष: विज्ञान की सौगात
3. मंत्रं (कहानी): प्रमे चदं
4. मातृभूमि (कविता): मैथिलीशरण गुप्त
6. साहित्यकार का दायित्व: डॉ. प्रेम भारती

संदर्भ पुस्तक – मध्यप्रदेश हिन्दी ग्रंथ अकादमी भोपाल द्वारा प्रकाशित पुस्तक



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Course Code: (5BBA2), CREDIT:-2

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COURSE: Computer & Information Technology Basics –I

Unit I :

INTRODUCTION TO COMPUTER ORGANIZATION –I

History of development of Computer system concepts. Characteristics, Capability and limitations.

Generation of computer. Types of PC's Desktop. Laptop, Notebook. Workstation & their Characteristics.

Unit II :

INTRODUCTION TO COMPUTER ORGANIZATION –II

basic components of a computer system Control Unit, ALU. Input/Output function and Characteristics, memory RAM, ROM, EPROM, PROM.

Unit III :

INPUT & OUTPUT DEVICES

Input Devices : Keyboard, Mouse, Trackball. Joystick, Digitizing tablet, Scanners, Digital Camera, MICR, OCR, OMR, Bar-code Reader, Voice Recognition, Light pen, Touch Screen.

Output Devices: Monitors Characteristics and types of monitor, Video Standard VGA, SVGA, XGA,

LCD Screen etc. Printer, Daisy wheel, Dot Matrix, Inkjet, Laser, Line Printer. Plotter, Sound Card and Speakers.

Unit IV :

STORAGE DEVICES : Storage fundamental primary Vs Secondary. Various Storage Devices magnetic Tape. Cartridge Tape, Data Drives, Hard Drives, Floppy Disks, CD, VCD, CD-R, CD-RW, Zip Drive, DVD, DVD-RW.

Unit V :

INTRODUCTION TO OPERATING SYSTEM : Introduction to operating systems, its functioning and types. basic commands of dos & Windows operating System.

Disk Operating System (DOS) - Introduction, History and Versions of DOS.

DOS Basics - Physical Structure of disk, Drive name, FAT, file & directory structure and naming rules, booting process, DOS system files.

DOS Commands - **Internal** - DIR, MD, CD, RD, Copy, DEL, REN, VOL, DATE, TIME, CLS, PATH, TYPE etc. **External** CHKDSK, SCOPE, PRINT DISKCOPY, DOSKEY, TREE, MOVE, LABEL, APPEND, FORMAT, SORT, FDISK, BACKUP, MODE, ATTRIB HELP, SYS etc.



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SEMESTER- Fifth Semester

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Practical Max.M:50Min.M:17

Course Code: (5BBA2), CREDIT:-2

COURSE: Practical /CCE

Practical/ CCE

Semester – V

DOS :

- DOS commands : Internal & External Commands.
- Special batch file : Autoexec, Bar Hard disk setup.

Windows 98:

- Desktop setting : New folder, rename bin operation, briefcase, function. Control panel utility.
- Display properties: Screen saver, background settings.

Ms-Word:

- Creating file: save, save as HTML, Save as Text, template, RTF Format.
- Page setup utility: Margin settings, paper size setting, paper source, layout.
- Editing: Cut, paste special, undo, redo, find, replace, goto etc.
- View file: page layout, Normal Outline, master document, ruler header, footer, footnote, full screen.
- Insert: break, page number, symbol, date & time, auto text, caption file, object, hyperlink, picture etc.
- Format: font, paragraph, bullets & numbering, border & shading, change case, columns.
- Table : Draw label, insert table, cell handling, table auto format, sort formula



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SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Theo. Max. M: 70 Min. M: 23

Course Code: (5BBA3), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: CORPORATE STRATEGY

UNIT 1

Nature and Importance, of Business Policy/Strategy.

UNIT-II

Strategy Formulation: Missions, Goals & Objective, Social, Responsibilities & Managerial & Organizational Styles.

UNIT-III

Environmental Analysis and Internal Analysis.,

UNIT -IV

Factors Influencing Choices, Tools & Techniques for Strategic Analysis BCG, Strategic Gap, GE.

UNIT V

Implementing Policy/Strategy: Organization Structures & Processes & Behavioral Considerations., Strategy Evaluation & Control.

References :

1. **Jouch & Gluick:** Strategic Management & Business Policy (Mcgraw hill 3/e)
2. **Wheelen & Hunger:** Strategic management & Business Policy (Pearson education 8/e)
3. **Pearce & Robinson:** Strategic Management AITBS
4. **Azhar Kazmi:** Business Policy



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SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) Theo. Max. M: 70 Min. M: 23

Course Code: (5BBA4), CREDIT:-3

Assig. Max.M: 30 Min. M: 10

COURSE: RESEARCH METHODOLOGY

UNIT-I

Research: Definition, meaning and research as the application of, scientific method, importance of research in managerial decision, making, the research process and types of research, defining the, research problem, problem formulation and statement of research, problem.

UNIT-II

Research Design: Exploratory, descriptive, diagnostic/conclusive and, experimental researches, details and applications, operational and, administrative structure for research, sampling and sampling designs.

UNIT-III

Methods and Techniques of Data Collection: Observational and, other survey methods, development and designing of tools of data, collection, attitude measurement scales, levels of measurement and, questions of validity and reliability.

UNIT-IV

Fieldwork in Research and Data Processing: Analysis and, interpretation of data, univariate analysis, bivariate analysis of data, correlation and regression, testing of hypothesis, parametric and nonparametric, tests, 't' test, one way ANOVA and Chi square statistics,, essential ideas of multivariate analysis of data ANOVA, factor analysis,, discriminant analysis, use of statistical software packages.

UNIT-V

Reporting of Research: Types of reports, substance of reports,, format of report, presentation of reports.

REFRENCE BOOKS

1. C.R.Kothari: Research Methodology, Vikas Publications
2. Cooper and Schindler: Business Research Methods, TMH
3. RajendraNargundkar : Marketing Research



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SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: (5BBA5) CREDIT:-3

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Specialization- I

Note -Detail syllabus of selected specialization group has been given below.



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SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: (5BBA6) CREDIT:-3

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Specialization- II

Note -Detail syllabus of selected specialization group has been given below.



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 35 MIN. M: 12

COURSE CODE: (6BBA1) CREDIT:-2

ASSIG. MAX.M: 15 MIN. M: 05

COURSE: ENGLISH LANGUAGE AND ASPECTS OF DEVELOPMENT

Unit 1

1. William Wordsworth : “The World is Too Much With Us”
2. K. Aludiapillai : “Communication Education and Information Technology”
3. “Democratic Decentralisation”
4. S. C. Dubey : “Basic Quality of Life”
5. Sister Nivedita : “The Judgment Seat of Vikramaditya”
6. Juliun Huxley : “War as a Biological Phenomenon”
7. Robert Frost : “Stopping by Woods on a Snowy Evening”
8. Ruskin Bond : “The Cherry Tree”

Unit II Short Essay of about 250-300 words

Unit III Translation of a short passage from Hindi to English

Unit IV Drafting CV, writing e-mail message for official purpose

Unit V Language Skills :

One-word substitution, homonyms, homophones, words that confuse, Punctuation, Idioms

Note : Scheme of Marks

Unit I

- This will include 5 objective type questions based on text and language skills. (1x5=5 marks)
- This will also include short-answer questions from text. One question will be asked from each lesson (total 8 questions) and 5 have to be attempted (3x5 = 15 marks)



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 35 MIN. M: 12

COURSE CODE: (6BBA2) CREDIT:-2

ASSIG. MAX.M: 15 MIN. M: 05

COURSE: Computer & Information Technology Basics-II

Practical Max.M:50 Min.M:17

Unit I –

Word Processing : Word

Introduction to word Processing.

- MS Word: features, Creating, Saving and Operating Multi document windows, Editing Text selecting, Inserting, deleting moving text.
- Previewing documents, Printing document to file page. Reduce the number of pages by one.
- Formatting Documents: paragraph formats, aligning Text and Paragraph, Borders and shading, Headers and Footers, Multiple Columns.

Unit II

Introduction to Excel

Excel & Worksheet :

- Worksheet basic.
- Creating worksheet, entering data into worksheet, heading information, data text, dates, alphanumeric, values, saving & quitting worksheet.
- Opening and moving around in an existing worksheet.
- Toolbars and Menus, keyboard shortcuts.
- Working with single and multiple workbook coping, renaming, moving, adding and deleting. coping entries and moving between workbooks.
- Working with formulas & cell referencing.
- Autosum.
- Coping formulas
- Absolute & Relative addressing.

Unit III

INTRODUCTION TO POWER POINT

- Features and various versions.
- Creating presentation using Slide master and template in various colour scheme.
- Working with slides make new slide move, copy, delete, duplicate, lay outing of slide, zoom in or out of a slide.
- Editing and formatting text: Alignment, editing, inserting, deleting, selecting, formatting of text, find and replace text.

Unit IV

POWER POINT – II

- Bullets , footer, paragraph formatting, spell checking.
- Printing presentation Print slides, notes, handouts and outlines.
- Inserting objects Drawing and Inserting objects using Clip Arts picture and charts.
- Slide sorter, slide transition effect and animation effects.
- Presenting the show making stand alone presentation, Pack and go wizards.

Unit V

Evolution, Protocol, concept, Internet, Dial-up connectivity, leased line, VSAT, Broad band, URLs, Domain names, Portals. E-mail, Pop & web based Email. Basic of sending and receiving Emails, Email & Internet Ethics, Computer virus, Antivirus software wage, Web Browers.



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) ASSIG. MAX.M: 60 MIN. M: 20

Course Code: (6BBA3) **CREDIT:-4**

Practical Max.M:140 Min.M:46

COURSE: Project Work & Viva Voce



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 70 MIN. M: 23

Course Code: (6BBA4) **CREDIT:-4**

Assig. Max.M: 30 Min. M: 10

COURSE: Specialization- I

NOTE -DETAIL SYLLABUS OF SELECTED SPECIALIZATION GROUP HAS BEEN GIVEN BELOW.



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Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) THEO. MAX. M: 70 MIN. M: 23

Course Code: (6BBA5), **CREDIT:-4**

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Specialization- II

Note -Detail syllabus of selected specialization group has been given below.



Dr. C.V. RAMAN UNIVERSITY

Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

Marketing Group

SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: M-I, CREDIT:-3

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: -CONSUMER BEHAVIOUR

UNIT I- Introduction to consumer decision making models, EPS, LPS, RRB, stages in consumer decision making process, need analysis, information search, evaluation, purchase and post purchase behaviours, factors influencing consumer behavior.

UNIT-II Consumer as an individual, consumer needs and motivation, nature of personality and self concept, behavioural theories.

UNIT-III Social impact on the consumer, culture, social classes, family and personal influence, characteristics of a group, types of groups, consumer relevant groups, reference groups, promotional applications of reference group concept, the family decision making, family life cycle, marketing behavior, social class categories, consumer behavior applications of social classification.

UNIT-IV consumer behavior, characteristics of culture, sub culture, cross cultural marketing, personal influence and opinion leadership, dynamics of opinion leadership process, influence of opinion leader in the promotional strategy of a firm, adoption and diffusion of an innovation, profile of consumer innovators, marketing applications.

UNIT V Impact of environment on consumer behavior, temporal effects, instore merchandising, store layout, store ambience, models of consumer decision making, Indian consumers, behavioural patterns of Indian consumer , cultural and religious issues in marketing in India, organizational buying process and factors influencing organizational buying behavior.

REFERENCE BOOKS

1. Schiffman&Kanuk, "Consumer Behavior", Pearson Education
2. Laudon&Bitta: Consumer Behaviour Tata McGraw Hill
3. M.R. Solomon, "Consumer Behavior", Pearson Education
4. Consumer Behavior in Indian Perspective – Suja R. Nair Himalaya Publishing House



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SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: M-II, CREDIT:-3

ASSIG. MAX.M: 30 MIN. M: 10

COURSE:-Advertising & Sales Management

Unit I

Advertising: Meaning-importance-objectives-selecting copy and Media-Press, Newspaper, trade Journal-Women and children's Magazines-farm publication-souvenir, industrial-Magazines-outdoor advertising-Poster-banners, neon signs, publicity, literature booklets, folders, House organs-direct mail advertising-cinema and theatre programme-use of illustration-Radio and Television advertising listener research-outdoor and transportation advertising.

Unit II Advertising: Agencies-Advertising Budget-Advertising Strategy-Advertising leadership - Advertising Organization-Ethics in advertising-Advertising layout-size of advertising-Shape of advertisement-repeat advertising.

Unit III

Basic elements of advertising-Proof reading and Correction typography attracting attention-use of symbols, brevity repetition catch phrases and slogans-head lines printing process-lithography printing plates and reproduction paper and cloth. Advertising campaigns timing of advertising-advertisement budget evaluation of advertising programme-Measuring advertising effectiveness-Methods of advertising.

Unit IV

Sales Promotion: Meaning-Methods-Promotional strategy, Marketing Communication and Persuasion-Promotional instruments-advertising personnel selling and Others Methods-Selling and salesmanship in selling-difference between salesmanship and sales promotion-Techniques of sales promotion-Consumer and Dealer. After Sales Service-packing-door delivery-guarantee. Free Service-Seasonal variation in sales-Methods of increasing sales.

Unit V Meaning, nature and scope of sales management, personal selling, salesmanship, selling function, prospecting, sales presentation, sales demonstration, Negotiating Buyer concerns, closing the sales, sales organization, sales training, compensating sales persons, sales quotes, sales territories.

References

1. **Aaker, David A and Myera John G.** : Advertising Management (Prentice Hall of India)
2. **Border, W.H. –1981 John Wiley N.Y.:** Advertising
3. **Ogilvy D.Longman publication** : Ogilvy on Advertising
4. **Chunnawala** : Advertising Management



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: **M-III**, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: - Service Marketing

UNIT 1

Introduction and differences between services marketing and goods marketing, Distinctive aspects of services marketing thought development and emergence of service marketing-thought.

UNIT-II

Developing frameworks for analyzing services , Role of Quality in services - Enhancing value by improving quality-Critical service encounters.

UNIT-III The employee view points-Competitive advantages in services marketing and competitive strategy.

UNIT-IV

Managing and exceeding Customer Expectations through Branding - The physical evidence of service - targeting customers and building relationships - Internal marketing - Employees role in service delivery.

UNIT-V

The customer experience , customer as a designer of the service product, Customer defined service standard, Positioning a service in the market place, Managing demand-creating and delivering Services, Adding value.

References :

1. **Valarie a. Zeithmal:** services marketing
2. **Christopher Lovelock:** services marketing: people, technology and strategies
(person education)
3. **P.k. sinha & s.c. sahu:** services marketing – text & readings (himalya publishing house)
4. **Helen woodruff:** services marketing (macmillan india ltd)



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: M-IV, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: - MARKETING RESEARCH

UNIT-I Marketing research concept, scope, importance, need, Organizing research function, Marketing research in marketing decision-making, Marketing research and marketing information - marketing research in India.

UNIT-II

Research design - Types of research design, steps in marketing research process.

UNIT III

Identification of different research design - Framing of questionnaire, analysis and interpretation of data- Testing of hypothesis-Preparation of report and making presentation.

UNIT-IV

Organizational structure and control mechanism of marketing research agency - Use of research in marketing in India.

UNIT-V

Undertaking a field based marketing research study is an essential part of the requirement.

Recommended texts

1. **Boyd, Westfall & Stasch:** Marketing Research
2. **G.C.Beri:** Marketing Research
3. **D.D.Sharma:** Marketing Research

Suggested references:

1. **Ramanujan Mazindar:** Marketing Research
2. **Luck & Rubin:** Marketing Research
3. **Tull & Green:** Research for Marketing Decisions.
4. **C.R.Kothari:** Marketing Research



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H.R. Group

SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: HRM-I, CREDIT:-3

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Human Resource Development

UNIT I

Concept of HRM: Definition and scope of HRM, difference between, traditional personal management, modern HRM concept and HRD,, approaches to HRM, HR policy, strategic HRM, human resource, planning, recruitment, selection, induction placement, transfer.

UNIT II

Human Resource Development: Training and development, cross, cultural training, performance management, competency profiling gaps,, personal development plans, training/learning and development,, performance counseling, job enrichment/enlargement, appraisal and, competency mapping, employee counseling, career management,, knowledge management counseling.

UNIT III

Compensation Management: Wage and salary administration, job, evaluation, brief study of acts related to wages, performance linked, pay, labour welfare, employee safety and security, employee morale, and job satisfaction, workers participation in management, quality circles, and TQM, quality of work life, flexi time work schedule, tele-commuting, and e-enable business managers.

UNIT IV

Industrial Relations: Brief study of legal framework and acts,, industrial disputes, IR machinery trade unions– role, growth, issues/, problems of trade unions, employers association, govt. roles, changing, natures of IR, collective bargaining, outsourcing and outplacement,, absenteeism and turnover.

UNIT V

Management Differences and Latest Trends: Complaint and, grievance, grievance handling, employee discipline, control mechanisms,, handling of sexual harassment in the work place, ethics at work place, **Human Resource Information System:** Changing trends in,

environment and their implications in HRM, human resource accounting, and audit, Global HRM, measurement issues in HRM.



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SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: HRM-II, CREDIT:-3

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Management of Industrial Relations

Unit- I

Approaches to Industrial Relations Meaning and Scope of Industrial Relations The Systems Framework Theoretical Perspectives Rule-making and Industrial Relations Basic Concepts and Values Substance of a Sound Industrial Relations System,

Unit -II

Trade Union Structures Models of National Trade Union Movements International Trade Union Federations Trade Union Structures at the National Level Managerial Trade Unions Women in Trade Unions Multiple Unionism Trade Union Unity and Trade Union Mergers Future Directions Case Study—Merger Blues Annexure.

Unit- III

Collective Bargaining The Concept The Nature of Collective Bargaining The Legal Framework of Collective Bargaining Levels of Bargaining and Agreements Collective Bargaining and Stakeholders Negotiating Techniques and Skills1 Drafting of an Agreement Annexure,

Unit- IV

Working Conditions, Safety, Health, and Environment Working Conditions, Occupational Health, and Safety Organization Commitment Case Study—Was it an Electric Shock, Participation of Workers in Management Bill 1990.

Unit - V

grievances and discipline handling managing employee grievance the nature and causes of grievance the grievance procedure managing discipline case studies—coolers as basins annexure, guiding principles for a grievance procedure (1958, constitution of grievance committee

REFERENCE BOOKS

- SPECIFICATIONS OF INDUSTRIAL RELATIONS: C.S. VENKATA RATNAM, EDITION – 01, OXFORD UNIVERSITY PRESS



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SEMESTER- SIXTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: HRM-III, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE - Management of Training & Development

Unit - I

Meaning, need, importance, Benefits, objectives, difference between training & Development. Training need – Training need Assessment , why training need arises , when need arises , determination of training need, when to access needs , Approaches to training need Assessment process of TNA.

Unit - II

Learning :- Definition characteristic Nature , theories of learning, shaping Behaviour , the law of effect schedules of Reinforcement , use of Reinforcement theory in behavior modification.

Unit - III

Training: - Process of training, methods, technique and Aids in training, Areas of training.

Unit- IV

Implementation:- Method for implementation , skill and state of trainers , validation & evaluation of training programme.

Unit- V

Management Development:- Introduction, what is MD?, Essential ingredients of Management Development programme, Technique of Management development , Selection of technique , Evaluation of MDPs.

REFERENCE BOOKS

- Management Training & Development: B. Janakirma, 1st Edi, Dreamtech Press



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: HRM-IV, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Change Management

Unit-I

Introductions, Metaphors, and Paradigms, Types of Change, Culture, Personality, Groupthink, Summary, Orientation, The Need for change, Change formula, Summary.

Unit-II

Introduction, the change kaleidoscope, 7Ss framework, cultural web, Tichy's change levers , project management methodology , Different approaches to change case study analysis , summary.

Unit- III

Mobilization, Introduction , Motivation and mobilization , the Change equation, Resistance to the idea of Change , Stakeholder interests , Communication ,engagement , mobilization , Difference and the cultural dimension , Case Study analysis , Summery .

Unit – IV

Transition , Introduction , Individual Change , Teams through change , shadow side of organizations , case study analysis , summary .

Unit –V

Leading Change, Introduction, Characteristics of leadership , the leadership task, Leadership roles, case study analysis , summary , Integration ,introduction , Embedding change , learning , the learning organization , case study analysis , summary.

Refrence Books

Specifications of change Management Master class : a step by step guide to successful change Management: Mike Green, 2010, Kogan Page Limited



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Finance Group

SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: F-I, CREDIT:-3

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: - Working Capital Management

Unit I

Introduction to Working Capital Management, Concept of Working Capital, Gross Working Capital Concept, Net Working Capital Concept, Components of Working Capital, Dangers of Excessive and Inadequate Working Capital, Operating Cycle Time Analysis.

Unit II

Cash Management, Rationale for Cash, Motives for Holding Cash, Objectives of Cash Management, Cash Budgeting, Cash Forecasting and Budgeting, Preparation of Cash Budget or Elements of Cash Budget, Collection Methods,

Unit III

Receivables Management, Meaning of Accounts Receivables Management, Objectives of Accounts Receivables Management, Costs of Accounts Receivables Management, Benefits of Accounts Receivables Management,

Unit IV

Inventory Management, Meaning and Definition of Inventory, Types of Inventory, Inventory Cost, Holding (or Carrying) Costs, Cost of Ordering, Setup (or Production Change) Costs, Shortage or Stock-out Costs,

Unit V

Financing Working Capital Needs, Financing of Short-term Working Capital, Money Market Bank Finance, Working Capital Assessment and Appraisal, Projected Balance Sheet Method (PBS Method), Cash Budget Method, Sources of Non-bank Finance, Internal Financing Sources, External Financing Sources,



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SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: F-II, CREDIT:-3

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Security Analysis & Portfolio Management

UNIT I

Investment: An Overview : Introduction, Meaning, Features, Objectives, Investment vs speculation and gambling, Steps in investment process, Investment avenues, Derivative instruments.

UNIT II

Approaches to Security Analysis-Fundamental Analysis Approaches to security analysis, Fundamental analysis, EIC framework Macro economic factors, Economic forecasting, Industry analysis, Industrial factors to be analysed industry life cycle, Company analysis, Micro company factors, Methods of forecasting earnings.

UNIT III

Technical Analysis- Fundamental vs technical analysis, Dow theory, Elliot wave theory, limitations of technical analysis, Efficient Market Hypothesis - Efficient market hypothesis meaning, forms of market efficiency investment implications, Empirical tests, EMH vs fundamental and technical analysis.

UNIT IV

Portfolio Management- Portfolio management, Portfolio analysis, Meaning, Measurement of risk and return of portfolios, Markowitz Model, Sharpe single index model, Risk reduction effects of diversification.

UNIT V

Portfolio Selection-Portfolio Selection, Efficient portfolios, Selection of optimal portfolio utility theory, Sharpe's portfolio optimization, CAPM.

Text-BCOMBK24-VIKAS



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SEMESTER- SIXTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: F-III, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: Marketing of Financial Services

UNIT I

Financial services –an Introduction: meaning of financial services, types of financial services, growth in financial services sector. Marketing of financial services: basic approach characteristics of financial services marketing. Recent trends in Indian financial markets.

UNIT II

Merchant banking: - meaning, importance, structure of merchant banking, functions of of merchant banking. Consumer finance:- main characteristics of consumer finance, legislative measure adopted by the government, credit cards, types of credit cards.

UNIT III

Debt securitization:-meaning features, asset based securitization of debt. Lease financing: - types of lease, evaluation of lease Credit Rating:- definition of credit rating. Steps in rating methodology. merits of credit rating. De-merits/ weakness of credit rating. Credit rating agencies in India.

UNIT IV

Marketing strategic of Bank:- Product, Place, Pricing, Promotion (Advertising, Personal Selling, Public Relation, Seals Promotion), People, Physical evidence, process.

UNIT V

NEW SUGGESTIONS TO THE BANKERS.- MARKET RESEARCH, DIFFERENTIATION, RECOMMENDATIONS FOR ALTERNATIVE PRICING STRATEGIES, PROMOTIONS MANAGEMENT TRAINING PROGRAMMES'.

REFERENCE BOOKS

Marketing of Financial Services: Sangeeta Arora, Deep & Deep Publication



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SEMESTER- SIXTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: F-IV, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: - International Financial System

UNIT-I

Introduction to International Financial System: International Monetary System: Features and requirements; System of exchanging currencies – From Bretton Woods system to free float and convertibility; Pegging of currencies – target zone arrangement; European monetary system; International liquidity.

UNIT-II

Foreign Exchange Markets and its Activities: Exchange rate quotations and practices; Foreign exchange market activities; Arbitrating, hedging and speculation.

UNIT-III

Exchange Rate Determination: Exchange rate determination in spot and forward market – Interest rate parity (IRP), purchasing power parity, portfolio balance approaches; Short run demand and supply theory, BOP theory, and growth theory; Forecasting exchange rate.

UNIT-IV

International Financial Markets and Instruments: Changing scenario; International capital and money market instruments; International development banking; Euro – currency markets;

UNIT-V

International securities markets and instruments -Bond and notes market; equity market, GDR, ADR, EDR and IDR; Integration of financial markets and approach; Role of financial intermediaries; Financial swaps.

Suggested Readings:

1. Apte, P. G., Multinational Financial Management, Tata -McGraw Hill, New Delhi, 1998. Baker, J.C., International Finance: Management, Markets and Institutions, Prentice Hall, Englewood Cliffs, 1998.
2. Eitemean, David K., Arthur Stone -hill and Michael H. Moffett, Multinational Business Finance, Addison-Wesley Publishing Company, Readings Mass. 1998.
3. Levi, Maurice, International Finance, McGraw Hill Inc., New York, 1996.

4. Seth, A.K., International Financial Management, Galgotia Publishing Company, New Delhi, 2000.
5. Shapiro, Allen C., Multinational Financial Management, Prentice Hall India Pvt Ltd., New Delhi, 1995.
6. Sharan, V., International Financial Management, Prentice Hall of India Private Ltd. New Delhi 2000



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Retail Group

SEMESTER- FIFTH SEMESTER

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: R-I, CREDIT:-3

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: BRAND MANAGEMENT

UNIT-I

Branding Concepts: Brand Awareness (Recognition and Recall), Brand Identity and Brand Image, Brand Personality, Brand Loyalty. Brand Planning: Brand Positioning, Creating Mental Maps, Customer-Based Brand Equity Model, Brand Resonance, Brand Building Blocks.

UNIT-II

Brand Integration: Elements to Build Brand Equity, Designing Marketing Programs to Build Brand, Leveraging Secondary Brand Associations, Brand Element Guidelines, personalizing Marketing, Value Pricing, Blending "Push" and "Pull" Strategies.

UNIT-III

Brand Equity: Developing a Brand Equity Measurement System, Measuring Sources of Brand Equity: Capturing Customer Mind-Set. Indirect and Direct Measures of Brand Equity: Qualitative, Exploratory Research, Experimental Approaches to Measure Brand Equity.

UNIT-IV

Brand Architecture: Developing and Implementing Branding Strategies. Introducing and Naming New Products, Corporate Branding Strategy, Brand Hierarchy, Line extensions, Content development in Branding.

UNIT-V

Brand Growth: Brand Growth: Managing Brands over Time, Managing Brand over Geographic Boundaries and Market Segments, Reinforcing Brands, and Revitalizing Brands, Global Branding Strategies, Legal Issues in Branding and Commercial Brands,



Dr. C.V. RAMAN UNIVERSITY

Institute of Open and Distance Education (IODE)
Kargi Road, Kota, Bilaspur (C.G.)

SEMESTER- Fifth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: R-II, CREDIT:-3

ASSIG. MAX.M: 30 MIN. M: 10

COURSE: - RETAIL TECHNIQUES AND SKILLS

UNIT-I

Introduction: Retailing as a Part of Marketing, Retail Selling Process, Concept of Personal Selling, Goals setting process in retail management, Analyzing Market Demand and Sales.

UNIT-II

Retail Location and Site Selection: City or town locations, freestanding sites, factors affecting the attractiveness of a site, Promotional activities in Retail, Loss prevention techniques.

UNIT-III

Visual Merchandising: concept, Criteria of organized and unorganized retail chain of stores, Socializing and train new store employees, Display of schemes, Utilization of space and profitability, Types of display: Classification on the basis of size, MRP, Fashion, Season, Theme, Brand, Pattern.

UNIT-IV

Retail Salesman: Duties, responsibilities, qualities, product knowledge, Managing the store: reducing inventory loss, store manager responsibilities, space planning, in store and out store management, Merchandise Management, Retail Pricing, People in Retailing, Training the Distributors Sales Team.

UNIT-V

Facilities Design: Exteriors, Interiors, and Fixtures. Point-of-Purchase Display, Execution of a Visual Presentation, Creating the Overall Concept: From Conception to Completion Mannequins and Other Human; Forms/Materials/Props, and Tools of the Trade, Principles of Design Color: Fundamental Concepts and Applications



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SEMESTER- Sixth Semester

PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

THEO. MAX. M: 70 MIN. M: 23

COURSE CODE: R-III, CREDIT:-4

ASSIG. MAX.M: 30 MIN. M: 10

COURSE :SUPPLY CHAIN MANAGEMENT

UNIT I

Concept of Supply Chain Management, Importance and objectives of Supply Chain Management; Integrated Supply Chain Management: Supply chain Management and Logistics, Supply chain networks, Network design, Network design process, Role of Facility decisions in a supply chain , Strategic planning of logistics/supply chain network.

UNIT II

Customer service, Elements of customer service, Establishing customer service strategy, Customer service audit, **Location strategy in a supply chain:** Major location determinants, Single facility vs multi facility location, **TRANSPORT:** Role of Transportation in SCM, Modes of Transport; Carrier Selection Decision; Carrier Selection determinants,

UNIT III

Inventory management basics, Importance, Impact of demand on inventory management, inventory models, Inventory control systems, MRP-I, MRP-II, “just-in-time” system,

UNIT IV

COORDINATION IN SUPPLY CHAIN: Importance of Coordination in Supply Chain, Bullwhip Effect, Effect of lack of Coordination on performance, Obstacles to Coordination, **INFORMATION TECHNOLOGY IN SUPPLY CHAIN:** Application and impact of e Commerce in Supply Chain Management; Role and Importance of IT in Supply Chain Management

UNIT V

Supply chain performance measurement: Definition, Dimensions of performance measures, Performance categories, Logistics quantification pyramid, Supply chain performance measures, Supply chain metrics.

Text Book

Shridhar Bhatt: Supply Chain Management, Himalya Publishing House



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SEMESTER- Sixth Semester

Semester - I									
1	1BBA1	Hindi Language Structure - I	2	60	8	34	-	18	
2	1BBA2	Fundamentals of Entrepreneurship	2	60	8	34	-	18	
3	1BBA3	Principles of Management	3	90	12	51	-	27	
4	1BBA4	Business Environment	3	90	12	51	-	27	
5	1BBA5	Managerial Economics	3	90	12	51	-	27	
6	1BBA6	Business Mathematics	3	90	12	51	-	27	
7	2BBA1	English Language and Indian Culture	2	60	8	34	-	18	
8	2BBA2	Development of Entrepreneur	2	60	8	34	-	18	
9	2BBA3	Business Communication	3	90	12	51	-	27	
10	2BBA4	Introduction to Accountancy	3	90	12	51	-	27	
11	2BBA5	Business Law	3	90	12	51		27	
12	2BBA6	Organizational Behaviour	3	90	12	51	-	27	
13	3BBA1	Hindi Language aur Samvedana	2	60	8	34	-	18	
14	3BBA2	Environmental Studies	2	60	8	34	-	18	
15	3BBA3	Banking & Insurance Practices	3	90	12	51	-	27	
16	3BBA4	Cost & Management Accounting	3	90	12	51		27	
17	3BBA5	Business Statistics	3	90	12	51	-	27	
18	3BBA6	Fundamentals of Retailing	3	90	12	51	-	27	
19	4BBA1	English Language and Scientific Temper	2	60	8	34	-	18	
20	4BBA2	Environmental Study	2	60	8	34	-	18	
21	4BBA3	Financial Management	3	90	12	51		27	
22	4BBA5	Marketing Management	3	90	12	51	-	27	
23	4BBA3	Production & Operation Management	3	90	12	51	-	27	

24	4BBA6	Human Resource Management	3	90	12	51	-	27	
25	5BBA1	Hindi Language (Bhasha Kaushal aur Sanchar Sadhan)	2	60	8	34	-	18	
26	5BBA2	Computer & Information Technology Basics-I	2	60	8	22	12	18	
27	5BBA3	Corporate Strategy	3	90	12	51	-	27	
28	5BBA4	Research Methodology	3	90	12	51	-	27	
29	5BBA5	Specialization- I	3	90	12	51	-	27	
30	5BBA6	Specialization- II	3	90	12	51	-	27	
31	6BBA1	English Language and Aspects of Development	2	60	8	34		18	
32	6BBA2	Computer & Information Technology Basics-II	2	60	8	22	12	18	
33	6BBA3	Project Work & Viva Voce	4	120					120
34	6BBA4	Specialization- III	4	120	16	68		36	
35	6BBA5	Specialization- IV	4	120	16	68		36	

STUDY MODULES AND BOOKS INFORMATION

Code	Title of the Course	Books/Module to be used
First Semester		
1BBA1	Hindi Language Structure - I	Hindi Granth Academy
1BBA2	Fundamentals of Entrepreneurship	CVRU Module
1BBA3	Principles of Management	CVRU Module
1BBA4	Business Environment	CVRU Module
1BBA5	Managerial Economics	CVRU Module
1BBA6	Business Mathematics	CVRU Module
Second Semester		
2BBA1	English Language and Indian Culture	Hindi Granth Academy
2BBA2	Development of Entrepreneur	CVRU Module
2BBA3	Business Communication	CVRU Module
2BBA4	Introduction to Accountancy	CVRU Module
2BBA5	Business Law	CVRU Module
2BBA6	Organizational Behaviour	CVRU Module
Third Semester		
3BBA1	Hindi Language aur Samvedana	Hindi Granth Academy
3BBA2	Environmental Studies-i	CVRU Module
3BBA3	Banking & Insurance Practices	CVRU Module
3BBA4	Cost & Management Accounting	CVRU Module
3BBA5	Business Statistics	CVRU Module
3BBA6	Fundamentals of Retailing	CVRU Module
Fourth Semester		
4BBA1	English Language and Scientific Temper	Hindi Granth Academy
4BBA2	Environmental Study-ii	CVRU Module
4BBA3	Financial Management	CVRU Module
4BBA4	Marketing Management	CVRU Module
4BBA5	Production & Operation Management	CVRU Module
4BBA6	Human Resource Management	CVRU Module
Fifth Semester		
5BBA1	Hindi Language (Bhasha Kaushal aur Sanchar Sadhan)	Hindi Granth Academy
5BBA2	Computer & Information Technology Basics-I	AISECT, S02-S03
5BBA3	Corporate Strategy	CVRU Module
5BBA4	Research Methodology	CVRU Module
5BBA5	Specialization- I (Consumer Behaviour)	CVRU Module
5BBA6	Specialization- II (Advertising & Sales management)	CVRU Module
Sixth Semester		
6BBA1	English Language and Aspects of Development	Hindi Granth Academy
6BBA2	Computer & Information Technology Basics-II	AISECT S-02,S-03
6BBA3	Project Work & Viva Voce	
6BBA4	Specialization- III (Service Marketing)	CVRU Module
6BBA5	Specialization- IV (Marketing Research)	CVRU Module

DATE SCHEDULE AND INSTRUCTIONS FOR SUBMITTING ASSIGNMENTS AT THE STUDY CENTRE

DUE DATE OF SUBMISSION OF ALL ASIGNMENTS AT THE STUDY CENTRE		
Year	Assignment No.	Due Date
Semester - I	1BBA1 1BBA2 1BBA3 1BBA4 1BBA5 1BBA6	April 30 (for January Session) October 31 (for July Session)
Semester - II	2BBA1 2BBA2 2BBA3 2BBA4 2BBA5 2BBA6	April 30 (for July Session) October 31 (for January session)
Semester - III	3BBA1 3BBA2 3BBA3 3BBA4 3BBA5 3BBA6	April 30 (for January Session) October 31 (for July session)
Semester - IV	4BBA1 4BBA2 4BBA3 4BBA4 4BBA5 4BBA6	April 30 (for July Session) October 31 (for January session)
Semester - V	5BBA1 5BBA2 5BBA3 5BBA4 5BBA5 5BBA6	April 30 (for January Session) October 31 (for July Session)
Semester - VI	6BBA1 6BBA2 6BBA3 6BBA4 6BBA5	April 30 (for July Session) October 31 (for January session)

Note: Assignments of the are available for download at the CVRU Website <http://www.cvru.ac.in> . You can download the assignments as per your , follow the instructions given and submit it before due dates at the study centre.