

Placed before BOJ Management on date 24.07.2021

Pandit Sundarlal Sharma (Open) University Chhattisgarh

Bachelor of Business Administration (BBA I + II + III)

Programme Structure

BBA PART I

PAPER No.	COURSE	BBA	Credit
I (Foundation Course)	• हिंदीभाषा – भाग – एक	Part I	4
II (Foundation Course)	• English Language - Part -1	Part I	4
• पर्यावरणअध्यन (आनिवार्य विषय में कोई क्रेडिट नहीं है)			
PAPER 1	Principles of Management	Part I	4
PAPER 2	Introduction to Accountancy	Part I	4
PAPER 3	Managerial Economics	Part I	4
PAPER 4	Business Environment	Part I	4
PAPER 5	Business Stastatics	Part I	4
PAPER 6	Business Communication	Part I	4

BBA PART II

PAPER No.	COURSE	BBA	Credit
III (Foundation Course)	• हिंदीभाषा – भाग – दो	Part II	4
IV (Foundation Course)	• English Language- Part - 2	Part II	4
PAPER 7	Marketing Management	Part II	4
PAPER 8	Human Resource Management	Part II	4
PAPER 9	Production and Operation Management	Part II	4
PAPER 10	Banking and Insurance Practices	Part II	4
PAPER 11	Business Oriented Computer Application	Part II	4
PAPER 12	Entrepreneurship Development	Part II	4

BBA PART III

PAPER No.	COURSE	BBA	Credit
V (Foundation Course)	• हिंदीभाषा – भाग – तीन	Part III	4
VI (Foundation Course)	• English Language - Part - 3	Part III	4
PAPER 13	Financial Management	Part III	4
PAPER 14	Organisational Behaviour	Part III	4
PAPER 15	Business Law	Part III	4
PAPER 16	International Business	Part III	4
PAPER 17	Project Report	Part III	8

Note: 01 credit equals to 30 hours of self-learning.

Approved
BHSL
24/07/2021

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PRINCIPLES OF MANAGEMENT PAPER – I

SECTION I

Management: Definition, Characteristics, Objectives; Administration Vs Management, Management as Science or an Art, Classical School, Scientific Management, Bureaucratic Management, Administrative Management, Social System Approach, Human Relation Approach, Hawthorne Experiment, Contingency Approach; Managers and Management; Responsibilities Styles: Types of Managers, Managerial Skills, Qualities of a Manager, Managerial Roles, Responsibilities of a Manager, Management Functions.

SECTION II

Organisation: Meaning and Nature; Organisation as Systems, Importance and Principles of Organisation, Formal and Informal Organisation, Organisational Structure and Organisational Charts; Span of Control; Centralisation Vs Decentralisation; Change Management; Perception, Attitude and Values, Personality Theories.

SECTION III

Conflict: Meaning, Dysfunctional and Constructive Nature of Conflict, Levels of Conflicts, Managing the Conflicts; Concept of Social Responsibility; Decision Making, Managerial Decision Making, Decision Making Process; Leadership: Importance, Traits, Style, Approaches; Transformational Leadership.

SECTION IV

Delegation: Meaning, Importance, Process, Principles, Barriers; Motivation and its Theories; Work Groups: Characteristics, Formation and Types of Groups; Formal and Informal Groups; Group Dynamics; Group Cohesiveness; Team: Characteristics, Types, Team Effectiveness; Training and Development.

22 JUN 2019

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22/6/19

22/06/2019

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INTRODUCTION TO ACCOUNTANCY PAPER - II

SECTION I

Introduction to Accounting: Need, Meaning, Features, Objectives, Limitations, Classification; Accounting: Principles, Concepts, Convention, Standard and Equation; Mechanics and Classification of Accounts; Journal and Ledger; Rules for Posting Transaction; Balancing Account.

SECTION II

Special Purpose Subsidiary Books or Special Journals; Sales Book, Purchase Book, Purchase Return Book, Sales Return Book, Bills Payable Book, Bills Receivable Book; Trial Balance: Characteristics, Functions, Preparation, Limitation, Errors; Depreciation: Definition, Characteristics, Causes and Methods of Calculation of Depreciation.

SECTION III

Provision: Meaning, Characteristics and Importance; Reserves: Meaning and Types; Accounting for Reserves and Provision; Final Accounts: Preparation of Trading Account, Profit and Loss Account, Manufacturing Account; Balance Sheet; Accounts of Non-Trading Institution.

SECTION IV

Share: Meaning, Nature and Types; Issue of Shares, Share Capital, Equity and Preference Share; Accounting Treatment; Issue of Debenture; Difference between Shares and Debentures.

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MANAGERIAL ECONOMICS PAPER - III

SECTION I

Managerial Economics: Nature, Scope, Uses, Importance, Techniques; Demand Function: Types, Factors affecting Demand, Law of Demand, Exceptions, Determinants and Elasticity of Demand; Demand Forecasting: Objectives, Importance, Components, Characteristics, Steps; Sales Forecasting.

SECTION II

Concept of Utility, Marginal Utility, Equi-marginal Utility, Diminishing Marginal Utility; Consumer Surplus; Indifference Curve Analysis; Supply Analysis, Law and Elasticity of Supply.

SECTION III

Market: Meaning, Characteristics; Market Structure, Perfect Competition, Pure Competition, Monopoly, Oligopoly, Duopoly; Cost: Concept, Types (Average Cost, Fixed Cost and Marginal Cost); Concept of Revenue.

SECTION IV

National Income: Meaning and Concepts, Measurement; Indian Economy: Determinants, Significance and Obstacles of Economic Development; Various Sectors of Indian Economy, Unemployment, Inflation, Budget, Fiscal Deficit; Business Cycle: Classification, Theories, Causes, Control.

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BUSINESS ENVIRONMENT PAPER - IV

SECTION I

Meaning of Business; Business Environment: Meaning, Nature, Scope, Types; Economic Development: Determinants, Significance, Obstacles; India as a Developing Economy; Contribution of Various Sectors to Indian Economy.

SECTION II

Monetary Policy: Meaning, Objectives, Scope, Instruments; Fiscal Policy: Meaning, Objectives, Characteristics, Elements, Advantages, Limitations, Reforms; Industrial Policy: Meaning, Objectives, Measures, Need; Recent Development of Indian Economy: Liberalisation, Privatisation, Globalisation; Trade Policy: Introduction, Objectives, Types, Features; Disinvestment: Meaning, Objectives, Process, Methods, Problems; International Business Modes.

BLOCK III TECHNOLOGY AND GLOBAL ENVIRONMENT

Technological Environment, Technology Transfer, Impact of Technology on Business, Global Environment; World Trade and Economic Growth, GATT, WTO, Environmental Scanning; SWOT and ETOP Study.

SECTION IV

International Monetary Fund (IMF), UNCTAD, World Bank, FDI in India; International Trade: Meaning, Reason, Political Environment, Political and Residual Risks, EXIM Policy.

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BUSINESS STATISTICS PAPER - V

SECTION I

Statistics: Definition, Kinds, Characteristics, Functions, Uses, Importance, Limitation; Data: Meaning, Classification, Data Presentation; Business Research Methods: Meaning, Objectives, Characteristics, Importance.

SECTION II

Sampling: Theory, Bases, Principles, Process, Methods/Techniques, Probability and Non-Probability Sampling; Scaling Techniques, Method of Data Collection; Questionnaire: Advantages and Disadvantages, Design, Types; Variables: Meaning, Types, Classification; Hypothesis: Meaning, Importance, Sources.

SECTION III

Parametric Test: Independent Sample t Test, Dependent t Test; Non-Parametric Test: Chi Square Test, Kruskal Wallis H Test, Wilcoxon Signed Rank Test, Mann Whitney U Test; Frequency Distribution, Measures of Central Tendency, Measures of Dispersion, Range and Coefficient of Range, Standard Deviation, Variance, Skewness, Kurtosis.

SECTION IV

Regression, Correlation, Index Numbers: Types, Uses, Limitations; Time Series: Introduction, Components, Models; Probability, Bayes Theorem.

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BUSINESS COMMUNICATION PAPER - VI

SECTION I

Communication: Meaning, Purpose, Principles, Scope, Limitations, Evaluation, Role, Importance; Forms of Organisational Communication, Communication Networks; Communication Process: Meaning, Elements, Importance, Types; Effective Writing for Communication: Purpose, Principles; Personal Vs Impersonal Communication.

SECTION II

Writing for Business, Business Letter Writing: Letter of Interest, Apology Letter, Letter of Appeal, Invitation Letter, Resignation Letter, Recommendation Letter, Job Interview Letter, Farewell Letter; Writing Reports; Resume and Curriculum Vitae, Writing e-mails, Group Discussion: Types, Preparation.

SECTION III

Interview: Process, Types and Skills; Presentation Skills; Meetings: Types of Meeting; Running Corporate Meetings: Basic Rules, Priorities, Outcomes, Sequence, Timing, Attendees, Date, Time, Venue, Planner Checklist, Agenda, Minutes, Structure and Template.

SECTION IV

Telephone Etiquettes; Strategies for developing Speaking Skills, Listening Skills, Active Listening; Barriers to Communication, Overcoming Communication Barriers, Communication Challenges in Workplace.

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MARKETING MANAGEMENT PAPER - VII

SECTION 1

Marketing: Meaning, Concept, Objectives, Process, Functions, Marketing Vs Selling, Marketing Environment, Marketing Planning Process, Marketing Information System, Market Segmentation, Targeting and Positioning, Consumer Behaviour, Market Demand and Sales Forecasting, Product Planning and Development including Product Life Cycle.

SECTION 2

Branding: Meaning, Function, Types, Strategies; Brand Equity; Packaging: Objectives, Types; Labelling and Standardisation of Products; Marketing Research, Pricing Decision, Channel of Distribution, Marketing Communication and Promotion Mix, Advertising and Sales Promotion.

SECTION 3

Personnel Selling: Meaning, Characteristics, Importance, essentials and Limitation; Direct Marketing; Consumerism: Consumer Rights, Consumer Protection and Laws Related to Consumer Protection in India, Service Marketing: Characteristics, Classification and Service Quality.

SECTION 4

Customer Relationship Management: Origin, Features and Importance; Green Marketing: Environmental Standards, Eco-Labelling and Eco Mark; Logistics and Supply Chain Management.

Approved
Bhishu
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HUMAN RESOURCE MANAGEMENT PAPER - VIII

SECTION 1

Human Resource Management: Meaning, Nature, Evolution, Concepts, Features, Approaches, Functions, Scope, HRD, HRM in India, Human Resource Planning: Objectives, Steps, Process, Uses, Limitation. Job Analysis: Meaning, Process, Importance, Job Description and Job Specification.

SECTION 2

Recruitment and Selection Process, Recruitment Policy, Orientation or Induction, Training: Need, Importance, Methods, Process.

SECTION 3

Career Planning: Objectives, Process, Advantages, Succession Planning; Performance Appraisal: Meaning, Features, Process, Types, Potential Appraisal; Job Evaluation: Concepts, Principles, Methods, Compensation Management, Wage and Salary Administration.

SECTION 4

Industrial Relations: Scope, Measures, Causes, Weapons, Trade Unions, Employee Discipline; Labour Welfare: Meaning, Features, Approaches, Objectives, Principles, Types, Benefits, Scope, Importance, Agencies in Labour Welfare in India.

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RNSG
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PRODUCTION AND OPERATION MANAGEMENT PAPER - IX

SECTION 1

Production and Operations Management: Evolution, Objectives, Scope, Production Organisation, Decision Making in Production and Operation Management, Types of Production System; New Product Development: Process, Services Design: Characteristics; New Product Development Strategies.

SECTION 2

Plant/Facility Location: Definition, Significance, Objectives, Types; Site Selection, Site Evaluation Process; Location Analysis Technique and Behavioural Impacts in Facility Location; Facility/Plant Layout: Definition, Objectives, Types, Advantages and Disadvantages of layout, Factors affecting Layout.

SECTION 3

Demand Forecasting: Need, Categories and Level of Forecasting, Methods of Forecasting Demand, Material Handling: Definition, Function, Importance, Principles; Selection and Types of Material Handling Equipments, Plant Layout and Material Handling; Purchasing: Objectives, Functions, Parameters, Procedures; Purchasing Organisation.

B SECTION 4

TQM: Elements and Principles, Statistical Quality Control, Six Sigma, Quality Management Tools; Inventory: Meaning, Types, Principles, Applications, EOQ, Inventory Control; Production Planning and Control: Characteristics, Objectives, Importance, Procedure, Level, Advantages.

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BANKING AND INSURANCE PRACTICES

PAPER - X

SECTION 1

Origin of Banks and Banking, Banking in India, Nationalisation, Liberalisation, Evolution and Functions of Commercial Banks in India, Banking Structure, Reserve Bank of India.

SECTION 2

Types of Bank Accounts, Features of Banking Deposit Practices, Loans, Bank Lending, Loan Policy, Types and Methods of Granting Advances, Lien, Pledge, Mortgage Loan, Hypothecation, Difference between Loans and Advances.

SECTION 3

Investment: Process, Problems and Decision Making, Investment Policy, Preparation of Cheque, Endorsement, Bill of Lading, Government Securities, Exchange Traded Funds.

SECTION 4

Banking Regulation Act Applicable to Banking Companies to Public Sector Banks, Provisions Under Banking Regulation Act, 1949. Structure and Function of Reserve Bank of India, Monetary Policy, Financial Market, Foreign Exchange Reserve Management, Money Market, Rural Credit.

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BUSINESS ORIENTED COMPUTER APPLICATION PAPER - XI

SECTION 1

System: Concept, Characteristics, Elements, Types; Information System: Evolution, Impact, Level of Management, Decision Making, Information System in Business, Management Information System (MIS).

SECTION 2

System Development Life Cycle (SDLC), Planning: Six P's, Advantages and Limitations; Controlling: Meaning, Objectives, Types, Elements, Process, Nature, Principles, Limitations.

SECTION 3

System Planning: Meaning, Need, Information Gathering and Prototyping; Structured Analysis: Meaning, Need, Data Flow Diagram, Decision Trees, Weighting System Performance and Cost Characteristics; System Design.

SECTION 4

File Structure, File Organisation, Data Structure, Data Types, Database Management System, System Security, Threats to System Security, Risk Analysis and Control Measures, System Failures and Recovery, Ethics in System Development.

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ENTREPRENEURSHIP DEVELOPMENT PAPER - XII

SECTION 1

Entrepreneurship: Meaning, Definition, Characteristics and Types; Entrepreneur and Entrepreneurship; Entrepreneurs and Managers; Entrepreneur and Intrapreneur; Entrepreneurial Motivation.

SECTION 2

Entrepreneurship Development: Product Identification, Site Selection, Plant Layout, Project Profile; Market Survey and Research; Steps to Start an Industry.

SECTION 3

Mean and Definition of Small Business, Role and Performance of Cottage and Small Scale Industries, Economic Reforms and Liberalisation; Role of Financial Institutions: Central and State Level.

SECTION 4

Problems of Entrepreneurship; Industrial Sickness: Symptoms, Causes, Consequences and Remedial Measures to Overcome Sickness.

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FINANCIAL MANAGEMENT PAPER - XIII

SECTION 1

Financial Management: Introduction, Objectives, Nature, Scope, Principles; Emerging role and Functions of Finance Managers in India, Function of Treasurer and Controller, Finance Decisions, Financial Instrument, Sources of Finance; Cost Classification, Cost-volume-profit analysis, Sensitivity analysis.

SECTION 2

Dividend theories, Other factors affecting dividend policies, Buyback of shares; Debt or Equity, Capital Structure Theories, Modigliani-Miller Approach, Tax Perspective, Factors Influencing Capital Structure.

SECTION 3

Long-term financial and Investment Decisions, Time value of Money, Valuing Securities, Investment Appraisal Methods, Non-Discounting Methods, Discounting Methods of Appraisal, IRR, Capital Asset Pricing Model, Cash Flow

SECTION 4

Cash Management, Float; Importance of short-term Funds Management, Working Capital: Components, Factors, Cycle; Receivable Management, Establishing Credit Limits, Debt Collection, Cost of Credit control, Cash Discount, Payables Management, Cost of Trade Credit, Inventory Management, Procurement and Stock holding, Integrated Short-Term Funds Planning.

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ORGANISATIONAL BEHAVIOUR

PAPER - XIV

SECTION 1

Organization and Organisational Behaviour, Understanding Human Behavior ; Organisational Behaviour: Goals, Elements, Development, Challenges and Opportunities, Models; Concept and Foundations of Individual Behaviour: Personality, Learning, Perception, Attitude, Motivation; Job Satisfaction

SECTION 2

Group: Meaning, Features, Types, Dynamics, Formation, Behaviour, Structure, Cohesiveness, Process Decision Making; Power and Politics; Power: Characteristics, Importance, Sources; Tactics to Gain and Use Power; Organizational Politics; Leadership: Concept, Importance, Characteristics and Approaches.

SECTION 3

Organizational Conflict: Nature, Views, Sources, Issues, Outcomes, Types; Conflict Process, Resolution of Conflict; Organisational Change: Nature, Barriers, Forces, Process; Organisational Culture; Resistance to Change: Management, Sources and Strategies, Effective Implementation of Change and Change Process.

SECTION 4

Organization Development: Definitions, History, Nature, Importance, Strength, Process; Effective Implementation of OD Programme, Action Research and Organisational Development, OD intervention; Team Building Intervention, Team: Characteristics, Process and Problems of Team Building; Role Analysis Technique; Structural Intervention and OD; Stress: Types, Sources, Consequences, Management; Crisis Management.

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BUSINESS LAW PAPER - XV

SECTION 1

Contract: Definition, Elements, Types; Illegal and Unlawful Agreements; Classification of Offer, Revocation of Offer, Acceptance, Consideration, Free Consent, Discharge of Contract, Remedies for Breach of Contract.

Contract of Sale and its Elements, Distinction Between 'Sale' And 'Agreement to Sell'; Goods, Conditions and Warranties, Performance of the Contract of Sale, Duties of the Seller and Buyer, Rights of the Buyer, Seller's Right against the Buyer in case of Breach of Contract, Unpaid Seller, Rights of Unpaid Seller, Sale By Auction

SECTION 2

Negotiable Instrument: Definition, Characteristics, Presumption, Types; Promissory Note, Bill of Exchange, Cheques, Hundis, Holder; Liabilities of Parties to Negotiable Instrument, Endorsement, Discharge of Negotiable Instruments, Dishonor of Negotiable Instrument.

Bailment: Meaning, Definition, Elements, Kinds, Rights and Duties of Bailor and Bailee, Bailee's Lien, Termination of Bailment; Pledge: Meaning, Essentials of Pledge, Rights and Duties of Pawnor And Pawnee.

SECTION 3

Contract of Agency: Meaning, Essentials; Kinds of Agent, Duties and Rights of Agent, Duties and Rights of Principal, Creation of Agency, Agent's Authority, Personal Liability of an Agent, Termination of Agency; Partnership: Definition, Essential; Types of Partner, Duration of Partnership, Formation of Partnership, Partnership Deed, Partners, Dissolution of Firm, Rights And Liabilities of Partners on Dissolution, Settlement of Accounts.

SECTION 4

Consumer Protection Act, Definition of 'Defect', 'Consumer' and 'Complaint', Consumer Protection Councils, Consumer Disputes Redressal Agencies, Consumer Disputes Redressal Forum, Procedure on admission of complaint, Consumer Disputes Redressal Commission, National Consumer Disputes Redressal Commission.

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INTERNATIONAL BUSINESS PAPER - XVI

SECTION 1

International Marketing: Meaning, Need, Dynamics; Difference Between Domestic Marketing and International Marketing; International Marketing Environmental Analysis; Globalization Drivers: Market, Cost, Government and Competitive Level Drivers; International Marketing: Process, Orientation, Value Chain and Challenges.

SECTION 2

Engaging in International Markets, International Marketing Research Process; Modes of Entry into International Markets: Exporting, Licensing, Franchising, Countertrade, Specialized Modes And Direct Investment, Foreign Direct Investment, Joint Venture; Choosing A Mode of Entry in International Markets: International Strategic Alliances, International Consumer Markets Basis for Segmenting Consumer Markets, International Market Targeting, Global Segmentation and Positioning, International Marketing Strategies.

SECTION 3

Foreign Direct Investment (FDI), Drivers of Market Trends; Insurance Sector: Scope, Characteristics, Role in Economic Development; Marketing in Aviation , International Banking Market; Global Product Category Strategy, Marketing Mix of Pepsi Co.; Pestle Analysis, Impact of Globalisation to International Marketing Strategy; Marketing Strategies of Various Companies.

SECTION 4

International Monetary Fund (IMF), International Bank for Reconstruction and Development, International Finance Corporation, Asian Development Bank, International Development Association.

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Shubh
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**PROJECT REPORT
PAPER - XVII**

The Candidate has to Prepare a Project Report based on the Topic Relevant to the Subject. After Submission of the Project Report, the Candidate has to appear for the Viva- Voce which is to be Conducted by the Department Concern. The Project and Viva Voce will carry 200 Marks in aggregate.

Approved

Amish
24/7/2021

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