

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
VOCATIONAL
SYLLABUS
UNDER CBCS
(With effect from 2019- 2020)
SEMESTER I
PAPER – CP 1

FUNDAMENTALS OF MANAGEMENT

Objective:

To enable the students understand the principles of management and how to acquire skill to become a good Manager.

UNIT-I

Management - Importance - Definition - Nature and Scope of Management - Process - Role and function of a Manager - Levels of Management - Management as an Art or Science - Management as a Profession - Contributions of Henry Fayol and F W Taylor to Management.

UNIT-II

Planning - Nature - Importance - Types - Steps in Planning - Objectives - Policies - Procedures - and Methods - Decision making - Process of decision making - Types of decision.

UNIT-III

Organizing - Types of Organization structure - Span of Control - Departmentation - Informal Organization.

UNIT-IV

Authority - Delegation - Decentralization - Difference between authority and power - Uses of authority - Staffing - Sources of recruitment - Selection process - Training - Directing - Nature and purpose of Directing - Motivation (Maslow's need hierarchy Theory only).

UNIT-V

Co-ordination - Need of co-ordination - Types - Techniques - Distinction between Co-ordination and Co-operation - Controlling - Meaning and importance of Controls - Control Process.

Text Books:

1. Sundar K ,principles of Management ,Vijay Nicole Imprints (P) Ltd.
2. Dr. C.D.Balaji, Principles of Management, Margham Publications.
3. P.C. Tripathi & P.N. Reddy , Principles of Management , Tata McGraw-Hill
4. J. Jayasankar , Principles of Management ,Margham Publications.
5. R.N. Gupta , Principles of Management , S.Chand &Co..
6. R.K.Sharma and Shashi K Gupta ,Principles of Management ,Kalyani Publishers.
7. T.Ramasamy ,Principles of Management ,Himalaya Publishing House

Books for Reference:

1. Hanagan , Management Concepts & Practices , MacMillan India Ltd.
2. Dr. N. Perma , Business Management.
3. Prasad L.M. , Principles and Practice of Management
4. Guptha CB , Business Management
5. Peter F. Drucker , Practice of Management
6. Harold Koontz, Aryasri & Heniz Weirich , Principles of Management - Tata McGraw-Hill
7. Stoner, Freeman & Gilbert Jr -Management -Prentice Hall of India.

PAPER – CP 2
BUSINESS MATHEMATICS AND STATISTICS

Objectives:

To apply the concepts of Statistics and Mathematics in Business.

UNIT-I

Mathematics for Finance - Simple and Compound Interest - Annuities - Discounts and Present values.

Basic Calculus - Rules for Differentiation.

UNIT-II

Matrix Theory - Operations on Determinants - Inverse of a Square Matrix (not more than 3rd order).

Solving Simultaneous Equations using Matrix Method.

UNIT-III

Statistics - Definition - Scope and Limitation - Presentation of Data - Diagrammatic and Graphical Representation of Data.

Measures of Central Tendency - Mean - Median and Mode - GM and HM

Measures of Dispersion - Range - Mean Deviation - Quartile Deviation - Standard Deviation - Coefficient Variation .

UNIT-IV

Correlation . Karl Pearson's Correlation - Concurrent Deviation Method - Rank Correlation - Uses of Correlation in Business Regression - Regression Lines - Regression Coefficients - Uses of Regression in Business Problems.

UNIT- V

Time Series - Components of time Series - Measurement of Trend - Semi Average method - Moving Average method - Method of Least Squares - Measurement of Seasonal Variations - Simple Average Method - Ratio to Moving Average Method.

Index Numbers - Weighted and UN weighted Index Numbers - Cost of Living Index Number - Test on index Numbers.


Note: The proportion between theory and problems shall be 20:80


Text Books:

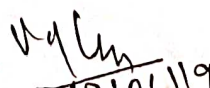
1. P.R. Vittal , Business Statistics and Mathematics, Margham Publications.
2. S P Rajagopalan and R Sattanathan , Business Mathematics , Vijay Nicole Imprints (P) Ltd
3. S P Rajagoalan and R Sattanathan , Buiness Statistics-Vijay Nicole Imprints (P)Ltd.

Books for Reference:

1. J.K. Sharma , Business Statistics , Pearson Publications
2. P. Navaneetham , Business Statistics and Mathematics
3. S P Gupta , Statistical Methods, Sultan Chand & Sons
4. S G Gupta and V K Kapoor , Fundamentals of Applied Statistics , Sultan Chand & Sons


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**PAPER – GE 1
BUSINESS ENVIRONMENT**

Objectives:

*To provide the students to have an overview of business environment.
To provide opportunities to analyze and approach the need for environment.*

UNIT-I

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions.

UNIT-II

Political Environment - Government and Business relationship in India - Provisions of Indian constitution pertaining to business

UNIT-III

Social Environment - Cultural heritage - Social attitudes - impact of foreign culture - castes and communities - Joint family systems - Linguistic and Religious groups - Types of Social Organization

UNIT-IV

Economic Environment - Economic Systems and their impact of Business - Macro Economic Parameters like GDP - Growth Rate - Population - Urbanization - Fiscal deficit - Plan investment - Per capita Income and their impact on business decisions

UNIT-V


Financial Environment - Financial System - Commercial banks - RBI - IDBI - Non-Banking Financial Companies NBFC's

Text Books:

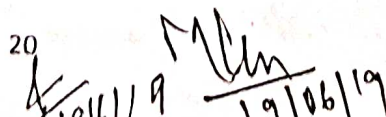
1. Dr. S. Sankaran - Business Environment, Margham Publications
2. Namitha Gopal - Business Environment - Vijay Nicole Imprints
3. Aswathappa - Business Environment.
4. Joshi - Business Environment- Kalyani Publishers

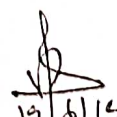
Books for Reference:

1. Francis Cherunilam - Business Environment.
2. Dasgupta and Sengupta - Government and Business in India
3. International Business Environment - Prentice - Hall of India.
4. Suresh Bedi - Business Environment - Excel Books, New Delhi.
5. Paul - Business Environment


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Semester – I
Paper– AECC I
English Composition

Unit – I
Prose/Short Stories

1. R. K. Narayan – An Astrologer's Day
2. Mulk Raj Anand – The Lost Child
3. Guy de Maupassant – The Diamond Necklace
4. Leo Tolstoy – Three Questions
5. O. Henry – The Gift of The Magi

Unit – II
Poetry

1. Rabindranath Tagore – where the Mind is Without Fear
2. Sarojini Naidu - The Soul's Prayer
3. Toru Dutt – The Louts
4. John Donne – Death Be Not Proud

Unit – III
(a) Grammar

Articles, Preposition, Subject – Verb Agreement, Model Auxiliaries, Common Errors, Clauses and Sentences

(b) Vocabulary

Synonyms, Antonyms, One Words Substitution, Idiomatic uses of Verbs & Phrases

Unit – IV
Written Communication

Letter writing, Application writing, Job Application with covering letter and C. V., Paragraph writing, Precis writing, Report writing, Agenda, Minutes, Memorandum

Unit – V
Spoken Communication

Speech, Dialogue, Group Discussion, Interview, Exchanging greeting and taking leave, Answering the telephone, taking and leaving message, Calling for medical support in an emergency, Stress and Accent in speech

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SEMESTER II
PAPER – CP 3

MANAGERIAL ECONOMICS

Objective:

To acquaint the students with principles of economics in managerial decision making.

UNIT-I

Nature and Scope of Managerial Economics - Definition of Economics - Important concept of Economics - Basic Economic problem - Relationship between Micro and Macro economics - Managerial Economics - Nature and Scope - Objectives of the Firm.

UNIT-II

Theory of Consumer behavior - Managerial Utility Analysis indifference curve and analysis Meaning of Demand - Law of Demand - Types of Demand - Determinants of demand - Elasticity of Demand - Demand Forecasting.

UNIT-III

Production and Cost Analysis - Law of returns to scale and Economies of scale - Cost analysis - different cost concepts - Cost - output relationship - Short run and long run - Revenue curves of firms - Supply Analysis.

UNIT-IV

Pricing Methods and Strategies - Objectives - Factors - General Considerations of Pricing - Methods of pricing - Role of Government - Dual pricing - price Discrimination.

UNIT-V

Market forms - Market structure - Basis of Market classification - Output determination - Perfect Competition - Monopoly - Monopolistic Competition - Duopoly - Oligopoly.

Text Books:

1. Dr. S. Sankaran – Managerial Economics –Margham Publication
2. Aryamala T – Managerial Economics – Vijay Nicole Imprints Private Limited
3. Mankar. Business Economics, Macmilan Ltd.,
4. Varshney RL and Maheshwari KL - Managerial Economics.
5. Yogesh Maheshwari - Managerial Economics - Prentice-Hall of India.
6. Gupta GS - Managerial Economics.
7. Jinghan M.L. - Micro Economics, Vrinda Publications (P) Ltd. (Theory).

Books for Reference:

1. Dean - Managerial economics - Prentice-Hall of India.
2. Peterson - Managerial Economics - Prentice-Hall of India.
3. Mote Paul Gupta - Managerial Economics – MGH.
4. Mehta P.L. - Managerial Economics.
5. Dr. Shivani Kapoor, prof. O.Shukla – Managerial Economics – Laxmi Publication Pvt. Ltd

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PAPER – CP 4
FINANCIAL ACCOUNTING

Objective:

The primary objective of the course is to familiar the students with basic accounting principles and techniques of preparing and presenting of accounts for user of accounting information.

UNIT-I

Accounting Concepts - Conventions - Objectives of accounting - Rules - Principles of Double Entry System - Journal - Ledger - Subsidiary Books - Purchases Book, Sales Book, Returns Book, Cash Books and Trial Balance.

UNIT-II

Depreciation, A S – 6, - Need for depreciation - Straight Line and WDV Methods of Charging Depreciation only.

UNIT-III

Preparation of Trading, Profit and Loss Account and Balance Sheet.

UNIT-IV

Accounting from incomplete records-Meaning -Features -Limitations -Differences between Single Entry System and Double Entry System - Net Worth Method only.

Accounting for Not Profit Making organisation

UNIT-V

Hire Purchase and Instalment Payment System
Accounting for Branch
Royalty Accounts

Note: The proportion between Theory and Problems shall be 20:80

Text Books:

1. Reddy & Murthy - Financial Accounting, Margham Publications
2. Grewal. T.S - Introduction to Financial Accounting
3. Jain.S.P- Introduction to Financial Accounting, Kalyani Publishers
4. Murugados, Jaya, Charulatha -Financial Accounting -Vijay Nicole Imprints
5. S. Ganeson & S.R. Kalavathi - Financial Accounting.
6. R.L Gupta & V K Gupta - Financial Accounting

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PAPER - AECC 2
ENVIRONMENTAL SCIENCE

Objectives: To make the students familiar with the environmental science. The importance of environmental science cannot be disputed. It covers the study and understands of earth process, evaluating alternative energy systems, pollution control and mitigation, natural resource management, effect of global climate change, etc.

Unit I

FUNDAMENTALS OF ENVIRONMENT

Basic concepts on Environment, ecology, environmental degradation and ecological imbalance; Sustainable development, ecological footprint. Ecosystems - types, structural and functional aspects. Ecological Succession and Biome in brief. The need and urgency for studying environmental studies, meaning & scope.

Unit II

GLOBAL ENVIRONMENTAL ISSUES, IMPACTS AND REMEDIAL MEASURES

Lithosphere: Geogenic and anthropogenic sources of environmental degradations, Case Studies. Impacts of modern agriculture. Causes of soil pollution; Effects of pesticides on soil components. Atmosphere: (Troposphere): Global warming & climate change, Acid rain and photochemical smog; their impacts on the environment and human beings and remedial measures.

Unit III

BIODIVERSITY CONSERVATION

Biodiversity and Wildlife, present scenario, Ecosystem services of biodiversity, threats and impacts of biodiversity loss; Conservation measures, UN Initiatives. GMO- advantages and disadvantages.

Unit IV

ENVIRONMENTAL POLICIES, LAW AND MANAGEMENT

Environmental Policies and Strategies: Evolution of environmental policy, UN Initiatives; (IUCN, TRIPS, UNESCO etc.) National and international conventions and agreements.

The Environment (Protection) Act (1986), The Manufacture, Storage, and Import of Hazardous Rules (1989, - The National Environment Appellate Authority Act (1997), - The Biological Diversity Act(2002); Merits and demerits of Environmental Legislations

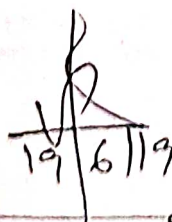
Unit V

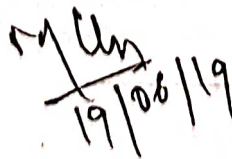
Environmental Management

ENVIRONMENTAL IMPACT ASSESSMENT (EIA) Definition, objectives, Origin and development of EIA; Structural and functional components of EIA; Advantages and disadvantages in EIA; Guidelines for EIA in India.

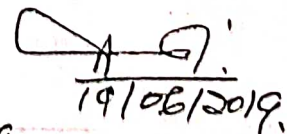
Text Books:

1. Basu, R.N, Environment, University of Calcutta, 2000.
2. Anubha Kaushik and CP Kaushik, Perspective in Environmental Studies, New Age International Publishers, (4th Multi-colour Edition), 2014.
3. Misra, SP and Pande, SN, Essential Environmental Studies (3rd Edition), Ane Books Pvt. Ltd., 2011.
4. Eldon Enger and Bradley Smith, Environmental Science: A Study of Interrelationships, Publisher: McGraw-Hill Higher Education; 12th edition, 2010.
5. Daniel D. Chiras, Environmental Science: Creating a Sustainable Future, Jones & Bartlett Publishers; 6th edition, 2001.
6. Karpagam, M and Geetha Jalkumar, Green Management, Theory and Applications, Ane Books Pvt. Ltd., 2010.
7. Bala Krishnamoorthy, Environmental Management, PHI learning PVT Ltd, 2012.


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**PAPER – GE 6
ORGANISATIONAL BEHAVIOUR**

Objectives:

To familiarize the students with behavioral pattern of human beings at individual and group level in the context of an organization, which in its turn is influenced by the environmental enveloping it. To enhance the students well regard to knowledge, production and control of human behavior.

UNIT-I

Organizational behavior - meaning – Nature - importance – Role - historical development of organizational behavior - organization as a social system - socio-technical system - open system - factors influencing organizational behavior - environmental factors - constraints over organization and managerial performance.

UNIT-II

Meaning of group and group dynamics - reasons for the formation of groups - characteristics of groups - theories of group dynamics - types of groups in organization - group cohesiveness - factors influencing group cohesiveness - group decision making process - small group behavior.

UNIT-III

Leadership concept - characteristics - leadership theories - leadership styles - managerial grid - leadership continuum - leadership effectiveness. Motivation - concept and importance - motivators - financial and Non-financial - theories of motivation. Morale – Meaning – Characteristics – Determinants of Morale.

UNIT - IV

Organizational culture –Definition – Determinants of Organisational culture – Characteristics – Types – Functions. Organisational Climate –Definition –Determinants of Organisational Climate – Distinction between Organisational Culture and Organisational Climate. Organisational Effectiveness – Definition – factors influencing Organisational Effectiveness – Approaches to Organisational Effectiveness.

UNIT - IV

Management of change: meaning - importance - resistance to change - causes - dealing with resistance to change - concepts of social change and organizational causes - factors contributing to organizational change - organizational development - meaning and process.

Text Books:

1. K.Sundar and J.Srinivasan – Elements of Organisational Behaviour – Vijay Nicole Imprints Private Limited
2. Dr. C.D. Balaji – Organisational Behaviour –Margham Pubications
3. J. Jayasankar - Organizational behavior, Margham Pubications
4. Aswathappa. K. - Organizational behavior - HPH, Bombay.
5. S.S. Khanka - Organizational Behavior.
6. Dr.P.K.Ghosh , Partho Ghosh – Organisation Behaviour –Laxmi publications Pvt. Ltd.

Books for Reference:

1. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
2. Robbins, P.Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd., New Delhi, 1988.
3. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi.
4. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt. Ltd., Delhi, 1987.
5. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi.

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SEMESTER III
PAPER – CP 5
MARKETING MANAGEMENT

Objectives:

To enable the students to understand the elements of the complex world of Marketing.
To impart the students the need for marketing science in the modern business world.

UNIT-I

Fundamentals of Marketing - Role of Marketing - Relationships of Marketing with other functional areas - Concept of marketing mix - Marketing Management of Product or Services - Marketing approaches - Selling - Various Environmental factors affecting the marketing functions

UNIT-II

Buyer Behavior - Buying motives - Buyer Behavior Model - Factors influencing buyer behavior
Market segmentation - Need and basis of Segmentation - Marketing strategy - Targeting – Positioning.

UNIT-III

Sales Forecasting - Various methods of Sales Forecasting - The Product - Characteristics - Classifications - Consumer goods - Industrial goods - New product development - process -Product Life Cycle - - Product line and product mix decisions - Branding - Packaging.

UNIT-IV

Pricing - Factors influencing pricing decisions - Pricing objectives - Pricing policies and procedures - Pricing strategies – Channel of distribution - importance - Various kinds of marketing channels –Factors considered in Selecting Channel of Distribution.

UNIT-V

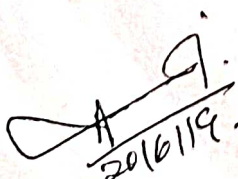
Promotion - Advertising -- Personal Selling - Sales Promotion

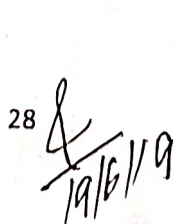

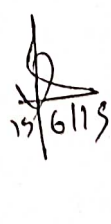
Text Books:

1. J.Jayasankar – Marketing – Maargham Publications
2. Essentials of Marketing – Sundar K, Vijay Nicole Imprints Pvt. Ltd.
3. Ramaswamy and Namakumari - Marketing Management , Laxmi Publications Pvt. Ltd
4. Rajan Nair – Marketing
5. C. N. Sontaki – Marketing Management

Books for Reference:

1. Varshney RL and Gupta SL - Marketing Management.
2. Dholokia - Marketing Management Cases & concepts, MacMillan I Ltd.
3. Bender - Secrets of Power Marketing.
4. Philip Kotler and Armstrong - Marketing Management
5. Saxena - Marketing Management - Tata McGraw Hill Pub


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**PAPER – CP 6
COST ACCOUNTING**

Objectives:

*To familiarize the students on the importance of cost ascertainment , reduction and control.
To develop the skills needed to apply costing techniques for each element of cost.
To help students to understand the procedures to calculate the cost of the product and service.*

Unit -I

Cost accounting: Nature and Scope – Objective, Advantages and Limitations – Financial Vs Cost Accounting - Types of Costing - Cost Classification .

Unit-II

Cost Sheet – Meaning – Objectives – Specimen of Cost Sheet – Preparation of Cost Sheet, Tenders/Quotations.

Unit –III

Purchase department and its objectives – Purchase procedure – Store Records – Bin Card – Store Ledger Account - EOQ - Levels of Stock –Re-Order Level, Maximum Level, Minimum Level, Average Level - Methods of Pricing of Material Issues - FIFO, LIFO, Simple Average price and Weighted Average price methods.

Unit-IV

Labour Turnover: Causes, Methods of measurement and Reduction of Labour Turnover – Idle and over Time –Methods of Wage Payment – Piece Rate – Straight Piece Rate – Differential Piece Rate – Taylor's Differential Piece Rate – Merrick's Multiple Piece Rate – Time Rate – Incentive Plan :Halsey plan , Rowan Plan.

Unit-V

Overhead – Meaning - Classification of Overhead costs – Departmentalization of overheads – Allocation and Apportion of overhead costs – Primary Distribution of Overhead - Secondary distribution of overheads (Repeated Distribution Only).

Note: Weightage of Marks - Problems 80%, Theory 20%

Text Books:

1. T.S. Reddy & Hari Prasad Reddy – Cost Accounting – Margham Publications, Chennai
2. Murthy A &Gurusamy – Essentials of Cost Accounting –Vijay Nicole Imprints Pvt. Ltd
3. S.P. Jain and Narang – Cost Accounting Kalyani Publishers, New Delhi.
4. S.N. Maheswari – Principles of Cost Accounting – Sultan Chand & Sons, New Delhi.

Books for Reference:

1. Murthy A & Gurusamy S – Cost Accounting – Vijay Nicole Imprints
2. Tulsian P.C. – Cost Accounting – Tata McGraw Hills,
3. S.P. Iyengar – Cost Accounting – Sultan Chand & Sons, New Delhi.

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PAPER – CP 7
LEGAL ASPECTS OF BUSINESS

Unit -I

The Indian Contract Act 1872: Meaning Essentials of contract, Kinds of contract- Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract.

Unit -II

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, right of unpaid seller. Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

Unit -III

The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association, prospectus, issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings. The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations.

Unit -IV

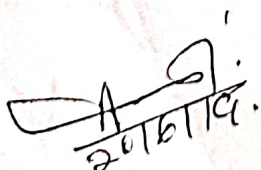
Consumer Protection Act 1986: Objectives and machinery for consumer protection, rights of consumer.

Unit -V

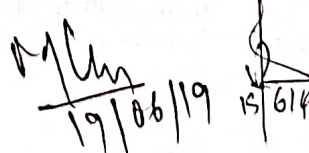
The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

TEXT BOOKS:

1. Gupta, S. P. (2007). Management Accounting, Sahitya Bhawan Publication.
2. Arora, M. N. (2014). A textbook of Cost and Management Accounting, Himalaya Publishing House.
3. Kapoor, N. D. (2011). Elements of Mercantile Law, S. Chand & Sons.
4. Pathak Akhileshwar (2011). Legal Aspects of Business, Tata McGraw Hill Education Pvt. Ltd.
5. Pillai, R. S. N., Bagarathi (2007). Business Law, S. Chand.
6. Reddy, R. Jayaprakash (2004). Labour Legislation, APH Publishing Corporation.


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PAPER – GE 9
TAX ACCOUNTING

Generic Elective (GE) Course: An elective course chosen generally from an unreleased discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

UNIT-I

Income tax concepts: Previous year, Assessment year, Person, Assessee, Income (including agricultural income), Residential Status and their incidence of tax, Gross Total Income, Total Income.

Computation of Income under the head salary.

UNIT-II

Computation of Income under the Head: House Property and Profits and gains from Business or Profession. Computation of Income under the Head: Capital gains and Income from other sources.

UNIT-III

Clubbing of Income, Set-off and carry-forward of losses, Deduction from gross total income as applicable to an individual and Business Units; Computation of total income and tax liability of an individual and business units, E-filing of return.

UNIT-IV

Computation of taxable income and tax liability of an Individual, Firm and Company – Procedure of Assessment – Offences, Prosecutions & Penalties

UNIT-V

Exemptions from GST – Procedure of GST – Tax Invoice, Credit and Debit notes, Return audit in GST.

TEXT BOOKS:

1. Singhania, V. K. Student Guide to Income Tax , Latest Edition, Taxmann Publications Pvt. Ltd.
2. Ahuja and Gupta, Simplified Approach to Corporate Tax, Latest Edition, Flair Publications Pvt. Ltd.
3. Ahuja & Gupta, Simplified Approach to Income Tax, Flair Publication Pvt. Ltd.
4. Chandra Mahesh and Shukla, D. C., Income Tax Law & Practice, Pragati Publication.
5. Goyal, S. P., Tax Planning and Management, Sahitya Bhawan Publication.
6. Singhania, V. K., Student Guide to Income Tax, University Edition, Taxmann Publication Pvt. Ltd.
7. Finance Act for the relevant assessment year.
8. CBDT Circulations.
9. Latest Court Judgements for the relevant Assessment year.

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PAPER – SE 1
IT TOOLS FOR BUSINESS

UNIT-I

Spreadsheets:

Introduction: concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheets views, naming cells using name box, name create and name define. Using formulae and functions: Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors, working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions. Consolidating worksheets and workbooks using formulae and data consolidate command Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae. Implementing file level security and protecting data within the worksheet, creating charts and graphics: Choosing a chart type, understanding data points and data series, editing and formatting chart elements.

UNIT-II

Word Processing:

Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders. Page setup and sections: setting page margins, orientation, headers and footers, end notes and foot notes, creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa. Create newspaper columns, indexes and table of contents, Spellcheck your document using inbuilt and custom dictionaries, checking grammar and style, using thesaurus and finding and replacing text. Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography. Mail merge: Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then else. Linking and embedding to keep things together.

UNIT-III

Powerpoint Presentation:

Introduction: Creating a blank presentation using a design template, basing a new presentation on an existing one, creating and managing slides, using content place holders, creating graphs, tables, diagrams, organization charts, inserting clip art and images. Viewing and navigating a presentation: Organising ideas in outline view, using slide sorter to rearrange a presentation, previewing presentation. In slide show, understanding master views, using title master, slide master, handout master and notes master, working with headers and footers, using hyperlinks, advanced navigation with action settings, navigation short hand with action buttons. Animation and multimedia: Using and applying animation schemes, custom animation, understanding sound file formats and video types, adding music sound and video clips. Final presentation: Applying transition to slides, controlling transition speed, using hidden slides, using custom show, using on screen pen and adding and accessing notes during a presentation.

UNIT-IV

Database:

Introduction to Database Development Database Terminology, objects, creating tables, working with fields, understanding Data types, Changing table design, Assignment field properties, setting primary keys, using field validation and record validation rules, indexing, working with multiple tables, Relationships and Integrity Rules, Join Properties, Record manipulation, sorting and filtering. Select data with queries: Creating query by design and by wizard (select, make table, append, delete, cross tab, update, parameterized query, find duplicate and find unmatched), creating multi table queries, creating & working with table join. Using operators & expressions: Creating simple & advance criteria.

UNIT-V

Practical Work

TEXT BOOKS:

- | | |
|-------------------------------------|----------------------------------|
| 1. Introduction in Computer Science | – Pearson Publication |
| 2. Computer Fundamental | – Dr. B. Ram |
| 3. Fundamental of Computer | – P. K. Sinha |
| 4. MS Office | – Latest Version BPB Publication |
| 5. Introduction to Computer Science | – S. Govindaraju |
| 6. Internet to everyone | – Alexls Leon |
| 7. Computer Network | – Mathew Leon |
| 8. Computer Today | – Galgotla Publication |

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
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(With effect from 2019- 2020)

SEMESTER IV
PAPER – CP 8
MANAGEMENT ACCOUNTING

Objective:

The objective of the course is to familiarize the students with basic management accounting concept and their application in managerial decision making.

Unit-I

Management Accounting – Definition - Objectives and functions – Advantages and limitations – Distinction between Financial Accounting and Management Accounting – Meaning of Financial statements - Tools of Financial Statement Analysis – Comparative Financial Statements – Common Size Financial Statements – Trend Percentages.

Unit-II

Ratio Analysis: Meaning - Definition – Significance - Limitations – Classification – Liquidity Ratios (Short Term Solvency Ratios) and Long term Solvency Ratios.

Ratio Analysis: Concept of ratio, Uses of Ratio – Turnover and Profitability Ratios.

Unit-III

Fund Flow Analysis: Meaning - Definition – .Uses of Fund Flow Statement – Limitations of Fund Flow Statement – Preparation of Fund Flow Statement.

Cash flow Analysis: Meaning - Definition – .Uses of Cash Flow Statement – Limitations of Cash Flow statement –Distinction between Fund Flow Statement and Cash Flow Statement – Preparation of Cash Flow Statement (AS - 3).

Unit-IV

Marginal costing: Definition – Advantages and Limitation – Marginal Cost Equations - Contribution - Cost-Volume-Profit Analysis – P/V Ratio – BEP – Margin of Safety.

Application of Marginal Costing Techniques Cost Control: Key factor - Make or Buy decision

Unit-V

Budget and Budgetary Control: Definition – Objectives – Uses and Limitations – Preparation of Materials Purchase, Production, Sales, Cash and Flexible Budget – Zero Base Budgeting.

Standard Costing: Definition – Features – Advantages – Limitation – Analysis of Variances – Materials Variance – Labour Variance. (Weightage of marks: Problems – 80% Theory - 20%)

Text Books:

1. T.S. Reddy & Hari Prasad Reddy – Management Accounting – Margham Publications.
2. Murthy A and Gurusamy S – Management Accounting :Theory and Practice - Vijay Nicole Imprints Private Limited
3. Manmohan & Goyal – Management Accounting – Saithya Bhavan, Agra.
4. R.S. Pillai & Bhagavathi – Management Accounting – S. Chand & Co. Ltd, New Delhi.
5. S.N. Maheswarin – Management Accounting – Sultan Chand & Sons, New Delhi.

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PAPER – CP 9
FINANCIAL MANAGEMENT

Unit-I

Nature of Financial Management: Finance and related disciplines; Scope of Financial Management ; Profit Maximization, Wealth Maximization – Traditional and Modern.

Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function; Concept of Time Value of Money, present value, future value, and annuity; Risk & Return.

Unit-II

Capital Structures: Approaches to Capital Structures Theories – Net Income approach, Net Operating Income approach, Modigliani Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade Off Theory.

Unit-III

Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.

UNIT IV

Leverage Analysis: Operating and Financial Leverage; EBIT – EPS analysis; Combined leverage

UNIT-V

Working Capital Management: Management of Cash – Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management Inventory Management (very briefly) – ABC analysis; Minimum Level; Maximum level; Recorder level; Safety stock; EOQ, Determination of Working Capital.

TEXT BOOKS:

1. Khan, M. Y. and Jain, P. K., Financial Management Text Problems and Cases, 4th Edition, Tata Mcgraw Hill Publishing Co. Ltd.
2. Kishore, Ravi M., Financial Management, 6th Edition, Taxmann.
3. Srinivasan, N. P., Murugan, M. Sakthivel (2011). A text book on Financial Management, Vrinda Publication (P) Ltd.
4. Chandra Prasanna (2010). Financial Management, Tata Mcgraw Hill Education Pvt. Ltd.
5. Pandey, I. M. (2006). Financial Management: Theory and Practices, Vikas Publishing House.
6. Gurusamy, S. (2009). Indian Financial System, Tata Mcgraw Hill Education Pvt. Ltd.

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PAPER – CP 10
HUMAN RESOURCE MANAGEMENT

Objective:

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

UNIT-I

Nature and scope of HRM - Difference between Personnel Management and HRM Functions of HRM - Environment of HRM - Strategic HRM.

UNIT-II

Human Resource Planning - Recruitment - Selection - Methods of Selection - Use of various tests - Interview techniques in selection - Placement.

UNIT-III

Induction – Importance - Meaning of Training and Development - Training Methods - Techniques - Identification of Training needs.

UNIT-IV

Performance Appraisal –Definition – Need for Performance Appraisal – Objectives – Process - Methods – Compensation.

UNIT-V

Transfer - Promotion and termination of services - Career development - Mentoring - HRM Audit - Nature - Benefits - Scope - Approaches

Text Books:

1. Dr. J. Jayasankar - Human Resource Management –Margham Publications
2. Dr. C.D. Balaji – Human Resource Management – Margham Publications
3. Sundar & Srinivasan J –Essentials of Human Resource Management –Vijay Nicole Imprints
4. Murugesan G –Human Resource Management – Laxmi Publications Pvt. Ltd
5. Aswathappa K - Human Resource and Personnel Management
6. Gupta C B- Human Resource Management –Sulthan Chand & Sons.

Books for Reference:

1. Memoria CB - Personnel Management
2. Subba Rao P - Human Resource Management and Industrial Relations
3. Prasad - Getting the right people - MacMillan I Ltd
4. Pattanayak - Human Resources Management - Prentice - Hall of India
5. Decenzo/Robbins - Personnel/Human Resource Management - Prentice - Hall of India
6. Saiyadain Mirza - Human Resource Management –
7. Venkataratanam - Personnel Management & Human Resources –
8. Saxena - Marketing Management - Tata McGraw Hill Pub
9. A. M. Sheikh - Human Resource Development & Management.
10. Dwivedi RS - Human Relations and Organization Behavior

**PAPER – GE 11
PROJECT MANAGEMENT**

OBJECTIVES:

1. To familiarize students with the steps involved in managing a project.
2. To help students to identify feasible projects, the methods of financing such projects and controlling its cost.

UNIT-I

Project – Meaning – Definition – Project Management – Meaning – Definition – Characteristics – Process – Benefit – Project Life Cycle - Classification – Scope and Significance – System Approach – Project Manager – Skills, Role and Responsibilities.

UNIT-II

Project Analysis – Market and Demand Analysis – Feasibility Analysis – Technical Analysis – Financial Analysis – Break-Even Analysis – Profitability Analysis – Risk Analysis – Social Analysis - Benefit Analysis.

UNIT-III

Project Planning and Organisation – Development of Project Organisation – Forms of Project Organisation – Planning the project Organisation – Structure – Modular Approach to Project Management – Effective and Ineffective Project Management.

UNIT-IV

Project Finance – Sources – Institutional Finance to Entrepreneurs – Financial Institutions – working Capital Management – Incentives and Subsidies.

UNIT-V

Project Evaluation – Techniques for Project Evaluation and Review – Project Control – Performance Control – Cost Control – Control during stages of Project.

Text Books:

1. P.Saranavel – Project Management – Margham Publications.
2. V.C. Sontakki - Project Management – Himalaya Publishing House
3. Vasant Desai – Project Management – Himalaya Publishing House
4. Project Management - Choudhary – Tata McGraw Hill Pub.
5. Prasanna Chandra -Projects-Planning, Analysis ,selection, Implementation and review

Books for Reference:

1. Clifford F Gray - Project Management: The Managerial Process (Special Indian Edit.), Oregon State University.
2. Harvey Maylor –Project Management.

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PAPER – SE 3
CUSTOMER RELATIONSHIP MANAGEMENT

Objective:

The objective of this course is to enable the students to understand the importance of satisfying the customer in today's competitive world.

UNIT-I

CRM – Introduction – Definition – Need for CRM – Complementary Layers of CRM – Customer Satisfaction – Customer Loyalty – Product Marketing – Direct Marketing.

UNIT-II

Customer Learning Relationship – Key Stages of CRM – Forces Driving CRM – Benefits of CRM – Growth of CRM Market in India – Key Principles of CRM.

UNIT-III

CRM Program – Groundwork for Effective use of CRM – Information Requirement for an Effective use of CRM – Components of CRM – Types of CRM.

UNIT-IV

CRM Process Framework – Governance Process – Performance Evaluation Process.

UNIT-V


Use of Technology in CRM – Call Center Process – CRM Technology Tools – Implementation – Requirements Analysis – Selection of CRM Package – Reasons and Failure of CRM.

Text books:


1. Dr. P. Sheela Rani – Customer Relationship Management – Margham Publications.
2. G.Shainesh, Jagdish N Sheth – Customer Relationship Management – Laxmi Publication Pvt. Ltd.
3. K.Balasubramaniyan - Customer Relationship Management, , GIGO publication, 2005.

Books for Reference:

1. Dr.Ravi Kalakota E-business – Roadmap for success, , Pearson education Asia, 2000.
2. Rebecca Saunders - Business – The Dell way, India book distributors, 2000.
3. Amrit tiwana - The essentials guide to knowledge management – E-business and CRM application, , Pearson education, 2001.


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BACHELOR OF BUSINESS ADMINISTRATION (BBA)
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SEMESTER V
PAPER – CP 11
COMPUTER APPLICATION IN BUSINESS

Objective:

The main objective of this course is to acquaint the students with special applications of IT in business. It will also familiarize students regarding IT application in documents handling and various other computer application in business.

UNIT-I

Information Technology Basics - Information definition - Prerequisites of Information - need for Information - components of information Technology - Role of Information Technology in Business.

UNIT-II

Word processing with MS Word: Starting Ms word - Ms word environment - working with word documents - working with text - working with tables - checking spelling and grammar - printing a document.

UNIT-III

Spreadsheets and Ms Excel: Starting MS Excel - Ms Excel environment - Working with Excel workbook - working with worksheet - Formulas and functions - Inserting charts - printing in Excel.

UNIT-IV

Making presentation with MS power point - starting Ms power point - Ms power point environment - working with power point - working with different views - designing presentation - printing in power point.

UNIT-V


Electronic Commerce - Types - Advantages and disadvantages - Electronic data interchange (EDI) - How EDI works - EDI benefits - EDI limitations - SMART card - SMART card applications.

Text Books:


1. Leon & Leon – Computer Application in Business – Vijay Nicole Imprints Pvt. Ltd
2. Dr.P. Rizwan Ahmed – Computer Application in Business with Tally –Margham Publications
3. Mohan Kumar – Computer Application in Business – Vijay Nicole Imprints Pvt. Ltd.
4. Ananthi Sheshasayee – Computer Application in Business – Margham Publications.

Book for Reference:

Introduction to Information Technology, ITL ESL, Pearson Education.


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PAPER – CP 12
ENTREPRENEURSHIP DEVELOPMENT

UNIT-I

Entrepreneurial Management :

The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team/Leadership; Strategic planning for business; steps in strategic planning. Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/ disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth; valuation of a new company; Harvesting and Exit Strategies; Corporate Entrepreneurship.

UNIT-II

Entrepreneurship, Creativity and Innovation:

Stimulating Creativity; Organisational actions that enhance/ hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

UNIT-III

Social Entrepreneurship:

Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a social context; Start-up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organizations; Financing and Risks; Business Strategies and Scaling up.

UNIT-IV

Family Business and Entrepreneurship:

The Entrepreneur; Role and Personality; Family Business; Concept, structure and kinds of family firms; Culture and evolution of family firm; Managing Business, family and shareholder relationships; conflict and conflict resolution in family firms; Managing Leadership succession and continuity; women's issues in the family business; Encouraging change in the family business system.

UNIT-V

Financing the Entrepreneurial Business:

Arrangement of funds; Traditional sources of financing, Loan syndication, consortium finance, role played by commercial banks, appraisal of loan application by financial institutions, Venture Capital.

TEXT BOOKS:

1. Khanka, S. S. (2006). Entrepreneurial Development, S. Chand & Company Ltd.
2. Taneja Satish (2012). Entrepreneurial Development, Himalaya Publishing House.
3. Roy Rajeev (2013). Entrepreneurship, Oxford Higher Education.
4. Lali Madhulika and Sahai Shikha (2006). Entrepreneurship, Excel Books.
5. Charantimath, Poornima M. (2006). Entrepreneurship Development in Small Business Enterprises, Pearson.
6. Baporikar Neeta (2011). Entrepreneurship Development & Project Management, Himalaya Publishing House.
7. Desai Vasant (2013). Fundamentals of Entrepreneurship and Small Business Management, Himalaya Publishing House.


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PAPER- DS 3
FINANCIAL SERVICES

Objective:

To enable the students to gain knowledge of business financial services.

UNIT I

Meaning and importance of financial services – Types of financial services – Financial services and economic environment – Players in Financial Services Sector.

UNIT II

Merchant Banking – Functions – Issue management – managing of new issues – Underwriting – Capital market – Stock Exchange – Role of SEBI

UNIT III

Hire purchase - Rights and Duties of Hire Vendor and Hire Purchaser.

UNIT IV

Factoring – Features – Types – Advantages and Disadvantages - Functions of Factor – Factoring Vs. Bills Discounting –Forfeiting – Benefits - Consumer finance .

UNIT V

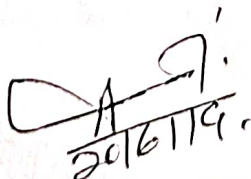
Venture Capital – Meaning –Features – Venture Capital Financing Process – Evaluation Criteria – Methods of Venture Financing – Limitations of Venture Capital.


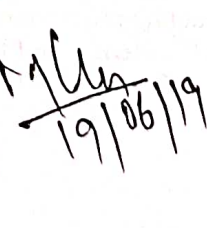
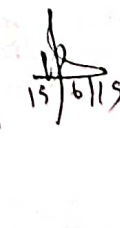
Text Books:

1. Gurusamy, S - Financial Services – Vijay Nicole Imprints Private Ltd
2. B. Santhanam - Financial Services , Margham Publications

Books for Reference:

- 1.M.Y. Khan –Indian Financial System – Tata Mc Graw Hill
- 2.Dr. S. Gurusamy – Financial Services and System -Vijay Nicole Imprints
- 3.H. R. Machiraju – Indian Financial System –Vikas Publishing House
- 4.Dr. N. Premavathy – Financial Services and Stock Exchange –Sri Vishnu Publications
- 5.E. Gordon and E.Nataraj – Financial Markets & Services


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**PAPER- DS 5
MARKETING RESEARCH**

Objective:

The objective of this course is to understand the various aspects of Marketing Research, identify the various tools available to a Marketing Researcher and helps in marketing decision making.

UNIT- I

Introduction to Marketing Research – Definition – Objectives – Growing importance of Marketing Research – Main Divisions of Marketing Research – Uses of Marketing Research – Limitations and Threats to Marketing Research.

UNIT – II

Marketing Research Process – Problem Definition – Research Purpose – Research Objective – Research Design.

UNIT – III

Data Collection – Methods of Data Collection – Secondary Data – Sources of Secondary Data – Primary Data – Collection of Primary Data – Observation – Questionnaire – Designing a Questionnaire – Interviewing – Interviewing skills on the part of the investigator.

UNIT – IV

Basics of Sampling – Advantages and Limitations of Sampling – Sampling Process – Sampling Techniques – Probability and Non-Probability Sampling.

UNIT –V

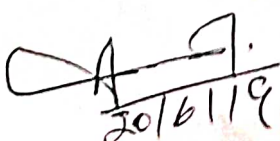
Application of Marketing Research – Product Research – Advertising Research .

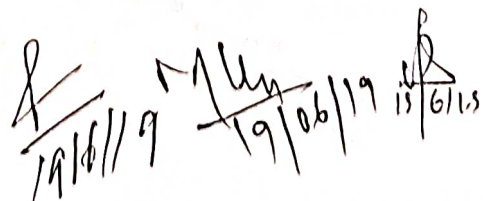
Text Books:

1. Dr.P. Ravilochanan –Marketing Research – Margham Publications
2. Sharma D - Marketing Research
3. S.L. Gupta - Marketing Research
4. G.C. Berry - Marketing Research
5. S. Sumathi and P. Saranaval, Marketing Research and Consumer Behaviour

Reference Books:

1. Tull and Hawkings - Marketing Research
2. Boyd and Westfall- Marketing Research
3. Aaker - Marketing Research


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PATNA UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
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(With effect from 2019- 2020)
SEMESTER VI
PAPER – CP 13
STRATEGIC MANAGEMENT

OBJECTIVES:

1. To enable students to understand basics of strategies adapted by business firms.
2. To help students to understand the environmental factors affecting the management of Business.
3. To familiarize them with the formulation, implementation & evaluation of strategies.

UNIT-I

The business system - objectives of the business - setting up and balancing the objectives mission - vision - goals strategic analysis of functional areas production - marketing - human resources - finance - analyzing corporate capabilities.

UNIT-II

Corporate strategy - nature and scope - process of strategic planning - formulation of strategy - project life cycle - portfolio analysis – SWOT.

UNIT-III

Generic strategic alternatives - horizontal, vertical diversification - active and Passive alternatives.

UNIT-IV

External growth strategy - merger acquisition - amalgamation - joint venture - problems organizational structure and corporate development - line and staff function - evaluation of organization structure - management of change.

UNIT-V

Implementation of strategy - elements of strategy - leadership and organizational climate - planning and control of implementation.

Text Books:

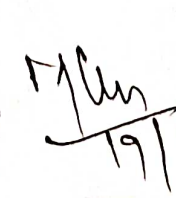
1. Dr. C.B. Mamoria & Dr. Satish Mamoria, Business planning and policy (1987) Himalaya publishing house, Mumbai.
2. Dr. S.Sankaran –Strategic Management, Margham Publications 3. S.C. Bhattacharya - Strategic Management Concepts & cases - S.Chand & Co

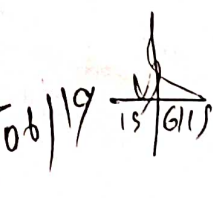
Books for Reference:

1. Kazmi - Business policy & Strategic Management - Tata McGraw-Hill pub.
2. Azhar kazmi, Business Policy,


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PAPER – CP 14
DISSERTATION / OJT (6 CREDITS)

UNIT-I


Optional Dissertation or Project Work in Place of one Discipline Specific Elective Paper
(6 credits) in 6th Semester

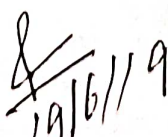
Dissertation/Project: An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.

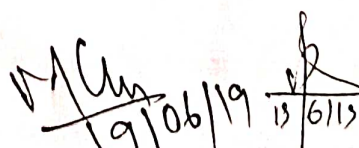
Project Work/Dissertation is considered as a special course involving application of knowledge involving/analyzing/exploring a real life situation/difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

TEXT BOOKS:

1. Kothari, C. R. (2012). Research Methodology, New Age International.
2. Sarangi Prashant (2010). Research Methodology, Taxmann.
3. Arora Richa (2013). Marketing Research, PHI Learning Pvt. Ltd.
4. Malhotra Dash (2015). Marketing Research, Pearson.
5. Kothari, C. R. and Garg Gaurav, Research Methodology: Methods & Techniques, 3rd Edition, New Age International Publishers.
6. Kumar Ranjit (2005). Research Methodology, Pearson Education Australia.
7. Chawla Deepak & Sondhi Neena (2016). Research Methodology, Vikas Publishin House.


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**PAPER – DS 11
EXPORT MANAGEMENT**

Objective:

The objective of the course is to convey the relevance of export, foreign exchange and to create an understanding on export procedure and policies.

UNIT – I

Export Management – Meaning & Definition - Need for Export Management – Nature of Export Management – Functions of Export Manager – Barriers to Export – Problems faced by the exporters in export.

UNIT – II

Export Incentives – Duty Entitlement Pass Book Scheme – Duty Exemption Entitlement – Export Promotion Capital Goods Scheme – Export Oriented Units – Export Houses – Trading Houses – Star Trading Houses.

UNIT – III

Export Finance – Nature of Export Finance – General Guidelines to the banks for export financing – pre-shipment Finance – Post-shipment Finance – Export Import Bank, Export Risks Identification – Credit Risks – Cargo Risks – Prevention or Reduction of Risk – Credit Risk and Export Credit and Guarantee Corporation of India (ECGC) – Cargo Insurance.

UNIT – IV

Government Institutions assisting in promoting Export – Ministry of Commerce – Directorate General of Foreign Trade (DGFT) – Export Promotion Council (EPC) – Indian Institute of Foreign Trade (IIFT) – India Trade Promotion Organisation (ITPO) – Federation of Indian Export Organisation (FIEO) – State Trading Corporation (STC).

UNIT – V

Export Procedures – Terms of Payment used in Export – Documents used in Export Trade – Proforma Invoice – Commercial Invoice – Consular Invoice – Shipping and Air Cargo Documents – Banking Documents.

Text Books:

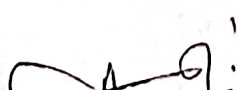
1. P.K. Khurana, Export Management
2. D.C. Kapoor, Export Management
3. Kumar & Mittal, Export Management
4. Balagopal, Export Management


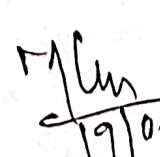
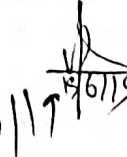
Reference Book:

1. Francis Cheruvilam, Export Management.

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PAPER – DS 12
SALES AND ADVERTISING MANAGEMENT

UNIT-I

Sales Management Functions: Introduction to sales Management Personal Selling, Sales Process, Computer Application in Sales Management.

UNIT-II

Distribution Management: Channel of Distribution & Distribution of Inter mediaries – whole seller Distribution Management – Retail Distribution Management – Physical Distribution Management.

UNIT-III

Planning and Control of the sales effort: Sales Planning, Sales Organisation, Sales forecasting and sales quotas, sales budgeting and control.

UNIT-IV

Advertisement Meaning and Concept – objectives functions – principles – advantages & disadvantages – limitations – advertising budget.

UNIT-V

Media of Advertising – Measuring Advertising effectiveness – methods of evaluation advertising effectiveness.

TEXT BOOKS:

1. Panda T. Sachdev S.: Sales and Distribution Management, Oxford University Press
2. Havaladar, Krishna K.: Sales and Distribution Management, Tata McGraw Hill
3. Gupta S. L.: Sales and Distribution Management: Text & Cases in Indian Perspectives, Excel Books.
4. Still, Kundiff, Govoni,: Sales and Distribution Management, PHI.
5. L. Gorchels, C. West, E. J. Marien,: The Managers Guide to Distribution Channels, McGraw Hills.
6. Russell W. McCalley,: Marketing Channel Management: People, Products, Programs and Markets, Greenwood, Publishing Group.
7. Robert Hastings: Channel Sales & Management in Distribution, Business Pub.

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