

New Syllabus - BBA III Semester 2014-15

Marketing Management

UNIT – I	Marketing :- Meaning - concept - functions - marketing Planning & implementation marketing Programmes - Marketing environment – Micro and Macro.
UNIT – II	Market Segmentation and consumer behaviour – Influencing factors, Decision process - Marketing Research - Marketing information system
UNIT – III	Product :- Meaning - Product planning - policies - positioning - New product
UNIT – IV	Pricing:- Pricing objectives – Setting and modifying the price – Initiating price changes and responding to price changes
UNIT – V	Promotion: Promotion Mix - Advertisement - Message - copy writing - Media strategy -sales promotion - Personal selling and publicity.
UNIT – VI	Physical Distribution and Strategies:- Distribution Mix - Managing channel - intermediaries- transport and warehousing -

Organization Behavior

UNIT – I	OB History and Development; Importance of OB to the field of management. Basic behavioral Process: Cognitive functions - intelligence, Creativity, Problem solving, Learning and its process - implications,
UNIT – II	Attitudes and Values, Personality - Concepts, theories, estimation and applications; Perception - implications, counseling - importance and relevance.
UNIT – III	Motivation - Theories and applications to management,
UNIT – IV	Leadership - Role and functions of a leader, Leadership theories and styles, implications for management, Alternatives to leadership;
UNIT – V	Organizational Development - approaches, intervention strategies, implementation; Organizational culture - relevance of culture in the changing scenario, Organizational Politics, impression management and defensive behavior
UNIT – VI	Organizational change : Approaches and resistance to change, Manager as a change agent; Conflict management, nature, sources. Current applications and future trends in OB.

Business Environment

UNIT – I	Meaning of Business Environment, Factors affecting environment to the business, Internal and external environment, micro environment, macro environment. Types of environment.
UNIT – II	Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions.
UNIT – III	Political Environment: Economic roles of the government, government and legal environment, economic roles of government of India.
UNIT – IV	Technological Environment: Concept and significance of technological environment, regulation of foreign investment and collaboration.
UNIT – V	Social Environment: Business and society, business and culture, language, culture and organizational behaviour, other social/cultural factors, social responsibility of business.
UNIT – VI	The contribution of Public sector enterprises in India, Privatization and disinvestment in India, Foreign Direct Investment in India, its impact on Indian economy.

Business Costing

UNIT – I	Basics of Costing: Meaning and definition of Cost Accounting, Concepts of Cost ,Cost Object, Cost Center and Profit Center, Cost Control and Cost Reduction Classification of Costs, Overview of Cost Accounting Standards.
UNIT – II	Cost Elements: Material Cost- purchase procedure, store keeping and stock control, pricing issue of material and accounting thereof, perpetual inventory and physical stock taking, identification of slow, non-moving and fast moving items, ABC analysis, JIT system, level of inventories and economic order quantity, analysis, investigation and corrective steps for treatment of stock discrepancies – control through other means.
UNIT – III	Labour Costs – remuneration methods, monetary and non-monetary incentive schemes, payroll procedures, labour analysis and idle time, measurement of labour efficiency and productivity, analysis of non productive time and its cost, labour turnover and remedial measures, treatment of idle time and overtime.
UNIT – IV	Direct Expenses – nature, collection, classification and treatment. Overheads – nature, collection, classification, apportionment, allocation and absorption.
UNIT – V	Costing Methods: Unit Costing, Job Costing, Batch Costing, Process Costing, Contract Costing, Activity Based Costing, Target Costing, Costing for Services Sector.
UNIT – VI	Cost Accounting Systems: Accounting entries for an integrated and not integrated accounting system, Reconciliation between cost and financial profit and loss account, interlocking accounting.

Operations Management

UNIT – I	Introduction to productions and operations management: Nature of production, productions and system, production as an organizational function, decision making in production, production management and operations management, Characteristics of modern production and operation management, organization of production function, recent trends in production/operations management.
UNIT – II	Production process, manufacturing and service operations: production process, manufacturing operation, service operations, selection of process non manufacturing or service operations, difference between manufacturing and service operations, classification of manufacturing process, manufacturing operations as conversion process, characteristics of modern manufacturing process,
UNIT – III	Design of production system: Product, process and production design, factors influencing product design, approaches for product design, process planning and process design, process selection, process management, major process decisions,
UNIT – IV	Plant location & Plant layout – Location theories, freedom of locations, errors in selection, steps in location selection, relative importance of location factors, location models, Meaning, definition scope and of facility layout, factors influencing layout, types of layout, importance of layout, layout planning, layout tools and techniques, analysis if layout with computers, criteria for selection and design of layout, layout design procedure.
UNIT – V	Materials Management – functions, meaning and operations, – overview of materials planning & material requirement planning, over view of Store management – objectives & functions.
UNIT – VI	Quality control – Purpose of inspection and quality control – control charts and acceptance sampling by variable and attributes. Sample plan OC curve, AQL, AOQL, LTPD.

Business and Statistics

UNIT – I	Introduction to statistics – purpose of statistics – kinds of numbers, measurements, variables, attributes, UNITS, discrete and continuous data. Frequency distributions – continuous frequency
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	distribution – graphic representation – Histogram – frequency polygon and their uses.
UNIT – II	Measures of central tendency – Mean, Median, Mode merits and demerits – Measure of Dispersion – Range, mean deviation, standard deviation, coefficient of variations.
UNIT – III	Concept of probability – Law of Addition – Law of Multiplication and conditional probabilities – Random variables – Its expectation and variances – Applications in Management. Probability distributions:- Binomial distribution, Poisson distribution and normal distribution.
UNIT – IV	Population parameters and sample statistics – standard error – sampling distributions of statistics – large sample tests – single mean, Difference of means, single proportion – Difference of proportions
UNIT – V	Correlation and regression – Scatter Diagram – Coefficient of correlation – Rank Correlation – Regression – Lines of Regression index nos. Simple, weighted – consumer price index – wholesale price index.
UNIT – VI	Time Series: Components – Trends – Seasonal – cyclical – irregular variables – Measurement of trend – Method of semi averages and method of moving averages principle of least squares – Measurement of seasonal fluctuations – simple averages – Ratio to trend method – Ratio to moving average method – simple problems.