

BBA PART III

SEMESTER V

CODE 501	PAPER I	SERVICES MARKETING
CODE 502	PAPER II	QUANTITATIVE TECHNIQUES FOR MANAGEMENT
CODE 503	PAPER III	RESEARCH METHODS IN BUSINESS MANAGEMENT
CODE 504	PAPER IV	PRODUCTION AND MATERIALS MANAGEMENT
CODE 505	PAPER V	ORGANIZATIONAL BEHAVIOUR
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SEMESTER VI

CODE 601	PAPER I	COMPENSATION MANAGEMENT
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CODE 606	PAPER VI	GROUP DISCUSSION AND PRESENTATION

SEMESTER V

Code 501 Services Marketing

- Unit I Introduction to Service Marketing :** Understanding Service. The Nature of Service Marketing, Classification of Service. Understanding Consumer behaviors, Customer expectations & perceptions, managing & exceeding customer service expectations. Strategies for influencing customer.
- Unit II Strategic Issues in Services Marketing :** Market Segmentation & Targeting, Individualized Service and Mass Customization, Differentiation and Positioning of Services: steps in developing a positioning strategy, Developing and maintaining demand & capacity.
- Unit III Marketing Mix and Services :** The marketing mix elements, Targeting marketing mix product, price, place, promotion & communication services, and extended marketing mix people, process, physical evidence in service.
- Unit IV Services Marketing - Specific Industries :** Tourism, Travel, Transportation service marketing, financial services; Education & Professional service, Telecom & Courier. Media Service.
- Unit V Challenges of Service Marketing :** Developing & Managing the customer service function. Marketing planning for services; Developing & maintain quality services, Relationship marketing.

Recommended Books

1. Mehta, Khivasara- Marketing of Service (RBD Jaipur).

Code 502 : Quantitative Techniques for Management

- Unit I Introduction :** An introduction to statistical and operational research techniques, scope and application of quantitative techniques: Limitation of these techniques.
- Unit II Linear Programming :** Graphical and Simplex solutions of LPP. Primal and its dual.
- Unit III Transport and Assignment Problems.**
- Unit IV Theory of Games and Queuing Models :** Two persons Zero sum games, pure and mixed strategy, application of queuing theory in business decision making.
- Unit V Network Analysis :** Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM), Cost analysis and Crashing the Network.

Recommended Books

1. Kothari C. R., Quantitative Technique, New Age Publishing, House, New Delhi.
2. Kapoor, V. K., Operations Research, Sultan Chand & Sons, New Delhi.
3. Khandelwal, Gupta, Gupta - Quantitative Technique.
4. Agrawal & Agrawal - Quantitative Technique. (RBD Jaipur)

Code 503 : Research Methods in Business Management

Unit I Fundamentals of Research : Meaning, objectives and significance, types of research — Basic Research, Applied, Descriptive, Historical. Exploratory, Experimental, Ex-post-facto and case study approach. Approaches to Research (a) Quantitative Approach : (i) Inferential (ii) Experimental (iii) Simulation (b) Qualitative Approach: (i) Ethnographic (ii) Phenomenological (iii) Field Research. Importance of research in management decisions. Various areas of research in business: (a) Marketing (b) Government Policies and Economic Systems (c) Social Relationship (d) Planning and Operational problems of research in business.

Unit II Research Process : Selecting the topic, defining the research problems, Objectives of research, literature survey, sample design, data collection, execution of project, analysis of data and hypothesis testing, generalization and interpretation and preparation of research report. Features of good research. Research Design- Meaning, need, features of good research design. Types of Research Design- (a) Exploratory Research (b) Descriptive Research (c) Casual Research.

Unit III Hypothesis : Meaning, importance and types, Formulation and testing of hypothesis. Chi-square test, Co-efficient, Correlation of Regression analysis, **Sampling :** Meaning, sample and sampling, essentials of good sample. Sample size, methods of sampling : (a) Probability Sampling, cluster sampling, stratified, multi stage sampling, (b) Non-probability sampling, Quota sampling, Convenience sampling.

Unit IV Sources and Methods of Data Collection : (a) **Primary Sources** (i) Observation (ii) Interview (iii) Questionnaire (iv) Interview Schedules (b) **Secondary Sources.**

Unit V Data Processing : Tabulation - Data analysis and Interpretation. Report Writing – layout of research report.

Recommended Books

1. C.R. Kothari : “Research Methodology : Methods & Techniques.” New Age International Publishers.
2. Donald R Cooper & Pamela S Schindler: “Business Research Methods.”
3. Nandagopal, Rajan, “Research Methods for Business”, Excel.
4. Uma Sekaram, “Research Methods for Business : A skill building approach”.
5. Donald H McBumey, “Research Methods”, CRC Press.
6. Dr. S. Shajahan - Research Methods for Management
7. Mehta. Gupta - Research Methods in Management (RBD Jaipur)
8. Saxena, Himanshu - Research Methods in Management (RBD Jaipur)

Code 504 : Production and Materials Management

Unit I Introduction : Meaning and Functions of Production Management. Role and Responsibility of Production Function in Organization. Types of Production System - Continuous Intermittent, Job lots etc Plant Layout - Objectives. Types. Materials Flow Pattern, Safety Consideration and Environmental Aspects.

Unit II Production Design : Definition. Importance, Factors affecting product Design- Product Policy-Standardization. Simplification. Production Development- Meaning. Importance, Factors Responsible for Development, Techniques of Product Development.

Unit III Production Planning and Control : Meaning, Objective, Scope. Importance & Procedure of Production Planning, Routing Scheduling Master Production Schedule, Production Schedule. Dispatch. Follow up, Production Control : Meaning, Objectives, Factors affecting Production Control.

Unit IV Concept and Importance of Materials Management Corporate policy, organization, research, planning, source, selection. Inventory Management, its prime importance in our country today. Inventory Control Techniques - ABC Make-or-buy decisions, Problem on ABC analysis.

Unit V Warehousing and Stores Management : centralized and decentralized stores, Brief introduction to various methods of stores accounting, Need for Stock verification.

Explanation of EOQ—its advantages, limitation/modifications.
Types of inventory system. Need for safety stock/reserve stock.
Simple problems on these topics.

Code 505 : Organizational Behavior

- Unit I Introduction :** Meaning of OB. Disciplines, Theories of organization, contributing to OB field. Role of OB in today's business organization.
- Unit II Organizational Change :** Major forces of change, resistance to change, process of change, Developing support for change, change Model.
- Unit III Group Dynamics :** Theories of Groups, group norms and roles, cohesiveness the dynamics of informal groups. Team and Team building.
- Unit IV Management of Conflicts :** Types of Conflicts, Process of Conflict, Approaches of Conflict, Reasons of Conflicts, Positive and Negative Aspects of Conflict, Conflict Management strategies.
- Unit V Power :** Meaning of Power, Source of Power, implications of performance and satisfaction.

Recommended Books

1. Prof. Anil Mehta, Bhumiya Chouhan - Organizational Behavior (RBD Jaipur)
2. PSS Kumar, Dr. Anukrati Sharma and K.S. Krishna Organizational Behavior (Jahanvi Publications Pvt. Ltd. Jaipur)

Code 506 : Business Budgeting

- Unit I Budgeting :** Meaning, Origin, and Significance, Public and Private Budgets. Concepts of Surplus, Deficit and Balance Budgets. Fixed and Flexible budgets and limitations of Business Budgets. Features of Sound Business Budgeting Systems.
- Unit II Operating Business Budgets :** Sales Budget, Production Budget, Materials Budget, Labour Budget, Overheads Budget, Financial Budgets- Cash Budget, Master Budget, Human Resource Budget, Research and Development Budgets.
- Unit III Capital Budgeting :** Types of Capital Expenditure, Capital Expenditure and Investment Banking, Techniques: Pay Back, Average Rate of Return, Net Present Value and Internal Rate of Return.

Unit IV Performance Budgeting : Concept, Evolution and its uses in Business Decisions - Preparation of Performance Budgets, Follow-up and Monitoring.

Unit V Zero Base Budgeting : Concept Evolution and its Practical utility in Business Decisions. Information System for Business Budget.

Recommended Books

1. J.B. Heckert and J.D. Wilson : Business Budgeting and Control
2. G.A. Welsch : Business Budgeting
3. Clark and others : Capital Budgeting
4. E.I. Altman : Financial Hand Book
5. R.M. Srivastava : Financial Decision Making

SEMESTER VI

Code 601 : Compensation Management

Unit I Compensation : Meaning, Role, Economics and Behavioural issues, Wage Concept, Wage Theories.

Unit II Compensation Management : Compensation Decisions. Internal and Employee Equities.

Unit III Job Evaluation : Purpose, methods, Component- Basic Salary. D.A. Fringe Benefits, Bonus, Incentives, Performance, Link Reward System, Profit Sharing and Stock.

Unit IV National Policy : Wage Board and Pay Commission, Corporate Consideration in Compensations.

Unit V Management of Employee : Exit Options, Managing Organizational Exit, Workforce Managers CEO. Voluntary Retirement.

Code 602 : Management Information System

Unit I Introduction to MIS : Concept of MIS, Role of MIS, Objects of MIS, Emergence of MIS, MIS and Computers, Impact of MIS. Systems Approach to MIS.

Unit II Information Concepts : Data and Information : Meaning and importance, Relevance of Information in Decision making, Sources and Types of Information, Cost Benefit Analysis, Quantitative Aspect, Assessing Information Needs of the organization.

Unit III Information Systems for Decision making : Decision Making and MIS, Decision-making Concept, Organizational Decision Making, MIS and Decision Making Concept, MIS as technique of program decisions, Decision support system, MIS and Role of MIS.

Unit IV Network : Introduction, topology, LAN and VAN, data Communication.

Unit V MIS in Functional Areas : Production Information Systems, Financial Information Systems, Marketing Information Systems, Human Resource Information System.

Recommended Books

1. Upadhyay & Upadhyay – M.I.S. (RBD, Jaipur)
2. Javedkar, W.S. Management Information Systems (Tata McGraw-Hill Publishing Company Ltd., New Delhi).
3. Mardic R.G., Ross J.E. & Clagger J.R. Information System for Modern Management (Prentice Hall of India).
4. James A.O. Brien, Management Information Systems, (Galgota Publications).
5. Locus, Analysis, Design and Implementation of Information System (McGraw-Hill Book Co.)
6. Anderson, Lavid L. Post Gerald V. Management Information System (Tata-Mc-Graw Hill Publishing Co.)

Code 603 : Fundamentals of Banking

Unit I Overview of Indian Banking Sector : Structure of Indian Banking Sector, Source of Funds for a Bank, Various Deposits Products.

Unit II Types of Bank Financing : Fund based and non fund base, cash credit, bank Overdraft, term loan, demand loan, export/import financing, rural/farm lending etc. Bank Guarantee, Introduction to NPA and its management, classification of NPAs and recovery strategy.

Unit III Central Banking Concept : Function and Role of RBI-Money Creator, Credit Regulator, Supervision of Banking Sector, Reforms in Indian Banking - Narsimhan Committee I & II.

Unit IV Fundamentals of Investment Banking : Fund based and Fee based services, Innovation in banking ; E-Banking.

Unit V Introduction of NBFCs : Role and Classification.

Code 604 : Export Marketing

- Unit I Exporting Marketing** : Meaning, importance, scope. Export Market Research, Forms, Types of export Organization.
- Unit II Marketing Mix for Export Marketing** : Product Planning for Export, Pricing for Exports, Channels of Distribution. The agency Control Personnel Selling.
- Unit III Advertising for Exports** : Participation in Trade Fair and Exhibitions, Export Procedure in India, Export Documentation in India.
- Unit IV Major Organizations and Policies (Government and Private)** : Facilitating and Promoting Export from India (Their elementary knowledge) Functions and Evaluation of UNCTAD and GATT.
- Unit V Global Marketing Environment** : Concept, Significance and Scope of Global Marketing, Internal and External Environment, Information Systems, Export Procedure, Future Prospects of Export Marketing.

Recommended Books

1. Prof. R. K. Kothari, Jain & Mittal : International Marketing (RBD Jaipur)
2. Prof. R. K. Kothari and Dr. Mukesh Jain : International Marketing (MBA Edition) (RBD Jaipur)

Code 605 : Leadership Skills and Change Management

- Unit I Nature and Importance of Leadership** : The Meaning of Leadership - Leadership as a partnership - Leadership V/S Management - Traits, Motives and Characteristics of Leaders - Role of Leadership and Leadership Skills.
- Unit II Effective Leadership Behaviour and Attitudes** : Task-related attitudes and behaviours, relationship - oriented attitudes and behaviours- super leadership.
- Unit III Leadership Styles** : The leadership Continuum - Classical leadership styles, the boss-centered V/S employee-centered leadership continuum - the autocratic, participative, free rein continuum - The leadership grid styles.
- Unit IV Understanding Change** : Nature of Change - forces of change- perspective on change - contingency perspective -

