

GANPAT UNIVERSITY
Faculty of Management Studies
B.B.A. (General) Program
Semester–1, Syllabus (Effective from June 2010) CBCS

Course Code: IA01POM	Course Type: Complementary	%	S	C
PRINCIPLES OF MANAGEMENT		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Management.

Unit 1 Overview		20	12	0.8
Nature and Scope, Process, Levels and Skills. Approaches to the Study of Management: Scientific Management, Classical School, Behavioural School, System Approach, and Contingency Approach. Organisational Environment.				
Unit 2 Planning		20	12	0.8
Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making				
Unit 3 Organising		25	15	1.0
Concept, nature, process and significance; Principles of an organization, Span of Control; Departmentation; Types of an organization; Authority-Responsibility; Delegation and Decentralization.				
Unit 4 Staffing		10	06	0.4
Meaning, nature and purpose. Concepts of Selection, Training and Performance Appraisal: Objectives, Process and Importance.				
Unit 5 Motivating and Leading		15	09	0.6
Nature and Importance of motivation; Types of motivation; Theories of motivation- Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; Traits of a leader; Leadership Styles.				
Unit 6 Controlling		10	06	0.4
Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.				

Reference Books:

- Principles of Management - L. M. Prasad, Sultan Chand & Sons.
- Principles of Management - P. C. Tripathi & P. N. Reddy, Tata McGraw.
- Principles of Management: Theory, Practices & Techniques - Nirmal Shah, Deep & Deep Publications Pvt. Ltd.
- Management Concepts and Strategies - J. S. Chandan, Vikas Publishing House.
- Management Concepts and Practices - Gupta, C.B. Sultan Chand and Sons, New Delhi.
- Principles of Management – R. K. Sharma and S. K. Gupta, Kalyani publications.

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Course Code: IA02BUO	Course Type: Complementary	%	S	C
BUSINESS ORGANISATION		100	60	04

The course aims to provide basic concepts and knowledge with regard to a Business Organisation and its various functional areas.

Unit 1 Nature and Scope of Business	10	06	0.4
Meaning, Understanding and objectives of Business, Industry and Commerce, Branches of Business, Importance of Business, Industry, Commerce and Profession.			
Unit 2 Forms of Business Organisation	15	09	0.6
Meaning, Features, Formation, Merits and Demerits of Sole Proprietorship, Partnership, Joint Stock Company, Co-operative Society. Meaning and characteristics of Public Sector, Private sector and Multinational Corporations.			
Unit 3 Company Formation	20	12	0.8
Meaning and structure of Memorandum of Association, Article of Association and Prospectus, Conversion of Private Ltd. Co. into Public Ltd.			
Unit 4 Share Capital	20	12	0.8
Meaning of Shares, Stock and Debentures, Classification of Share Capital, Calls on Share, Forfeiture of Shares, Transfer and Transmission of shares. Stock Exchange: Importance and Functions and Role of SEBI.			
Unit 5 Company Management and Operations	20	12	0.8
Director, Managing Director, Company Secretary. Position, Appointment, Powers, Duties and Responsibilities.			
Unit 6 Company Meeting: Types and Procedure	15	09	0.6
Equity Shareholders' Meetings: Statutory General Meeting, Annual General Meeting, Extra Ordinary General Meeting. Meeting of Board of Directors.			

Reference Books:

- Business Organization and Management - Jallo, Tata McGraw Hill
- Business Organization and Management - Dr. C. B. Gupta, Publisher Sultan Chand & Co.
- Modern Business Organization - Gupta, C.B., Mayoor Paper Works, 2001.
- Business Organisation - T.N. Chabra, Dhanpat Rai & Sons.
- Modern Business Administration - Robert, McMillan India, 1999.
- Business Organization and Management - Basu, C. R., Tata McGraw Hill, New Delhi, 1998.
- Business Organisation and Management - Y. K. Bhushan, Sultan Chand & Sons, New Delhi.
- Business Organisation and Management- D. P. Jain, Vrinda Publications.

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Course Code: IA03FOA	Course Type: Complementary	%	S	C
FUNDAMENTALS OF ACCOUNTING		100	60	04

The course aims to familiarize the students with the basic concepts of Accounting and their application in business.

Unit 1 Nature of Accounting	15	09	0.6
Definition, Characteristics, Objectives, advantages of accounting, branches of accounting; Technical terms in double entry book keeping system; Distinction between trade discount and cash discount; Accounting concepts; Types of transaction; Rules of debit and credit.			
Unit 2 Journal, Ledger and Trial Balance	15	09	0.6
Introduction to Journal, Ledger and preparation of trial balance. Characteristics of Journal, Ledger. Difference between Journal and Ledger. Examples based on Journal, Ledger and Trial Balance.			
Unit 3 Subsidiary Books	15	09	0.6
Introduction to various Subsidiary Books, Advantages of Subsidiary Books, Difference between Debit note and Credit note, Examples based on purchase book, sales book, return book, cash book, petty cash book.			
Unit 4 Final Accounts of Sole Proprietorship Firm	20	12	0.8
Specimen of Trading Account, Profit and Loss account, and Balance Sheet of Sole Proprietorship firm, Examples based on final accounts with simple adjustments.			
Unit 5 Depreciation	15	09	0.6
Meaning and Objectives for providing depreciation, Causes of depreciation. Factors determining the rate of depreciation. Examples only on Straight Line Method, Written Down Value Method.			
Unit 6 Issue Forfeiture and Reissue of share	20	12	0.8
Provision relating to issue of share at Par, at Premium and at Discount, calls in arrears and calls in advance, forfeiture and reissue of shares, pro-rata allotment. Examples based on accounting entries (Excluding pro-rata calculation forfeiture and reissue of shares)			

Reference Books:

Principles & Practice of Accountancy - R.L.Gupta and V.K.Gupta, Sultan Chand & Sons.
Fundamentals of Accounting - Dr. S.N. Maheshwari, Vikas Publishing House Pvt. Ltd.
An Introduction to Financial Accounting - Monga, J.R., Mayoor Paperbooks, 2005.
Financial Accounting - Monga, J.R. & Ahuja, Girish, Mayoor Paperbooks, 2003.
Fundamentals of Accounting & Financial Analysis - Anil Chowdhry, Pearson Education.
Accounting Made Easy - Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill.

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Course Code: IA04BAS	Course Type: Complementary	%	S	C
BASIC STATISTICS		100	60	04

The objective of the course is to familiarize students with the basic concept and tools in statistics to help the decision making.

Unit 1	Introduction	10	06	0.4
	Statistics: Definition, Importance & Limitation. Collection of data, Classification of data, Class interval, Types of Classes, Class frequency, Class mark, Class Boundaries, Width of a class, Frequency density, Relative frequency, Percentage frequency, Cumulative frequency, and formation of frequency distribution.			
Unit 2	Measures of Central Tendency	15	09	0.6
	Introduction, Arithmetic Mean, Median and Mode, Quartiles - Properties, Merits & Demerits.			
Unit 3	Measures of Dispersion	20	12	0.8
	Introduction, Range, Coefficient of range, , Quartile deviation, Coefficient of quartile deviation, Mean deviation and coefficient of mean deviation, Variance and Standard Deviation for all types of frequency distribution, Coefficient of Dispersion, Coefficient of variation.			
Unit 4	Correlation Analysis	20	12	0.8
	Introduction, Definition of Correlation, Types of Correlation, Scatter Diagram Method, Karl Person's Correlation Coefficients, Correlation Coefficients for Bivariate frequency distribution, Probable error for Correlation Coefficients, Properties of Correlation Co-efficient.			
Unit 5	Regression Analysis	20	12	0.8
	Introduction, Definition of Regression, Regression lines, Regression Coefficients, Properties of regression Coefficients, and Fitting of regression lines and estimation for Bivariate Regression.			
Unit 6	Time Series Analysis	15	09	0.6
	Meaning of time series, Utility of study of time series, Analysis of time series, components of time series: Trend, Seasonal variations, Cyclical variations, Irregular variations, Methods of determining Trend: Graphical method, Method of moving averages, Least squares method			

Reference Books:

- Statistics – D C Sancheti, V K Kapoor (SultanChand and Sons)
- Statistics for Management - Levin Rubin (Prentice Hall India)
- Business Statistics-G V Shenoy, U K Shrivastava & S C Sharma (New Age International P. Ltd)
- Mathematical Statistics - Saxena and Kapoor.
- Statistics for management - Rubin & Levin (Prentice-Hall-India Pvt Ltd)
- Gupta, S.P., "Statistical Methods," Sultan Chand & Sons, 2004.
- Business Mathematics - Sancheti and Kapoor, SultanChand & Sons.

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Course Code: IB05BCS	Course Type: Common	%	S	C
BASIC COMMUNICATION SKILLS		100	60	04

This course aims at developing the Basic Communication skills to enhance the ability of proper self-expression, spoken English and correct pronunciation in routine communication.

Unit 1 Basic Language Components	10	06	0.4
Fundamentals of Grammar: Noun, Verb, Adjective, Adverb, Prepositions and Conjunctions. Vocabulary building. Derivations of words using 'Prefixes' and 'Suffixes', Synonyms Antonyms and Phrases.			
Unit 2 Basic Communication	20	12	0.8
Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 Cs. of Effective Business Communication, Media of Communication, Barriers of Communication. (Developing Reading Skills: Intermediate Level-1)			
Unit 3 Basic Written Communication	20	12	0.8
Need, Functions and Kinds of letter. Essentials of business letter. Importance of clarity, conciseness, courtesy and correctness in business letter, importance of You -attitude, Layout of letter writing, Basic and optional parts of letter. (Developing Writing Skills: Intermediate Level-1)			
Unit 4 Official Correspondence	10	06	0.4
Meaning, Need and Types: Interview letters, Promotion Letters, Resignation Letters, Office Circulars, Leave application.			
Unit 5 Presentation	20	12	0.8
How to Make Presentation, Presentation Tools along with Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them. (Developing Speaking Skills: Intermediate Level-1)			
Unit 6 Business Etiquettes and Manners	20	12	0.8
Business manners, Self Introduction, Business introduction, Etiquette of Telephonic Talk, Expressing thanks and appreciation, personal behaviour, greetings, conversation. (Developing Listening Skills: Intermediate Level-1)			

Reference Books:

- Wren & Martin; English grammar and composition, 2003.
Sinha, K. K.; Business Communication, Galgotia Publishers, 2003.
Robinson, David; Business Etiquette, Kogan Page.
Hand Book of Practical Communication Skills-Chrissie Wrought, Jaico Publishing House.
Kaul, Asha; Business Communication, 1998, Prentice-Hall of India Ltd, New Delhi
Essentials of Business Communication - Rajendra Paul, Sultan Chand & Sons Publisher.
Business Communication - D.D.Sehgal, V.K.Mittal and N.C.Garg, Ramesh Book Depot.
Communication Today: Understanding Creating Skills - Reuben Ray, Himalaya Pub.House.
Basic Managerial Skills for All - E H McGraw, S J, Fourth Edition, P H I Pvt. Ltd.
The seven habits of highly effective people - Stephen R. Covey.
Improve Your Communication Skills - Barker, Alan, 2007, Kagan Page (I) Pvt. Ltd.
The Handbook of interviewing - Taylor, Poul J & O'Driscoll Michael P.,2001, Infinity Books.
Technical Communication - Raman, Meenakshi & Sharma Sangeeta, 2006, OUP, New Delhi
How to Write First Class Letters - Baugh, Sue, 1998, Viva Books Pvt. Ltd, New Delhi
Business Communication - Lesikar, Raymond V & Pettit John D, 1999, AIIBS Publishers, New Delhi.
Rai Urmila, English Language Communication Skills, Himalaya Publishing House.
Business Communication, Varinder Bhatia, Khanna Books Publishing Co. Pvt. Ltd, New Delhi, 2000.
Business Communication, R C Bhatia, Ane Book India, New Delhi, 2006.
Successful Presentation Skills, Andrew Bradbury, Kogan Page India Pvt Ltd, New Delhi, 2006.

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Course Code: IIA01ORB	Course Type: Complementary	%	S	C
ORGANISATIONAL BEHAVIOUR		100	60	04

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

Unit 1 Introduction	15	09	0.6
Concept of Organisational Behaviour (OB); Understanding of OB - Definition, Goals; Various schools of thought – Classical, Neoclassical & Modern, Approaches of OB – Supportive, Contingency, Productivity & System; Contributing discipline to OB.			
Unit 2 Values, Attitudes and Job Satisfaction	15	09	0.6
<u>Values</u> : Importance of Values, Types of Values, Values, Loyalty and Ethical Behavior. <u>Attitudes</u> : Types of Attitudes, Cognitive Dissonance Theory <u>Job Satisfaction</u> : What determine Job Satisfaction, The Effect of Job Satisfaction on Employee Performance			
Unit 3 Understanding Work Team	15	09	0.6
Why have team become so popular, Team Vs Group: What the Difference? Types of team, Turning Individuals into Team Players, Contemporary Issues in Managing Teams.			
Unit 4 Perception and Individual Decision Making	15	09	0.6
What is perception? Factors Influencing Perception, Personal Perception: Making Judgment about Others (Attribution Theory, Frequently used shortcuts in judging others), How should decisions be Made? How are decisions actually made in Organizations?			
Unit 5 Organizational Culture and Conflict Management	20	12	0.8
Concept, Functions, Socialization, Creating & Sustaining culture, Managing Conflict: Sources, Types, Process & Resolution of Conflict			
Unit 6 Power And Politics	20	12	0.8
Definition of Power, Contrasting Leadership & Power, Bases of Power, Dependency: The key of Power. Politics: Power in Action, Definition, Factors contributing to Political Behavior, How do people respond to organizational politics? The Ethics of Behaving Politically.			

Reference Books:

- Organizational Behaviour - Prasad, L.M., Sultan Chand & Sons, 2003.
- Organizational Behaviour - Stephen P., Robbins;P H I Pvt. Ltd.", New Delhi, 2003.
- Organizational Behaviour - Luthans, Fred, Tata McGraw Hill, New Delhi, 2003.
- Organization Behavior - Chhabra,T.N. & Singh,B.P., Sultan Chand & Sons.
- Organizational Behaviour - Khanka, S.S., Sultan Chand and Sons, New Delhi.
- Organization Behaviour and Change - Joseph, Weiss, Vikas Publishing house, 2004.

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Course Code: IIA02POE	Course Type: Complementary	%	S	C
PRINCIPLES OF ECONOMICS		100	60	04

The course aims to familiarize the students with the basic concepts of Economics and their application in business.

Unit 1 Introduction	15	09	0.6
Definitions of Economics, Nature of Economics and Subject matter of Economics, Basic Concepts: Micro Economics, Macro Economics, Goods, Utility, Value, Price, Wealth, Consumption, Production, Types of Economies, Unemployment, Poverty, Inflation, Deflation, Business Cycle.			
Unit 2 Theory of Demand	15	09	0.6
Meaning of Demand, Factors affecting Demand, Law of Demand, Exceptions to the law of Demand, Extension and Contraction of Demand, Increase and Decrease in Demand.			
Unit 3 Theory of Supply	15	09	0.6
Meaning of Supply, Factors affecting Supply, Law of Supply, Extension and Contraction of Supply, Increase and Decrease in Supply. Determination of Equilibrium Price, Price Determination with the help of Demand & Supply			
Unit 4 National Income	15	09	0.6
Definition of National Income, National Income Concepts, Methods of measuring National Income, Problems in measurement of national income and precautions in estimation of national income. Circular flow of National Income.			
Unit 5 Money and Macro Market Analysis	20	12	0.8
Functions of Money, The Quantity Theories of Money (Fisher's Approach and Cambridge's Approach), Consumption Function, Investment Multiplier, and Accelerator Principle.			
Unit 6 Theories of Interest Rate and International Trade	20	12	0.8
Theories of Interest Rate: Classical theory of Interest Rate, Loanable Fund Theory of Interest rate, Liquidity Preference Theory of Interest Rate. Theories of International Trade: Theory of Absolute Cost Advantage, Theory of Comparative Cost Advantage.			

Reference Books:

- Elementary Economic Theory - K.K. Dewett and J.D.Varma
- Modern Economic Theory - H.L.Ahuja, S. Chand & Co. ltd
- Advanced Economic Theory - H.L.Ahuja, S. Chand & Co. ltd
- Principles of Economics - H.K.Trivedi and R.C.Joshi:
- Business Economics - Chaturvedi, D.D. and Gupta,S.L., Brijwasi Publishers.
- Modern Modern Micro Economics - Koutsoyiannis, A., Macmillan Press Ltd.
- Macro Economics - Dwivedi D. N., Tata McGraw Hill, 2005.
- Modern Macro Economics Theory - Mishra S. K. & Puri V.K., Himalaya Publishing House, 2003.
- Macro Economics Analysis - Edward Shapiro, Tata McGraw Hill, 2003.
- Introduction to Macro Economics - H. L. Ahuja, S. Chand Publication, 2008
- Macro Economics: Theory & Policy - H. L. Ahuja, S. Chand Publication, 2004
- Monetary Economics - Gupta S. B., S. Chand and Company, 1994

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Course Code: IIA03AIB	Course Type: Complementary	%	S	C
ACCOUNTS IN BUSINESS		100	60	04

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

Unit 1 Bank Reconciliation Statement	10	06	0.4
Need for bank reconciliation, Causes of difference, Advantages of bank reconciliation statement, Examples based on preparation of bank reconciliation statement.			
Unit 2 Rectification of Errors	15	09	0.6
Types of errors, Errors affecting the trial balance, Errors not affecting the trial balance, Why suspense account is created?, Examples based on rectification of errors.			
Unit 3 Partnership – Admission of New Partners	25	15	1.0
Reasons for admitting new partners in partnership firm, New profit sharing ratio and sacrificing ratio, Treatment of goodwill – 1. Premium method & 2. Revaluation method, Revaluation of assets and liabilities, Adjustment for reserves and accumulated profits / losses, Adjustment of capital.			
Unit 4 Partnership – Retirement / Death of Partner	25	15	1.0
Calculation of ratios, Revaluation of assets and liabilities, Disposal of accumulated profits and losses, Valuation of goodwill, Calculation of outgoing partner's share in profits earned by the firm from the date of previous balance sheet to the date of retirement / death, Payment to the outgoing partners, Payment to the outgoing partners in equal installments.			
Unit 5 Ratio Analysis	15	09	0.6
Meaning, Importance and Limitation of ratio Analysis, DuPont chart, Examples based on calculation of different ratios – Liquidity, Profitability, Turnover & Leverage Ratio.			
Unit 6 Accounting in Computerized Environment	10	06	0.4
Meaning and features of computerized accounting, Difference between computerized and manual accounting, Computerization – Scope and experiences in banking, Tally – Meaning, Features, Advantages and Disadvantages, Mechanism. (Theory Only)			

Reference Books:

Principles & practice of accountancy - R. L. Gupta & V. K. Gupta, Sultan Chand & Sons
 Cost Accounting - P. C. Tulsian, Tata McGraw-Hill Publications
 Fundamentals of Accounting - Dr. S.N. Maheshwari, Vikas Publishing House Pvt. Ltd.
 Fundamentals of Accounting & Financial Analysis - Anil Chowdhry, Pearson Education.
 Financial Accounting - Jane Reimers, Pearson Education
 Accounting Made Easy - Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill
 Financial Accounting For Management - Amrish Gupta, Pearson Education
 Financial Accounting For Management - Dr. S. N. Maheshwari, Vikas Publishing House.

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Course Code: IIA04BUS	Course Type: Complementary	%	S	C
BUSINESS STATISTICS		100	60	04

The objective of the course is to familiarize students with the basic concept and tools in statistics to help the business decision making.

Unit 1 Probability Theory	20	12	0.8
Introduction, Random Experiment, Sample Space, Events, Complementary Events, Union and Intersection of Two Events, Difference Events, Exhaustive Events, Mutually Exclusive Events, Equally Likely Events, Independent Events, Mathematical & Statistical definition of Probability, Axiomatic definition of probability, Addition Theorem, Multiplication Theorem, Theorems of Probability, Conditional Probability			
Unit 2 Mathematical Expectation	10	06	0.4
Variable, Discrete and Continuous random variable, Probability distribution of a random variables, Mathematical Expectation of random variables, Variance of a random variables			
Unit 3 Probability Distributions	20	12	0.8
<u>Binomial Distribution</u> : Introduction, Probability mass function of Binomial distribution, Mean and Variance of Binomial distribution, Properties of Binomial Distribution, Uses of Binomial Distribution. <u>Poisson Distribution</u> : Introduction, Probability mass function of Poisson distribution, Mean and Variance of Poisson distribution, Properties of Poisson Distribution, Applications of Poisson Distribution. <u>Normal Distribution</u> : Introduction, Probability density function of Normal distribution, Properties of Normal distribution, Importance of Normal Distribution.			
Unit 4 Sampling Methods	15	09	0.6
Population survey and sample survey, Characteristics of good sample, Advantages of sampling, Size of a sample, Difference between population study and sample study, Sampling methods: Simple random sampling, Stratified random sampling.			
Unit 5 Statistical Quality Control	20	12	0.8
Quality and quality control, Variations in quality, Theory of control charts, Theory of runs, Specification Limits, Process Limits and Revised Limits, Uses of SQC, Charts for variable and attributes: \bar{x} bar chart, R chart, p and np chart, C chart, Constructions of all these charts, conclusions from all these charts, Uses of all these charts.			
Unit 6 Test of Hypothesis (Large Sample Test)	15	09	0.6
Hypothesis, Test of significance of mean, Test of significance of difference between two means, Test of significance of difference between two standard deviations, Test of significance of proportion of successes, Test of significance of a sample proportion, Test of significance of difference between two proportions			

Reference Books:

Statistics – D C Sancheti, V K Kapoor (SultanChand and Sons)
 Statistics for Management - Levin Rubin (Prentice Hall India)
 Business Statistics-G V Shenoy, U K Shrivastava & S C Sharma (New Age International P. Ltd)
 Mathematical Statistics - Saxena and Kapoor.
 Statistics for management - Rubin & Levin (Prentice-Hall-India Pvt Ltd)
 Gupta, S.P., "Statistical Methods," Sultan Chand & Sons, 2004.

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Course Code: IIB05BUC	Course Type: Common	%	S	C
BUSINESS COMMUNICATION		100	60	04

This course aims at developing the written and oral Business Communication skills to enhance the ability to act with confidence, develop the overall personality of the student and its application in real business situation.

Unit 1	Usage of Grammar	10	06	0.4
	Types of Sentences: Sentence structure, negative and interrogative sentences formation, Tense, Sentence error.			
Unit 2	Business Letter writing	20	12	0.8
	Need, Functions and Kinds. Types of Business Letters - Inquiry Letters, Reply to Inquiry, Complaint & Adjustment. Invitation of Quotation, Cancellation and Acknowledgement of an order, Sales Promotion. (Developing Writing Skills: Intermediate Level-2)			
Unit 3	Business Report Writing	20	12	0.8
	How to Write an Effective Report, Basics of Project Report Writing, Characteristics of good report, Committee report and Business report. (Developing Reading Skills: Intermediate Level-2)			
Unit 4	Meetings	20	12	0.8
	Types of Meetings, Purpose of Meeting, Planning and conducting meeting. Checklist for meeting arrangement. Writing Notice, Agenda and Minutes of meeting. (Developing Listening Skills: Intermediate Level-2)			
Unit 5	Resume Writing and Interview	10	06	0.4
	Drafting of Job Application. Guidelines for Writing an Impressive Resume, How to face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews, Self introduction – highlighting positive and negative traits and Face to Face Communication.			
Unit 6	Interpersonal Skills	20	12	0.8
	Quality of a Leader, Knowing Your Skills and Abilities. Introduction to Group Discussion on Current Topics related to Economy, Education System, Environment, Politics etc. Delivery of Public Speech. Debate and Elocution techniques to increase self confidence and professionalism. (Developing Speaking Skills: Intermediate Level-2)			

Reference Books:

- Barker, Alan, Improve Your Communication Skills, 2007, Kagan Page (I) Pvt. Ltd. New Delhi
 Baugh, Sue, How to Write First Class Letters, 1998, Viva Books Pvt. Ltd, New Delhi
 D.D.Sehgal, V.K.Mittal and N.C.Garg, 'Business Communication' Ramesh Book Depot.
 E. H. McGraw, S. J., Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd. Lesikar,
 Raymond V & Pettit John D, Business Communication, 1999, AIIBS Publishers & Distributors, New Delhi
 Raman, Meenakshi & Sharma Sangeeta, Technical Communication, 2006, OUP, New Delhi
 Rajendra Paul, 'Essentials of Business Communication', Sultan Chand & Sons Publisher.
 Reuben, Ray; 'Communication today – understanding creating skills', Himalaya Publishing House.
 Rogets Thesaurus
 Stephen R. Covey; The seven habits of highly effective people.
 Taylor, Poul J & O'Driscoll Michael P., The Handbook of interviewing, 2001, Infinity Books.
 Wren & Martin; English grammar and composition, 2003.
 Business Communication, Varinder Bhatia, Khanna Books Publishing Co. Pvt. Ltd, New Delhi, 2000.
 R C Sharma, Krishnamohan, Bussiness Correspondance and report writing, Tata Mcgraw Hill Pub. Co. Ltd.
 Subhash Jagota, Succeeding in Interviews, Excel Books, 2001, New Delhi.
 Rai Urmila, English Language Communication Skills, Himalaya Publishing House.

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Semester–3, Syllabus (Effective from June 2011) CBCS

Course Code: IIIA01MAM	Course Type: Complementary	%	S	C
MARKETING MANAGEMENT		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories, essential elements and practices in the field of Marketing Management.

Unit 1 Conceptual Foundation	20	12	0.8
What is marketing? - Core concepts of marketing – markets, marketing management – production concept, product concept, selling concept, marketing concept – difference between selling and marketing – consumerism – causes of consumerism – consumer movements.			
Unit 2 Buying Behavior	20	12	0.8
7 O's model of consumer behavior, major factors influencing buying behavior, buying process, business markets Vs consumer markets, systems buying and selling, major factors influencing business buying – purchase process.			
Unit 3 Target Marketing	15	09	0.6
Levels of market segmentation – bases for segmenting consumer markets – base for segmenting business markets – requirements for effective segmentation.			
Unit 4 Marketing Mix I	15	09	0.6
<u>Product:</u> Concept of product, Product item, Product line and Product mix, Concept of Product Life Cycle, stages of PLC and Marketing strategy, Meaning of Brand & Brand equity.			
<u>Pricing:</u> Objectives, Factors affecting pricing decision, Orientation (methods)-cost, demand and competition, Discriminatory pricing.			
Unit 5 Marketing Mix II	15	09	0.6
<u>Place:</u> Functions of Channels of Distribution, Levels of Channels of Distribution, Factors affecting choice of Channels of distribution, Retailing & Whole selling.			
<u>Promotion:</u> Definition, consumer promotions, trade promotions, business promotions – purpose of sales promotion – major decisions in sales promotion – pitfalls of sales promotion.			
Unit 6 Personal Selling	15	09	0.6
Approaches in sales training – major steps in personal selling – factors contributing to the growth of direct marketing in India – products more suitable for direct marketing – strategies for direct marketing – determining sales targets.			

Reference Books:

- Marketing Management, By : Philip Kotler (Prentice Hall)
- Modern Marketing Management, By: K.C.Nair, Paul and others (Himalaya)
- Modern Marketing Management , By : R.S.N.Bhagavati and Pillai (S.Chand)
- Marketing Management, By : Varshney & Gupta, (Sultan Chand & Sons)

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Semester-3, Syllabus (Effective from June 2011) CBCS

Course Code: IIIA02MAE	Course Type: Complementary	%	S	C
MANAGERIAL ECONOMICS		100	60	04

The course aims to familiarize the students with the basic concepts of Managerial Economics and their application in business.

Unit 1 Introduction	15	09	0.6
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Meaning, Nature and Scope of Managerial Economics, Relationship between Managerial Economics Forward Planning and Decision-making.

Unit 2 Demand Forecasting	20	12	0.8
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Meaning of Demand Forecasting. Objectives of Short Run and Long Run Forecasting. Criteria of good forecasting technique. Demand Forecasting Methods: Survey Methods, Experts' Opinion (Simple and Delphi), Consumer Interaction (Complete Enumeration, Sample Survey Method), Statistical Methods (Trend Analysis, Regression).

Unit 3 Production Analysis	15	09	0.6
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Production Function, Long Run and Short Run Production Functions. Concepts and properties of Isoquants and Iso cost lines. Law of variable proportion. Return to scale with Iso-quanta and Iso cost lines. Maximization of output, given cost constraints. Minimization of cost, given the output. Expansion path (long run and short run).

Unit 4 Cost Concepts and Relationships	20	12	0.8
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Cost Concepts: Accounting cost, Economics cost, Opportunity cost, Incremental cost, Sunk cost, Implicit cost, Explicit cost, Fixed Cost, Variable cost, Total cost, Average fixed cost, Average variable cost, Average cost, Marginal cost. Relationship between Average fixed cost, Average variable cost, Average cost, Marginal cost curves. Shapes of various cost curves in short run and long run.

Unit 5 Market Structure 1	15	09	0.6
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Concepts: Total Revenue, Average Revenue, Marginal Revenue and their relationship. Perfect Competition: Determination of equilibrium price and output in short run and long run. Monopoly: Determination of equilibrium price and output in short run and long run.

Unit 6 Market Structure 2	15	09	0.6
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Monopolistic Competition: Duopoly and Oligopoly Models for Determination of equilibrium price and output. Baumal's Sales Revenue Maximization Model.

Reference Books:

- Managerial Economics, By Dwivedi, D N (Vikas Publishing House)
- Advanced Economic Theory, By H L Ahuja (S. Chand & Co. Ltd)
- Business Economics, By Chaturvedi D D and Gupta, S L (Brijwasi Publishers)
- Managerial Economics, By Mehta P L (Sultan Chand & Sons)
- Modern Micro Economics, By Koutsoyiannis A (Macmillan Press Ltd)
- Managerial Economics, By Salvator Dominick (McGraw-Hill Book Company)

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Course Code: IIIA03COA	Course Type: Core	%	S	C
COMPANY ACCOUNTS		100	60	04

The objective of this paper is to develop student's familiarity with the basic concept and tools in Company Accounts for resolving complex problems in Business.

Unit 1 Issue of Bonus Shares	10	06	0.4
Issue of bonus share, SEBI guidelines on issue of bonus shares, sources of bonus share, accounting entries for bonus share. Example of bonus shares with balance sheet.			
Unit 2 Redemption of Preference Shares	15	09	0.6
Redemption of Preference Share: procedure, accounting entries and Balance sheet after redemption of Preference Share, Combine example of redemption of Preference Share and bonus share.			
Unit 3 Company Final Accounts	20	12	0.8
Company final accounts with latest development, Vertical presentation of Financial Statements, Limitations of Financial Statements.			
Unit 4 Valuation of Goodwill and Shares	20	12	0.8
Goodwill: definition, factors affecting value of goodwill, precautions in valuing goodwill, need for valuation, methods of valuing goodwill, example of valuation of goodwill and valuation of shares.			
Unit 5 Amalgamation of Company	15	09	0.6
Meaning of Amalgamation, Purpose, Accounting entries in the books of Vendor Company, Accounting entries in the books of Purchasing Company, Problems- Net Assets Method- Consideration Method.			
Unit 6 Recent Developments in Accounting (Theory Only)	20	12	0.8
Human Resource Accounting, Inflation Accounting, Social Responsibility Accounting, Definition, Objectives, Importance, Limitations, Valuation.			

Reference Books:

Advanced Accountancy-2, By S.N. Maheshwari (Vikas)
 Financial Accounting, By P.C. Tulsian (Tata McGraw Hill)
 Modern Accountancy, By A. Mukharjee & Hanif (Tata McGraw Hill)

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Course Code: IIIA04BUL	Course Type: Core	%	S	C
BUSINESS LAW		100	60	04

The course aims to acquaint the student with a basic and elementary knowledge of the business and industrial laws.

Unit 1	Sale of Goods Act (1930)	20	12	0.8
	Definition of sale contract, elements of sale contract, difference between sale and agreement, definition of goods, type of goods, Terms Conditions and Warranties, Implied condition, Implied warranties, Sale by non owners, Right and duties of Buyer, Unpaid seller and his right.			
Unit 2	Industrial Dispute Act (1947)	15	09	0.6
	Various Definitions, Authorities under the Act, Reference of disputes to Boards, Courts or Tribunals. Procedures, powers and duties of authorities, Strikes and lockouts, Penalties.			
Unit 3	Indian Contract Act (1872)	15	09	0.6
	Nature of contract, offer and acceptance, competent parties, free consent, consideration, void Agreements, performance of contract, discharge of contract, quasi contract.			
Unit 4	Sales Promotion Employees (Conditions of service) Act (1976)	15	09	0.6
	Various Definitions, Power of Central Government to declare certain industries to be notified industries, Leave, Issue of appointment letter, Application of certain Acts to sales promotion employees, Maintenance of registers, Inspectors, Penalty, Offences by companies.			
Unit 5	Negotiable Instrument Act (1881)	15	09	0.6
	Definition of Negotiable Instruments, Features, promissory note, Bills of exchange and cheque, crossing of a cheque, Types of Crossing, Negotiation, Dishonor and Discharge of Negotiable Instruments.			
Unit 6	Foreign Exchange Management Act (1999)	20	12	0.8
	Introduction to FEMA, Important Definition, Authorized person, Capital Account Transaction, Currency, Import, Export, Foreign Exchange, Current Account Transaction, Regulation and management of FEMA, Export of goods and services, Contravention and penalties, Appointment of Adjudicating Authority, Appeal to Special Direction, Appellate Tribunal.			

Reference Books:

- A Manual of Business Law, By Maheshwari S N & Maheshwari S K (Himalaya Publishing House) Modern Indian Company Law, By Kuchhal M C (Shree Mahavir Book Depot)
- Business Law, By Kuchhal M C (Vikas Publishing House)
- Elements of Mercantile Law, By Kapoor N D (Sultan Chand & Sons)
- Business Law, By Aggarwal S K (Galgotia Publishing Company)
- Company Law, By Bagrial Ashok (Vikas Publishing House)
- Elements of Company Law, By Kapoor N D (Sultan Chand & Sons)
- Company Law By Singh Avtar (Eastern Book Co)

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Course Code: IIIB05CAM	Course Type: Common	%	S	C
COMPUTER APPLICATIONS IN MANAGEMENT		100	60	04

The course aims to familiarize the students with the basics of computer and its applications in the relevant fields.

Unit 1 Introduction to Computers	20	12	0.8
Introduction, Characteristics, History, Generations, Classification, Application, Computer Architecture and Organisation, Personal Computers and Other devices, Hardware and Software, Operating Systems, Networking Concepts, Computer virus, Prevention from virus.			
Unit 2 Windows	10	06	0.4
Windows Basics: Start Menu, Control Menu commands with mouse and keyboard, Control Panel, Managing Multiple Windows, Scroll Bar, Creating New Folder, Logging Off and Shutting down Windows. My computer, Windows Explorer, Recycle Bin, Managing Fonts, Finding Files and Folders, Notepad, Calculator, Using Paint, Taskbar Properties, Creating shortcuts, Display Properties.			
Unit 3 Microsoft Word	20	12	0.8
Introduction to Word, Editing Document, Move and Copy text and Help system, Formatting Text and Paragraph, Finding and Replacing text and Check Spelling, Using Tabs, Enhancing a Document, Columns, Tables and other features, Using Graphics, Templates and Wizards, Mail Merge.			
Unit 4 Microsoft Excel	15	09	0.6
Introduction to worksheet and Excel, Getting started with Excel, Editing cells and using commands and functions, Moving and Copying, Inserting and Deleting Rows and Columns, Getting Help and Formatting Worksheet, Creating Charts, Using Date and Time and Addressing Modes, Naming Ranges, Using Statistical/Mathematical, Database in Worksheet, Additional Formatting commands and Drawing toolbar, Multiple Workbooks, Pivot Table.			
Unit 5 Microsoft PowerPoint	15	09	0.6
Introduction to PowerPoint, Using Auto content Wizard, Creating a presentation, Adding objects, Applying Transitions, Animation Effects, PowerPoint views, Running Slide Show, Setting Slide Timings, Miscellaneous Features of PowerPoint.			
Unit 6 Tally	20	12	0.8
Basics of tally, Creation of Company, creation of ledger, Accounts information, Transaction Entry, Voucher, Receipts, Payment, Drawings, Capital, Cash Transaction, Credit Transaction, Contra Transactions, Profit and loss account, Balance Sheet, Ratio Analysis.			

Reference Books:

Computer Application In Management By Riternder Goel
 PC Software for windows Made Simple By R.K.Taxali
 Computer Fundamentals By Arora Ashok and Bansal Shefali (Excel Books)
 Computers for Beginners By Jain V K (Pustak Mahal Publishers)

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Course Code: IVA01HRM	Course Type: Complementary	%	S	C
HUMAN RESOURCE MANAGEMENT		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Human Resource Management.

Unit 1 Introduction to HRM	15	09	0.6
Definition and concept of HRM, Importance and scope, Function of HRM, Qualities of personnel manager, Role of HR Executives, Challenges to HR Professionals. Concepts, objectives and steps for HR policy.			
Unit 2 Human Resource Planning, Hiring and Training	25	15	1.0
Human Resource Planning: Definition, Objectives, Concept, Process of HRP. Job analysis, Job Description, Job Specification. Hiring: Concept of Recruitment, Sources of Recruitment, Concept of Selection, Selection Process. Training: Definition, Purpose and Methods of training.			
Unit 3 Performance Appraisal	20	12	0.8
Meaning and Terminology. Objectives, Pitfalls in performance appraisal, Essential of good appraisal system. Limitation of appraisal methods. Performance appraisal methods – Grading Method, Check – List method, Critical Incident method, man-to-man comparison method, Human asset accounting method and 360 degree method.			
Unit 4 Promotion and Transfer	10	06	0.4
Purpose of promotion, promotion policy, Criteria for promotion, Merits vs. Seniority, Demotion.			
Unit 5 Wages and Salary Administration	15	09	0.6
Meaning, nature, purpose, factors influencing wage and salary structure, Minimum, fair and living wage, Type of wages, Job evaluation: Meaning, Definition, importance, step in Job evaluation, Limitations.			
Unit 6 Employee Relation and Trade Union	15	09	0.6
Employee Relation: Importance, Objectives, participation in ER, Trade Union: Concepts, function, Problem of Trade Unions.			

Reference Books:

Personal Management – C.B.Mamoria, Himalya Publishing House.
Human Resource Management- Chhabra, T. N., Dhanpati Rai and Co. Pvt. Ltd, New Delhi.
Human Resource Management - Gupta, C. B., Sultan Chand and Sons, New Delhi,
Human Resource Management:Text and Cases - Rao,V S P, Excel Books,2004.
Human Resource and Personnel Management (Text and Cases), Aswathappa, K., Tata
McGraw Hill Publishing Company, New Delhi, 2003.

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Semester-4, Syllabus (Effective from December 2011) CBCS

Course Code: IVA02FIM	Course Type: Complementary	%	S	C
FINANCIAL MANAGEMENT		100	60	04

The course aims to familiarize the students with the basic concepts of Financial Management and their application in business.

Unit 1 Introduction	15	09	0.6
Financial Management: Meaning, Scope / Approaches of financial management – Traditional Vs Modern, Objectives / Goals of financial management – Profit Maximisation V/s Wealth Maximization, Organization of finance function, Financial management and other areas of management, Capitalization: Meaning of Over-capitalization & Under-capitalization.			
Unit 2 Capital Budgeting (Theory)	15	09	0.6
Concept of capital budgeting, Significance / Importance of capital budgeting in financial management, Steps involved in the evaluation of capital budgeting decisions.			
Unit 3 Capital Budgeting (Examples)	20	12	0.8
Appraisals methods: Discounted cash flows techniques (NPV, IRR & BCR) and Non-discounted cash flows techniques (PBP & ARR),			
Unit 4 Working Capital Management	20	12	0.8
Working Capital Management: Concept of operating cycle, Types of working capital, Factors affecting working capital, Sources of funds for working capital, Estimation of working capital based on operating cycle approach.			
Unit 5 Cash Management	15	09	0.6
Cash Management: Motives for holding cash, Factors affecting cash needs, Meaning and features of cash budget, Preparation of cash budget			
Unit 6 Management of Receivables	15	09	0.6
Definition and Features of Receivable Management, Cost and Benefits of receivables, Credit Policy Variables, Credit Evaluation, Credit Granting Decisions, Control of Receivables			

Reference Books:

- Financial Management, By Prasanna Chandra
- Financial Management, By R.P. Rastogi (Galgotia Pub.)
- Financial Management, By Ravi M. Kishore (Taxmann)
- Financial Management, By Inamdar
- Financial Management: Principles and Practice, By Maheshwari S N (Sultan Chand & Sons)
- Financial Management, Khan, M.Y, Jain, P.K., "", Tata McGraw Hill, 3rd Edition, 2001.
- Pandey I. M., "Financial Management", Vikas Publishing House, Revised Ed., 2003
- Hampton, Joh. J, "Financial Decision Making", Prentice Hall of India, 4th Edition, 1998.
- Van Horne, C. & Wachowich, M., "Fundamentals of Financial Management", PHI, 11th Edition, 2002.

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Course Code: IVA03ADM	Course Type: Core	%	S	C
ADVERTISING MANAGEMENT		100	60	04

The course aims to familiarize the students with the basic concepts of Advertising Management and their application in business.

Unit 1 Advertising Basics & Advertising Mission 15 09 0.6

Advertising Basics: Advertising – definition, Attributes of advertising, Kinds of advertising, Role of advertising in modern business world.

Advertising Mission: Advertising goals and objectives, DAGMAR, Challenges to DAGMAR.

Unit 2 Advertising Money & Advertising Business 25 15 1.0

Advertising Money: How much to spend? Advertising Budget process, Factors influencing the advertising budget, Advertising budget approaches- percentage of sales method, objective task method.

Advertising Business: The advertising manager, Organisational structure of advertising department, Functions of advertising department, The Advertising Agency, Functions of advertising agency, Selection of an advertising agency.

Unit 3 Advertising Message & Advertising Appeals 20 12 0.8

Advertising Message: Choosing the Advertising Message- message generation, message evaluation & selection, message execution and message social responsibility review, The AIDA formula.

Advertising Appeals: Meaning, Essentials of a good appeal, Classification of Advertising appeals- rational, emotional, moral, direct & indirect.

Unit 4 Advertising Media & Media Planning 20 12 0.8

Advertising Media: Meaning of media, Commonly used media in advertising- indoor advertising media, outdoor advertising media, Relative merits & demerits of these media, Choice of advertising media.

Media Planning: Reach, Frequency, Continuity, TRP, Media selection consideration, Impact of the media, Media scheduling.

Unit 5 Advertising Measurement & Social aspects of Advertising 20 12 0.8

Advertising Measurement: Meaning, When to test the advertising effectiveness?

Measuring effectiveness of advertising- pre testing, post testing methods.

Social aspects of Advertising: Introduction, Consumerism, Ethics in advertising, Advertising & cultural values.

Reference Books:

Foundations of Advertising Theory and Practice: Chunawala & Sethia (HP)

Advertising Management: P.K. Agarwal (Pragati Prakashan)

Advertising: C.N. Sontaki (Kalyani Publishers)

Advertising made simple: Frank Jefkins (PHI)

Advertising Management: U.C. Mathur

Van Horne, C. & Wachowich, M., "Fundamentals of Financial Management", PHI, 11th Edition, 2002.

Advertising and Promotion, George E Belch & Michale A Belch, Tata Mc Graw Hill

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Course Code: IVA04COB	Course Type: Core	%	S	C
CONSUMER BEHAVIOUR		100	60	04

The course aims to provide basic concepts and knowledge with regard to a Consumer Behaviour and its use in Business.

Unit 1 Consumer Behaviour: It's origin and Brand Success	10	06	0.4
Meaning of Consumer Behaviour, Behavioural Dimensions of Marketing, Customer Value, Satisfaction and Retention, Consumer Behaviour and Brand Success, Marketing mix and Consumer Behaviour, Challenges Marketers Face			
Unit 2 Consumer Decision Making and Branding Strategies	15	09	0.6
Basic Model of Consumer Decision Making (CDM), Important Dimensions of Consumer Decision Making, Level of Consumer decision making, Types of Consumer Decision Making, Strategies of Applying Consumer Decision Making, Consumer Shopping Style and Brands			
Unit 3 Consumer Research and Market Segmentation	15	09	0.6
Consumer Research Paradigms, The Consumer Research Process, Meaning of Market Segmentation, Bases of Segmentation, Criteria for effective targeting of Market Segments, Implementing Segmentation Strategies			
Unit 4 Different Concepts & its Impact on the Consumer as an Individual	20	12	0.8
Motivation: Meaning, Dynamics of Motivation, Types and Systems of Needs Perception: Meaning, Elements of Perceptions, Consumer Imaginary Learning: Meaning, Elements of Consumer Learning, Theories of Learning Personality: Meaning, Theories of Personality, Brand Personality			
Unit 5 Consumer's Social/Cultural Setting & Its Impact on their Behavior	20	12	0.8
Social Class: Meaning, Measurement of Social Class, Selected Consumer Behaviour Application of Social Class Culture: Meaning, Culture & Emblems, India Cultures Core Values, Changing Cultural Trends in Indian Urban Market Reference Group: Meaning, Selected Consumer Related Reference Group, Family Decision Making and Consumption Related Roles			
Unit 6 Customer Satisfaction, Loyalty and Relationship Management	20	12	0.8
How Consumers Learn from Experience?, The concept of CRM, Drivers of Relationship Programmes, Brand Loyalty as a Strategy, Planning Customer Relationship, Customer Mapping : A Practice-Oriented CRM Tool			

Reference Books:

Consumer Behaviour: By Leon G. Schiffman and Leslie Lazar Kanuk, Ninth Edition, Pearson Publication.
 Consumer Behaviour and Branding (The Indian Context), By S. Ramesh Kumar, Pearson Publication.
 Consumer Behaviour (Implications for marketing strategy), By Hawkins, Best, Coney, 6th Ed., Irwin Publication.
 Consumer Behaviour, By Matin Khan, 2nd Edition, New Age International Publication.
 Consumer Behaviour, By Neeran Gautam, Kokil Jain, Wisdom Publication

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Course Code: IVA05PRO	Course Type: Core	%	S	C
GENERAL PROJECT		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

Report Work

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A General Project Report" on working of any business organization.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation for undertaking the project for at least 10 Days in a semester.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

Indicative list of points to be covered in the report

General Information:

1. History and Development of the organization.
2. Size and Form of organization.
3. Manufacturing processes or Operation process and Product or Service.
4. Contribution of the organization to the industry.

Personnel Management:

1. Structure of Personnel Department.
2. Recruitment, Selection, Induction, Training, etc.
3. Job Description (Managerial level only).
4. Promotion, Performance Evaluation and Transfer Policy.
5. Wage, Salary, Provident Fund etc structure.

Marketing Management:

1. Structure of Marketing Department.
2. Product Planning and Market Segmentation.
3. Pricing Policies and Strategies.
4. Channels of distribution.
5. Sales promotion, Advertising and Marketing research etc.

Financial Management:

1. Organization of Finance and accounts department.
2. Financial Planning and Capitalization.
3. Capital Structure-use financial leverage to magnify equity earnings.
4. Management of fixed assets :
 Capital budgeting, Review of latest capital project with reference to project cost, project financial and its implementation.
6. Management of working capital :
 Inventories, Receivables, Case and Bank including Case budgeting.
7. Operating leverage analysis.
8. Profitability and dividend distribution in past years etc.

Evaluation Pattern

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

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Course Code: IVB06DIM	Course Type: Open	%	S	C
DISASTER MANAGEMENT		100	30	02

The course aims to provide basic concepts and knowledge with regard to a Disaster Management and its applications in need based circumstances.

Unit 1 Natural Disaster Introduction, floods, Earthquakes, landslides, cyclones, Tsunami, drought, thunderstorms, cold wave and Extreme cold	20	06	0.4
Unit 2 Man Made Disaster War and terrorism, stampede, Riots and Demonstrations, residential and industrial fires, transportation accidents	20	06	0.4
Unit 3 Help Others Saving victims- First twenty hours, conducting Medical Relief operations, Managing Relief operations, and psychological issues.	15	4.5	0.3
Unit 4 Prepare Yourself for Disaster Plan for disaster, local disaster management cell, prepare business recovery plan, Government response in disaster.	15	4.5	0.3
Unit 5 Survival Skills Introduction, search and research skills, defining search and rescue, precautions, first-aid.	15	4.5	0.3
Unit 6 Alternative Communication Skills Introduction, network, Radio communications and other wireless communication, satellite based communications systems, Ministry of Communications and Transportation.	15	4.5	0.3

Reference Books:

Citizen's Guide to Disaster Management: by SATISH MODH
Disaster management and Preparedness, by Thomas .D.Schneid

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Semester-5, Syllabus (Effective from June 2012) CBCS

Course Code: VA01BRM	Course Type: Complementary	%	S	C
BUSINESS RESEARCH METHODS		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Business Research Methods.

Unit 1 Introduction to Research Methodology	10	06	0.4
Meaning of research, objectives, significance, application of marketing research, limitations of marketing research, types of research, research process, criteria for good research.			
Unit 2 Research Design and Hypothesis	15	09	0.6
Meaning, types of research design: exploratory, descriptive, causal research design, null hypothesis, alternative hypothesis, construction of hypothesis.			
Unit 3 Sampling Design	20	12	0.8
Sampling process, sampling methods: simple random sampling method, systematic sampling, stratified sampling, cluster sampling, area sampling, quota sampling, judgement sampling, convenience sampling, snow ball sampling.			
Unit 4 Data Collection Methods	20	12	0.8
Primary data: advantages & disadvantages, primary data collection method: observation, interview, survey, designing of questionnaire, secondary data, sources of secondary data.			
Unit 5 Measurement and Scaling	20	12	0.8
Measurement and research, Measurement scale: nominal scale, ordinal scale, interval scale, ratio scale, source of error in Measurement, Likert type scale, semantic differential scale.			
Unit 6 Report Writing	15	09	0.6
Significance of report writing, layout of the research report, APA style of references, precaution for writing report.			

Reference Books:

Marketing research : by Dr. C. R. Kothari
 Marketing research .by G. C.Beri, Tata McGraw hill
 Business research methods .by Cooper & Schindler

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Course Code: VA02CMA	Course Type: Complementary	%	S	C
COST AND MANAGEMENT ACCOUNTANCY		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Cost and Management Accountancy.

Unit 1	Introduction	20	12	0.8
	Meaning scope & Limitation of Cost Accountancy and management Accountancy – Distinction V/S Financial Accountancy and Management Accountancy and Cost Accountancy. Essential of Cost Accountancy: element of cost -Fixed & variable expenses- Classification of Overheads.			
Unit 2	Standard Costing	20	12	0.8
	Theory: Meaning & Significance - Types of variances -Setting up standards. Examples: Materials cost variance, Sales variances only.			
Unit 3	Reporting to Management	10	06	0.4
	Meaning objects- significance of good report types of Report Special & Routine Report- Report to the different level of management, Managing Director, Factory and Sales Manager.			
Unit 4	Budgetary Control	20	12	0.8
	Meaning & Significance of Budgetary control - Function of Budgetary control, key factors- Responsibility Centers Zero base Budgeting. Examples : 1. Production Raw Material Consumption & Raw Material purchase Budget. 2. Cash Budget (receipt and payment method only) 2. Flexible Budget.			
Unit 5	Cost - Volume Profit Analysis	20	12	0.8
	Meaning, significance and Limitation Break- even analysis: Contribution- Break-even Point-Margin of Safety, Profit volume ratio- Break even chart. Example : Find out Break even point, P/V ratio, margin of safety, Application of marginal costing in profitability planning- special offer (export order) Levels of activity Pricing Policies..			
Unit 6	Decision making	10	06	0.4
	Differential cost, Relevant cost-Application of Differential cost analysis Decisions: Make or Buy decision - Determination of Product mix, Dropping a Product Line.			

Note: Theory (30%): Unit 1, 3. Theory and Examples (70%): Unit 2, 4, 5, 6.

Reference Books:

Cost and Management Accountancy- B S Shah
 Advance Cost Accounting – S N Maheshwari
 Cost and Management Accountancy – R L Gupta

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Course Code: VA03POM	Course Type: Core	%	S	C
PRODUCTION AND OPERATION MANAGEMENT		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Production and Operation Management.

Unit 1	Introduction Production Management: Meaning, Scope and importance, role of production manager. Types of Manufacturing Systems, Plant layout, its objectives, Factors influencing plant layout, types of layout, Material Handling , objectives, principles and policies, kinds of material handling equipments.	20	12	0.8
Unit 2	Elements of Industrial Engineering Work study: Definition and objectives, Basic procedure for work study, Methods study: Definition and objectives, Basic procedure for method study, Method study charts: Flow process chart, man and material type, equipment type, multi-activity chart, SIMO chart. Time study	15	09	0.6
Unit 3	Production Planning and Control Production Planning and Production control : Definition, objective and importance, Routing, Scheduling, Dispatching , Follow up : Definition objectives and Procedure	15	09	0.6
Unit 4	Industrial Purchasing Concept and importance of purchasing management. Principles of right purchasing, and objectives of purchasing, Centralized V/s decentralized Purchasing, various buying method. Purchasing Procedure.	15	09	0.6
Unit 5	Inventory Management Inventory Management: Meaning, Functions and importance, Procurement and Carrying cost, Stock- Levels - Maximum, Minimum Economic order Quantity. Re-order point, Safety stock & Stock out. ABC analysis.	15	09	0.6
Unit 6	Practical Problems CPM (Critical Path Method), PERT (Project Evaluation and Review Technique). Determination of Economics order Quantity under EOQ with price Breaks method.	20	12	0.8

Reference Books:

Production & Operations Management by Chunawala & Patel
 Materials Management by M M Verma
 Production & Operations Management by R Paneerselvam
 Quantitative Techniques in Management by N D Vohra

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Course Code: VA04STM	Course Type: Core	%	S	C
STRATEGIC MANAGEMENT		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of Strategic Management.

Unit 1	Introduction and Overview to strategy	15	09	0.6
	Meaning of strategy, the strategy making process, meaning of vision statement and mission statement, characteristics of an effective vision statement and mission statement, the relationship between company's strategy and business model, creating strategy to Win, importance of crafting and executing strategy			
Unit 2	The Five Generic Competitive strategies	20	12	0.8
	Low-cost provider strategies: merits and demerits, Differentiation strategies: merits and demerits, Best-cost Provider Strategies: merits and demerits, Focused Strategies: merits and demerits			
Unit 3	Beyond competitive strategy: Other Important strategy	15	09	0.6
	Strategies for entering new business, Strategic alliances and collaborative Partnership, Merger and Acquisition strategies, vertical integration strategies, outsourcing strategies, offensive strategies, Defensive strategies			
Unit 4	Strategies for specific industry and company situation	20	12	0.8
	Strategies for competing in emerging Industries, Strategies for competing in Maturing Industries, Strategies for competing in Declining industries, Strategies for Industry Leaders, Strategies for Runner-up Firms, Strategies for Weak Business.			
Unit 5	Analyzing a company's external environment strategically	15	09	0.6
	Identification of industry's dominant economic features, the five force model of competition: A key tool for evaluating the competitive environment, Weapons for competing and factor affecting the strength of rivalry, factor affecting the strength of threat of Entry, factor affecting competition from substitute products, factor affecting bargaining power of suppliers, factor affecting the bargaining power of Buyer, identifying an industry's driving forces and it's link with strategy, key factors for future competitive success.			
Unit 6	Analyzing a company's Resources and competitive position	15	09	0.6
	Identifying company resource strengths and competitive capabilities, Identifying company resource weakness and competitive capabilities, identifying a company's Market opportunities, identifying threats to a company's future profitability, concept of a company value chain.			

Reference Books:

- Crafting And Executing Strategy: Arthur A Thompson, A J Strickland III, John E Gamble, Arun K Jain, Tata McGraw Hill.
- Albert, Kenneth J. The Strategic Management Handbook. New York, McGraw Hill, 1983.
- Allio, Robert J. The Practical Strategist: Business and Corporate Strategy in the 1990s. California, Ballinger, 1988.
- Ansoff, H I. Implanting Strategic Management. Englewood Cliffs, Prentice Hall Inc., 1984.
- Hanel, Gary and Prahlad, C K. Competing for the future. Boston, Harvard Business School Press, 1994.
- Hax, A C and Majlyf, N S. Readings in Strategic Management. Cambridge, Ballinger, 1984.
- Porter, Michael E. Competitive Advantage. New York, Free Press, 1985.

Note: %=Percentage Weightage, S=No. of Sessions, C=Credit.

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Course Code: VA05PGM	Course Type: Core	%	S	C
PROJECT (GENERAL MANAGEMENT)		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

Report Work

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A Project Report" on any of the department of any business organization approved by project Guide.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation for undertaking the project for at least 10 Days in a semester.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

Indicative list of Departments that can be studied

Production Department

Human Resource Department

Marketing Department

Finance Department

Any Other Department

Evaluation Pattern

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

Note: %=Percentage Weightage, S=No. of Sessions, C=Credit.

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Course Code: VB06INE	Course Type: Open	%	S	C
INDIAN ECONOMY		100	30	02

The course aims at providing fundamental knowledge and exposure to the concepts, theories and issues in the Indian Economy.

Unit 1	Nature of Indian Economy	10	03	0.2
	India- An Underdeveloped Economy, India- A Developing Economy, India- A Mixed Economy			
Unit 2	Agriculture in India	20	06	0.4
	Role of agriculture in Indian Economy, Cropping patten in India, Agricultural production and productivity, National Agriculture Policy, National Policy for Farmers.			
Unit 3	Poverty in India	20	06	0.4
	The concept of poverty line, Incidence of poverty in India, Human poverty, Rural Poverty, Poverty elevation programs, strategies for poverty elevation.			
Unit 4	Industrial development in India	10	03	0.2
	Trends in Industrial Production and Productivity, changes in industrial pattern during plans, issues in industrial development in India.			
Unit 5	Price Trends and Inflation in India	20	06	0.4
	Price movement during planning period, Money supply and Inflation in India, Demand side factors affecting prices, supply side factors affecting prices, consequences of inflation, anti-inflationary measures.			
Unit 6	Foreign Trade and India's Balance of Payment	20	06	0.4
	Exports and Imports in India since 1991, Composition of foreign trade, direction of foreign trade, Balance of Payment-Meaning and situation since 1991, management of Balance of payment.			

Reference Books:

Indian Economy (2006), Ruddra Dutt & K P M Sundaram, S. Chand.
 Indian economy (2009), Mishra and Puri, Himalaya Publishing House.
 Indian Economy (2003), I C Dhingra, Sultan Chand
 Indian Economy (2003), Aggarwal, A.N. Vishwa Prakashan.

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Course Code: VIA01PPE	Course Type: Complementary	%	S	C
PROJECT PLANNING AND EVALUATION		100	60	04

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the Project Planning and Evaluation.

Unit 1 Overview	15	09	0.6
Capital investment: Importance and difficulties, Types of capital investment, Phases of capital budgeting, Levels of decision making, Facts of project analysis, Feasibility study.			
Unit 2 Strategy and Capital Allocation	20	12	0.8
Concept of strategy, Grand strategy, Diversification Debate, Portfolio strategy, Business level strategies, Strategic planning and capital budgeting.			
Unit 3 Generation and Screening of Project Ideas	20	12	0.8
Generation of ideas, Monitoring the environment, Corporate appraisal, Tolls for identifying investment opportunity, Preliminary screening, Project rating index, Sources of positive NPV, On being an Entrepreneur.			
Unit 4 Market and Demand Analysis	15	09	0.6
Situational analysis, Collecting of secondary information, Conduct of Market survey, Characterization of market, Demand forecasting, Market planning.			
Unit 5 Technical Analysis	15	09	0.6
Manufacturing Process/ Technology, Technical arrangement, Material input and utilities, Product mix , Plant capacity, Location and site, Machineries and equipment, Structure and civil works, Project chart and layout, Scheduled of project implementation.			
Unit 6 Financial Estimates and Projections	15	09	0.6
Cost of project, Means of finance, Estimates of sales and production, Cost of production, Working capital requirement and its financing, Profitability projections, Projected cash flow statement, Projected balance sheet, Multi year projections.			

Reference Books:

Prasanna Chandra[Project Management]
K. Nagarajan [Project Management]
Vasant Desai [Project Management]

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Course Code: VIA02TAX	Course Type: Core	%	S	C
TAXATION		100	60	04

The objective of course is to familiarize student with the basic Taxation concepts and tools to help the decision making.

Unit 1	Basics of Taxation	10	06	0.4
	Basics of Taxation: Definition Assessment Year, Previous year, Accesses, Residential Status of person			
Unit 2	Salaries	20	12	0.8
	Salary income, Allowance, Perquisites, Deduction from salary income, simple example of salary with Increment.			
Unit 3	House Property	20	12	0.8
	Meaning, Annual value, Own property, Deduction allowed, simple Example of Let-out house property with Standard Rent.			
Unit 4	Profit and Gain of Business and Profession	20	12	0.8
	Chargeability general principal governing assessment of business income, Scheme of deduction and statement of taxable income.			
Unit 5	Capital Gain	20	12	0.8
	Meaning of capital assets , under Section 54, statement of taxable income			
Unit 6	Income from Other Sources	10	06	0.4
	Basic of income from Other Sources and statement of taxable income			

Reference Books:

Systematic Approach To Income Tax Bharat prakasan Dr.Ravi Gupta-Dr.Girish Ahuja
 Student Gaide of income tax- Taxman publication
 Government base Acts(Income tax Rules 1961
 Taxation,B.S.shah Prakasan
 ICAI Guidelines

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Course Code: VIA03BUE	Course Type: Core	%	S	C
BUSINESS ENVIRONMENT		100	60	04

The objective of course is to familiarize student with the basic concepts of Business Environment and its utility in Business decision making.

Unit 1 Introduction to Business Environment	15	09	0.6
Business Environment: Meaning, significance and components of Business Environment (Demographic Environment, Economic Environment, Political and legal Environment, Socio- Culture Environment, Technological Environment and International Environment). Environment Analysis: Uses, Limitations.			
Unit 2 Demographic Environment	15	09	0.6
Compositional characteristics of Indian population, Population and Economic Development, Recent Population policy of India, Population projections of India.			
Unit 3 Economic Environment	20	12	0.8
Economic Forces: National Income, Per Capita Income, Business Cycles, Money Market, Capital Market. Economic Planning (with special reference to the current Five year plan). Analysis of Industrial Sector, Phases of Industrialization in India, Recent Industrial Policy. Privatization in India. Industrial sickness in India.			
Unit 4 Political and Socio-Cultural Environment	20	12	0.8
Political Environment: Overview of Indian constitution, fundamental rights, directive principles, Extent of State Regulations. Socio-Cultural Environment: Socio-Culture Forces affecting Business, Social Stratification, Socio-Cultural Fabric, Consumerism and Consumer protection.			
Unit 5 Technological Environment	15	09	0.6
Significance of Technology, Choice of Techniques: Capital Intensive and Labour Intensive. Technology Transfer and impact of technological change on business.			
Unit 6 International Environment	15	09	0.6
Role of Foreign Investment, Multi National Corporations, Export-Import Policy. Overview of International institutions: WTO, IMF, World Bank, UNCTAD, ESCAP, SAARC.			

Reference Books:

Essentials of Business Environment (2007), K. Aswathappa, Himalaya Publishing House.
 Indian Economy (2006), Ruddra Dutt & K P M Sundaram, S. Chand.
 Indian economy (2009), Mishra and Puri, Himalaya Publishing House.
 Business Environment (1999) K Chidambaram & V Alagappan, Vikas Publishing House.

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Course Code: VIA04EXM	Course Type: Core	%	S	C
EXPORT MANAGEMENT		100	60	04

The objective of course is to familiarize student with the basic concepts and tools in Export Management to help the decision making.

Unit 1 Introduction	20	12	0.8
International trade ,Distinction between domestic marketing and export marketing, EXIM policy (latest), its related measures ,export promotion Vs import substitution, Trade blocks- EU, EEC, SAARC, ASEAN, NAFTA-A brief study and its implication on business, Trade agreements, WTO.			
Unit 2 Export Documents	15	09	0.6
Documents for declaration of goods under foreign exchange regulations , air way bill , bill of lading, mate receipt, combined transport document, shipping bill, bill of entry, commercial invoice, consular invoice, customs invoice , bill of exchange, packing list , certificate of origin, certificate of inspection, shipping order, short shipment form, shipping advice, preparing documents under aligned documentation system			
Unit 3 Export Procedure	15	09	0.6
Shipping and customs clearance of goods, customs clearance of exports by air, customs clearance of post parcel, excise and duty drawback, starting exports: preliminary requirements, different stages of export procedure, major problems of India's export sector.			
Unit 4 International Marketing	20	12	0.8
International Marketing : objectives, Problems, Environment,- internationalization process, international marketing program, international marketing channels, internal distribution, factors that influence choice of distribution channels within foreign markets.			
Unit 5 Export Promotion	15	09	0.6
Importance of exports to the economy, objectives of export promotion, Brief Study of export Incentives/Assistance/Facilities available to Exporter, Export Promotion Council, .EPZs, SEZs,EOU, guidelines for setting up SEZ, advantages to SEZ units over EOUs.			
Unit 6 Export Finance	15	09	0.6
Payment terms, institutional finance (pre shipment / post shipment), EXIM Bank, objectives and functions, letter of credit role of ECGC , marine insurance.			

Reference Books:

International Trade – Fransis Cherunilam, Himalya Publication
 Export Management – K.L. Bhatiya – K.K. Khanna – RPH Publication
 Export Management – P.K.Khurana – Galgotiya Publication
 Export Management – P.Kumar – A.K. Ghosh - Anmol Publication

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Course Code: VIA04AFM	Course Type: Core	%	S	C
ADVANCED FINANCIAL MANAGEMENT		100	60	04

The objective of course is to familiarize student with the basic concepts and tools in Advanced Financial Management to help the business decision making.

Unit 1 Valuation of Securities	10	06	0.4
Concept of value (time value for money), Bond Valuation, Valuation of Equity and Preference Share			
Unit 2 Capital Structure	20	12	0.8
Meaning and significance, NI, NOI, Traditional and M. M. Theories, Concepts of optimum capital structure.			
Unit 3 Leverage & Dividend Decision	20	12	0.8
Leverage: Leverage and risk, types (Operating Leverage, Financial Leverage, Combined Leverage). Dividend Decision : Traditional position, Walter model Gordon model, M, & M position for designing dividend policy.			
Unit 4 Investment Decision	25	15	1.0
Analysis of Risk and uncertainty, Risk adjusted discounted rate method, Probability based Risk Analytical Techniques (Single Project Analysis), Expected NPV, Standard Deviation, co-efficient of variation, Decision tree analysis.			
Unit 5 Leasing and Venture capital	10	06	0.4
Concept significance, types of leasing, techniques of lease evaluation. Venture Capital concept and its practice in India			
Unit 6 Stock Market in India	15	09	0.6
Capital Market in India: history, Dematerialisation, issue procedure, Developments. Mutual Funds, Credit rating – Concepts, Development in India. Derivatives -Concept of Future, Forward, Options and swaps.			

Note: Unit 1 to 4 – Theory and Examples. Unit 5, 6 – Theory Only

Reference Books:

Financial Management : I M Pandy
 Financial Management : Prasanna Chandra
 Financial Management : M Y Khan & P K Jain
 Financial Management : R P Rastogi.

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Course Code: VIA04AHM	Course Type: Core	%	S	C
ADVANCED HUMAN RESOURCE MANAGEMENT		100	60	04

The objective of course is to familiarize student with the basic concepts and tools in Advanced Human Resource Management to help the business decision making.

Unit 1 HRM-The Global and Indian Scenario	10	06	0.4
Evolution of HRM-The Harvard Framework-Relevance of HRM-Challenges faced by HRM-Human Resource functions-The Indian scenario and HRM.			
Unit 2 Changing Workplace and Diversity	20	12	0.8
Introduction-The concept of Diversity-Equal Opportunities and managing Diversity- Approaches-Managing and valuing Diversity-The culture Question-A process of Diversity.			
Unit 3 Socializing, Orienting and Developing Employees	20	12	0.8
Socializing Process-Types of Socialization program-Orientation-Orientation process- Training and development-Purpose-Techniques of Training: Sensitivity training, Transactional Analysis, Case study, Simulation Exercises.			
Unit 4 Virtual Organization and Emerging HR Trend	10	06	0.4
Introduction- Concept of Virtual Organization- Features of Virtual Organization-Types of Virtual Organization-Emerging HR Issues in Virtual organization-Career Dynamics- Performance Management.			
Unit 5 Human Resource Audit	20	12	0.8
Introduction-HR Audit-Challenges in HR Audit- Methodology of HR Audit-HR Audit Checklist-Modules of HR Audit-Structure of HR Audit Report.			
Unit 6 Balance Scorecard	20	12	0.8
Introduction-Steps in Creation of Balanced Scorecard-HR Scorecard: HR Financial Perspective-HR customer Perspective-HR Learning and Growth Perspective-HR Internal process perspective-Benefits of HR Scorecard-Utilities of HR Scorecard- Limitation of HR Scorecard			

Reference Books:

Human Resource Management by Biswajeet Pattanayak.(Prentice Hall of India,2004)
 Advance Human Resource Management-Strategic Perspective by S C Gupta (Ane Books India)
 Human resource management by K Ashwathppa
 Personnel Management by C B Memoria

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Course Code: VIA05PGM	Course Type: Core	%	S	C
PROJECT (GENERAL MANAGEMENT)		100	30	02

The subject aims to acquaint the student with a practical knowledge of the business organisations' operations, practices and management.

Report Work

100	30	02
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Prior to the beginning of the Semester End University Examination of the concerned semester, the students (in a group) are required to prepare "A Research Project Report" on any of the topic related to any business organization approved by project Guide.

Students are required to select the company for undertaking the study, with the prior consent of the college.

Students are required to visit the concerned organisation and undertake the field work (market survey, etc) for the project.

After completion of the assigned Project a Project Report in context of the same shall have to be submitted to the college (Project Guide) before the commencement of Semester End University Examination.

Indicative list of Topics:

Students can opt for any of the topic for the project with the approval of the project guide.

Evaluation Pattern

The General Project Subject shall carry 100 marks.

The evaluation pattern will be as follows:

Project Report: 50 Marks

Project Viva: 50 Marks

Note: %=Percentage Weightage, S=No. of Sessions, C=Credit.

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Course Code: VIB06DES	Course Type: Open	%	S	C
DEMOGRAPHY AND ENVIRONMENTAL STUDIES		100	30	02

The objective of course is to familiarize student with the basic concepts, theories and issues related to demography and environment.

Unit 1 Introduction to Demography	10	03	0.2
Meaning and definition of Demography, Need of demographic Studies for Business. Theory of Demographic Transition, Theory of optimum population.			
Unit 2 Nature of Indian Population	20	06	0.4
Size and growth of Indian Population, Gender composition and age composition of Indian Population, Density of population, Quality of Indian population.			
Unit 3 Demographic Issues	20	06	0.4
Causes of rapid growth of Indian population, Population growth and Economic development, Remedies for population explosion, Rural-Urban Migration in India, Population Projection, Population Policy of India.			
Unit 4 Introduction to Environment	10	03	0.2
Meaning and definition of Environment, Need of environmental studies for Business. Natural resources and economic development. Global warming.			
Unit 5 Land and Forest Resources	20	06	0.4
Characteristics of Land resource in India, Issues/Problems pertaining to land resources in India. Characteristics of Forest resource in India, Issues/Problems pertaining to forest resources in India.			
Unit 6 Water and Mineral Resources	20	06	0.4
Water resource in India, Issues/Problems pertaining to water resource in India. Mineral resource in India, Issues/Problems pertaining to mineral resource in India.			

Reference Books:

Indian Economy (2006), Rudra Dutt & K P M Sundaram, S. Chand.
 Indian economy (2009), Mishra and Puri, Himalaya Publishing House.
 Indian Economy (2003), I C Dhingra, Sultan Chand
 Indian Economy (2003), Aggarwal, A.N. Vishwa Prakashan.

Note: %=Percentage Weightage, S=No. of Sessions, C=Credit.