

BBA V Semester
BBA-3071
Management Information System

Unit 1

Decision making in MIS – Overviews of System, analysis & design system development life cycle. Concepts & model – requirement and recognition structured & unstructured decision. Information requirement for decision making strategies under different condition synonymous decision making models foundation of information system.

Unit 2

System design & implementation – Overview of logical of input output & control process & interface design, database design, implementation of MIS projects. Data Base Management – Management corporate data, data resources, data independence, consistency, security & integrity data base models – helical rational advantages & disadvantages of DBMS.

Unit 3

Data Communication EDI electronic Data interchange. Net working concepts, LAN, WAN Components of LAN, WAN Network topologies difference between internet, intranet, Extranet. Introduction of E. Com – Introduction, concept, recent trends, business reengineering process, electronic funds transfer legal security issues of e-commerce.

Reference:

MIS conceptual foundations – Davis & Olsan
Analysis design information System – Jas Zenn
Introduction to system analysis and design – I.D. Haryz Keuys

BBA 3072
Indian Economy

Unit 1

Overview of Indian Economy, Trends towards market economy, problems of underdevelopment – meaning, Main problems, reasons, of underdevelopment. Development- Factors and measure, Meaning of Economic development, National income, Per capital income, Quality of life, Capital Formation – Savings, Investment.

Unit 2

Planning in India, Meaning, Importance, Main reasons of adopting, planning in India, Objectives of planning, Economic development, moderation, stability, self sufficiency, employment etc, foreign aid, Employment. Allocation of Resources, Private and Public Sector, Public Sector – role and growth, Achievements of the public sector, Private Sector – Importance Problems, New foreign Trade Policy.

Unit 3

Present Economic Policy, Main feature, Globalization, Expansion of Private sector, more market orient approach. Public distribution system, Industrial policy – 1948, 1956, 1977, 1980, 1990, 1991, 2000-2001 Industrial Licensing, Monetary and Fiscal Policy.

Reference:

Indian Economy- A. N. Agarwal
Indian Economy – Mishra & Puri
Indian Development and planning – M. L. Jhingan
Indian Economy – R. S. Rastogi
Yozna and Kurukshetra Magazines

BBA – 3073
Banking Law & Practice

Unit 1

Banking regulation Act 1949 – features, objectives, Evolution of banking, function of commercial banks, Indian banking system- commercial banks, RBI Industrial Banks, Exim Bank, NABARD, Co-operative Banks, Indigenous Banks, Scheduled & non – scheduled banks, regional rural banks, land Development banks, state bank of India – role & functioning.

RBI – functions, Management, Relationship with commercial banks, powers, regulation of commercial banks.

Defining banker, customers, general & special relationship of banker & customers, obligation to honor cheques garnishee order, obligation to maintain secrecy, Right of lien, Right to set off, Clayton's rule, Right to close about, power of attorney. Kinds of Accounts – C. A., F.D.A., S.B.A, R.D. – Procedures to open different kinds of Accounts, form used in operation, closure of accounts, Insurance of bank deposits, Nomination facility, NR accounts.

Unit 2

Types of Account Holders – Minor, lunatic, drunkard, insolvent, illiterate person, blind, married women, trustees, executors, administrations, Joint account holders, partnership firm, JHF, Joint stock company, Non Trading Institutions, Pass book – Statement of account, examining entries favorable to banker, entries favorable to customer, closing of accounts, demand draft, Services to customers – Mail Transfer, Telegraphic Transfer, Travelers cheque, safe deposit lockers & operations, Merchant banking, ?Teller system, credit cards, mutual funds.

Unit 3

Cheque – Meaning, feature, types-cheque, crossed cheque, general crossing, special crossing, account payees crossing, double crossing, Bankers liability, Payment of Cheques – precautions of payment, statutory protection of banker (paying), Dishonor of cheque, Wrongful dishonor & its liability collection of cheques, collecting bankers conversion, Duties & protection no collecting banker, Agent for collection, Marking of cheques.

Negotiable instruments – meaning, types, presentment, acceptance, Dishonor, compensation, payment of N.I. Discharge of parties, National alternation, Negotiation back, Payment in due course, international law, Rule of endorsement for different categories of customer.

Employment of bank funds – Types of securities, Modes of creating charge line, pledge, mortgage, hypothecation, identity, Guarantee, Purchase & discounting of bills, Letter of credit, Financing of Agriculture & Rural development, Documentation, Frauds mechanization in banks, Post Office saving banks.

Reference:

Banking Theory and Practice – Grewal and Taneja

Banking Law and Practice – Gupta C. B.

Banking Law and Practice – Shekhar & Shekhar

BBA – 3074
Advertising & Public Relations

Unit 1

Advertising Management – Introduction, facilitating institutions, planning framework – factors involved in advertising planning and decision making, the communication & persuasion process segmentation strategy.

Unit 2

The advertising Budget decision, Budgeting decision rules – percentage of sales, Affordable Approach, Competitor Parity approach, objective & Task method. Budgeting Process. Setting Advertising objectives- Sales as and objective, operational objectives, Behavioral objectives, dynamic, DAGMAR.

Unit 3

The source of message and social factors, Creation and Production of a copy, Types of television commercials, Public Relations – Meaning, Difference between advertising & Public Relations.

Reference:

Advertising Management – Chunawala
Advertising Management – Sontaki & Sontaki
Advertising Theory & Practice – Batra, Aker, and Myres

BBA 3075
Human Resources Development

Unit 1

Natural and scope of HRM- Meaning, function, objective, scope, internal & external HRD in India, Human Resource Planning of Development – Meaning Factors effecting HRP Planning Process.

Unit 2

Job Analysis and Job design requirement, selection placement training & development. Compensation – Performance Appraisal, Job evaluation, remuneration, incentive payments, employed benefits and specious.

Unit 3

Employee Welfare – Welfare measure, safety and health, promotion transfer Grievances in India Industry. Industry relation and industrial disputes in India their resolution, role of trade union, working participation in Management.

Reference:

Human Resources Development – Rao, Verma Khandelwal
Human Resources Development – Nadler & Lenonard