

BBA III Semester
BBA 2071
PRODUCTION METHODS

Unit 1 –

Production Management – Meaning definition, function, Historical development concept. Production system, Responsibilities of Production, Manager Production Planning – Introduction levels of production planning. Planning and manufacturing system. Objectives of Production Planning. Production Control – Definition, Necessity, Objective. Difference between Production Planning and control.

Unit 2 –

Manufacturing System_ Introduction, Classification of goods & services, Introduction manufacturing system job, Batch Production, Continuous manufacturing System – Mass Process Production. Plant Location – Factors affecting, plant location, location analysis Quantizations vs Equalizations. Plant – Meaning and definition, objectives, features types of layout, Production Process.

Unit 3 –

Work Study – Meaning, Technique of method study, Process charts, work sampling, Routing scheduling. Quality control & inspection – Inspection. Acceptance Sampling. Producer's Consumer's Risk. Sampling Plans. Statistical Quality Control. Control Charts.

Reference:

Production and Operation Management – Cherry & Cherry
Production Management – C. B. Gupta
Production and Operation Management – Sharma and Agarwal

BBA 2072
MANPOWER MANAGEMENT

Unit 1 –

Introduction – Manpower Management – Objectives, present status in Indian industry, Proactive Vs Reactive approach, Role of personnel executives in Indian Organisations. Recruitment Selection – Manpower Planning recruitment & selection process, Different types of tests. Training & Development – meaning & types of programs.

Unit 2 –

Performance Appraisal – Definitions, standards, measure, methods (P.A. Techniques) Process of job evaluation. Compensation Management. Fringe benefits, incentives objectives of wage & salary administration.

Unit 3 –

Job Satisfaction & Quality of work life – Job satisfaction – Meaning, factors governing impact of job/satisfaction. Over performance. QWL – meaning, approaches, Quality circle, Team building.

Reference:

Personnel Management – Tripathi P. C.
Industrial Relations – Tripathi P. C

BBA 2073
Marketing Concepts

Unit 1 –

Overview of Marketing, Origin of Marketing, Definition, nature & scope of Marketing. Need for marketing. Types of markets. Demand & supply Need & its types. Marketing Management – Marketing Concept – Production concept, Selling concept, Societal, Marketing concept. Selling Vs marketing – Mix, Promotion – Mix

Unit 2 –

Market Segmentation. Segmenting the market. Basis of segmentation. Targeting & positioning. Product. Product concept. Types of product. PLC – Product life cycle

Unit 3 –

Marketing Channel Management – Channel of distribution, Role of channel of Distribution, Channel Choice. Channel conflict.

Reference:

Marketing Management – Philip Kotler
Marketing Management – Sontaki & Sontaki
Marketing Management – Nair. N. Rajan

BBA 2074
Business Finance – I

Unit 1 –

Introduction of Business Finance:- Evolution of Business Finance. Scope of Finance, Finance functions. Financial Manager's role. Financial Goal : Profit versus wealth, Conflict of Goals, Management Versus owners. Financial Goal and Firms Objectives. Sources of Finance – Ordinary Shares. Rights Issue of Equity Shares, Debentures, Preference Shares, Terms Loans. Important Features, advantages and Limitations of various type of sources of fund. Retained earnings as an internal source of fund.

Unit 2 -

Capital structure and Leverage – Meaning of Capital structure, Features of an appropriate Capital Structures. Meaning of Financial Leverage, Measures of financial Leverage, Financial leverage and shareholders Return, Operating Leverage – concept and Implications. Combining financial and Operating leverage. Venture capital financing – Meaning and significance of venture capital. Development of Venture capital in India. Venture Capital Investment Process. Methods of Venture capital Financing disinvestment Mechanism, fiscal Incentives Future Prospects of Venture Financing.

Unit 3 –

Cost of Capital – Meaning and Significance of cost of capital. The cost of capital and opportunity cost concept. Determining component, cost of capital – cost of equity, Cost of preference shares and cost of Debt Weighted Average Cost of Capital (WACC) and Investment Evaluation, Floatation Cost, Cost of Capital and Investment Analysis.

Reference:

Financial Management – I. M. Pandey
Financial Management – M. Y. Khan
Financial Management – Prasanna Chandra

BBA 2075
BUSINESS STATISTICS

Unit 1 –

Introduction to Statistics – Origin, meaning and purpose of statistics. Scope and limitations of statistics. Science or Art and sit rust of statistics. Collection and presentation of data. Sources and methods of data collection. Principles of data classification. Tabulation of data. Frequency Distributions and measures of central tendency – Frequency Distribution and graphic representation of frequency distributions. Measures of Central Tendency – Arithmetic Geometric and Harmonic mean. Mean Mode, Merits and demerits of Mean, Mode and Median Measures of Variations – Skeweness and Dispersion.

Unit 2 –

Correlation and Regression Analysis: Introduction to Correlation and Regression. Simple linear regression model and coefficients of regression. Correlation Analysis – Significance and types of correlation, Methods of Correlation analysis – Scatter, diagram Karl Pearsons, coefficient, Rank correlation and method of least squares, standard Error of estimates, Time series Analysis – Introduction, Utility of time series analysis, Components and analysis of time series. Measuring Trends of time series, semi-average, moving averages and method of least squares.

Unit 3 –

Sampling Theory – Introduction to sampling, purpose, principles and method of sampling. Types of sampling, sample size, sampling and Non-Sampling errors, Central limit theorem. Tests of Hypothesis. Index numbers their characteristics and untidy. Methods of constructing Index numbers, problems in construction of Index Numbers Limitation soft Index numbers.

Reference:

Business Statistics – S. P. Gupta & M. P. Gupta
Statistical Methods – S. P. Gupta & M. P. Gupta
Statistic for Management – Jit, Chandan Das

BBA 2076
Computers

Unit 1 –

Data Representation – Binary Number system conversion of binary to decimal and vice-versa, binary Arithmetic, Introduction to Boolean Algebra, Computer Codes, BCD, ACII, DBCDIC Unicode, Parity codes, Evolutionary Software Process Models. The Incremenatal Model and spiral model, Problem Analysis – Algorithm design, Advantages & disadvantages of algorithms, flowcharts, symbols used in flowcharts, coding and testing. Software testing techniques – white – Box testing, Basis, Path testing, Cyclamate complexity; Control structure setting's.

Unit 2 –

Programming languages – Introduction, machine language, assembly language, High level language. Language translators – Compilers assemblers, interpreters editors, Programming in C++ Measures Metrics and indicators in Software Engineering. User interface Design in Software Engineering.

Unit 3 –

Introduction to MS Word. Creation of Simple document, editing text working with table and graphic. Formatting document use of tools like spell-check, hyphenation, mail-merge printing of document, envelopes and labels. Introduction of MS Excel, meaning of workbook opening of excel sheet and workbooks. Formulating and printing Workbooks/sheets. Formulas and functions, graphs and chart Introduction to Power Point.

Reference:

Computer Today – B Sandra
Software Engineering – Lan Somerville
Fundamentals of Computers – Raja Raman