

BBA IV Semester
BBA 2077
Operations Research

Unit 1

Introduction to Operation Research:- Meaning, Evolution, approaches, techniques and scopes of operations research, managerial application of Operation Research. Linear programming:- Introduction, meaning characteristics, graphical approaches and its utility simplex method, dual linear programming

Unit 2

Transportation & Assignment Problem: - The general structure of the problem, methods of initial allocation degeneracy, optimal solution, assignment problem, structure variation in assignment problem.

Unit 3

Network Analysis:- PERT/CPM background and development, stages in application PERT networking analysis, CPM, Determination of CPM, Determination of earliest expected & latest allowable times.

Inventory control: - Classification of Inventory control, EOQ model, inventory control system, ABC Analysis, Advantages of EOQ model in management.

Reference:

Operation Research by J.L. Sharma

Operation Research by Gupta and Gupta

BBA 2078
Industrial Law

Unit 1

Factories Act 1948 - Objectives, Definition of factory provision regarding health, safety working hours, holidays, annual leave with pay, working hours of adults, general schemes important terms and provisions regarding hazardous process, provisions regarding welfare employment of women, employment of young person penalties, procedure, offers and special provisions, miscellaneous.

Unit 2

Industrial disputes act 1947 – Defining industry & Industrial dispute, need and objective of the act, procedure and machinery for settlement, strikes and lockout, layoff & retrenchment, provisions & penalties.

Standing Orders Act 1946 - Objective, scope, application, importance, definition, procedure for submission of draft, procedure for appeals, registration, certification, posting, duration and modification of standing orders, payment of subsistence allowance, penalties and procedure & miscellaneous.

Unit 3

Payment of Bonus Act 1965 – Objective, definition, application, exception, meaning of bonus, abolition of bonus, restoration of minimum bonus, eligibility and disqualification of bonus, determining bonus, calculation of gross profit, determination of available allocation special provisions, payment of bonus, inspector, penalties and procedure & miscellaneous.

Reference:

Mercantile Law by N.D. Kapoor

Industrial Law by N.D. Kapoor

Industrial Law by R.C. Chawla

BBA 2079
Office Management

Unit 1

Definition the office, function of office, activities of office, emergency of modern office an overview, office layout, objectives & principles of office layout and types of office layout.

Unit 2

Office Management – Concept, need and importance, office manager – position manager, function and responsibility of office manager, administrative office management, communication – Oral and written, Internal and External communication network.

Unit 3

Office Organization – Meaning, principles of organization, types of organization, process of delegation and decentralization of authority and responsibility relationship. Record Management – Purpose, Principle, Filing - characteristics of good filing, advantages and classification of files, methods of filing.

Reference:

Office Management by R.K. Chopra

Office Organization and Management by R.K. Chopra

BBA 2080
Sales & Distribution Management

Unit 1

Sales Management – Meaning, Objectives, Sales executives as coordinators, sales management and control, personal selling, different types of personal selling situation, personal selling process, sales forecasting.

Sales Force Management – Organization, sales force planning, profiling, recruiting, training, motivation and compensation.

Unit 2

Sales Administration & Control – Sales Analysis, Sales quotas, sales budget, sales territory average, sales audit.

Physical Distribution - Nature and scope of physical distribution, order processing, distribution strategies, warehousing and transportation – types and selection.

Unit 3

Channel Design Management – needs and importance of intermediaries, function of channel members, establishing channel objectives and constraints, identifying and evaluating major channel members, channel conflicts and their resolutions.

Reference:

Sales Management by Recharad R Still & Cundiff.

BBA 2081
Management Accounting Research Methodology

Unit 1

An introduction meaning of research, objectives of research, significance of research, types of research.

Research Problem – what is research problem, selection of research, necessity of defining a problem

Unit 2

Research Design – Meaning of research design, need for research design, features of research design, different types of research design.

Methods of Data Collection – Primary data, data collection through questionnaires, Schedules and other methods of data collection, primary data Vs secondary data, appropriate method of data collection.

Unit 3

Interpretation and report writing – meaning of interpretation, techniques of interpretation, precautions in interpretation, significance of report writing, different steps of report writing.

Reference:

Research Methodology by C.R. Kothari.

BBA 2082
Business Finance

Unit 1

Working Capital Management – Meaning, nature and need for working capital, operating cycles, optimum level of working capital, factors determining working capital level, Computation of working capital level, estimation of current assets and liabilities.

Management of cash – Objectives of holding cash, process of cash management

Receivable management – Objectives and considerations for an optimum credit policy.

Unit 2

Inventory Management – Objectives and techniques of inventory valuation, LIFO, FIFO, economic order quantity, (EOQ), sales inventory control (ABC Analysis), Capital Budgeting – meaning, nature and significance of capital budgeting decision, importing evaluation techniques – discounted cash flow techniques profitability Index (PI) net present value (NPV), and internal rate of return (IRR), non discounted cash flow techniques – pay back (PB) method. Average rate of return (ARR)

Unit 3

Dividend Policy – determinants of dividend policy, bonus shares stock split – concept and implication, dividend and valuation – MM hypothesis and Walter's Model, SEBI

Stock Exchange – Constituents, role and functions of board in primary and secondary capital market of India, Stock Exchange – significance, structure and functional listing of securities and methods of trading in stock – exchange.

Reference:

Financial Management by I.M. Pandey

Financial Management by Khan and Jain

Financial Management by Prashant Chandra