

# BACHELOR OF BUSINESS MANAGEMENT

## A N COLLEGE, PATNA

---

### HONS. 1<sup>st</sup> YEAR

#### **PAPER-I**

#### **GROUP – 1 PRINCIPLES & PRACTICES OF MANAGEMENT (75)**

1. Definition, Functions and Scope of Management, Process of Management.
2. Development of Management thought, contribution F. W. Taylor, Henry Fayol, Elton Mayo and Peter Drucker.
3. Process of planning, types of policies, principles of policy making.
4. Definition, elements and functions of organization, types of organization, span of control, necessary elements of organization.
5. Authority, Types & Delegation. Elements of communication, Elements of effective communication.
6. Theories of motivation. Elements and techniques of management by objective (MBO)
7. Types of decision-making.

#### **GROUP-2 QUANTITATIVE METHODS (25)**

1. Measure of central tendency Mean, Median and Mode.
2. Measures of dispersion: Mean, Standard and Quartile deviation.
3. Correlation Techniques- Product moment and rank difference Correlation. Regression, Hypothesis (Significance)
4. Probability, Sampling, Test of T-ratio technique, X<sup>2</sup>-test, F-test
5. Types of graphs and its utility management.

#### **BOOKS RECOMMENDED**

1. Management Analysis: Concepts and cases- Hayes and Massic
2. Principles of Management: Koontz & O'Donnel
3. Management Principles & Practices: Parag Diwan
4. Principles of Management: Shyamlal Mukherjee
5. The process of Management: R.S.Davar
6. Management concepts: B.P.Singh & T.N. Chhabra
7. Essential of Management: W.J. Duncav
8. Business Statistics: S.P.Gupta & M.P.Gupta
9. Fundamental Mathematical statistics: Gupta & Kapoor
10. Fundamental of statistics: D.N. Elhance

#### **PAPER-II**

#### **GROUP-I MANAGERIAL ECONOMICS (50)**

1. Objective and need of Managerial Economics, Related disciplines.
2. Demand Analysis: Significance and concept of Demand, Cardinal Utility, Indifference Curve technique. Demand Forecasting, Elasticity of demand concept and uses.
3. Production Functions: Production functions, Laws of return, Return to scale.
4. Cost concepts: Types of cost, short run and long run cost function.

5. Market and pricing: Price determination under different market condition. Classification of market structure. Perfect competition, concepts of discriminating Monopoly, Oligopoly, Duopoly and regulation of monopoly.
6. Concepts of capital budgeting, decision making under risk & uncertainty, cost and benefit analysis.
7. National income: Concepts, classification and accounting.

**GROUP-2 BUSINESS ENVIRONMENT**

**(50)**

1. Structure of Indian Economy, concepts of planning, Economic liberalization.
2. Industrial Policy, Multinational corp Public enterprise policy under New Economic policy, SSI policy.
3. Types of business organization, Characteristics & elements of joint stock company, MRTP, BIFR, Indian companies act, Sales of goods act, Shop and establishment act, FEMA.
4. Financial sector, Role of R.B.I. Financial & investment institution, Commercial bank, Reform of financial sector.
5. Poverty eradication measure, NRF, Exit policy, Labour welfare & social security measures.

**BOOKS RECOMMENDED**

- |                           |   |                         |
|---------------------------|---|-------------------------|
| 1. Modern Micro Economics | : | A. Koutsouyianis        |
| 2. Managerial Economics   | : | Mote, Paul and Gupta    |
| 3. Managerial Economics   | : | P.L. Mehta              |
| 4. Managerial Economics   | : | Varshney and Maheshwari |
| 5. Indian Industries      | : | Q. Ahsan & S.Mukherjee  |
| 6. Economic Survey        | : | Govt. of India          |
| 7. Public Enterprise      | : | Guru & Q. Ahsan         |
| 8. Indian Economy         | : | Mishra & Puri           |
| 9. Indian Economy         | : | Alak Ghosh              |
| 10. Indian Economy        | : | Vimal Jalan             |

**PAPER-III**

**GROUP-A FINANCIAL MANAGEMENT**

**(50)**

1. Objectives, goals and scope of Financial Management, Financial Markets, Time value of money risk and return analysis. Sources of Industrial & Business finance.
2. Definition and basic elements of financial planning, determination of quantum and pattern of funds requirements, theories of capitalization.
3. Equity capital, preferences share capital, debenture and terms loans, trade credit and bank credit.
4. Ratio, Analysis, Time series and Common size analysis, fund flow and cash flow analysis, Leverages-concept, operating, financial and total average, financial forecasting-preparation of preforma, Income statement and Balance sheet.

**GROUP-B BUSINESS ACCOUNTING**

**(50)**

1. Introduction to Accounting, meaning, nature and importance of Accounting, Generally Accepted Accounting Practices (GAAP), Accounting equation, Accounting process.
2. Accounting Mechanics, Double entry system, Debit-Credit recording, Transaction in primary books, journal, cash book, Ledger, Trial Balance & Final Accounts with adjustment for trading concerns.
3. Rectification of error, Self-Balancing Ledgers, Depreciation Accounting, Important methods of charging depreciation, accounting from incomplete records.
4. Distinction between capital and revenue income, expenditure account, receipts and payments accounts.
5. Investment account, Partnership Goodwill valuation, admission, retirement.
6. Accounting standards, general understanding of Indian and International accounting standards.

**RECOMMENDED BOOKS**

1. Financial Organisation and Management of Business: Gerstenburg
2. Financial Management: Weston & Brigham
3. Financial Management: S.C. Kuhchal
4. Basic Business Finance: Hunt
5. Financial Management: Kulkarni
6. Corporate Finance: Mohsin
7. Management Accounting: I.M.Pandey

**PAPER-IV**

**GROUP-A MARKETING MANAGEMENT**

**(50)**

1. Nature and scope of marketing, marketing and sales, marketing in a developing economy.
2. Determinant of consumer behaviour, consumer behaviour models.
3. Market segmentation, marketing decision making, planning of marketing mix, marketing organization, marketing research and its applications.
4. Price policies and practices, marketing communication, advertising and sales promotion, marketing strategies and policies, channels of distribution, types of intermediaries.
5. Product life-cycle, different types of product, Branding and packaging.

6. Social responsibilities of marketing managers, consumerism.

**GROUP-B SALES PROMOTION AND ADVERTISING**

1. Sales promotion- meaning, purpose and strategy.
2. Publicity objective, selection of publicity, message and vehicles, planning and managing promotional campaign.
3. Sales promotion at the point of sale and out of shop, promotion modeling.
4. Advertising- its importance, methods and types, advertising as mass communication, economic effects, social and ethical issues in advertising.
5. Elements of creating message, copy writing print-media and other media.

**GROUP-C PROJECT-WORK ON MARKETING, SALES OR ADVERTISING (25)**

**RECOMMENDED BOOKS**

1. Marketing Management: Philip Kotler
2. Marketing: Philips & Duncan
3. Modern Marketing Management: Darvar
4. Basic Marketing: Condiff & Still
5. Cases in Marketing Management: Ralph, Westfall & Harper W. Beyond
6. Marketing Communication: M.M. Anand
7. Brand Positioning: Subrato Sen Gupta
8. Advertising Management: Aaker & Myers

## HONS- 3<sup>rd</sup> YEAR

### PAPER-V

#### ORGANIZATIONAL BEHAVIOUR

FULL MARKS:100

1. Organizational Behaviour: Meaning, Importance, History of development of OB: Factors Influencing OB.
2. Understanding Individual: Nature of Man Similarities and difference among individual personality development and its determinants perception. Factors influencing perception.
3. Group & Group Dynamics: Meaning of Group and Group dynamics. Reason for the formation of groups. Characteristics of Groups. Types of Group in organizations, Group Cohesiveness. Factors affecting Group Cohesiveness.
4. Leadership: Leadership Concept, Leadership emergence theories, Leadership style. Different functions and its effectiveness.
5. Motivation: Concept and importance. Financial and non-financial motivators.
6. Moral & Job satisfaction: Theories & Factors influencing morale & job satisfaction.
7. Management of Change: Meaning, Importance & Factors contributing to organizational change.
8. Organizational culture: Concept, Importance & factors influencing organizational culture.

#### RECOMMENDED BOOKS

1. Human Behavioral Work: Keith Davis.
2. Organizational Behaviour: Robbins
3. Theories of Organizational Behavior: A.R. Sharma

### PAPER-VI

#### HUMAN RESOURCES DEVELOPMENT

FULL MARKS:100

PASS MARKS:45

1. Introduction, Planning & organizing the HRD system. HRD Mechanism process & outcomes, Role of line managers in HRD.
2. Performance & Potential meaning, Need & Importance, Technique of performance appraisal, Factors influencing performance Appraisal.
3. Motivation and Job satisfaction.
4. Employee compensation, Employee welfare & Social security.
5. Training & Development: Need & Importance, Steps in training, technique of training, evaluation of training programme.
6. Career Planning & Career development: Meaning, Importance of carrier strategies in rapidly changing environment. Designing appropriate systems

#### RECOMMENDED BOOKS

1. Organizational Behaviour: S.P. Robbins
2. Organizational Behaviour: U.J. Arnold & D.C. Feldman
3. Personnel Management: Memoria
4. Industrial Psychology: D.C. Koehar. Mohanty, Blue & Naylor.
5. General Psychology: Raven & Rubbin

**PAPER-VII**  
**COMPUTER**

**FULL MARKS-75(Theory) + 25 (Practical)**

**PASS MARKS-45**

1. Fundamental of Computers and programming in Qbasic.
2. Introduction to operating system (DOS, Windows)
3. Computers in Business applications. MS-Office (Word, Excel & Power Point).
4. Data Base Management (Fox Pro) and Programming Languages C
5. Introduction to Internet operations.

**RECOMMENDED BOOKS**

1. Computers Today: Galgotia Publication
2. Mastering Fox Pro: Charles Seagal
3. Programming in
4. PC Software made simple: R.K. Taxsali

**PAPER-VIII**

**A- INTERNATIONAL BUSINESS**

**FULL MARKS-50**

**PASS MARKS-25**

1. Introduction: Meaning, Need, Basis. Importance, Gains and Procedure, Balance of Trade and balance of payments. Tariff and Non-tariff barriers, GATT & Foreign Exchange control.
2. Financial framework: International Monetary System, SDR, IMF, World Bank ,Asian Development Bank, Euro Mkt International liquidity & Exchange rate restrictions.
3. International Marketing programme: Exporting, Licensing, Joint ventures, ownership International competition & characteristics of Multinational Marketing.
4. Decisions: International Business product decisions, pricing decisions, channel decisions & Advertising Decision in International Business.
5. Export promotion: Export Financing, Planning, Organizing and Controlling Multinational Marketing Programme.
6. Analysis of India's International Business: Export trends, Export promotion efforts. Import substitution and role of Govt. agencies-STC & MMTC.

**PAPER-VIII**

**B- PROJECT WORK**

**FULL MARKS-50**

**PASS MARKS-25**