

**Evaluation Scheme & Syllabus
For
Bachelor of Business Administration
(B.B.A)
(IInd & IVth Semester)**

(Effective from the Session: 2018-19)



IIMT UNIVERSITY

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BBA
Second
Semester
SYLLABUS

STUDY & EVALUATION SCHEME

SEMESTER 2, BBA Effective from 2018-19

SUBJECT CODE	SUBJECT	EVALUATION SCHEME								
		PERIODS			INTERNAL ASSESSMENT			EXTERNAL ASSESSMENT	TOTAL	CREDITS
		L	T	P	CT	TA	TOOTAL			
BBA- 201	BUSINESS COMMUNICATION	4	-	-	20	10	30	70	100	4
BBA- 202	BUSINESS STATISTICS	4	-	-	20	10	30	70	100	4
BBA- 203	BUSINESS ENVIRONMENT	4	-	-	20	10	30	70	100	4
BBA -204	FAUNDAMENTALS OF COMPUTERS	4	-	-	20	10	30	70	100	4
BBA -205	INDIAN ECONOMY	4	-	-	20	10	30	70	100	4
BBA -206	ORGANIZATION BEHAIVIOUR	4	-	-	20	10	30	70	100	4
FC-211	Functional & Communicative English-II	3	-	-	20	10	30	70	100	4
ECC-211	Industrial Visit/Seminar/Presentation on the report of visits	-	-	1		25	25	-	25	1
ECC-212	University Social Responsibility	-	-	1		25	25	-	25	1
ECC-213	Spoken Tutorial Certification	-	-	1		25	25	-	25	1
ECC-214	Moocs/ SWAYAM	-	-	1		25	25	-	25	1
								TOTAL	800	32

Paper Code: BBA – 201
BUSINESS COMMUNICATION

Course Credit: 04
Total Lectures: 40

Course Objectives:

- To understand business communication strategies and principles for effective communication in domestic and international business situations.
- To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
- To develop the ability to research and write a documented paper and/or to give an oral presentation.
- To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.

Unit I: Introduction of Communication:

Meaning, Objectives, importance of Business Communication, Types of Communication, Communication model and Process, Barriers & gateway in communication, Principles of Communication- 7C's of communication

Unit II: Oral & Written Communication:

Oral Communication- Meaning, Advantages & Disadvantages of Oral Communication, principles of successful oral communication, two sides of effective oral communication

Written Communication- Meaning, Advantages & Disadvantages, Importance of writing skills, types of writing, clarity in writing, purposes of writing, principles of effective writing skills, Writing resume and Letter or application.

Unit III: Non-verbal Communication:

Principles of Oral Presentation Factors affecting Presentation, effective Presentation Skills. Body Language, Para Language, Effective Listening, Interviewing skill

Unit IV: Business Letters and Reports:

Business Letters: Meaning & types of Business Letters, essential characteristics of a good business letter, structure, layout and drafting of a business letter.

Business Reports: Meaning, characteristics of a good report, style of writing reports, types of reports, steps in writing a report.

Unit V: Modern Forms of Communication:

International Communication, Cultural Sensitiveness and Cultural Context, Writing and Presenting in International Situations, Role of Information Technology: Internet, Email, Video Conferencing, Multimedia, E- Commerce.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring tools
Basic communication and comprehend techniques.	Practical and case study
Ethical, legal, cultural and global issues	Case studies only
Effective writing.	Assignments

Course Outcomes:

- Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
- Analyze ethical, legal, cultural, and global issues affecting business Communication.
- Develop an understanding of appropriate organizational formats and channels used in business communications.
- Developing effective verbal and non verbal communication skills.

Suggested Readings:

1. Sinha, K.K. (2012), *Fundamentals of Business Communication*, Taxmann Publications Pvt. Ltd., New Delhi, India.
2. Bhende, D. S., Pradhan, H. & Thakur, V. (2003), *Business Communication*, Himalaya Publishing House, New Delhi, India.
3. Sehgal, M.S. & Khetrpal, V. (2006), *Business Communication* (First edition, Reprint), Excel Books, New Delhi, India.

Paper Code: BBA – 202

Course Credit: 04

BUSINESS STATISTICS**Total Lectures: 40****Course Objectives:**

- Learning the different basic concept / fundamentals of business statistics.
- Understand about the practical application of various concepts.
- Discuss about the importance of measures of Descriptive statistics which includes Measures of Central Tendency, Measures of Dispersion, Index Numbers, Correlation and Regression analysis, and their implication on Business performance.
- Understand the concept of Probability and its usage in various business applications.
- Learn how to apply the Concept of Business Statistics in daily life.

Unit I: Introduction of Statistics:

Concept, scope, functions & limitations of Statistics

Collection and Presentation of Data: Statistical data – Primary and Secondary; Methods of collection of Primary data; Presentation of Data– Textual, Tabular and Diagrammatic form (Line chart, Bar chart, Pie chart, Histogram, Frequency polygon and Ogive); Frequency distribution.

Unit II: Central Tendency:

Mean, Medium, Mode, Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation, Measures of Skewness & Kurtosis.

Unit III: Correlation:

Significance of Correlation, Types of correlation, Simple correlation, Scatter Diagram method, Karl Pearson Coefficient of Correlation. Regression: Introduction, Regression lines, and Regression Equation & Regression coefficient.

Unit IV: Probability:

Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical], Probability Distribution: Binomial, Poisson and Normal.

Unit V: Index Numbers:

Meaning & Definition, Uses, Classification, Construction of Index Numbers, Methods of constructing Index Numbers, Simple Aggregative Method, Simple Average of Price Relative Method, Weighted index method, Fisher's Ideal method.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring tools
Calculation of Basic Statistic , Correlation etc	Practical and case study , Numerical
Generation of Index Numbers	Assignments and Numerical.

Course Outcomes:

- Interpret examples of methods for summarizing data sets, including common graphical tools (such as box plots, histograms) and summary statistics (such as mean, median, mode, variance and IQR).
- Demonstrate an understanding of the basic concepts of probability and random variables.
- Taking managerial decision and applying the concept of business analysis.
- To develop practical understanding of various statistics concept.

Suggested Readings:

1. Agarwal, B.L. (2006), *Basic Statistics (Fourth Edition)*, New Age International (P) Ltd., New Delhi, India.
2. Bhardwaj, R.S. (2008), *Business Statistics (Second Edition)*, Excel Books, New Delhi, India.
3. Gupta, C.B. (2010), *An Introduction of Statistical Methods (Seventeenth Edition)*, Vikas Publishing House Pvt. Ltd., New Delhi, India.

Paper Code: BBA – 203
BUSINESS ENVIRONMENT

Course Credit: 04
Total Lectures: 40

Course Objectives:

- The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India and its effects on managerial decisions.
- To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.
- The provide knowledge about the Indian and international business environment.

Unit I: An Overview of Business Environment:

Concept, Significance, Components of Business environment, Types of Business environment: External, Internal, Micro & Macro Environment, Factor affecting Business Environment, Process and limitations of environmental analysis.

Unit II: Socio-Cultural & Political Environment:

Nature and impact of culture on business, culture and globalization, social responsibilities of business. Business and society, social audit, business ethics and corporate governance.

Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

Unit III: Economic Environment:

Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies, Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA

Unit IV: Economic Systems:

Capitalism, Socialism, Communism, Mixed Economy, Public Sector & Private Sector, Overview of International Business Environment, Trends in World Trade: WTO- Objectives and role in international trade.

Unit V: Industrial Policy:

Its historical perspective (In brief), Trends and Issues, Consumer Protection Act and Competition Laws.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring tools
Environmental Scanning	Practical and case studies

Course Outcomes:

- Understand the concept, Significance and changing dimensions of Business Environment.
- Identify various types of Business Environment and tools for scanning the environment.
- Gain insight on role of economic systems, economic planning, government policies, public sector and development banks, economic reforms, liberalization and its impact on business.
- Appreciate the importance and impact of changing laws and regulations on business firms.
- Learn about the emerging dimensions in socio-cultural environment and its relevance for a business firm.
- Understanding the importance of multinational corporate, foreign collaboration and international institute in business.

Suggested Readings:

1. Aswathappa, K. (2000), *Essentials of Business Environment*, Himalaya Publishing House, New Delhi, India.
2. Cherunilam, F. (2000), *Business Environment - Text and Cases (12th edition)*, Himalaya Publishing House, New Delhi, India.
3. Dhingra, C. (2003), *The Indian Economic Environment and Policy (17th edition)*, S Chand & Company Pvt. Ltd., New Delhi , India.

Course Objectives:

- This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and exposes them to other related concepts of IT.
- It also makes the students well versed with MS – Office and Internet techniques.

UNIT-I: Basics of Computer and its evolution:

Evolution of computer, Data, Instruction and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software, Human ware and Firmware), Advantages and Limitations of computer, Block diagram of computer, Different Generation of computers (I to V), Relationship between Software & Hardware, Data Representation: Different Number System (Decimal, Binary, Octal and Hexadecimal) and their inter conversion (Fixed Point only),

UNIT-II: Input and Output Devices (Functions Only):

Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type (VGA, SVGA and XGA), Printer and its type (Impact and Non-Impact with example), Plotter

UNIT-III: Computer Memory:

Primary Memory (ROM and its type – PROM, EPROM, EEPROM, RAM) Secondary memory-SASD, DASD Concept, Magnetic Disks- Floppy disks, Hard disks, Magnetic Tape, Optical disks- CD ROM and its type (CD ROM, CD ROM-R, CD ROM-EO, DVD ROM, Flash Memory

UNIT-IV: Operating System Concept:

Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, Translator, Compiler, Interpreter, Assembler.

UNIT-V: Concept of Data Communication and Networking:

Networking Concepts, Types of networking (LAN, MAN and WAN), Transmission Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Internet, Introduction to Word Processor and Spreadsheets.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring tools
Basic Knowledge and working of Computers.	Practical lab & Workshop.
MS office	Practical lab & Assignments.
Internet & Networking	Practical lab & Workshop.

Course Outcomes:

- Familiarize with the basic working and knowledge of computers.
- Prepare the Word documents, Excel files and Ppt. Presentations.
- Familiarize with basic networking and internet techniques.

Suggested Readings:

1. Rajaraman, V. & Adabala, N. (2015), *Fundamentals of Computers (Sixth Edition)*, PHI Learning (P) Ltd, New Delhi, India.
2. Sinha, P. K. & Sinha, P. (2004), *Computer Fundamentals (Fourth Edition, Reprint)*, BPB Publication, New Delhi, India.
3. Arora, A. (2015), *Computer Fundamentals and Applications*, Vikas Publishing House (P) Ltd, New Delhi, India.

INDIAN ECONOMY**Total Lectures: 40****Course Objectives:**

- A clear understanding of the key concepts and ideals of functioning of Indian Economy.
- A set of useful analytical skills, tools and techniques for analyzing Indian Economy.
- To provide a basic understanding of the nature of the policies formulation and their implementation.
- To encourage students to think critically and analytically.
- The ability to identify critical issues and design appropriate courses of action.

UNIT 1: Structure of Indian Economy:

Meaning of Economy, Concept of economic growth & development, characteristics of Indian economy, Concept of Human Development Factors affecting economic development, changes in occupational structure in India.

UNIT 2: Historical Perspective & Problems in Indian economy:

Indian economy in Pre & Post Independence period: Economy on eve of independence (challenges & features), economy in post independence India (Challenges & Features), An overview of Economic resources of India, Economic problems: Population, Poverty, inequality, Parallel economy, Unemployment, Balanced Regional development, Low capital formation & Industrial Sickness.

UNIT 3: Planning & Economic development of Indian economy:

Economic Planning in India: Objectives, Critical evaluation of five year plans, Nehruvian socialist economy, Niti Ayog, industrial policy 1991, New Manufacturing policy, Agriculture Policy, Effect of Globalization on Industries, Government Budgeting: Budget terminology, Types of Budget, Benefits of Budgeting, Flaws in budgeting process, Budget analysis, Merger of Railway & General Budget.

UNIT 4: Indian Economy- Investment Model & Emerging Issues:

Investment Models: Measures of investment, factors affecting investment, Classification of Investment (FDI, Venture Capital, Angel Investors & Start-ups, M&A), Investment Models, Role of State, PPP, Savings & Investment Trends, Portfolio Investment & Foreign Institutional Investment, Role of Development Banking.

UNIT 5: Indian Economy & Foreign Trade:

Concept, Significance, Foreign exchange reserves, Balance of Payment, Balance of Trade, Export- Import Policy, Foreign exchange management act (FEMA), Export Promotion & Qualitative restrictions, GATT, TRIPS, TRIMS.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring Tools
Ability to understand economic conditions	Assignment + Presentation
Ability to design policies	Assignment + Presentation
Ability to understand the implementation process	Assignment + Presentation

Course Outcomes:

- Formulate plans and strategies for economic development of the country.
- Develop plans to achieve higher GDP growth rate.
- Develop powers of economic decisions.
- Evaluate and revise programs and procedures in order to achieve organizational goals;
- Consider the important issues of economic growth process;

Suggested Readings:

- Datt, G. & Mahajan, A. (2013), *Indian Economy (67th Edition)*, S Chand & Company (P) Ltd., New Delhi, India.
- Puri, V.K. (2017), *Indian Economy: Its Development Experience*, Himalaya Publishing House, New Delhi, India.
- Mishra, S.K. (2005), *Indian Economy*, Himalaya Publishing House, New Delhi, India.

Paper Code: BBA – 206
ORGANIZATION BEHAVIOUR

Course Credit: 04
Total Lectures: 40

Course Objectives:

- To provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels.
- To enhance the understanding of the dynamics of interactions between individual and the organization.
- To facilitate a clear perspective to diagnose and effectively handle human behavior issues in Organizations.

Unit I: Introduction to OB:

The meaning of OB, The Economic, Social and Psychological foundation of organizational behavior, Attitude: Components, functions and changing attitudes; Personality: Concept, Types and Theories of Personality

Unit II: Foundation of Group Behavior:

Meaning, types, group dynamics, theories of group formation, Group Norms, Group Cohesiveness, Group Think and Group Shift, Stages of group development, Group Processes and Decision Making, Meaning of Interpersonal Behaviour & Interpersonal skills, Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

Unit III: Motivation:

Concepts, Meaning & definition, Need (Maslow and Herzberg), Contemporary theories of Motivation: Expectancy theory, Equity theory, Empowerment and economic incentives as motivational tools.

Leadership: Meaning, types of leaders and leadership styles, traits and qualities of effective leader, trait theory, LSM – Leadership Situational Model.

Unit IV: Organizational Power and Politics:

Concept, Sources of Power, Nature of organizational politics, Distinction between Power, Authority and Influence, Negotiation process.

Unit V: Organization Culture:

Organizational Culture- Concept, Functions, Socialization; Creating and sustaining culture, managing across Cultures; Empowerment and Participation.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring Tools
Basic nature and design of organization.	Role Plays and organization visit.
Solving organizational problems	Case studies
Behavior of individuals and groups	Assignments and GD's.

Course Outcomes:

- Comprehending the nature, functioning and design of organizations as social collectives.
- To evaluate the reciprocal relationship between the organizational characteristics and managerial behavior
- Develop practical insights and problem solving capabilities for effectively managing the Organizational processes.
- Analyzing the behavior of individuals and groups in organizations.

Suggested Readings:

1. Luthans, F. (2003), *Organizational Behavior (12th Edition)*, Tata McGraw Hill Education (Pvt) Ltd., New Delhi, India.
2. Robbins, S. P. (2011), *Organizational Behavior (Sixth Edition , Illustrated)*, Pearson Education, Australia.
3. Prasad, L.M. (2003), *Organizational Behavior (Third Edition)* , S. Chand & Company (P) Ltd., New Delhi, India.

Functional & Communicative English

IIMT University, MEERUT
English Language Module-Even semester

Course Objective:

This course aims at improving the English writing especially the syntax part of the students. After the completion of this course students would be able to write with more correctness and creativity.

Unit 1: Functional Grammar:

Structures- Sentence, Types, Structural Classification of sentences ,
Phrases, Types,
Active/Passive Speech
Direct/Indirect narration,
Subject -verb Agreement { Error Correction}

Resources--- *Explanation and Grammar Worksheets

Unit 2: Vocabulary:

Word formation/transformation
Homonyms
Frequent use of Phrases/idioms
Foreign words and Phrases
Correction of spelling

*Resources---**Paraphrase, *Editing *Understanding of context , *Worksheets

Unit 3 : Communication skills:

Meaning of communication,
Process of communication,
language of tool of communication,
Difference between General and Professional communication,
Types of Communication: Formal and informal communication, Oral and written communication, Verbal and Non-Verbal communication,
Significance of Communication,
Barrier to communication

Unit 4- Spoken English:

Elaborate quotations :Quote interpretation , Answering a telephone call, Making enquiries, General tips- Pronunciation, Tone, Pitch, Pace, Volume, relevance, brief, simple Reading Newspaper, sentence starter for explaining quotes, quote analysis worksheet.

Speak on proverbs: Usage and Speech on famous proverbs,

*Resources---** a Conversational situation to be provided to develop, *Topics to be given to speak on recent issues based on contemporary situation.

Unit 5: Written English:

Formal/informal styles of writing
Letters : Formal and Informal letter
Resume Writing

Suggested Readings :

- Padhye , S.S. (2017), *English Grammar & Writing skills (First edition)*, Notion Press, Chennai, India.
- Wren, P.C. & Martin, H. (2002), *English Grammar & Composition (Revised Edition)*, S Chand & Company Pvt. Ltd., New Delhi.
- Bindra , A. (2016), *English Grammar Rules & Usage (First edition)*, Notion Press, Chennai, India.

BBA
Fourth
Semester
SYLLABUS

SEMESTER 4 (Effective from 2018-19)

SUBJECT CODE	SUBJECT	EVALUATION SCHEME								
		PERIODS			INTERNAL ASSESSMENT			EXTERNAL ASSESSMENT	TOTAL	CREDITS
		L	T	P	CT	TA	TOTAL			
BBA-401	CONSUMER BEHAVIOUR	4	-	-	20	10	30	70	100	4
BBA-402	FINANCIAL MANAGEMENT	4	-	-	20	10	30	70	100	4
BBA-403	PRODUCTION MANAGEMENT	4	-	-	20	10	30	70	100	4
BBA-404	SALES MANAGEMENT	4	-	-	20	10	30	70	100	4
BBA-405	RESEARCH METHODOLOGY	4	-	-	20	10	30	70	100	4
BBA-406	OPERATION RESEARCH	4	-	-	20	10	30	70	100	4
ECC-421	Industrial Visit/Seminar/Presentation on the report of visits	-	-	1	-	25	25	-	25	1
ECC-422	University Social Responsibility	-	-	1	-	25	25	-	25	1
ECC-423	Spoken Tutorial Certification	-	-	1	-	25	25	-	25	1
ECC-424	Moocs/ SWAYAM	-	-	1	-	25	25	-	25	1
	Total								700	28

Paper Code: BBA – 401
CONSUMER BEHAVIOUR

Course Credit: 04
Total Lectures: 40

Course Objectives:

- A clear understanding of the key concepts and principles of consumer behaviour.
- A set of useful analytical skills, tools and techniques for analyzing attitudes, perceptions, preferences, personality and emotion.
- To provide a basic understanding of the consumer buying process.
- To encourage students to think critically and analytically.
- To apply consumer theories to the real marketing context.

Unit-1 : Introduction to consumer Behavior :

Importance, nature, scope ,need for studying consumer behavior, Buying roles of consumer, Type of buying situation, Buying motives of consumer, consumer research process.

Unit-2: Consumer Models:

Economic model, Psychoanalytical model, Sociological model, Howard and seth model, Nicosia model, Engle-kollat-Blackwell model.

Unit-3 :Individual Determinates of consumer behaviors:

Perceptual process, Perceptual selection ,Perceptual distortion, Consumer learning process, and Influences on behaviors, Consumer attitude formation, Attitude measurement, , Meaning and nature of Personality, , Self concept, life style

Unit-4 :Influence and consumer decision making:

Family, Reference group, Personal, Social and cultural influence on consumer behaviors, Consumer Decision making process, Consumer communication process, consumer satisfaction.

Unit-5 :Industrial buying behaviors:

Meaning of Industrial market, Participants, feature of industrial markets, Factors of industrial markets, Stages of Industrial buying process, Industrial buying situation, Industrial buying Vs Consumer buying, Customer and marketing of services, Consumer behaviors in service.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring tools
Ability to understand buying conditions	Assignment + Presentation
Ability to design policies	Assignment + Presentation
Ability to understand the consumers in group /societies	Assignment + Presentation

Course Outcomes:

- Understand the major influences on customers buying choice, the process of human decision making in marketing context.
- Be able to demonstrate how concepts may be applied to marketing strategies.
- Develop cognitive skills regarding different influences of buying practices.
- Evaluate and revise programs and procedures in order to achieve organizational goals;
- Consider the important issues of consumer buying habits process.

Suggested Readings:

1. Khan, M. (2018), *Consumer Behavior (Second edition, Reprint)*, New Age International Publishers, new Delhi, India.
2. Nair , S.R. (2004), *Consumer Behavior in Indian Perspective* , Himalaya Publishing House , New Delhi, India.
3. Naik, C.N.K. & Reddy, L.V. (1999) , *Consumer Behavior (First edition)* , Discovery Publishing House, New Delhi, India.

Paper Code: BBA – 402
FINANCIAL MANAGEMENT

Course Credit: 04
Total Lectures: 40

Course Objectives:

- To make students familiar with concepts of financial management.
- To develop the understanding among the students of various tools & techniques applied in the area of finance.
- To impart the skills in students of financial planning.

Unit I

Introduction to Financial Management: Meaning of financial management, Definition, Nature, Scope, Objectives and functions of financial management.

Unit II

Financing Decision: Financial Planning; Steps, Need, Capitalization; Meaning, Stages, Capital Structure; Meaning, Trading on Equity, Capital Gearing, Theories of capital structure (NI, NOI, Traditional and MM Approach), Leverage: Meaning of Leverage, Types, Significance.

Unit III

Investment Decision: Cost of capital; Concept of cost of capital, significance of concept, Measurement of cost of capital. Capital Budgeting; Meaning, Features, Scope, Process, Methods, Time value of money: Concept, Reasons for time preference of money, Techniques.

Unit IV

Dividend Decision: Meaning of dividend, Types of dividend, Dividend policy & its types, Relevance and Irrelevance concept of dividend (Walter, Gordon, Modigliani and Miller Model).

Unit V

Liquidity Decision: Management of working capital; concept of working capital, Types of working capital, Components, Factors affecting working capital, Sources, Methods of estimating working capital. Inventory management: Concept, objectives, Techniques. Management of Receivables: Concept, Objective, Functions,

Skill Development:

(These activities are only indicative, the faculty members can innovate)

SKILLS	MEASURING TOOLS
Understanding the nature and scope of financial management	Assignment and Presentation
Deciding about the capital structure	Practical Problems and Assignments
Evaluate capital projects	Practical Problems and Assignments
Comprehend the dividend decisions	Practical Problems and Assignments

Course Outcomes:

- Understanding the nature and scope of financial management, its objective and importance, different financial decisions and role of finance in an organization.
- Learn the concept of time value of money and its utility in finance.
- Evaluate capital projects using a variety of advance capital budgeting techniques such as- NPV, IRR, PBP, PI, Etc.

Suggested Readings:

1. Pandey, I. M. (2015), *Financial Management (Eleventh Edition)*, Vikas Publishing House Pvt. Ltd., New Delhi, India.
2. Rustagi, R.P. (2010), *Elements of Financial Management*, Taxmann Publications Pvt. Ltd., New Delhi, India.
3. Chandra, P. (2012), *Fundamentals of Financial Management (Sixth Edition)*, Tata McGraw Hill Education (Pvt) Ltd., New Delhi, India.
4. Khan, M.Y. & Jain, P.K. (2008), *Financial Management (Fifth Edition)*, Tata McGraw Hill Education (Pvt) Ltd., New Delhi, India.

Paper Code: BBA – 403
PRODUCTION MANAGEMENT

Course Credit: 04
Total Lectures: 40

Course Objectives:

- This course aims at imparting management students with inputs of PPC, various production systems , plant location/layout/designs, Inventory management and quality control techniques being “Production is a lifeblood for any organization”.

Unit I

Production Management : Nature and Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Factors of Production.

Unit II

Manufacturing Systems - Types of Manufacturing Systems, Intermittent and Continuous Systems, Product Design and Development.

Unit III

Plant Location and Plant Layout : Criteria to choose Plant Location, factors to be considered to choose Plant Location. Different types of Plant layout : their feasibility and suitability. Locational strategies.

Unit IV

Materials Management & Inventory Control : Purchasing Economic lot quality/Economic Order Quantity (EOR), Lead time, Reorder level. Brief of ABC analysis, Stock Keeping. SCM and its utility.

Unit V

Quality Control : Quality, Quality Assurance, Quality Circles(QC), Total Quality Management (TQM), Just In Time (JIT), Statistical Quality Control. Value Chain Analysis. Reengineering strategies.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring tools
POM fundamentals and PPC models	Case studies Evaluation.
Plant Location and Plant Layout	Industry Site Visits
Inventory Control and Quality control Techniques.	Case studies and Numericals.

Course Outcomes:

- Familiarize with the POM fundamentals and PPC models.
- To identify the appropriate plant location and layout.
- Familiarize with current trends in Production management.
- Familiarize with inventory control and quality control techniques.

Suggested Readings:

- Goel , B. S. (2002), *Production Operation Management*, Pragati Prakashan, Meerut, UP, India.
- Chary, S.N. (2009), *Production & Operation Management (Second Edition, Reprint)*, Tata McGraw Hill Education (Pvt) Ltd., New Delhi, India.
- Panneerselvam, R. (2012) , *Production & Operation Management (Third Edition)* , PHI Learning Pvt. Ltd., New Delhi, India.

SALES MANAGEMENT**Total Lectures: 40****Course Objectives:**

- A clear understanding of the key concepts and principles of sales management.
- A set of useful analytical skills, tools and techniques for analyzing sales function.
- To provide a basic understanding of the nature of the sales policies of companies.
- To encourage students to think critically and analytically.
- The ability to identify critical issues and design appropriate courses of action.

UNIT I

Sales Management – Objectives – Types of Personal Selling objectives – Market Potential – Sales potential – Sales Forecast – Analyzing Market Potential – Market, Emerging Trends in Sales Management. Indexes – Sales Forecasting Methods

UNIT II

Nature of Sales Management Positions – Functions of the Sales Executive – Qualities of Effective Sales Executives –Sales Organization – Purpose -Setting up a Sales Organization – Basic types of Sales Organizational Structures – Organization of the sales department – Schemes for dividing Line Authority in the Sales Organization

UNIT III

Sales Force Management – Job Analysis – Job Description – Organization for Recruiting and Selection –Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training, Motivation And Compensation Of Sales Force : Building Sales Training Programs –Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs.

UNIT IV

Motivation – Motivational Help from Management – Requirements of a Good Sales Compensation Plan – Devising a Sales Compensation Plan – Types of Compensation Plans – Fringe Benefits.

UNIT V

The Sales Budget: Purpose of the Sales Budget – Form and Content – Budgetary Procedure – Quotas: Objectives in using Quotas – Types of Quotas and Quota Setting Procedures – Sales Territories: Sales Territory Concept – Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring tools
Ability to understand sales conditions	Assignment + Presentation
Ability to design policies	Assignment + Presentation
Ability to understand the implementation process	Assignment + Presentation

Course Outcomes

- Formulate plans and strategies for development of the company.
- Develop plans to achieve higher profitability and growth rate.
- Develop powers of sales decisions.
- Evaluate and revise programs and procedures in order to achieve organizational goals;
- Consider the important issues of sales and marketing process.

Suggested Readings:

1. Gupta, S.L. (2005), *Sales & Distribution Management (First Edition)*, Excel Books, New Delhi, India.
2. Cundiff, E.W., Still, R.R. & Govoni, N.A.P. (2010), *Sales Management (Fifth Edition)*, Pearson Education Inc., Noida, UP, India.
3. Kumar, A. & Tyagi, C.L. (2004), *Sales Management*, Atlantic Publishers, New Delhi, India.

Paper Code: BBA – 405
RESEARCH METHODOLOGY

Course Credit: 04
Total Lectures: 40

Course Objectives:

- Understand the concept / fundamentals of research and their types.
- Understand the practical application of various research techniques.
- Understand the importance of scaling & measurement techniques and sampling techniques.
- Understand the importance of coding, editing, tabulation and analysis in doing research.
- Understanding the techniques of report writing.

Unit 1: Introduction to Research:

Introduction, Meaning and Purpose of Research, Characteristics of Good Research, Types of Research, Steps in the Research Process .Formulation of Research Problem: Introduction, Meaning of Research Problem, Guidelines and Criteria for Selecting a Research Problem.

Unit 2: Research Design:

Introduction, Meaning of Research Design, Characteristics of Good Research Design, Concepts related to Research Design, Types of Research Design. Sample Selection: Introduction, Importance and Advantages of Sampling, Characteristics of Good Sample, Sampling Techniques.

Unit 3: Data Collection:

Introduction, Sources of Data, Primary Data Collection Techniques, Secondary Data Collection Techniques, Secondary Data- Advantages and Disadvantages.

Unit 4: Questionnaire Design:

Introduction, Types of Questionnaire, Methods of Sending the Questionnaire, Guidelines for Questionnaire Design, Characteristics of Good Questionnaire.

Unit 5: Data Processing:

Introduction, Editing, Coding the Data, Tabulation, Quantitative and Qualitative Analysis, Analysis, Interpretation and Presentation of Findings: Introduction, Statistical Analysis and Interpretation, Techniques of Interpretation, Report Writing Steps, Components and Format of Research Reports, Guidelines for Writing Research Reports.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring tools
Ability to understand research conditions	Assignment + Presentation
Ability to research policies	Assignment + Presentation

Course Outcomes :

- Knowledge of concept / fundamentals for different types of research.
- Applying relevant research techniques.
- Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques.
- Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.
- Effective report writing.

Suggested Readings:

- Bhattacharya, D.K. (2006), *Research Methodology (Second Edition)*, Excel books, New Delhi, India.
- Kothari, C.R. (2004), *Research Methodology (Second Edition)*, New Age International Publishers, New Delhi, India.
- Chawla, D. & Sondhi, N. (2011), *Research Methodology: Concepts & Cases (First Edition)*, Vikas Publishing house Pvt. Ltd., New Delhi, India.

Paper Code: BBA – 406
OPERATION RESEARCH

Course Credit: 04
Total Lectures: 40

Course Objectives:

- This course aims at familiarizing the students with quantitative tools and techniques, which are frequently applied to business decision-making.
- To provide a formal quantitative approach to problem solving and an intuition about situations where such an approach is appropriate.
- To introduce the students how to use variables for formulating complex mathematical models in management and to use basic methodology for the solution of linear programs and integer programs.
- To provide the students with opportunity of using various software package for solving linear programming and integer programming models.

UNIT I

Operations Research – Meaning, Scope, Nature, Role Characteristics and Modeling, Methodology of OR, Models in OR; OR & managerial Decision making, OR techniques.

UNIT II

Linear Programming – Formulating a linear programming model – graphical solutions – standard form – simplex method – Big “m” Method (Simple Problems Only)

UNIT – III

Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems

UNIT-IV

Decision making under Uncertainty-Criteria of Maximax, maximin, Maximax Regret, laplace & Hurwinz. Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.

UNIT – V

PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.

Skill Development:

(These activities are only indicative, the faculty members can innovate)

Employable Skills	Measuring tools
Ability to understand research conditions	Assignment + Presentation
Ability to research policies	Assignment + Presentation

Course Outcomes :

- Identify and develop operational research models from the verbal description of the real system.
- Understand the mathematical tools that are needed to solve optimisation problems.
- Use mathematical software to solve the proposed models.
- Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management Engineering.

Suggested Readings:

1. Gupta, R.K. (2010), *Operation Research* (First edition), Krishna Prakashan Media (P) Ltd., Meerut, UP, India.
2. Sharma, J.K. (2012) *Operations Research (Fourth Edition)*, Macmillan Publishers India Limited, New Delhi, India.
3. Panneerselvam, R. (2009), *Operations Research* (Second Edition) Prentice Hall India Private Limited, New Delhi, India.

Skill enhancement Course

Once upon a time, people thought it was possible to qualify for a job and then just do that job forever without having to learn more. This was probably never really true...but it is DEFINITELY NOT true now! The technical skills and knowledge needed for work are changing all the time now and everyone need to be learning throughout their careers to stay relevant and competitive.

Learning is skills enhancement – and skills enhancement will help you to get employed and stay employed. Skills Enhancement is all about getting the skills you need to succeed in the work you want to do. Some jobs require specific technical skills and specific education, accreditation or licensing – you will need to know what is required for kind of work you want. At IIMTU the student will go through the following Skill:

Enhancement course structure:

S.No.	Course Name	Course Code	Max. marks
1.	Industrial Visits/ Seminars or Presentation on The Reports of The Visits.	SEC-211	25
2.	University Social Responsibility(USR)	SEC-212	25
3.	Spoken Tutorial Certification	SEC-213	25
4.	MOOCS(Swayam)	SEC-214	25

1. Industrial Visits/ Seminars or Presentation on the reports of the visits;

In this section the presentation skills on the basis of observation and learning will be developed and evaluated. Student will be expected to give presentation in the department interpreting the report of his/her industrial visit organized by his department during semester. Participation in the seminars organized in the department will also be considered and evaluated in this section.

2. University Social Responsibility(USR);

Social responsibility describes the way we are making a difference to the social and economic well-being of our communities through our teaching, research, and public events and activities.

We strive to make a positive difference to the life and future of our region by taking socially responsible decisions that have real, beneficial, measurable impacts on the people and the world around us.

The aim of USR should be;

- Increasing the university's impact within society and contributing to tackling societal challenges increasing public understanding of the university's research
- Increasing cooperation with industry or public bodies
- Increasing the impact of university research on the social and cultural life of the local
- Community promoting university participation in policy-making
- Potential helping to align the university with trends in policy and funding

To meet the mentioned challenges a variety of activities can be carried out. Some of the points are listed below.

- Collaboration with companies, public services or NGOs in social projects to help the disadvantaged
- Sensitizing, educational campaigns on social responsibility in areas of influence which are close to the university
- Collaboration with public services and NGOs in sustainable initiatives
- Sensitizing educational campaigns on environmental protection in areas of influence which are close to the university
- Organization and sponsoring of performances committed to both local and regional socioeconomic development
- Organization of volunteering programs for students, professors and staff
- Scientific research on social problems and the knowledge generation
- Application of scientific knowledge to the development of new environment-friendly products, technologies and processes
- Integrating values such as respecting individual and social
- Education in environmental values
- University awareness of environmental problems and Vocational training to solve environmental problems

In this section the performance of the student will be evaluated on the basis of his/her participation and work carried out towards USR.

3. Spoken Tutorial Certification;

Salient features of the Spoken Tutorial project are

- Spoken Tutorial is a 10 minute audio-video tutorial on IT topics.
- The objective of the Spoken Tutorial project is to improve the employment potential of our students by teaching them IT skills
- The Spoken Tutorial project is funded by the National Mission on Education through ICT, MHRD.
- There are about 630 original spoken tutorials, created in English
- Spoken Tutorials cover many useful IT topics, such as Basic IT Literacy, Tux Typing, KTurtle, C, C++, Java, PHP, Linux, Scilab, Python, OpenFOAM, PERL, Ruby, LibreOffice, Blender, GeoGebra, Jmol, GChemPaint and Inkscape.
- These videos are dubbed into all 22 Indian languages. In each of the following languages, we have more than 100 tutorials: Assamese, Bengali, Gujarati, Hindi, Kannada, Malayalam, Marathi, Nepali, Punjabi, Sanskrit, Tamil, Telugu and urdu. Including the dubbed tutorials, there is a total of 4200 videos.
- Spoken Tutorials are created for self learning - achieved through novice check of the script.
- The usage of language dubbed Spoken Tutorials is increasing, with the large scale acceptance of this method by ITIs, who entered our fold about six months ago. We have already trained more than 4,00,000 ITI students through this methodology. The local language use is expected to increase further when the Government Schools start using this methodology.

4. MOOCS (Massive Open Online courses);

A massive open online course (MOOC) is an online course aimed at unlimited participation and open access via the web. In addition to traditional course materials such as filmed lectures, readings, and

problem sets, many MOOCs provide interactive courses with user forums to support community interactions among students, professors, and teaching assistants (TAs) as well as immediate feedback to quick quizzes.

