

Veer Narmad South Gujarat University
Computer Application III

S.Y. B.B.A., Semester III

Effective from June 2012

OBJECTIVES: -

- To familiarize students with the concept of Network and Internet.
- To acquaint students with the use of E-commerce in Business.

PADAGOGIC TOOLS:-Lectures, Assignment and Presentation, Practical (Laboratory)

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|--------------------------------------|--|------------|
| 1. Networking | | 20% |
| | a. Concept | |
| | b. Components | |
| | c. Types of Network | |
| | d. Network Topology | |
| | e. Transmission Technology (Broadcasting, Point to Point) | |
| 2. Introduction of Internet | | 30% |
| | a. Concepts of Internet, Intranet and Extranet | |
| | b. Uses of Internet in various fields | |
| 3. Introduction to E_Commerce | | 50% |
| | a. Concept | |
| | b. Transactions of e_commerce (B2B, B2C, C2B, C2C, B2E, G2B, B2G, G2G) | |
| | c. Difference between Traditional VS e_commerce transactions | |
| | d. Benefits of ecommerce | |
| | e. Limitations of e_commerce | |
| | f. Electronic Data Interchange | |
| | g. E_payment Methods (e_cash, e_cheque, and e_card) | |
| | h. Supply Chain Management | |

Reference Books:

- 1) E-commerce, The cutting edge of Business, K.K.Bajaj & D.Nag-TMH
- 2) Electronic Commerce, David Kosiur-PHI
- 3) E-Commerce, An Indian perspective, P.T.Joseph
- 4) Computer Networks, Andrew s. Tanenbaum
- 5) ABC of Internet, Dyson –BPB
- 6) How Internet Works, Gralla-Tech Media
- 7) Internet Marketing E-commerce and Cyber Loss, Asit Narayan & L.K. Thakur-Author Press
- 8) E_commerce (Concepts, Models, Strategies) ,By C.S.V.Murthy, Himalaya Publishing House

Note: 6 Lectures per week: (From the above contents the practical oriented topics be covered up suitably in computer laboratory and assignments be given to the students based on the practical study)

Veer Narmad South Gujarat University

Financial Management I

S.Y. B.B.A., Semester III

Effective from June 2012

- 1. INTRODUCTION: FINANCIAL SYSTEM AND FINANCIAL MANAGEMENT 30%**
- Financial Markets: Role, Types, Structure,
 - Financial Intermediaries: Meaning, Structure
 - Financial Assets: Meaning, Types
 - Evolution of FM-3
 - Goals of FM: Profit Maximization and Shareholders/ Wealth Maximization
 - Relationship of FM with other disciplines Economics, Accounting and other
 - Management areas
 - Finance Function
 - Functions of Finance Manager
- 2. SOURCES OF LONG TERM FINANCE AND LEASING & HIGHER PURCHASE 50%**
- Features, Merits and demerits of raising the following forms of finance from the point of view of investor/lender and company
 - Retained Earning
 - Equity Shares
 - Right Shares (Brief Idea)
 - Preference Shares
 - Debentures
 - Term Loans
 - Global Depository Receipt (GDR)
 - Venture Capital in India
 - Leasing and Higher Purchase
- 3. LEVERAGES (EXAMPLES) 10%**
- Operating Leverage
 - Financial Leverage
 - Combine/Total Leverage
- 4. CAPITALISATION 10%**
- Concept of Capitalisation
 - Actual and proper Capitalisation
 - Over capitalisation: Meaning, Symptoms, Merits, Demerits, Remedial Measures
 - Undercapitalization: Meaning, Symptoms, Merits, Demerits, Remedial Measures

Reference Books

1. Financial Management Theory Practive by Prasanna Chandra, Tata McGrow Hill Publication)
2. Financial Management Theory and Practice by Khan & Jain (Tata McGrow Hill Publication)
3. Financial Management by I.M.Pandey (Vikas Publicatin)
4. Financial Management by D. Chandra Bose (PHI Learning Private Limited, 2001)
5. Essentials of Business Finance by R.M.Shrivastava (Himalaya Publishing House)

Veer Narmad South Gujarat University

Human Resource Management I

S.Y. B.B.A., Semester III

Effective from June 2012

Objectives:

To expose students to the dynamic field of HRM and develop in them an understanding of the need for every manager to be a HR manager. To enable students to comprehend the key and vital issues of HRM in a dynamic environment. To introduce students to theory, contemporary issues and practical examples from the corporate world for effective study of HRM.

Pedagogic Tools:

Lectures, Case studies, Practical examples from corporate & business world, assignments, projects & presentations,

Course Content:

CHAPTER 1 Introduction to Human Resource Management **(15 %)**

Definition and importance of HRM
Objectives of HRM
Scope of HRM
Functions of HRM
Difference between HRM and Personnel Management
Limitations of HRM

CHAPTER 2 Human Resource Planning **(35 %)**

HRP- Definition, meaning, characteristics and features
Importance of HRP- factors affecting HRP
Process of HRP
Levels of HRP
Methods of Demand Forecasting
Problems or barriers to HRP
Guidelines for effective HRP
Concept and objectives & uses of Job analysis
Process and methods of job analysis
Job description and job specification
Role analysis
Concept of job design (job rotation, job enrichment & job enlargement)

Chapter 3 Recruitment & Selection **(25 %)**

Recruitment meaning & definition
Objectives of recruitment
Factors affecting recruitment
Process of recruitment
Centralized vs. decentralized recruitment
Modern techniques of recruitment (Head hunting, body shopping, tele recruitment, business alliances)
Recruitment practices in India
Selection meaning and definition

Factors affecting selection decision

Selection procedure 1) Tests

2) Interview

Placement & Induction

Chapter 4 Career Planning & Training and Development

(25 %)

Concept of career, career planning and succession planning

Career Stages

Elements of career development programmes

Steps in Career development system

Advantages, limitations of career planning & development

Meaning, importance, objectives of Training

Training Need Assessment or identification

Designing training programmes

Training Methods (on the job and off the job methods)

Evaluation of training programmes

Induction training

Note: About 15-20 percentage of total paper should be allocated to case study or application based questions.

TEXT BOOK: Essentials of Human Resource Management and Industrial Relations P. Subba Rao (Himalaya Publishing House)

Reference Books: 1) Human Resource Management by C. B. Gupta
2) Human Resource Management by Dr. S.S. Khankha
3) Human Resource & Personnel Management by K. Ashwathappa

Veer Narmad South Gujarat University

Management Accounting-I

S.Y. B.B.A., Semester III

Effective from June 2012

OBJECTIVES

- To acquaint the students with the concept of management accountancy
- To develop in them the ability to evaluate and use accounting data as aid to decision making for management as a whole.

1 INTRODUCTION OF MANAGEMENT AND COST ACCOUNTING 20%

- Conceptual and Meaning of Management Accounting (MA) and Cost Accounting (CA).
- Advantages and Limitations of MA and CA.
- Difference between management accounting with financial accounting & cost accounting, advantages & limitations of management accounting, role of management accounting.

2 ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENT 20%

- Limitation of Financial Statements
- Techniques of financial statement & analysis: Comparative financial statement, Common size statement & Trend percentage, Ratio Analysis, Fund flow Statement Analysis

3 RATIO ANALYSIS 35%

- Liquidity & Solvency ratio : Current ratio, Liquid ratio, Acid Test Ratio, Proprietary ratio, Debt-Equity ratio, Capital-gearing ratio, Fixed assets to proprietary ratio, Long term funds to fixed asset ratio
- Profitability ratio : Gross profit ratio, Net profit ratio, return on capital employed ratio, Return on shareholder's fund
- Efficiency ratio : Stock turnover ratio, Debtors ratio, Creditors ratio, Operating ratio

4 FUND FLOW ANALYSIS 25%

- Preparation of Statement showing changes in working capital management.
- Preparation of Fund Flow Statement (Including additional information),
- Adjusted Profit and Loss Account

Reference Book

1. Cost and Management Accounting – M. N. Arora, Himalaya Pub. House
2. Cost & Management Accounting – Ravi M. Kishore, Taxmann
3. Management Accounting – R.S.N. Pillai, Bagavathi, S.Chand
4. Management Accounting – N. Vinayakan & G. B Gupta
5. Cost and Management Accounting – S. N. Maheshwar Grewal
6. Management Accounting – Hingorani & Ramnathan
7. Management Accounting – Khan & Jain

Veer Narmad South Gujarat University

Marketing Management I

S.Y. B.B.A., Semester III

Effective from June 2012

Objectives:

To sensitize students to the different orientations of marketing and help them assimilate philosophy of Marketing, so as to better approach process of Marketing Management.

Pedagogic Tools:

Lectures, assignments, Case studies, Practical examples from corporate & business world, projects & presentations.

Course Content:

1. Introduction 20

Introduction to market, marketing and Marketing Management; Importance of Marketing; Marketing Orientations – Production, Product, Selling, Marketing, Holistic Marketing ; Core Marketing Concepts (Need, Want and Demand; Value and Satisfaction; Offerings and Brands; Supply Chain; Marketing Environments), marketing management process.

2. Buying Behaviours 30

A) Consumer Buying Behaviour

Meaning – Buying behaviour, Factors affecting consumer behaviour, Buying behaviour process.

B) Industrial Buying Behaviour

Meaning, Difference between consumer market vs. Industrial market, factors affecting industrial buying, buying behaviour process.

3. Segmentation, Targeting and Positioning 30

A. Segmentation: Meaning, Levels of marketing Segmentation, Procedure of Market Segmentation, Bases of Segmenting Consumer and Industrial Market.

B. Targeting: Market Targeting (Evaluating & selecting the market segment), Segment-by-segment invasion plan.

C. Positioning: Definition, Differentiation variables (product, Services, Personnel, Channel, Image), Points of Difference and Points of Parity.

4. Marketing Evaluation and Control. 20

Control Process, Annual-Plan Control, Profitability control, assigning functional expenses to Marketing, Marketing Audit.

Note: At least 20% of the question paper should carry case study or applied questions.

1. Marketing Management: : Philip Kotler, Kevin KELLER, Abraham Koshy, Mithileshwar Jha.
Pearson
2. Marketing Management : Ramaswamy and Namakumari, 4th Edition, Mcmillan
3. Marketing Management: : Etzel and Others Tata Mcgrow hill
4. Marketing Management : Rajan Saxena Tata Mcgrow hill

Veer Narmad South Gujarat University

ORGANISATION BEHAVIOUR - I

S.Y. B.B.A., Semester 111

Effective from June 2012

Objectives

- To make the students understand why human beings react as they do and the importance of behaviour in shaping the personality.
- To help develop a sense of empathy while dealing with people for organizational excellence.
- To help develop credibility and transparency when two or more persons communicate with each other.
- To mould the young people at appropriate age to transform them into good citizens.

Pedagogic Tools

Lecture, Case Study, Group Discussion, Role play, Practical Exercises, Presentation and Assignment

Course Content

Ch.

No. Chapter Name and Topics

Weightage

1. INTRODUCTION:

- Definition and concept of Organisation Behaviour
- Importance of Organisation Behaviour
- Contributing disciplines to Behavioural Science
- Shortcomings of OB
- Contextual perspectives of OB

20%

2. PERCEPTION: 40%

- Meaning and Definition
- Sensation vs. perception
- Perception Process
- Factors affecting Perception
- Perceptual Distortion
- Perception and Organisation
- How to improve perception

3. MOTIVATION :Theories & Principles: 20%

- Nature of motivation
- Importance of motivation
- Theories of motivation-(Early theories & content theories in detail, a brief view of process theories)

4. PERSONALITY 20%

- Concept of Personality
- Determinants of Personality
- Personality Traits
- Personality and Behaviour

**SUGGESTED TEXT BOOK: Organisational Behaviour K.Ashwathappa
Himalaya Publishing House**

BOOKS FOR REFERENCE:

1. Organisational Behaviour L.M.Prasad Sultan Chand and Sons
2. Organisational Behaviour Stephen Robbins Pearson Education
3. Organisational Behaviour Hellriegel, Slocum, Woodman South Western Publication

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|---|---|---------------------------|
| 4. Organisational Behaviour | S.S. Khankha | S. Chand & Co. |
| 5. Organisational Behaviour | Fred Luthans | McGraw Hill International |
| 6. Organisation Behaviour | Angelo Kinicki &
Robert Kreitner | Tata Mc Graw Hill |
| 7. Behaviour In Organisations | Jerald Greenberg &
Robert Baron | PHI |
| 8. Organisational Behaviour
(Text & Cases) | Uma Sekaran | The Mc Graw Hill Company |
| 9. Organisational Behaviour | Suja Nair | Himalaya Publishing House |
| 10. Organisational Behaviour | V.S.P. Rao | Excel Books |
| 11. Organisation Behaviour | Stephen Robbins,
Timothy Judge &
Seema Sanghi | Pearson Education |

Veer Narmad South Gujarat University, Surat

Rectified Syllabus for Paper : Production Management I

S.Y.BBA SEMESTER – III (effective from Jun-2012)

Objective : To expose the students to basic concepts of production management like production, production management, interfacing of production function with other functions (marketing, finance and human resource functions), various production systems, plant lay out, plant location, material handling, production planning & control etc. and the supporting tools & techniques such as Inventory control, Quality control, Work study, Value analysis, Control of waste etc.

Pedagogic tools : includes the use of Lectures, Practical examples from day to day applications & industries, Video presentations, home assignments and Industrial visits.(Contents should be covered up in total about 70 sessins/periods)

Contents:

Chapter 1. : (20 %)

Introduction

Definition and concept of the terms : Production, Operations, Production Management, Operations Management, appropriateness of the term “Operations”

Scope of Production Management - applicability to various organizations like trading organization, manufacturing organization, service organization etc.

functional scope / responsibilities of a production manager.

Importance of Production Management.

Interfacing of Production function with other functions (marketing, finance, and human resource functions)

Chapter 2. : (20 %)

Plant site/ location and Manufacturing systems

Plant location

Concepts of Plant site/ location, Stages of plant site selection,

Factors affecting the selection of plant location

Comparison of Rural (backward) and Urban (developed)Plant location

Methods of selection of plant location

Manufacturing systems

Conceptual understanding of manufacturing systems

Continuous manufacturing system (Mass production, Flow type production)

Intermittent manufacturing system (Batch production, Job shop production, Project type production)

Chapter 3. :

(20 %)

Plant lay out and Material handling

Plant lay out

Definition of plant lay out

Factors affecting choice plant lay out

Types of plant lay outs (Process lay out, Product lay out, Fixed position lay out, Cellular manufacturing lay out and Combination lay out)

Material handling

Definition of Material handling

Functions of material handling

Principles of material handling

Factors affecting selection of material handling equipments

Various material handling equipments

Chapter 4. :

(40 %)

Inventory Control

Definition and concept of inventory and inventory control

Objectives of inventory control

Costs associated with inventory control (Order cost, Inventory carrying cost, Shortage cost and others – including the components of each cost)

Selective inventory control i.e. ABC analysis, VED analysis and FSN analysis, ABC vs. VED matrix.

Economic Order Quantity (EOQ) and basic model for EOQ including assumptions, formula derivation & limitations. Basic model with Price discount.

ERL model for EOQ including assumptions, formula derivation a& limitations EOQ model when shortages are allowed; including assumptions, formula derivation & limitations

Concepts of Lead time, Safety stock, Minimum level, Maximum level and Reorder level of inventory

Note : Numerical problems should be asked from chapter no 4 only

Reference Books:-

- 1) Operations Management - by Joseph Monks, McGraw Hill
- 2) Operations Management - by Everett Adams, PHI
- 3) Operations Management – by Martinich, PHI
- 4) Production and Operation Management – by K.Ashwathapa, S.Bhatt- Himalaya Publishing House
- 5) Production and Operations Management – by Chari, TMH
- 6) Work Study – ILO
- 7) Production and Operations Management – by Chunawala and Patel- Himalaya Publishing House
- 8) Operations Management – by Krajewski – PHI
- 9) Operation Management – William Stevenson, McGraw Hill

Veer Narmad South Gujarat University

Quantitative Methods-III

S.Y. B.B.A., Semester III

Effective from June 2012

OBJECTIVES:

1. The course is designed to impart the basic knowledge of statistics, to acquaint the students with the practical utility of the subject with special reference to business and commerce and equip them with those statistical tools and techniques which shall provide them the necessary background for the applications of these techniques in different areas of management.

PEDAGOGIC TOOLS:

Lectures, Practical examples from business world, assignments & presentations.

COURSE CONTENT: -Topics with Weightage

- 1. Probability (10%)**
 - Definition and Theorems on Probability without proof
 - Practical Examples on probability
- 2. Mathematical Expectation (10%)**
 - Practical Examples on mathematical expectation
- 3. Probability Distributions (20%)**
 - Binomial Distribution
 - Poisson Distribution
 - Normal Distribution
 - Practical examples on all the distribution
- 4. Correlation (20%)**
 - Definition and Properties of Correlation
 - Practical Examples
 - Examples on Bivariate Table
- 5. Regression (20%)**
 - Overview and Properties of Regression
 - Practical Examples
 - Examples on Bivariate Table
- 6. Time series (20%)**
 - Different types of trends
 - Method of Graph
 - Method of Moving average
 - Method of Least square (Linear and Parabola)

Reference Books:

1. Fundamentals of statistics : S.C. Gupta
2. Statistics for management : Richard I. Levin and David S. Rubin
3. Complete Business Statistics : Amir D. Aczel and Jayavel Sounderpandian
4. Statistics for Management : Anand Sharma
5. Statistics for Business and Economics : R P Hooda