



**VINAYAKA MISSION'S  
RESEARCH FOUNDATION**  
(DEEMED TO BE UNIVERSITY UNDER SECTION 3 OF THE UGC ACT 1956)

## **Faculty of Commerce & Management**

### **Curriculum and Syllabus**

#### **BBA**

**For the academic year starting from 2017-2018 onwards**

**VINAYAKA MISSIONS UNIVERSITY  
FIRST YEAR BBA  
SEMESTER - I**

**FINANCIAL ACCOUNTING**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objective:** To provide basic knowledge in financial accounting concepts

**UNIT I**

**12 Hours**

Definition of Account – Accounting Principles – Nature of Accounting Concepts – Double Entry Vs single entry – Journal – Ledger – Trial Balance.

**UNIT II**

**12 Hours**

Subsidiary Books – Purchases Book, Sales Book, Purchases Returns Book, Sales Returns Book and Cash Book:- Simple Cash Book and Bank Reconciliation statement (BRS)

**UNIT III**

**12 Hours**

Preparation of trading, profit and loss account and balance sheet of Sole Trading.

**UNIT IV**

**12 Hours**

Depreciation - Meaning, Causes, Types - Straight Line Method - Written Down Value Method (Change in Method excluded)

**UNIT V**

**12 Hours**

Single Entry - Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method. Departmental Accounts - Basis for allocation of expenses

.

**Lecture Hours: 50**

**Tutorial Hours: 10**

**Total hours : 60**

**TEXT BOOK RECOMMENDED:**

1. Advanced Accountancy – M.C.SHUKLA, T.S.GREWAL & S.C.GUPTA, Sultan Chand & Sons.
2. Financial Accounting – T.S.Reddy – Margam Publications

**BOOKS FOR REFERENCE:**

Regulations for BBA effective from 2017-18

1. Advanced Accountancy – S.P.JAIN & K.L.NARANG, Kalyani Publishers.
2. Advanced Accountancy – R.L.GUPTA & RADHASAMY. - Sultan Chand & Sons
3. Principles of Accountancy – VINAYAKAM, MANI & NAGARAJAN. – S. Chand

**VINAYAKA MISSIONS UNIVERSITY  
FIRST YEAR BBA  
SEMESTER I**

**PRINCIPLES OF MANAGEMENT**

L	T	P	C
5	0	0	5

**Objective:** To make the students to understand the elements of effective Management

**UNIT I**

**12 Hours**

Management – Concept – Nature – Management as a Science, an Art and Profession – Levels of management – Roles and Qualities of Managers

**UNIT II**

**12 Hours**

Planning – Concept – Process – Types of Plans – Objectives, Policies, and Procedures.

**UNIT III**

**12 Hours**

Organizing – Concept – Organization as a process –Types of organization – Centralization – Decentralization..

**UNIT IV**

**12 Hours**

Staffing – Concept – Functions – Process – Selection – Recruitment – Training. Direction – Principles & Techniques.

**UNIT V**

**12 Hours**

Co-ordination – Types & Techniques - Controlling – importance – Types – Control areas and Process –Budgetary Control.

**Lecture Hours: 50**

**Total hours : 50**

**BOOKS FOR TEXT & REFERENCE:**

1. Principles of Management – SHERLEKAR & Sherlekar , Himalaya Publishing house
2. Principles of Management – C. B. Gupta, Sultan Chand & Sons, New Delhi
3. Principles & Practices of Management – L.M Prasad, Sultan Chand & Sons
4. Business Management – DINKAR PAGARE, Sultan Chand & Sons
5. Principles of Management – TRIPATHI AND REDDY, TataMcGrawHill
6. Essentials of Management – KOONTZ AND O'DONNEL, McGraw Hill
7. Management Principles – T.RAMASAMY, Namakumari Publications.

**VINAYAKA MISSIONS UNIVERSITY  
FIRST YEAR BBA  
SEMESTER I**

**Environmental Science**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**OBJECTIVES**

- a) To expand awareness on the significance of natural resources and energy.
- b) To comprehend the structure and function of an ecosystem
- c) To understand an aesthetic value with respect to biodiversity, aware of the threats and its conservation and realize the concept of interdependence
- d) To identify with the source of kind of pollution and disaster management

**Unit I**

**4 Hours**

The multidisciplinary nature of environmental studies. Definition, scope and importance need for public awareness

**Unit II Natural resources**

**10 Hours**

Renewable and non-renewable resources: natural resources and associated problems.

- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effect on forests and tribal people.
- b) Water resources: use and over utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems
- c) Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: world food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer- pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- f) Land resources: land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

**Unit III: Ecosystems**

**5 Hours**

Concept of an ecosystem – structure and function of an ecosystem – producers, consumers and decomposers – energy flow in the ecosystem – ecological succession – food chains, food webs and ecological pyramids – introduction, types, characteristic features, structure and function of the following ecosystem:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit IV: Bio-diversity and its conservation**

**10 Hours**

Regulations for BBA effective from 2017-18

Introduction – definition: genetic, species and ecosystem biodiversity – biogeographical classification of India – value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and optional values – biodiversity at global, national and local levels.

India as a mega diversity nation – hot-spots of biodiversity – threats to biodiversity: Habitat loss, poaching of wild life, man – wildlife conflicts – endangered and endemic species of India – conservation of biodiversity: in situ and Ex-situ conservation of biodiversity.

#### **Unit V: Environmental pollution**

**8 Hours**

Definition, causes, effects and control measures of;

- a) Air pollution
- b) Water pollution
- c) Soil pollution
- d) Marine pollution
- e) Noise pollution
- f) Thermal pollution
- g) Nuclear hazards

Solid waste management: causes, effects and control measures of urban and industrial wastes – role of an individual in prevention of pollution – pollution case studies – disaster management: floods, earthquake, cyclone and landslides.

#### **Unit VI: Social issues and environment:**

**10 Hours**

From unsustainable to sustainable development – urban problems related to energy – water conservation, rain water harvesting, watershed management – resettlement and rehabilitation of people: its problems and concerns – case studies – environmental ethics: issues and possible solutions - climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies.

Wasteland reclamation – consumerism and waste products - environmental protection act – Air (prevention and control of pollution) act – water (prevention and control of pollution) act-wildlife protection act- forest conservation act – issues involved in enforcement of environmental legislation -public awareness.

#### **Unit VII: Human population and environment:**

**5 Hours**

Population growth, variation among nations – population explosion – family welfare programme – environmental and human health -human rights – value education HIV/AIDS - women and child welfare – role of information technology in environment and human health – case studies.

#### **Unit VIII: Field Works:**

**6 Hours**

Visit to local area to document environmental assets – rivers/ forest/ grassland/ hill/ mountain – visit to local polluted site – urban/ rural/ industrial/ agricultural – study of common plants, insects, birds – study of simple ecosystems – pond, river, hill, slopes etc. (Field work equal to 5 lecture works)

#### **Text Book**

1. Perspectives in Environmental studies – Anubha kaushik and CP kaushik, New age international publishers, 4th edition, 2014.
2. Text Book of Environmental Studies for under graduate courses By Erach Bharucha Reprinted in 2006, Orient Longman Private Limited /Universities Press India Pvt. Ltd.

#### **Reference books**

1. Environmental Studies, N. Nandini, N. Sunitha and Sucharita Tandon, Sapna Book House, 2007.
2. Text book of Environmental Science, Ragavan Nambiar, Scitech Publications, 2009.
3. Text book of Environmental Chemistry and Pollution Control, S.S.Dara, S.Chand and Co., 2002.

Regulations for BBA effective from 2017-18

4. Environmental Chemistry, Colin Baird, W.H.Freeman and company, New York,1999.
5. Environmental Chemistry, Gary W. Van Loon and Stephen J. Duffy, Oxford University Press, 2000.
6. New Trends in Green Chemistry, V.K. Ahluwalia and M. Kidwai, Anamaya Publishers, 2006.

**VINAYAKA MISSIONS UNIVERSITY**  
**FIRST YEAR BBA**  
**SEMESTER – II**  
**BUSINESS ECONOMICS**

L	T	P	C
5	0	0	5

**Objective:** To gain a comprehensive knowledge on all aspects of economics as applied to business.

**UNIT I**

**12 Hours**

Definition - Meaning and Scope of Economics - Micro and Macro Economics - Economic Growth and Economic Development Role of Economics in Business Decisions - Economic System and Resource Allocation

**UNIT II**

**10 Hours**

Utility Analysis of Demand - Demand Analysis and Elasticity of Demand - Indifference Curve Analysis Production Analysis Law of Returns and Production Functions

**UNIT III**

**10 Hours**

Supply and Elasticity of Supply Market Analysis - Factor Analysis

**UNIT IV**

**9 Hours**

Cost Revenue - Break-Even Analysis Price Policy and Pricing Methods - Theory of Distribution

**UNIT V**

**9 Hours**

National Income - Business Cycle - Public Finance

**Lecture Hours: 50**

**Total Hours: 50**

**TEXT BOOKS**

1. Business Economics – V.G. Mankar, Macmillan Publications
2. Managerial Economics – Varshney & Maheshwari, S. Chand

**REFERENCE BOOK**

1. Managerial Economics – V.K. Verma, S. Chand

**VINAYAKA MISSIONS UNIVERSITY**  
**FIRST YEAR BBA**  
**SEMESTER – II**  
**QUANTITATIVE ANALYSIS FOR BUSINESS**

L	T	P	C
5	1	0	6

**Objective:** To understand the fundamentals of Business Mathematics, Statistics and Operations Research for managerial decision making process

**UNIT - I** **11 Hours**

Mathematics for Finance - Simple and Compound Interest Annuities - Sinking Funds - Discounts and Present values.

**UNIT - II** **10 Hours**

Basic Calculus - Rules for Differentiation - Maxima and Minima and their Applications to Business.

**UNIT - III** **12 Hours**

Statistics - Definition - Scope and Limitation - Presentation of Data - Diagrammatic and Graphical Representation of Data - Measures of Central Tendency - Mean - Median and Mode - Measures of Dispersion - Range - Standard Deviation - Coefficient Variation.

**Unit – IV** **12 Hours**

Correlation Methods – Rank Correlation – Regression Analysis – Simple Problems.

**Unit – V** **15 Hours**

Operations Research – Linear Programming Problems – Graphical Method – Transportation Problems – IBFS - Assignment Problems – Hungarian Method

**Lecture Hours: 50**

**Tutorial Hours: 10**

**Total hours : 60**

**TEXT BOOKS:**

Sanchetti, Kapoor and Metha, Quantitative Techniques , Sultan chand Sons, New Delhi

1. P.R.Vital –“ Business Statistics and Mathematics”-Margam Publications

2. Mritunjay kumar ,” Business Mathematics” – Vikas Publishing House Pvt Ltd

**BOOKS FOR REFERENCE**

1. J.K. Sharma - Business Statistics - Vikas Publishing House Pvt Ltd

2. P. Navaneetham - Business Statistics and Mathematics



**VINAYAKA MISSIONS UNIVERSITY**  
**FIRST YEAR BBA**  
**SEMESTER - II**  
**BUSINESS COMMUNICATION**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Objective:** To enable the students to develop oral communication and able to communicate clearly in the day to day business world.

**Unit –I**

**8 Hours**

Communication –Meaning , process and Significance – Objectives – Principles – Types – Media – Barriers to Communication – Commercial Terms and Abbreviations.

**Unit -II**

**8 Hours**

Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments.

**Unit -III**

**10 Hours**

Departmental Communication: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Office memorandums, Office orders, Press release. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors- Punctuation, Vocabulary building.

**Unit -IV**

**7 Hours**

Agency Correspondence – Bank Correspondence – Import and Export Correspondence – Application Letters. Company Correspondence: Minutes of Meeting, Annual Report Preparation and Presentation.

**Unit -V**

**7 Hours**

Recommendations - Report Writing – Structure of Reports – Press Reports – Market Reports – Business Reports – Modern means of Electronic Communication – Internet–E-mail - Video Conferencing – Creating Web page – FAX.

**Lecture Hours: 40**

**Total Hours: 40**

**TEXT BOOKS RECOMMENDED:**

1. Effective Business English and Correspondence – M.S.RAMESH & PATTENSHETTY, R.Chand & Co.

**BOOKS FOR REFERENCE:**

1. Essentials of Business Communication – RAJENDRA PAL & J.S. KORLAHALLI, Sultan chand & sons
2. Business Communication – R.C.SHARMA, KRISHNA MOHAN, Tata McGraw Hills.
3. Business Communication – URMILA RAI, Himalaya Publishing House

**VINAYAKA MISSIONS UNIVERSITY  
SECOND YEAR BBA  
SEMESTER – III**

**ORGANISATIONAL BEHAVIOUR**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>

**Objective:** To enable the students to gain knowledge about the organization and behaviour in organisation

**UNIT I** **10 Hours**

Organizational Behavior – Concept – Nature - Organizational Behavior Models and other similar fields of study – Disciplines contributing to Organizational Behavior.

**UNIT II** **12 Hours**

Individual Behavior – Perception – Personality – Group Dynamics – Formal and Informal Groups, Group Norms, Group Cohesiveness, Group Behaviour and Group Decision – making.

**UNIT III** **9 Hours**

Leadership – Concept – Qualities of effective Leadership – Leadership Styles. Power - Definition of Power – Types of Power

**UNIT IV** **9 Hours**

Authority - Definition of Authority – Characteristics – Types of Authority. Morale – Concept – importance - Morale and Productivity – Steps to improve Morale in an organization.

**UNIT V** **10 Hours**

Motivation – Concept – Nature – significance - Theories of Motivation – Maslow's need hierarchy theory – Mc Gregor's theory X and Theory Y – Herzberg Two Factor Theory.

**Lecture Hours: 50**  
**Total hours : 50**

**TEXT BOOK RECOMMENDED:**

1. Organization Theory and Behavior – V.S.P. RAO & D.S. Narayana, Konark Publishers Pvt Ltd
2. Organizational Behavior – FRED LUTHENS, McGraw Hill

**BOOKS FOR REFERENCE:**

1. Organizational Behavior – L.M. PRASAD, Excel Books, New Delhi

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2. Organizational Behavior – Dr. P.C. SEKAR

3. Organisational Behaviour – K. Aswathappa, Himalaya Publishing house, New Delhi

**VINAYAKA MISSIONS UNIVERSITY  
SECOND YEAR BBA  
SEMESTER III**

**PRINCIPLES OF MARKETING**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>

**Objective:** To enable the students to understand the basics in marketing.

**UNIT I**

**10 Hours**

Marketing Management – Meaning of Market, Classification – Modern Marketing, Concepts – Marketing Approaches – Marketing Functions – Market Mix.

**UNIT II**

**10 Hours**

Market Environment – Market Segmentation – Buyer Behaviour – Determinants of Buyer Behavior.

**UNIT III**

**10 Hours**

Product Planning – Product Mix – Product Life Cycle.- Price – Objectives – Factors influencing Pricing – Methods of Pricing.

**UNIT IV**

**10 Hours**

Promotion – Promotion Mix – Advertisements – Strength and Weakness – Media Selection – Process of Personal Selling – Publicity – Sales Promotion Features - Physical Distribution – Marketing Channels.

**UNIT V**

**10 Hours**

Marketing Information System and Marketing Research – Steps in Marketing Research – Marketing of Services – Service Marketing Mix.

**Lecture Hours: 50**

**Total hours : 50**

**TEXT BOOK RECOMMENDED:**

1. Principles and Practices of Marketing – MAMORIA & JOSHI.

**BOOKS FOR REFERENCE:**

1. Marketing Management – RAJAN NAIR, Sultan chand
2. Marketing Management – PHILIP KOTLER., Pearson education
3. Modern Marketing – PILLAI & BHAGAVATHI, S. Chand
4. Marketing Management – SHERLEKAR, Mumbai Himalaya Publishing house

**VINAYAKA MISSIONS UNIVERSITY  
SECOND YEAR BBA  
SEMESTER – III**

**SERVICES MARKETING – DISCIPLINE SPECIFIC ELECTIVE - I**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objective:** To enable the students to acquire a deep knowledge in services marketing.

**UNIT I INTRODUCTION**

**12 Hours**

Definition – Service Economy – Evolution and growth of service sector – Nature and Scope of

Services – Unique characteristics of services - Challenges and issues in Services Marketing.

**UNIT II SERVICE MARKETING OPPORTUNITIES**

**12 Hours**

Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

**UNIT III SERVICE DESIGN AND DEVELOPMENT**

**12 Hours**

Service Life Cycle – New service development – Service Blue Printing – GAP model of service

quality – Measuring service quality – SERVQUAL – Service Quality function development.

**UNIT IV SERVICE DELIVERY AND PROMOTION**

**12 Hours**

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

**UNIT V SERVICE STRATEGIES**

**12 Hours**

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services

**Lecture Hours: 50**

**Tutorial Hours: 10**

**Total hours : 60**

**TEXTBOOKS**

1. Chiristopher H.Lovelock and Jochen Wirtz, Services Marketing, Pearson Education, New Delhi, 7th edition, 2011.
2. Hoffman, Marketing of Services, Cengage Learning, 1st Edition, 2008.

**REFERENCES**

1. Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.
2. Halen Woodroffe, Services Marketing, McMillan, 2003.

Regulations for BBA effective from 2017-18

3. Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.
4. Christian Gronroos, Services Management and Marketing a CRM Approach, John Wiley, 2001.
5. Gronroos, Service Management and Marketing –Wiley India.

**VINAYAKA MISSIONS UNIVERSITY**  
**SECOND YEAR BBA**  
**SEMESTER – III**

**TRAINING AND DEVELOPMENT – DISCIPLINE SPECIFIC ELECTIVE - I**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objective:** To provide an in-depth understanding of the role of Training in the HRD, and enable to manage the Training systems and processes.

**UNIT - I: Introduction**

**12 Hours**

Concepts of Training and development – Identifying Training Needs – Structure and Functions of Training Department – Evaluation of Training Programme – Role, Responsibilities and Challenges to Training Managers.

**UNIT-II: Training Techniques**

**12 Hours**

Techniques of on the job training – Coaching – Apprenticeship – Job Rotation – Job Instruction Training – Training by Supervisors – Techniques of off the job Training, Lecturers, Conferences, Group Discussion.

**UNIT-III: Career Planning**

**12 Hours**

Concept of Career – Career Stages – Career Planning and Development – Need Steps in Career Planning – Methods of Career Planning and Development.

**UNIT - IV: MDP**

**12 Hours**

Concept of Management Development – Need and importance of Management Development – Management Development Process – Components of MD Programme.

**UNIT-V: Training Institutions**

**12**

**Hours**

Need for Training in India – Government – Policy on Training – Training Institutes in India – Management Development Programmes.

**Lecture Hours: 50**

**Tutorial Hours: 10**

**Total hours : 60**

**Text Books:**

1. Raymond Andrew Noe: Employee Training & Development, New Delhi, Tata McGraw Hiss, International Ed., 1999
2. Lynton, R Pareek, U.: Training for Development, New Delhi, Vistaar, 2nd ed., 1990

**Reference Books:**

1. Rao PL: HRD through In-House Training, New Delhi, Vikas Publishing House (P) Ltd.,
2. Aggarwala, D.V., Manpower Planning, Selection, Training and Development, New Delhi, Deep & Deep Publications (P) Ltd., 1999.

**VINAYAKA MISSIONS UNIVERSITY**  
**SECOND YEAR BBA**  
**SEMESTER – III**

**INTERNATIONAL TRADE & BUSINESS – DISCIPLINE SPECIFIC ELECTIVE - I**

L	T	P	C
5	1	0	6

**Objective:** To enable the students to know the intricacies of International Trade and its application in Business

**UNIT I**

**12 Hours**

International Trade: Concept, Importance, Features of International Trade Benefits of International Trade, International Marketing versus Domestic Marketing (differences) Theory International Trade: Theory Comparative Cost, Factor Proportion Theory.

**UNIT II**

**10 Hours**

Multinational Corporations (MNCs): Definition, Role MNCs in International Marketing.

**UNIT III**

**12 Hours**

International Trade Barriers: Meaning, Tariff and Non-Tariff Barriers, Impact Non-Tariff Barriers.

**UNIT IV**

**14 Hours**

Organizations and Agreements: WTO (functions, principles, agreements), IMF (purposes, facilities provided by IMF), World Bank (purpose, principles/policies) Foreign Trade India: Organizational Setup ( autonomous bodies, attached and subordinate fices), Major Exports and Imports, Concept Export House, EXIM Policy(2002-2007) India (features and objectives the policy).

**UNIT V**

**12 Hours**

Foreign Exchange Market: Concept, Objectives of Exchange Control, Functions, Methods International Payment, Factors Causing Fluctuations in Exchange Rate. Concept Balance Payment. Concept Fixed and Flexible Exchange Rate (concept) and Convertibility Rupee.

**Lecture Hours: 50**

**Tutorial Hours: 10**

**Total hours : 60**

**TEXT BOOKS:**

1. Dr. Radha, International Trade (Prasanna Publishers)

**REFERENCE BOOKS**

1. Cherunillam, F., International Business (PHI: New Delhi)
2. Varshney,R.L. and Bhattacharya, B. International Marketing Management: An Indian perspective (Sultan Chand: New Delhi)

**VINAYAKA MISSIONS UNIVERSITY**  
**SECOND YEAR BBA**  
**SEMESTER – III**

**PERSONALITY & SKILL DEVELOPMENT LAB**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>8</b>	<b>4</b>

**Unit-I**

Meaning and Definition of Personality. Factors affecting Personality Development: Biological, Home Environment and Parents, School Environment and Teachers, Peer Group, Sibling Relationships and Mass Media, Cultural Factors, Spiritual Factors, Public Relations.

**UNIT-II**

Developing Positive Personality Traits: Attitude: Factors that determine Attitude, Benefits of Positive Attitude and Consequences of negative attitude, steps to build positive attitude.

**UNIT-III**

Personality habits: Meaning and concept of habits. Developing effective Habits: Behavior and Character.

**UNIT-IV**

Pillars of personality development: Introspection: Meaning and importance, Views about Introspection, Self Introspection Skills. Self Assessment: Meaning, importance, types and self assessment for students. Self Appraisal: Meaning, importance, tips for self appraisal. Self Development: Meaning, process of self development, Self Development Techniques, Use of self-development, Individual Development Plan. Self Introduction: Meaning, tips for effective self introduction, Self Acceptance, Awareness, Self Knowledge, belief, confidence, criticism and self examination.

**UNIT-V**

Defining Success: Real or Imaginative, obstacles to success, factors and qualities that make person successful. Concept of Failure: Reasons for failure. Personal SWOT analysis



**VINAYAKA MISSIONS UNIVERSITY**  
**SECOND YEAR BBA**  
**SEMESTER – III**

**YOGA & MEDITATION**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>8</b>	<b>4</b>

**UNIT – I      SURYA NAMASKAR AND ASANAS**

Surya namaskar, Padmasana, Vajrasana, Bhujangasana, Tadasana, Konasana, Uttakatasana, Nindra Eka Padhasana, Pirai Asana, Padha Hasthasana, Savasana.

**UNIT – II      PRANAYAMA**

Surya pranayama, Chandra Pranayama, Anulom Vilom, Sheetali, Sheetkari.

**UNIT – III      MUDRA**

Chin mudra, Rughi mudra, Yoga mudra, Maha mudra, Shanmukhi mudra.

**UNIT – IV      KRIYA**

Kapalabathi, Bhastrika.

**UNIT – V      MEDITATION**

Simple, Vibrational, Mantra, Yoga Nitra

**References:**

1. Dr.V.Krishnamoorthy, Simple Yoga for Health, Sri Mathi Nilayam, 2012.
2. Dr.Ananda Balayogi Bhavanani, A Primer of Yoga Theory, Dhivyananda Creations, 2008.
3. Dr.S.Hema, Easy Yoga for Beginners, Tara yoga Publications, 2008.
4. Dr.Asana Andiappan, Ashtanga Yoga, Asana Publications, 2009.
5. Yogacharya Sundaram, Sundra Yoga Therapy, Asana Publications, 2009
6. Dr.John B.Nayagam, Mudumaikku Mutrupulli Vaikkum Muthiraigal, Saaru Prabha Publications, 2010.

**VINAYAKA MISSIONS UNIVERSITY  
SECOND YEAR BBA  
SEMESTER – IV**

**PRODUCTION & MATERIALS MANAGEMENT**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objective:** To develop the knowledge in the field of production and materials and its application in management

**UNIT I** **13 Hours**

Production Management – Scope and Significance – Production System – Functions and Types – Factors influencing Plant Location – Plant Layout and its Kinds.

**UNIT II** **11 Hours**

Work Study, Time Study and Motion Study – Work Measurement – Maintenance of Plant – Types.

**UNIT III** **11Hours**

Production Planning and Control – Meaning – Definition – Objectives and Importance – Elements of Production Planning – Routing and Scheduling.

**UNIT IV** **13 Hours**

Quality Control and Inspection – Meaning – Objectives and Significance – SQC – AGMARK, ISI AND ISO – Certification Marks.

**UNIT V** **12 Hours**

Material Management – Meaning – Objectives and Significance – Purchasing – Procedure – Store Keeping – Objectives - Functions.

**Lecture Hours: 50**  
**Tutorial Hours: 10**  
**Total hours : 60**

**TEXT BOOK RECOMMENDED:**

1. Production and Operations Management – K.ASWATHAPPA, Himalaya Publishing House.
2. Saravanavel P and Sumathi S - Production and Materials Management

**REFERENCE BOOKS**

1. Chunnawalla and Patel - Production and Materials Management
2. Muhelmann Production and Operation Management MacMillan I Ltd
3. Paneerselvam - Production and Operations Management - Prentice - Hall of India

**VINAYAKA MISSIONS UNIVERSITY  
SECOND YEAR BBA  
SEMESTER – IV**

**FINANCIAL MANAGEMENT**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objective:** To understand the basic concepts and principles of Financial Management.

**UNIT I**

**12 Hours**

Financial Management – Meaning – Definition – Objectives – Importance – Functions – Organization – Structure of Financial Management – Role of a Financial Manager.

**UNIT II**

**10 Hours**

Capital Budgeting – Ranking of Projects – Methods of Evaluating a Project Investment Proposal – Importance of Capital Budgeting (Simple Problems Only). Leverages – Meaning - Types – Importance and Significance of Leverages (Simple Problems Only).

**UNIT III**

**15 Hours**

Capital Structure Theories – Net Income Approach – Net Operating Income Approach – Modigliani Miller Approach – Factors Determining Capital Structure (Theory Only).

**UNIT IV**

**10 Hours**

Cost of Capital – Concept of Cost Of Capital – Determinants of Cost of Capital – Simple and Weighted Average Cost of Capital (Simple Problems Only).

**UNIT V**

**13 Hours**

Working Capital Management – Meaning – Importance – Types – Factors Determining Working Capital - Estimation Of Working Capital (Simple Problems Only). Management of Cash – Inventory - Accounts Receivables and Accounts Payable (Theory Only).

**Lecture Hours: 50**

**Tutorial Hours: 10**

**Total hours : 60**

**TEXT BOOK:**

1. Dr. S.N. Maheswari, Principles of Financial Management, Himalaya Publishing House.
2. Dr. Murthy, Financial Management, Margham Publications.

**REFERENCE BOOKS**

1. I.M. Pandey, Financial Management – Vikas.
2. M.C. Kuchal, Financial Management – Vikas.

Regulations for BBA effective from 2017-18

3. Kulkarni & Sathya Prasad, Financial Management – Himalaya book house.

4. Dr. Srivastava - Financial Management, HPH.

**VINAYAKA MISSIONS UNIVERSITY  
SECOND YEAR BBA  
SEMESTER – IV**

**BUSINESS LAW**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>

**Objective:** To gain a comprehensive knowledge on all aspects of law as applied to business.

**UNIT I**

**8 Hours**

Contract Act – Definition, Classification – Essentials of a Contract – Offer and Acceptance – Consideration – Contractual Capacity – Free Consent – Legality of Object.

**UNIT II**

**10 Hours**

Performance of Contract – Modes of Discharge of Contract – Remedies for Breach of Contract

**UNIT III**

**11 Hours**

Law of Agency-Modes creation-Agency by Ratification-sub –Agent and Substituted Agency-Termination of Agency-Bailment-features-Rights, duties of Bailor and Bailee.

**UNIT IV**

**10 Hours**

Sale of Goods Act – Definition, Price, Conditions and Warranties – Transfer of Property – Performance of Contract of Sale – Rights of an Unpaid Seller.

**UNIT V**

**11 Hours**

Partnership-Definition, essentials of partnership-Rights, duties and Liabilities of partners-Types of partnership - Dissolution of partnership.

**Lecture Hours: 50**

**Total hours : 50**

**TEXT BOOK RECOMMENDED:**

1. Elements of Mercantile Law - N.D. KAPOOR, Sultan Chand & Sons
2. Business Law – V.Balachandaran & S.Thothadri, Tata McGraw-Hill Publishing Company Limited.

**BOOKS FOR REFERENCE:**

1. Principles of Mercantile Law – B.N. TANDON, Sultan Chand
2. Mercantile Law – DAVAR, Progressive Corporation, Mumbai
3. Business Law – PILLAI & BHAGAVATHI, S. Chand

**VINAYAKA MISSIONS UNIVERSITY  
SECOND YEAR BBA  
SEMESTER – IV**

**ADVERTISING MANAGEMENT – DISCIPLINE SPECIFIC ELECTIVE - II**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objective:** To enable the students to gain knowledge about the advertising media

**UNIT I** **12 Hours**

Introduction: Definition of advertising, characteristics of advertising, benefits of advertising, the advertising world-advertisers, advertising agencies, media and the target of audience.

**UNIT II** **12 Hours**

Advertising Planning: setting the advertising objective-Definition of the target audiences, product personality and receptions, marketing objective, applying DAGMAR.

**UNIT III** **09 Hours**

Advertising Appropriation-Methods of determining appropriation Creative Strategy: The positioning strategy, the choice of appeal and the mode of Message, the theme, use of comparative messages.

**UNIT IV** **15 Hours**

Media Decisions: Concept, Role of Media, Types of Media, Media Characteristics, MediaPlanning Models (Press Models & Cinema Models), Concept of Media Scheduling

**UNIT V** **12 Hours**

Evaluation of Advertising Effectiveness: Areas of assessment of effectiveness, Basic Approaches for Testing Advertisements (methods of pre and post testing)

**Lecture Hours: 50**

**Tutorial Hours: 10**

**Total hours : 60**

**TEXT BOOKS:**

1. Aaker, DA, Myers, JG & Batra, and R. Advertising Management - PHI: New Delhi
2. Mohan, M. Advertising Management – Concepts & Cases - TMH: New Delhi

**REFERENCE BOOKS:**

1. Kazmi & Batra, Advertising Sales Promotion - Excel:New Delhi

**VINAYAKA MISSIONS UNIVERSITY  
SECOND YEAR BBA  
SEMESTER – IV**

**E-COMMERCE – DISCIPLINE SPECIFIC ELECTIVE - II**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objective:** To understand and apply e-commerce in Business.

**UNIT I**

**12 Hours**

What is e-commerce? – E-Commerce is not E-Business – the drivers – Myths You would Know – Advantages and Issues in E-Commerce – Benefits and Limitations of the Internet – Role of E-Strategy – Integrating E-commerce – E-Commerce Business Models – Management Implications.

**UNIT II**

**10 Hours**

**Mobile-Commerce-The Business of Time:** What is M-Commerce? – Why wireless? – How wireless Technology is employed? – Wireless LAN – Wireless application Protocol - Implications for Management.

**UNIT III**

**10 Hours**

**Business-to-Business E-Commerce:** What is B2B E-Commerce? – Supply chain Management and B2B – B2B Models – B2B Tools-EDI.

**UNIT IV**

**14 Hours**

**E-Security:** Security in Cyberspace – Designing for Security – How much risk you afford? –The VIRUS – Security Protection and Recovery – Role of Biometrics - How to secure your system? –Security and Terrorism.

**UNIT V**

**14 Hours**

**Getting the money:** Real World Cash – Electronic Money – Requirements for Internet-Based Payments – How would you like to pay? – B2B and E-Payment – M-Commerce and M-Payment – General Guide to E-Payment.

**Lecture Hours: 45**

**Tutorial Hours: 15**

**Total hours : 60**

**TEXTBOOKS:**

1. ELECTRONIC COMMERCE from Vision to Fulfillment – Elias M. Awad, 3rd edition, PHI.

**REFERENCE BOOKS:**

1. E-COMMERCE Strategy, Technologies and Applications – David Whiteley, 2001, TMH.  
2. INTRODUCTION TO E-COMMERCE – Jeffrey F. Rayport, Bernard J. Jaworski, TMH

**VINAYAKA MISSIONS UNIVERSITY  
SECOND YEAR BBA  
SEMESTER – IV**

**INDUSTRIAL RELATIONS – DISCIPLINE SPECIFIC ELECTIVE - II**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objective:**

1. To sensitize the students to the tasks of industrial relations.
2. To familiarize them with the current IR practices.

**UNIT I** **12**

**Hours**

Industrial relations perspectives; IR and the emerging socio-economic scenario- IR and the state- legal framework of IR; Industrial conflict and disputes. Salient features of Industrial Employment (Standing Orders) Act, 1946.

**UNIT II** **10 Hours**

IR and Trade Unions; Role and future of trade unions; Trade union and the employee; Industrial unrest; Trade union and the management; Plant level labor relations; Works committees; Joint management committees.

**UNIT III** **10 Hours**

Discipline and grievance management; Negotiation and collective settlements; Participative management and co-ownership; Productivity bargaining and gain sharing.

**UNIT IV** **14 Hours**

Employee empowerment and quality management; Quality circles; Employee suggestion schemes; Industrial relations and technology management.

**UNIT V** **14 Hours**

Role of state in IR; Labor office, labor courts and industrial tribunals; Conciliation and mediation. **Lecture Hours: 45**

**Tutorial Hours: 15**

**Total hours : 60**

**TEXTBOOKS:**

1. Niland J.R. et al, The Future of Industrial Relations, Sage Publications, New Delhi 1994.
2. Mamkootam, K, Trade Unionism–Myth and Reality, Oxford University Press, New Delhi 1982.
3. Papola T.S.and Rodgers,G, Labor Institutions and Economic Development in India, ILO, Geneva, 1992.

**REFERENCE BOOKS:**

1. Ramaswamy , E.A, The Rayon Spinners The Strategic Management of Industrial Relations, Oxford University Press, New Delhi 1994.
2. Virmani, B.R., Participative Management vs Collective Bargaining, Vision Books, New Delhi,1988.

**VINAYAKA MISSIONS UNIVERSITY  
SECOND YEAR BBA  
SEMESTER – IV**

**APTITUDE ENHANCEMENT LAB**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>8</b>	<b>4</b>

**Unit-I**

**Reasoning** - Number series; letter series; codes; Relationships; classification.

**UNIT-II**

**Communication** - Communication: Nature, characteristics, types, barriers and effective communication.

**UNIT-III**

**Logical Reasoning** - Understanding the structure of arguments; Evaluating and distinguishing deductive and inductive reasoning; Verbal analogies: Word analogy — Applied analogy; Verbal classification.

**UNIT-IV**

**Information and Communicating Technology (ICT)** - ICT: meaning, advantages, disadvantages and uses; > General abbreviations and terminology; Basics of internet and e-mailing.

**UNIT-V**

**Data Interpretation** - Sources, acquisition and interpretation of data. Quantitative and qualitative data; Graphical representation and mapping of data.



**VINAYAKA MISSIONS UNIVERSITY  
THIRD YEAR BBA  
SEMESTER – V**

**HUMAN RESOURCE MANAGEMENT**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>

**Objective:** To gain a comprehensive knowledge on all aspects of Human Resource Management.

**UNIT I**

**9 Hours**

Nature and scope of HRM - Difference between Personnel Management and HRM Functions of HRM - Environment of HRM – Strategic HRM.

**UNIT II**

**11 Hours**

Human Resource Planning - Recruitment - Selection - Methods of Selection –Types of tests - Interview techniques in selection - Placement.

**UNIT III**

**11 Hours**

Induction - Training Methods - Techniques - Identification of Training needs - Training and Development. Development Methods.

**UNIT IV**

**10 Hours**

Performance Appraisal - Methods - Job Evaluation– Compensation – Objectives - Process.

**UNIT V**

**9 Hours**

Transfer - Promotion – Separation - HRM Audit - Nature - Benefits - Scope - Approaches

**Lecture Hours: 50**

**Total hours : 50**

**TEXT BOOKS**

1. Dwivedi RS - Human Relations and Organization Behavior
2. Aswathappa K - Human Resource and Personnel Management – Tata McGraw Hill

**REFERENCE BOOKS**

1. Mamoria & Mamoria CB - Personnel Management – Himalaya book house
2. Subba Rao P - Human Resource Management and Industrial Relations
3. Prasad - Getting the right people - MacMillan I Ltd
4. Pattanayak - Human Resources Management - Prentice - Hall of India

**VINAYAKA MISSIONS UNIVERSITY  
THIRD YEAR BBA  
SEMESTER – V**

**RESEARCH METHODOLOGY**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>

**Objective:** To enable the students to know the research and its methodology

**UNIT I** **10 Hours**

Research – An Introductory Approach: Meaning, Characteristics and Importance Types of Research: Fundamental and Applied Research The Basic Research Process: An Overview and Steps

**UNIT II** **08 Hours**

Research Problems: Meaning, Components and Steps to be Followed While Formulating a Research Problem/ Criteria of a Good Research Problem

**UNIT III** **12 Hours**

Research Design: Meaning, Characteristics of a Good Research Design, Components of a Research Design

**UNIT IV** **15 Hours**

Sampling: Meaning, Steps and Types (simple random, stratified random, systematic and cluster samplings)

Methods of Collecting Data: Survey and Observation Methods, Sources of Collection of Data: Primary Data (Method – questionnaire development), Secondary Data (Sources and Precautions in the Use of Secondary Data)

**UNIT V** **15 Hours**

Editing: Meaning and Importance, Tabulation: Meaning and Rules for Tabulation and Parts of a Table Report Writing: Characteristics and Types and formats of Report

**Lecture Hours: 45**

**Tutorial Hours: 15**

**Total hours : 60**

**TEXT BOOKS:**

1. Ghosh, B.N. Scientific Method and Social Research (Sterling: New Delhi)
2. Kothari, C.R. Research Methodology – Methods and Techniques (New Age: New Delhi)

**REFERENCE BOOK:**

1. Krishnaswami, O.R. Methodology of Research in Social Science (Himalaya Publishing House: Mumbai.)

**VINAYAKA MISSIONS UNIVERSITY  
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SEMESTER – V**

**MARKETING RESEARCH & CONSUMER BEHAVIOUR- Discipline Specific  
Elective - III**

L	T	P	C
5	1	0	6

**Objective:** To enable the students to know the research and its applications

**UNIT I**

**13 Hours**

**Introduction to Marketing Research:**

Marketing Research – Concept, Marketing research & market research – difference, scope and importance of Marketing Research, Marketing information system – concept, research process,

Major techniques of Marketing research (quantitative and qualitative), research design.

**UNIT II**

**11 Hours**

**Collection of Primary Data** – Observation, Methods of Observation, Survey: Methods of Survey, Selection of Survey Methods, Questionnaire design, and Qualitative research: Depth interviews, Focus groups, Projective Techniques

**Collection of Secondary Data** – Meaning, evaluation, sources; Sampling, Sampling Designs: Census Vs Sample; Advantages & Disadvantages of Sampling.

**UNIT III**

**13 Hours**

**Analytical Techniques:**

Simple Numerical on Correlation; Regression; Testing of Hypothesis for application of Marketing Research. Probability Sampling & Non-Probability sampling techniques.

**UNIT IV**

**12 Hours**

**Introduction to Consumer Behaviour :**

Concept, Definition- Consumer behavior; internal & external determinants of consumer behaviour , factors affecting consumer behavior (buyer's black box & EKB Model); Consumer as an individual – Needs – wants, Perception – Marketers concern; perceptual risks; changing attitudes; how marketers influence attitudes.

**UNIT V**

**11 Hours**

**Determinants of Consumer Behaviour :-**

(b) Consumers in their social & cultural settings – Reference Groups & Opinion Leader; Family (importance of family influences in consumer behavior); meaning of family & its importance in marketing decision; family life-cycle; role social class concept; characteristics and influence; concept, importance of cultures, sub-cultures, marketer's concern. Cross cultural consumers behavior.

**Lecture Hours: 45**

**Tutorial Hours: 15**

**Total hours : 60**

**TEXT BOOK RECOMMENDED:**

1. Marketing Research : S.L. Gupta, Excel Books
2. Consumer Behaviour : S K Batra & S Kazmi, Excel Books

**REFERENCE BOOKS**

1. Marketing Research : Text & Cases by Loudon, Jaico Publication
2. Marketing Research : G.C.Beri, TMH

**VINAYAKA MISSIONS UNIVERSITY**  
**THIRD YEAR BBA**  
**SEMESTER – V**

**PERFORMANCE MANAGEMENT - Discipline Specific Elective - III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objectives:**

To gain an in-depth understanding of organizational and managerial performance,  
To gain practical knowledge in setting up team management, target setting and achievement.

**UNIT I**

**15 Hours**

Concepts of organizational performance: Vision and mission: Communicating and living shared view; Competencies and behaviors for effective performance; Establishing the skills, knowledge and attitude required for the organization's future; Performance standards and targets; Clarifying, communicating and reviewing organizational goals and targets.

**UNIT II**

**15 Hours**

Performance management: Meaning and importance of Managerial Performance; Critical success factors analysis for managerial performance; Business System analysis; Management styles and performance; Style of communication; Performance appraisal: Instrument for performance appraisal; Evaluation of managerial performance. Setting performance standards & measurement of performance.

**UNIT III**

**15 Hours**

Management style: Relationship orientation; Task orientation; Working in teams: Team development; coaching and training; Leadership Skills and Motivation. Setting objectives and targets; Setting smart goals; chasing targets;

**UNIT IV**

**12 Hours**

Indicators of performance for different levels of management; Criteria for evaluating performance of junior level managers, middle level managers and top level managers; Tracking performance; Feedback management for performance improvement.

**UNIT V**

**15 Hours**

Organizational culture and managerial performance: Developing appropriate culture for superior performance; Focusing individual and organizational learning on improved performance; Rewards and performance - Defining appropriate reward systems; Ensuring the link between performance and rewards; Limitations and boundaries of performance related rewards.

**TEXT BOOKS**

1. White, Alasdair: Performance Management

**VINAYAKA MISSIONS UNIVERSITY  
THIRD YEAR BBA  
SEMESTER – V**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT - Discipline Specific Elective -  
III**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objective:** To enable the students to gain basic knowledge of Logistics and Supply Chain Management.

**UNIT I** **9 Hours**

Logistics Design – Logistics Management – Definition – Meaning – Types – Transportation – Inventory – Warehousing – Material Handling and Packaging – Organizational Structures.

**UNIT II** **8 Hours**

Logistics Network – Logistics Resources – Principles Logistics Information – Application Information Technologies – Barcode – Scanning.

**UNIT III** **8 Hours**

Logistics Demand – Forecasting – The Nature Demand – Forecast Components – Forecast Techniques – Forecast Error - Logistics Location Structure.

**UNIT IV** **8 Hours**

Supply Chain Management Models – Definition – Objectives – Applications – Types – Conceptual Models – Key issues in supply chain management.

**UNIT V** **12 Hours**

Supply Chain Management Strategy – Inventory Management – Push and Pull Systems – Demand and cash flow in supply chain management – Enterprise Resource Planning (ERP) – Supply chain management matrix.

**Total Hours: 45**

**TEXT BOOKS**

1. Donald J. Bolversox and Daavis J. Closs, “Logistics Management – The integrated supply chain process” Tata McGraw Hill, 2006.
2. David Simchi – Levi, Philip Kaminsky and Edith Simchi – levi, “Designing and managing the supply chain concepts, strategies and case”, 2nd Edition, Tata McGraw Hill, 2006.
1. David A.Taylor, “Supply chain – A Manager’s Guide”, Pearson Education, 2006

**REFERENCE BOOKS**

1. Rahul, V. Altekar, “Supply chain Management, Concepts & Cases”, PHI Learning, 2006.
2. Ailawadi, Rakesh Singh, “Logistics Management”, PHI Learning 2006.
3. Donald Waters, Palgrake, “Logistics An introduction to Supply Chain Management”, Macmillan, 2006.

**VINAYAKA MISSIONS UNIVERSITY**  
**THIRD YEAR BBA**  
**SEMESTER – V**

**TOTAL QUALITY MANAGEMENT (TQM) – GENERAL ELECTIVE - I**

L	T	P	C
5	1	0	6

**Objective:** To enable the students to gain basic knowledge of Total Quality Management.

**UNIT I** **12 Hours**

Concept Quality – Quality as customer delight – Quality as meeting Standards – Introduction to total Quality – Concept total Quality – Design, inputs, process and output – Quality as business performance – Attitude and involvement top management.

**UNIT II** **12 Hours**

Quality Management – Fundamentals – Evolution and objectives – Planning for Quality – Quality Process – Statistical Process Control (SPC) – Quality Assurance – Total Quality management.

**UNIT III** **12 Hours**

Quality Management System – ISO 9000 series – Techniques TQM – 5 S Concepts – 7Q tools – Cause – Effect Analysis stratification, Pareto diagram. Histogram - Control charts - SQC - check sheet - Pie Chart - Scatter diagram (Theory Only).

**UNIT IV** **12 Hours**

Bench marking – Essence of Bench Marking – Benefits and Strategic Bench marking – Global bench marking – Business Process Re-engineering.

**UNIT V** **12 Hours**

Core competence and strategic alliance for ensuring quality – role of MNCS, in emergence global quality – Barriers to TQM.

**Lecture Hours: 50**

**Tutorial Hours: 10**

**Total hours : 60**

**TEXT BOOKS**

1. Armond V. Feigerbaum, Total Quality Control McGraw Hill.
2. John Bark, Essence TQM, PHI, Delhi.

**REFERENCE BOOKS**

1. Joel, E. Ross, Total Quality Management
2. Ron Collard, Total Quality, Jaico, Delhi
3. Willborn & T.C. Edwin Cheng, Global Management Quality Assurance systems, McGraw Hill.
4. J.M.Juran, Juran On leadership for Quality – An Executive Hand Book.
5. ISO Manuals.

**VINAYAKA MISSIONS UNIVERSITY  
THIRD YEAR BBA  
SEMESTER – V**

**ENTREPRENEURIAL DEVELOPMENT – GENERAL ELECTIVE - I**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>1</b>	<b>0</b>	<b>6</b>

**Objective:** To enable the students to gain knowledge about small business and its opportunities in the present scenario.

**UNIT I**

**13 Hours**

Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneurs. Case Studies of Entrepreneurs

**UNIT II**

**11 Hour**

Entrepreneurial Development – Agencies Commercial Banks – District Industries Centre – National Small Industries Development Organisation – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI

**UNIT III**

**11 Hours**

Project Management - Business idea generation techniques – Identification of Business opportunities – Feasibility study – Marketing, Finance, Technology & Legal Formalities – Preparation of Project Report – Tools of Appraisal. Sample Projects of Entrepreneurs.

**UNIT IV**

**12 Hours**

Entrepreneurial Development Programmes (EDP) – Role relevance, and achievements – Role of Government in organizing EDPs – Critical evaluation

**UNIT V**

**13 Hours**

Economic development and entrepreneurial growth - Role of entrepreneur in economic growth – Strategic approach in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship

**Lecture Hours: 50**

**Tutorial Hours: 10**

**Total hours : 60**

**Text Books**

1. Srinivasan N.P. – Entrepreneurial Development
2. Saravanavel – Entrepreneurial Development

**Reference Books**

1. Dr. C.B. Gupta & Dr. S.S. Khanka – Entrepreneurship and Small Business
2. P.C. Jain – Handbook for New Entrepreneurs

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SEMESTER – V**

**MANAGEMENT INFORMATION SYSTEM – GENERAL ELECTIVE - I**

L	T	P	C
5	1	0	6

**Objective:** To impart the conceptual knowledge in information system and its application in management

**UNIT I**

**13 Hours**

**Introduction to MIS:** Role of MIS, Business Objectives of IS-Dimensions of Information System- Perspectives of IS, System view of Business, MIS organization within a company.

**UNIT II**

**11 Hours**

**Information Systems for Decision Making:** Evolution of an Information System, Basic Information Systems, Decision Making, Technique for making programmed decisions, Decision Assisting Information System.

**UNIT III**

**11 Hours**

**Development of MIS:** Methodology and Tools, Techniques for Systematic Identification, Evaluation and Modification of MIS.

**UNIT IV**

**12 Hours**

**System Concepts and Control:** Systems classifications, Business Organization as a System, Control and System Design.

**UNIT V**

**13 Hours**

**System Modeling:** Management Science, Types of Models, Use of models for Analysis, Simulation, Construction of models

**Lecture Hours: 50**

**Tutorial Hours: 10**

**Total hours : 60**

**Text Book:**

1. Murdic, Rose and Clagett- Information Systems for Modern Management, PHI, New Delhi.
2. Laudon-Laudon- Management Information Systems, Pearson Education, New Delhi.

**Reference Book:**

1. Gerald V. Post, David L. Anderson, Management Information Systems: Solving Business Problems with Information Technology, 3/e 2003-McGraw-Hill Higher Education.



**VINAYAKA MISSIONS UNIVERSITY  
THIRD YEAR BBA  
SEMESTER – V**

**ENTREPRENEURSHIP LAB**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>8</b>	<b>4</b>

**Unit-I Idea Creation:**

Written Assignments

**UNIT-II Business Incubation**

Written Assignments

Invited Guest

**UNIT-III Research and Development**

Written Assignments

Invited Guest

**UNIT-IV**

**Commercialization**

Written Assignment

Invited Guest

**Learning from Professionals**

Written summaries

**Learning from Professionals**

Business Plan Development

**UNIT-V**

**BUSINESS PLAN**

**VINAYAKA MISSIONS UNIVERSITY  
THIRD YEAR BBA  
SEMESTER – VI**

**BUSINESS ENVIRONMENT & ETHICS**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>5</b>	<b>0</b>	<b>0</b>	<b>5</b>

**Objective:** To enable the students to know the intricacies of Business Environment.

**UNIT I**

**12 Hour**

Business - scope - characteristics - Business Goals - criticisms - Business Environment - Objectives - types of environment.

**UNIT II**

**12 Hours**

Economic Environment-Nature-economic factors-Basic economic system economic planning- Privatization -Nature-Objectives- privatization Routes

**UNIT III**

**12 Hours**

Social and cultural environment-Nature-Impact of culture on Business Culture and Goods, services-People's attitude to Business and work-Social responsibility of Business-Business and Society

**UNIT-IV**

**12 Hours**

Ethics internal - Hiring - Employees - Promotions - Discipline - Wages - Job Description - Exploitation employees - Ethics External - Consumers - Fair Prices - False Claim Advertisements.

**UNIT-V**

**12 Hours**

Ethics External - Environment Protection - Natural - Physical - Society - Relationship Values and Ethics - Indian Ethos - Impact on the performance.

**Lecture Hours: 60**

**Total hours : 60**

**TEXT BOOK RECOMMENDED:**

1. K. Aswthappa- Essentials of Business Environment-Himalaya Publishing House
2. Dr.S. Shankaran - Business Ethics & values – Margam Publication

**BOOKS FOR REFERENCE:**

1. George. Steiner & JohnF . Steiner- Business, Government and Society- Tata McGraw Hill
2. Adikari - Economic Environment in Business- Himalaya Publishing House
3. Francis Cherunilam - Business Environment – Himalaya publishing House
4. Ishwar C.Dhingara.-Indian Economy-Sultan chand & company
5. Business Ethics – 5<sup>TH</sup> Edition – Joseph.W.Weiss – Thomson –South – Western

**VINAYAKA MISSIONS UNIVERSITY  
THIRD YEAR BBA  
SEMESTER – VI**

**PRINCIPLES OF INSURANCE– GENERAL ELECTIVE - II**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>6</b>	<b>0</b>	<b>0</b>	<b>6</b>

**Objective:** The main objective of this subject is to make the students familiar with risk, insurance and types of insurance.

**UNIT I**

**12 Hours**

Definition of insurance - classification of Contracts of Insurance - Marine and Non-Marine - General principles of law as applied to non-marine insurance.

**UNIT II**

**12 Hours**

Life Assurance - objectives of Life Assurance - principles of Life Assurance - different plans of Life Assurance and annuities - policy condition and privilege - assignment and nomination - lapses and revivals - surrender values and loans - claims - double insurance.

**UNIT III**

**12 Hours**

Marine Insurance - principles of marine insurance - functions of marine insurance - proximate clause - subrogation and contribution

**UNIT-IV**

**12 Hours**

Types of marine policy - clauses in general use - warranties - kinds of marine losses - reinsurance and double insurance.

**UNIT-V**

**12 Hours**

Fire insurance - principles of law as applied to fire insurance - the subject matter of fire insurance - fire waste - hazard types of fire policy - cover notes - surveys and inspection average - re-insurance - renewals.

**Lecture Hours: 60**

**Total hours : 60**

**TEXT BOOK RECOMMENDED:**

1. Periasamy P – Fundamentals of Insurance –Vijay Nicole Imprints (P) Ltd.
2. Mishra M N – Principles and Practice of Insurance – S Chand & Co

**BOOKS FOR REFERENCE:**

1. Panda G S –Principles and Practice of Insurance –Kalyani Publishers
2. R.S. Sharma - Insurance Principle & Practice - Vara Bombay, 2006.

**VINAYAKA MISSIONS UNIVERSITY**  
**THIRD YEAR BBA**  
**SEMESTER – VI**  
**BANKING AND FINANCIAL SERVICES – GENERAL ELECTIVE - II**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>6</b>	<b>0</b>	<b>0</b>	<b>6</b>

**Objectives:**

To enlighten the students the functions of Modern Commercial Banks.

To provide the students with the latest development in the fields of Banking System.

**UNIT-I**

Introduction - Origin of Banks - Definition of Bank - Types of Bank - Banking Systems - Unit Bank - Merits of Unit Bank - Demerits of Unit Banks - Branch Bank - Its merits and demerits - Financial System - Components of financial system.

**UNIT-II**

Concept of Social Responsibility of Banks - Role of banks in Primary, Secondary and Territory sector - Mixed Banking - Retail Banking - Wholesale Banking - Universal Banking.

**UNIT-III**

Reserve bank of India (central bank) - Commercial Banks - Cooperative Banks - flow of cooperative funds - Urban Cooperative Bank - Land Development Banks - Development Bank - NABARD (National Bank for Agriculture and Rural Development) - Regional Rural Bank - EXIM bank

**UNIT-IV**

Functions of Modern Commercial Banks - Savings account - Current account - Difference between savings account and current account - Fixed Deposit - Recurring Deposit - Granting of Loan - Clean Loan - Second loan - Overdraft -Cash Credit.

**UNIT-V**

Factoring - Lease Finance - Export Finance - Credit Card - Credit Rating - E-business - Ecommerce - E-banking - Automatic Teller Machines.

**Total Hours 45**

**Text Books:**

1. Santhanam -Banking and Financial System ,Margham Publications
2. Sundharam & Varshney- Banking Theory Law and Practice.
3. Gurusamy -Banking Theory Law and Practices — Vijay Nicole Imprints (P) Ltd.
4. S.N.Maheshwari -Banking Law Theory and Practice

**Books for Reference:**

1. Kandasami K P- Banking law and Practice
2. Varshney and Malhotra – principles of Banking – Sultan Chand & Sons

**VINAYAKA MISSIONS UNIVERSITY**  
**THIRD YEAR BBA**  
**SEMESTER – VI**  
**PROJECT MANAGEMENT – GENERAL ELECTIVE – II**

L	T	P	C
6	0	0	6

**OBJECTIVES:**

1. To familiarize students with the steps involved in managing a project.
2. To help students to identify feasible projects, the methods of financing such projects and controlling its cost.

**UNIT-I**

Project – Meaning – Definition – Project Management – Meaning – Definition – Characteristics – Process – Benefit – Project Life Cycle - Classification – Scope and Significance – System Approach – Project Manager – Skills, Role and Responsibilities.

**UNIT-II**

Project Analysis – Market and Demand Analysis – Feasibility Analysis – Technical Analysis – Financial Analysis – Break-Even Analysis – Profitability Analysis – Risk Analysis – Social Analysis - Benefit Analysis.

**UNIT-III**

Project Planning and Organisation – Development of Project Organisation – Forms of Project Organisation – Planning the project Organisation – Structure – Modular Approach to Project Management – Effective and Ineffective Project Management.

**UNIT-IV**

Project Finance – Sources – Institutional Finance to Entrepreneurs – Financial Institutions – working Capital Management – Incentives and Subsidies.

**UNIT-V**

Project Evaluation – Techniques for Project Evaluation and Review – Project Control – Performance Control – Cost Control – Control during stages of Project.

**Text Books:**

**Total Hours 45**

1. P.Saranavel – Project Management – Margham Publications.
2. V.C. Sontakki - Project Management – Himalaya Publishing House
3. Vasant Desai – Project Management – Himalaya Publishing House
4. Project Management - Choudhary – Tata McGraw Hill Pub.
5. Prasanna Chandra -Projects-Planning, Analysis ,selection, Implementation and review

**Books for Reference:**

1. Clifford F Gray - Project Management: The Managerial Process (Special Indian Edit.), Oregon State University.
2. Harvey Maylor –Project Management.