

# **Magadh University, Bodh Gaya**

## **Bachelor of Business Management (BBM)**

### **Three Year Degree (Hons.) Course**

#### **Revised Course Structure (Hons. Papers)**

Effective from Session: \_\_\_\_\_

## FIRST YEAR

### **Paper-I**

#### **Group-(A) FUNDAMENTALS OF MANAGEMENT**

**(75 Marks)**

#### **Unit 1: INTRODUCTION TO MANAGEMENT**

Introduction, Meaning, Nature & Characteristics of Management, Scope and Functional Areas of Management, Process of Management, Management as Science, Art or Profession, Management & Administration, Management Thoughts – F. W. Taylor, Henry Fayol, Elton Mayo & Peter F. Drucker, Social Responsibility of Managers and Ethics in Management

#### **Unit 2: PLANNING**

Nature, Importance and Purpose of Planning, Planning Process & Objectives, Types of Plans, Decision Making – Importance, Steps & Types, Policies – Meaning & Types and Principles of Policy Making

#### **Unit 3: ORGANIZING AND STAFFING**

Organization – Nature, Purpose, Principles, Elements & Types, Departmentation, Centralization Vs Decentralization, Span of Control, MBO & MBE, Staffing – Meaning, Need, Nature, Process & Importance

#### **Unit 4: DIRECTING AND COORDINATING**

Meaning, Nature & Elements of Directing, Delegation – Meaning, Characteristics, Process, Elements & Difference Between Authority, Responsibility & Accountability, Motivation Theories – Maslow, Herzberg, McGregor, X & Y, Leadership – Meaning & Characteristics, Formal & Informal Leadership, Leadership Styles – Autocratic, Democratic & Laissez Faire, Communication – Meaning, Importance & Process, Barriers to Communication & Its Solution, Types of Communication, Coordination – Meaning, Importance & Principles

#### **Unit 5: CONTROLLING**

Meaning & Steps in Controlling, Essentials of a Sound Control System and Methods of Establishing Control

#### **RECOMMENDED BOOKS**

1. Appanniah & Reddy, Management, HPH
2. Koontz & O'Donnell, Management, McGraw Hill
3. L M Prasad, Principles of management, Sultan Chand & Sons
4. Rekha & Vibha – Management Process, Vision Book House
5. T. Ramaswamy : Principles of Management, HPH
6. V.S.P Rao/Bajaj, Management process and organization, Excel Books

**Paper-I**

**Group-(B) QUANTITATIVE TECHNIQUES**

**(25 Marks)**

**Unit 1: BUSINESS FORECASTING**

Business Forecasting – Types, Significance and Techniques, Forecasting Methods

**Unit 2: INTRODUCTION TO STATISTICS**

Statistics – Concept, Definition, Classification & Limitations

**Unit 3: MEASURES OF CENTRAL TENDENCY**

Introduction, Types of Averages, Mean, Media, Mode and Histogram

**Unit 4: MEASURES OF DISPERSION**

Meaning, Calculation of Absolute & Relative Measures of Dispersion – Range, Quartile Deviation, Mean Deviation & Standard Deviation

**Unit 5: CORRELATION AND REGRESSION ANALYSIS**

Correlation – Meaning, Definition, Uses & Types, Karl Pearson's & Spearman's Rank Correlation  
Regression – Meaning & Definition

**RECOMMENDED BOOKS**

1. B. N. Gupta: Statistics (Sahitya Bhavan), Agra
2. C. R. Reddy : Quantitative Techniques for Management Decisions, HPH
3. R. S. Bhardwaj: Business Statistics, Excel Books
4. S. C. Gupta: Business Statistics, Himalaya Publications
5. S. P. Gupta: Statistical Methods- Sultan Chand, Delhi

## **Paper-II**

### **Group-(A) MANAGERIAL ECONOMICS**

**(50 Marks)**

#### **Unit 1: INTRODUCTION TO MANAGERIAL ECONOMICS**

Managerial Economics – Meaning, Need, Objectives, Scope & Importance, Roles and Responsibilities of Managers

#### **Unit 2: DEMAND AND SUPPLY ANALYSIS**

Demand Analysis – Concept, Significance, Determinants & Types, Demand Function, Law of Demand, Elasticity of Demand – Concept, Uses & Types, Demand Forecasting – Meaning, Importance & Steps, Indifference Curve Analysis & Utility Analysis  
Supply Analysis – Meaning, Definition & Importance, Law of Supply, Factors Affecting Supply

#### **Unit 3: PRODUCTION FUNCTION, COST ANALYSIS AND REVENUE**

Production Function – Law of Return & Return to Scale, Cost Analysis – Meaning, Types, Relationship & Graphical Presentation, Short Run Cost Function, Long Run Cost Function, Revenue – Concept, Types, Relationship & Graphical Presentation

#### **Unit 4: PRICING UNDER VARIOUS MARKET SITUATION**

Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Duopoly, Price Determination under Various Market Conditions

#### **Unit 5: CAPITAL BUDGETING AND NATIONAL INCOME**

Capital Budgeting – Meaning, Definition, Nature & Importance, Decision Making under Risk & Uncertainty, Cost & Benefit Analysis, Definition & Methods of Calculating National Income

#### **RECOMMENDED BOOKS**

1. D. M. Mithani; Managerial Economics, Theory & Application
2. Girija Shankar; Business Economics, Atharva Prakashan, Pune
3. M. L. Jhingan; Micro Economics, Vrinda Publications, New Delhi
4. M. L. Seth; Micro Economics
5. Stonier & Hague; Textbook of Economic Theory, Longman Green & Company, London

## **Paper-II**

### **Group-(B) BUSINESS ENVIRONMENT**

**(50 Marks)**

#### **Unit 1: INTRODUCTION TO BUSINESS ORGANIZATION**

Meaning of Business, Classification of Business Activities, Industry – Types of Industry, Trade & Commerce, Aids to Trade – Meaning, Advantages & Disadvantages

#### **Unit 2: FORMS OF BUSINESS ORGANIZATION**

Sole Proprietorship – Meaning, Characteristics, Advantages & Disadvantages, Partnership – Meaning, Characteristics, Advantages & Disadvantages, Types of Partners, Co-operative Society – Meaning, Characteristics, Types, Advantages & Disadvantages

#### **Unit 3: JOINT STOCK COMPANY**

Meaning, Definition & Features , Types of Companies and Formation of a Company, Preparation of Memorandum of Association and Article of Association

#### **Unit 4: BUSINESS ENVIRONMENT**

Business Environment – Meaning, Importance & Dimensions, MRTP Act & Competition Act, Companies Act- 2013, Sale of Goods Act, FERA & FEMA, Shops & Establishment Act, Consumer Protection Act and GST – Meaning & Significance, RBI – Establishment, Objectives, Functions Policies, Commercial Banks, Commercial Banks – Public, Private, Foreign & RRBs, Other Financial & Investment Institutions

#### **Unit 5: GOVERNMENT AND BUSINESS**

Structure of Indian Economy, Planning Commission & NITI Aayog, Impact of Government Policy on Business and Industry with Reference to Liberalization, Privatization & Globalization, New Economic Policy, SSI, Poverty Eradication Measures, EXIM Policy, Labour Welfare & Social Security Measures

#### **RECOMMENDED BOOKS**

1. Aswathappa: Essentials of Business Environment, HPH
2. Francis Cherrunilam : Business Environment, HPH
3. K. Venkataramana, Business Environment, SHB Publishers
4. Muniraju S.K. Podder – Business Organisation & Environment
5. Raj Agarwal – Business Environment, Excel Books, New Delhi
6. VivekMittall, – Business Environment, Excel Books, New Delhi

## SECOND YEAR

### **Paper-III**

#### **Group-(A) FINANCIAL MANAGEMENT**

**(50 Marks)**

#### **Unit 1: INTRODUCTION TO FINANCIAL MANAGEMENT**

Meaning of Finance & Business Finance, Finance Functions and Its Aims, Financial Management – Meaning, Definition, Objectives, Scope & Goals, Role of a Financial Manager, Financial Planning – Concept, Significance & Steps, Financial Market – Meaning, Definition & Types, Determination of Quantum and Pattern of Fund Requirement

#### **Unit 2: TIME VALUE OF MONEY**

Time Value of Money – Meaning, Definition, Need & Importance, Concept of Valuation – Valuation of Bonds & Debentures, Preference Shares, Equity Shares, Introduction of Term Loan, Trade Credit & Bank Credit

#### **Unit 3: FINANCING DECISION**

Financing Decisions – Concept, Meaning of Capital Structure, Factors Influencing Capital Structure, Theories of Capital Structure, Leverages – Concept, Types, Advantages & Disadvantages

#### **Unit 4: INVESTMENT DECISION AND FINANCIAL FORECASTING**

Investment Decision – Meaning, Definition & Significance, Capital Budgeting – Meaning, Definition, Significance & Process

Financial Forecasting – Meaning, Definition, Objectives, Scope & Significance

#### **Unit 5: DIVIDEND DECISION**

Concepts and Types of Dividend, Dividend Models

#### **RECOMMENDED BOOKS**

1. I. M. Pandey, Management Accounting, Vikas Publication House
2. Khan and Jain, Financial Management, Tata McGraw Hill
3. M. GangadharRao& Others: Financial Management, Himalaya Publishers
4. Prasanna Chandra, Financial Management, Tata McGraw Hill
5. S. N. Maheshwari, Financial Management., Sultan Chand
6. R. M. Srivastava : Financial Management –Management and Policy, Himalaya Publishers

### **Paper-III**

#### **Group-(B) BUSINESS ACCOUNTING**

**(50 Marks)**

#### **Unit 1: INTRODUCTION TO BUSINESS ACCOUNTING**

Introduction – Meaning and Definition, Objectives of Accounting, Functions of Accounting, Users of Accounting Information, Limitations of Accounting, Accounting Principles, Accounting Concepts and Accounting Conventions, Accounting Standards – List of Indian Accounting Standards, Distinction between Capital & Revenue Income and Expenditure

#### **Unit 2: ACCOUNTING PROCESS**

Process of Accounting, Kinds of Accounts, Rules, Accounting Equation, Journal, Ledger, Balancing of Accounts and Trial Balance

#### **Unit 3: SUBSIDIARY BOOKS AND RECTIFICATION OF ERRORS**

Meaning, Significance, Types of Subsidiary Books – Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book, Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) & Journal Proper, Bank Reconciliation Statement, Preparation of Bank Reconciliation Statement and Rectification of Errors

#### **Unit 4: FINAL ACCOUNTS OF PROPRIETARY CONCERN AND SINGLE ENTRY SYSTEM**

Preparation of Trading and Profit & Loss Account and Balance Sheet (Horizontal form), Final Accounts with Adjustment, Single Entry System – Meaning, Features, Types, Merits, Demerits, Differences between single entry and double entry systems and Conversion of single entry to double entry system

#### **Unit 5: PARTNERSHIP ACCOUNTS, INVESTMENT AND DEPRECIATION ACCOUNTING**

Partnership Accounts – Meaning & Definition, Goodwill Valuation, Admission of Partner, Retirement and Death, Investment Accounting and Depreciation Accounting

#### **RECOMMENDED BOOKS**

1. Grewal and Gupta, Advanced Accounting, Sultan Chand
2. Jawaharlal & Seema Srivastava: Financial Accounting, HPH
3. Saha, Fundamentals of Accounting, HPH
4. S. N. Maheswari, Financial Accounting, HPH
5. S. P Jain and K. L. Narang ; Financial Accounting, Kalyani Publishers
6. Soundra Rajan A & K. Venkataramana, Financial Accounting, SHB Publishers

## **Paper-IV**

### **Group-(A) MARKETING MANAGEMENT**

**(50 Marks)**

#### **Unit 1: INTRODUCTION TO MARKETING & SALES PROMOTION**

Concepts, Definition, Nature & Scope of Marketing, Approaches to Marketing, Functions of Marketing, Marketing & Sale, Recent Trends in Marketing, Relationship Marketing, Retailing – Concept, Definition & Importance, Factors Influencing Retailing, Introduction to Concept Marketing, Virtual Marketing, Digital Marketing & Viral Marketing, Sales Promotion – Meaning, Purpose, Features, Importance & Strategies, Sales Promotion at Point of Sale and Shop Promotion Modeling

#### **Unit 2: MARKETING ENVIRONMENT**

Meaning & Types of Marketing Environment – Political, Economic, Social, Technological, Legal, Natural & Cultural

#### **Unit 3: MARKETING MIX**

Meaning & Elements of Marketing Mix, Product – Definition, Product Mix, Product Line, Product Lifecycle, Product Planning & New Product Development, Branding – Meaning, Importance, Advantages & Disadvantages, Packaging – Meaning, Definition, Objectives & Types, Concept of Pricing, Factors Influencing Pricing Policy & Methods of Pricing, Physical Distribution – Concept & Objectives, Factors Affecting Channel Selection, Types of Marketing Channels, Promotion – Meaning, Significance & Types

#### **Unit 4: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR**

Meaning & Definition of Market Segmentation, Bases of Market Segmentation, Requisites of Sound Market Segmentation, Consumer Behaviour – Concept, Definition & Significance, Factors Influencing Consumer Behaviour, Consumer Behaviour Models and Consumerism

#### **Unit 5: CRM AND MARKETING DECISION MAKING**

Meaning & Definition of CRM, Role of CRM, Advantages & Disadvantages, Concept of Marketing Decision Making, Marketing Organization – Meaning, Definition & Types, Social Responsibility of Marketing Manager, Recent Trends in Marketing Research & Applications

#### **RECOMMENDED BOOKS**

1. Bose Biplab, Marketing Management, Himalaya Publishers
2. Kuranakaran, Marketing Management, Himalaya Publishers
3. P N Reddy & Appanniah, Marketing Management, HPH
4. Philip Kotler, Marketing Management, Prentice Hall
5. Sontakki, Marketing Management, Kalyani Publishers
6. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education

**Paper-IV**

**Group-(B) ADVERTISING & PUBLIC RELATIONS**

**(25 Marks)**

**Unit 1: INTRODUCTION TO ADVERTISING**

Advertising – History, Purpose, Importance, Functions, Methods & Types, Economic, Social & Ethical Aspects of Advertising, Advertising Management – Introduction & Facilitating Institutions, Advertising as a Communication Process and Major Institutions of Advertising Management

**Unit 2: ADVERTISING AND CAMPAIGN PLANNING**

Advertising Budget Decision, Budgeting Decision Rules, Budgeting Process, Advertising Objectives – Sales Objectives, Operational Objectives & Behavioural Objectives, Advertising Plan, DAGMAR Approach and Advertising Campaign-Planning Process

**Unit 3: ADVERTISING MEDIA**

Advertising Media – Role, Types, Advantages & Disadvantages, Advertising Decisions, Media Planning, Copywriting and Elements of Creating Message

**Unit 4: PUBLICITY**

Publicity – Meaning, Objectives, Features & Importance, Selection of Media for Publicity, Selection of Vehicle for Different Types of Messages and Planning and Managing Promotional Campaign

**Unit 5: PUBLIC RELATIONS**

Public Relations – Meaning, Definitions, Objectives, Features & Types, Techniques of Public Relations, Ethics of Public Relations, Difference between Advertising & Public Relations

**RECOMMENDED BOOKS:**

1. Jenkins & Yadin; Advertising, 4th Edition; Pearson Education, New Delhi, 2000
2. Manendra Mohan; Advertising Management - Concepts & Cases; Tata McGraw Hill Publishing company Ltd, New Delhi 2001
3. Rajeev Batra, John. G. Myers. T. David. A. Aaker; Advertising Management; 5th Edition, PHI Edition, New Delhi, 1998
4. Ronald D. Smith, Strategic Planning for Public Relations; Lawrence Erlbaum Associates
5. S. A. Chunnawalia & K. C. Sethia, Foundations of Advertising – Theory & Practice, Himalaya Publishing House, 2002

**Paper-IV**

**Group-(C) PROJECT WORK AND VIVA-VOCE**

**(25 Marks)**

## THIRD YEAR

### **Paper-V**

### **ORGANISATIONAL BEHAVIOUR**

**(100 Marks)**

#### **Unit 1: ORGANIZATIONAL BEHAVIOUR**

Organizational Behaviour – Definition, Scope & Application in Management, Factors Influencing Organizational Behaviour and Emerging Issues in Organizational Behaviour

#### **Unit 2: PERSONALITY, PERCEPTION AND ATTITUDES**

Personality – Meaning & Definition, Determinants of Personality – Biological Factors, Cultural Factors, Social Factors & Situational Factors, Personality Attributes Influencing OB, Interactive Behaviour and Interpersonal Conflict

Perception – Meaning, & Need, Perceptual Process and Factors Influencing Perception

Attitude – Meaning, Characteristics & Components, Difference between Attitude and Behaviour, Change in Attitude and Barriers to Attitude

#### **Unit 3: LEARNING, LEADERSHIP AND THEORIES OF MOTIVATION**

Principles of Learning & Reinforcement, Observational Learning & Cognitive Learning, Leadership – Meaning, Characteristics, Functions & Styles, Leadership Emergence Theorem, Motivation – Concept, Importance & Types, Theories of Motivation – Need Hierarchy Theory, Two-Factor Theory, Goal-Setting Theory & Performance-Satisfaction Model

#### **Unit 4: GROUP DYNAMICS, MORALE AND JOB SATISFACTION**

Group Dynamics: Meaning, Characteristics, Types & Functions of Groups, Reasons for Formation of Groups, Managerial Implications of Group, Group Behaviour, Group Norms, Factors Affecting Cohesiveness

Morale and Job Satisfaction: Concept & Theories, Factors Affecting Morale and Job Satisfaction

#### **Unit 5: ORGANIZATIONAL CHANGE AND ORGANIZATIONAL CULTURE**

Organizational Change – Meaning, Nature of Work Change, Change Process, Types of Change, Factors Influencing Change, Resistance to Change and Overcoming Resistance

Organizational Culture – Concept, Importance & Types and Factors Affecting Organizational Change

### **RECOMMENDED BOOKS**

1. Fred Luthans, Organizational Behaviour. McGraw Hill
2. John W. Newstrom & Kieth Davis, Organizational Behaviour, McGraw Hill
3. K. Aswathappa, Organizational Behaviour, HPH
4. M. N. Mishra: Organisational Behaviour and Corporate Development, HPH
5. Robbins, Organizational Behaviour, International Book House

## **Paper-VI**

### **HUMAN RESOURCE MANAGEMENT**

**(100 Marks)**

#### **Unit 1: HUMAN RESOURCE MANAGEMENT**

Introduction & Meaning of HRM, Importance & Objectives of HRM, Functions and Process of HRM, Role of Training in HRM, HR Manager – Duties & Responsibilities and Recent Trends in HRM, Meaning, Nature, Process & Phases of Organizational Development

#### **Unit 2: HUMAN RESOURCE PLANNING, RECRUITMENT & SELECTION**

Meaning & Importance of Human Resource Planning, Benefits of Human Resource Planning, Recruitment – Meaning & Methods, Selection – Meaning & Importance and Steps in Selection Process

#### **Unit 3: INDUCTION, TRAINING AND DEVELOPMENT**

Meaning, Objectives & Purpose of Induction, Concept, Importance & Steps of Training, Need for Training, Identification of Training Needs, Methods of Training and Evaluation of Training Programme, Development – Concept & Definition and Difference between Training & Development

#### **Unit 4: PERFORMANCE APPRAISAL AND COMPENSATION**

Meaning & Definition of Performance Appraisal, Objectives & Methods of Performance Appraisal, Uses & Limitations of Performance Appraisal, Compensation – Meaning & Objectives, Employees Welfare & Social Security and Incentive Plans

#### **Unit 5: CAREER PLANNING & DEVELOPMENT, MOTIVATION AND JOB SATISFACTION**

Meaning & Importance of Career Planning & Career Development, Importance of Career Strategies in Dynamic Environment, Designing Appropriate System of Original Career Development, Motivation – Concept, Significance & Types, Theories of Motivation – ERG Theory, Three-Need Theory, Expectancy Theory & Equity Theory, Job Satisfaction – Meaning & Importance, Factors Affecting Job Satisfaction

### **RECOMMENDED BOOKS**

1. Aswathappa, Human Resource Management, Tat McGraw Hill
2. C. B. Mamoria, Personnel management, HPH
3. Edwin Flippo, Personnel management, McGraw Hill
4. Madhurimalall, Human Resource Management, HPH
5. Reddy & Appanniah, Human Resource Management. HPH
6. SubbaRao, Personnel and Human Resources management, HPH

**Paper-VII**

**Group-(A) COMPUTER APPLICATION**

**(75 Marks)**

**Unit 1: FUNDAMENTALS OF COMPUTER**

Fundamentals of Computer, Programming in QBasic, Meaning, Definition & Implication of System, Information and Information System, Business Information System – Definition, Features & Uses

**Unit 2: OPERATING SYSTEM**

Operating System – Meaning, Definition, Types, Features, Advantages & Disadvantages

**Unit 3: MS OFFICE**

MS Word – Editing a Document, Formatting, Spell Checking, Page Setup, Using Tabs, Mail Merge, Tables & Other Features, MS Excel – Preparation of Work Sheet, Data Entry in Work Sheets, Auto Fill, Formula and Statistical Analysis, MS Power Point – Design, Side Show, Presentation

**Unit 4: DATABASE MANAGEMENT SYSTEMS**

Purpose of Database Systems, Views of Data, Database Language, Database Administrator, Database Users, Different Types of Database Systems, FoxPro, C & C++

**Unit 5: INTERNET OPERATION AND ACCOUNTING SOFTWARE**

Internet Operation – Introduction & Application, Accounting Software – Meaning, Accounting Package – Tally

**RECOMMENDED BOOKS**

1. Amrutha Gowri & Soundrarajana A, Computer Application Business, SHBP
2. James Obrein, Management Information Systems, Tata McGraw Hill
3. Manjunath, Gundu Rao – Computer Business Applications, HPH
4. S Sadagopan, Enterprise resource planning (ERP), Tata McGraw Hill  
Sudaimuthu & Anthony: Computer Applications in Business, HPH

**Paper-VII**

**Group-(B) COMPUTER PRACTICAL AND VIVA-VOCE**

**(25 Marks)**

## **Paper-VIII**

### **Group-(A) INTERNATIONAL BUSINESS**

**(50 Marks)**

#### **Unit 1: INTRODUCTION TO INTERNATIONAL BUSINESS**

Meaning, Definition, Nature, Need & Significance of International Business, Theories of International Trade, Forms of International Business

#### **Unit 2: MODES OF ENTRY INTO INTERNATIONAL BUSINESS**

Mode of Entry – Exporting, Licensing, Franchising, Contract Manufacturing, Turn Key Projects, Foreign Direct Investment, Mergers, Acquisition & Joint Ventures

#### **Unit 3: TRADE BARRIERS AND FINANCIAL FRAMEWORK**

Trade Barrier – Meaning, Features, Significance & Types

Financial Framework – Meaning, International Monetary System, IMF, World Bank, ADB, Euro Market, SDR and WTO

#### **Unit 4: FOREIGN EXCHANGE CONTROL**

Foreign Exchange Control – Meaning, Foreign Exchange Rate – Meaning, Types & Theories, International Liquidity & Exchange Rate Restrictions

#### **Unit 5: EXIM TRADE**

Export Trade – Procedure, Steps & Documentation, Recent Trends in India's EXIM Policies, Export Financing – Documents Related to Export Trade, Export Marketing, Import Trade – Procedure, Steps, Documentations & Problems, Multinational Marketing Programme, Export Promotion Effort, Substitution & Role of Government Agencies, STC & MMTC, Balance of Trade & Payment – Meaning, Components & Uses, Structure of Balance of Payment Account, Disequilibrium & Measures for Rectification and Institutions Connected with EXIM Trade

#### **RECOMMENDED BOOKS**

1. Aswathappa International Business, Tata McGraw Hill
2. Francis Cherunilam; International Business, Prentice Hall of India
3. P. Subba Rao – International Business – HPH
4. Rosy Joshi; International Business, Kalyani Publishers
5. Shyam Shukla; International Business, Excel Books

## **Paper-VIII**

### **Group-(B) PROJECT WORK AND VIVA-VOCE**

**(50 Marks)**