



विजयम् एजुकेशनल ट्रस्ट द्वारा संचालित

स्वतंत्रता सेनानी शंकरलाल अग्रवाल प्रबंधन एवं तकनीकी महाविद्यालय
(सिमेज शैक्षणिक समूह की इकाई)

शिक्षा विभाग, बिहार सरकार द्वारा मान्यता प्राप्त एवं पाटलिपुत्र विश्वविद्यालय, पटना से संबन्धन प्राप्त महाविद्यालय

PATLIPUTRA UNIVERSITY

SYLLABUS

For

**BACHELOR OF BUSINESS
MANAGEMENT (BBM)**



SYLLABUS

PATLIPUTRA UNIVERSITY

BACHELOR OF BUSINESS MANAGEMENT (BBM)

FIRST YEAR

HONS : PAPER -I

GROUP-1 : PRINCIPLES AND PRACTICE OF MANAGEMENT

(75 MARKS)

1. Definition, Functions and Scope of Management, Process of Management
2. Development of Management thought, Contribution of F.W. Taylor, Henry Fayol, Elton Mayo and, Peter Drucker.
3. Process of planning, Types of Policies, Principles of Policy making.
4. Definition, Elements and Function of Organisation, Types of Organisation, Span of Control, Necessary elements of organisation.
5. Authority, Types & Delegation, Elements of communication, Elements of effective communication.
6. Theories of motivation, Elements and techniques of management by objective (MBO).
7. Types of decision-making

GROUP-2 : QUANTITATIVE METHODS:

(25 MARKS)

1. Measures of Central tendency, Mean, Median and, Mode.
2. Measure of dispersion : Mean, Standard and Quartile deviation and average.
3. Correlation Techniques - Moment and rank difference correlation. Regression Hypothesis.
4. Probability, Sampling, Test of T-ratio Technique, χ^2 -test, F-test.
5. Types of graphs and its utility in Management.

HONS : PAPER -II

GROUP-1 : MANAGERIAL ECONOMICS

(50 MARKS)

1. Objective and need of Managerial Economics, Related Disciplines.
2. Demand Analysis : Significance and concept of Demand, Cardinal Utility, Indifference Curve technique. Demand Forecasting, Elasticity of Demand concept and uses.
3. Production Functions : Production Functions, Laws of Return, Return to scale.
4. Cost concepts : Types of cost, short run and long run cost function.
5. Market and Pricing : Price determination under different Market condition, Classification of Market Structure, Perfect competition, Monopoly, Monopolistic competition, Concepts of discriminating monopoly, Oligopoly, Duopoly and regulation of monopoly.
6. Concepts of capital budgeting, decision making under risk & uncertainty, cost and benefit analysis.
7. National Income : Concepts, Classification and, Accounting.

GROUP-2 : BUSINESS ENVIRONMENT

(50 MARKS)

1. Structure of Indian Economy, Concepts of Planning, Economic liberalisation.
2. Industrial Policy, Multinational Corp., Public enterprise policy under New Economic Policy, SSI Policy.
3. Types of business organisation, Characteristics & elements of joint stock company, Formation of a company, MRTP, BIFR, Indian Companies Act, Sales of goods Act, Shop and Establishment Act, FEMA.
4. Financial sector, Role of R.B.I, Financial & Investment Institution, Commercial Bank, Reform of Financial Sector.
5. Poverty eradication measures, NRF, Exit policy, Labour Welfare & Social Security measures.

SECOND YEAR

HONS : PAPER -III

GROUP-1 : FINANCIAL MANAGEMENT

(50 MARKS)

1. Objectives, goals and scope of Financial Management, Financial Markets, Time Value of Money Risk and Return analysis. Sources of Industrial & Business finance
2. Definition and Basic elements of financial planning, determination of quantum and pattern of funds requirements, theories of capitalization.
3. Equity capital, preference share capital, debenture and terms loans, trade credit and bank credit.
4. Ratio Analysis, Time Series and Common size analysis, fund flow and cash flow analysis, Leverages- concept, operating, financial and total leverage, Financial forecasting, Preparation and performance of Income statements and Balance sheet.

GROUP-2 : BUSINESS ACCOUNTING**(50 MARKS)**

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

HONS : PAPER - IV**GROUP-1 : MARKETING MANAGEMENT****(50 MARKS)**

1. Nature and Scope of marketing, marketing and sales, marketing in a developing economy.
2. Determinant of consumer behaviour, Consumer behaviour models.
3. Market segmentation, marketing decision making, planning of marketing mix, marketing organization, marketing research and its applications.
4. Price policies and practices, marketing communication, advertising and sales promotion, marketing strategy and policy, channels of distribution, types of intermediaries.
5. Product life-cycle, Different types of product, Branding and packaging.
6. Social responsibility of marketing managers, consumerism.

GROUP-2 : SALES PROMOTION & ADVERTISING**(50 MARKS)**

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

GROUP-3 : PROJECT WORK ON MARKETING, SALES OR ADVERTISING**(25 MARKS)****THIRD YEAR****HONS : PAPER - V****ORGANISATIONAL BEHAVIOUR****(100 MARKS)**

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

HONS : PAPER - VI**HUMAN RESOURCE DEVELOPMENT****(100 MARKS)**

1. Introduction, Planning & Organizing the HRD system. HRD Mechanism, process & outcomes, Role of line managers in HRD.
2. Performance & Potential Appraisal, meaning, Need & Importance, Techniques of performance appraisal. Factors influencing performance appraisal.
3. Motivation and Job Satisfaction.
4. Employee Compensation, Employee Welfare & Social Security.
5. Training & Development : Need & Importance, Steps in training, Technique of training, Evaluation of Training Programme.
6. Career Planning & Career Development : Meaning, Importance of career strategies in rapidly changing environment, Designing appropriate systems of career development.
7. Organisational development : Nature, Process and Phases in organization development, Incentive plan.

HONS : PAPER - VII

COMPUTER APPLICATION

(100 MARKS)

1. Fundamental of Computers and Programming in QBASIC.
2. Introduction to Operating System (DOS, Windows)
3. Computer in Business applications. MS-Office (Word, Excel & Power Point).
4. Database Management (FOX Pro) and Introduction of Programming Language C.
5. Introduction to Internet operations.
6. Accounting Package (Tally).

HONS : PAPER – VIII

GROUP-A : INTERNATIONAL BUSINESS

(50 MARKS)

1. Introduction : Meaning, Need, Basis, Importance, Gains and Procedure, Balance of Trade and Balance of Payments. Tariff and Non-Tariff barriers.
2. Financial Framework International monetary System, SDR, IMF, World bank, Asian Development Bank, Euro Mark, International Liquidity & Exchange rate restrictions.
3. International Marketing Programme : Exporting, Licensing, Joint Ventures, Ownership, International Competition & Characteristics of Multinational marketing.
4. Decisions : International Business - Product Decisions, Pricing Decisions, Channel Decisions & Advertising Decision in International Business.
5. Export Promotion : Export Financing, Planning, Organizing and Controlling Multinational Marketing Programme.
6. Analysis of India's International Business : Export trends, Export Promotion efforts, Import substitution and role of Govt. agencies - STC & MMTC.

GROUP-B : PROJECT MAJOR & VIVA

(50 MARKS)

The students have to complete and submit the project on International Business in triplicates.

SUBSIDIARY SUBJECTS (FIRST YEAR)

ENGLISH

(100 MARKS)

1. Book : Motilal Banarsi Das : The Golden Treasury

- i. Herbert: Love
- ii. Milton : On His Blindness
- iii. Pope : A Little Learning
- iv. Words Worth : A Slumber Did My Sprit Seal
- v. Keats : Ode To a Nightingale
- vi. Shelley : Ode to the West Wind
- vii. Tennyson : Break Break Break
- viii. HopKins : God's Grandeur
- ix. Auden : Look Stranger

2. DRAMA : Book : Shakespeare : The Merchant of Venice

3. The Literary Heritage : A New Anthology of Prose and Short Story

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|------------------------------|---|-----------------------------------|
| i. India again | — | E.M. Froster |
| ii. Life's Philosophy | — | J. Nehru |
| iii. On Being a Bore | — | Robert Lynd |
| iv. The Country of the Blind | — | H.G. Weels |
| v. The Post Master | — | R. N. Tagore |
| vi. The Selfish Giant | — | Oscar Wilde Distribution of Marks |

Distribution of Marks :-

Six Explanations to be set (Two from each of the three books) three answers to be attempted

(8x3=24)

Three questions to be answered one each from the three books

(20x3=60)

Precis of a passages

(16)

ECONOMICS

(100 MARKS)

Micro & Macro Economics, Utility analysis. Law of Demand, Elasticity of Demand, Consumer's Surplus, Law of profit, principles of population, Cost analysis. Perfect competition. Monopoly & Price determination. National income. Social Accounting & principles of distribution. Rent, Interest, Wages, Profit, Planning. Function of money in Economics. Principles of Quantitative of Money & Principles of savings cost. Inflation : Consequence, Cause, Remedies. Commercial & Central Bank : Functions. I.M.F & World Bank: Functions. Law of taxation. Profits, Salaries, ability & Principles. Causes of Public Expenditure : Consequence & Cases. International Trade and Comparative Cost Principle of International Trade, Free trade Production

HINDI (प्रथम वर्ष)**(100 MARKS)**

हिन्दी रचना 'अ' 'आ' पद्ध एवं गद्द-80 अंक, 'इ' हिन्दी व्याकरण-15 अंक, 'इ' बॉक्स संशाधन मुहावरे व लोकोक्तियां-5 अंक, निर्धारित पाठ्य-ग्रन्थ :- 'क' काव्य के सोपान- स्व. डॉ. लक्ष्मण प्र. सिन्हा अथवा सरस हिन्दी काव्य- स्व. डॉ. नेपाल मिश्र 'ख' कथांजली- स्व. डॉ. सत्येन्द्र नारायण शर्मा, निर्धारित कहानियाँ- उसने कहा था, सच का सौदा, मुख क्रोध, सुभान खां, संबंध, सती अथवा कथा पथ- राम विनोद सिंह, ' सप्तर्गिनी – स्व. डॉ. दिवाकर भय, मेरी पत्नी, चुनकी, बालगोविन भगत, मेरी हिमाचल यात्रा अब तो अंतिम विदा है अथवा गद्द के रूप- डॉ. वंशीधर लाल, हिन्दी व्याकरण -15 अंक, वचन, कारक, काल, संधि, समास, उपसर्ग, प्रत्यय, वाक्य संशोधन, मुहावरे, लोकोक्तियां- 5 अंक.

SUBSIDIARY SUBJECTS (SECOND YEAR)**ENGLISH****(100 MARKS)****1. Short Stories**

- i. The Gift of the Magi : O Henry
- iii. A Parrot in the Cage : M. Anand
- v. A Work of Art : Chekov

- ii. A Doll's House : K. Mansfield
- iv. A Ten Lakh Bank Note : Mark Twain
- vi. Uncle Podger : Jerome K. Jerome

2. Article /Essay

- i. Of Studies : Bacon
- iii. Forgetting : Robert Lynd

- ii. Indian Civilization and Culture : M.K. Gandhi
- iv. A Definition of a Gentleman : Newman

3. Novel

Book : Animal Farm - George Orwell

4. Grammar and Composition

- i. Essay
- iii. Idioms and Phrases

- ii. Correction
- iv. Homophones

HINDI (द्वितीय वर्ष)**(100 MARKS)**

पाठ्य – पुस्तकों से आलोचनात्मक प्रश्न-60 अंक, पाठ्य पुस्तकों से व्याख्या, निबंध -20 अंक, निर्धारित पाठ्य-पुस्तके 'यशोधरा-मैथली शरण गुप्त अथवा कुरुक्षेत्र – रामधारी सिंह दिनकर, कथा सरित - स्व. डॉ. लक्ष्मण प्र. सिन्हा, घर जमाई, पुरस्कार, दरोगा, अमीरचंद्र, करवा का व्रत, बीस के दांत, हंसा जाई अकेला अथवा कथा कुंज, स्व. डॉ. रविनोद सिंह, नया पुराना, रीढ़ की हड्डी, सड़क, परणगत, राम बीतने तक, शाहजंहा के आंसू अथवा एकांकी कुंज स्व. डॉ. उमेश चन्द्र मिश्र, ताम्बे के कीड़े, दो कलाकार, शिवाजी का सच्चा स्वरूप, सुखी डाली, शेरशाह |

ECONOMICS**(100 MARKS)**

Planning. Types of planning: - Capitalism, Socialism & Mixed Economic Planning. Characteristics of Indian Economy, Poverty, Unemployment & Their measures. Population: - forms & Development, Population policy. Natural Resources : Forest policy, Energy policy. Agriculture : Cause to down fall & measures. Land improvement, Limitation of ploughing, determination, Joint Farming, Chakbandi, Co-operative farming. Agriculture credit, Co-operative & commercial bank, Rural bank NABARD, New scenario of Agriculture development, Green Revolution. Industrial policy 1956, 1977, 1980. Large Scale Industry : Iron, Cement, Sugar & Jute. Small scale Industry : Necessity & Problems. Foreign trade of India, Forms & constructive. Indian five year plan with special reference to Seventh Five year plan.

Book:

Economic Planning & Indian Economic System: - L.M.Ram, Indian Economy : Rudsadatt & Sundaram

SUBSIDIARY SUBJECTS (THIRD YEAR)**(100 MARKS)**

GENERAL STUDIES : General Awareness, Current Events, General Events, Reasoning Ability, General knowledge.

