

# **International College for Girls**

**SFS GURUKUL MARG, MANSAROVER JAIPUR**

**DEPARTMENT OF MANAGEMENT STUDIES**

***REVISED***

**SCHEME OF EXAMINATION  
AND  
COURSES OF STUDY  
FOR**

**BBM**

**V Semester Examination November 2010**

**VI Semester Examination April 2011**

**Syllabus applicable for the students seeking admission to the BBM Course in the academic year 2007-08**

# **International College for Girls**

**Department of Management Studies**

**BBM**

**Credit Templates & Examination Scheme**

**INTERNATIONAL COLLEGE FOR GIRLS (AUTONOMOUS),  
JAIPUR  
Department of Management Studies  
BBM  
SIX SEMESTER PROGRAMME  
CREDIT TEMPLATE AND OUTLINES OF THE SYLLABUS**

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**Semester-I.**

<b>Paper Code</b>	<b>Title</b>	<b>Total Hours</b>	<b>Hours /Week</b>	<b>Credits</b>	<b>Total credits</b>
FEN-100	English	30	2	2	28
FHI-100 FFR-100 FGR-100	Hindi/MEL	30	2	2	
BBM-101	Fundamentals of Business Management	45	3	3	
BBM-102	Fundamentals of Business Communication	45	3	3	
BBM-103	Law of Contract	45	3	3	
BBM-104	Managerial Economics-I	45	3	3	
BBM-105	Practical	60	4	4	
BBM-106	Fundamentals of Accounts-I	45	3	3	
BBM-107	Fundamentals of Computer & Office Automation	45	3	3	
BBM-108	Practical	30	2	2	

## Semester-II

FEN-200	Advanced English	30	2	2	28
FHI-200 FFR-200 FGR-200	Advanced Hindi/MEL	30	2	2	
BBM-201	Principles and Practices of Management	45	3	3	
BBM-202	Applied Business Communication	45	3	3	
BBM-203	Business Laws	45	3	3	
BBM-204	Managerial Economics-II	45	3	3	
BBM-205	Practical	60	4	4	
BBM-206	Fundamentals of Accounts-II	45	3	3	
BBM-207	Programming concepts and Database Management	45	3	3	
BBM-208	Practical	30	2	2	

## Semester-III

FES-300	Our Environment	30	2	2	26
BBM-301	Corporate Strategy	45	3	3	
BBM-302	Marketing Management-I	45	3	3	
BBM-303	Research Methodology-I	45	3	3	
BBM-304	Business Finance-I	45	3	3	
BBM-305	Practical	60	6	6	
BBM-306	Quantitative Techniques for Management-I	45	3	3	
BBM-307	Management Information System-I	45	3	3	
BBM-308	Practical	30	2	2	

### **Semester-IV**

FES-400	Environmental Conservation	30	2	2	26
BBM-401	Strategic Management	45	3	3	
BBM-402	Marketing Management-II	45	3	3	
BBM-403	Research Methodology-II	45	3	3	
BBM-404	Business Finance-II	45	3	3	
BBM-405	Practical	60	4	4	
BBM-406	Quantitative Techniques for Management-II	45	3	3	
BBM-407	Management Information System-II	45	3	3	
BBM-408	Practical	30	2	2	

### **Semester-V**

FGS-500	General Studies	30	2	2	26
BBM-501	Organizational Behaviour-I	45	3	3	
BBM-502	Human Resource Management-I	45	3	3	
BBM-503	International Business-I	45	3	3	
BBM-504	Cost & Management Accounting – I	45	3	3	
BBM-505	Practical	60	4	4	
BBM-506	E-Commerce-I	45	3	3	
BBM-507	Corporate Internship Project & Viva-voce-I	45	3	3	
BBM-508	Practical	30	2	2	

**Semester-VI**

FEM-600	Entrepreneurship & Management	30	2	2	26
BBM-601	Organizational Behaviour-II	45	3	3	
BBM-602	Human Resource Management-II	45	3	3	
BBM-603	International Business-II	45	3	3	
BBM-604	Cost & Management Accounting-II	45	3	3	
BBM-605	Practical	60	4	4	
BBM-606	E-Commerce-II	45	3	3	
BBM-607	Corporate Internship Project & Viva-voce-II	45	3	3	
BBM-608	Practical	30	2	2	

<b>Grand total of Credits</b>	<b>160</b>
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**International College for Girls**  
**Jaipur**  
**BBM**

**Scheme of Examination**

**Internal Evaluation- Theory Paper**

<b>Test</b>	<b>Teacher Interaction</b>	<b>Home Assignment</b>	<b>Attendance</b>	<b>Total</b>
<b>15 Marks</b>	<b>5Marks</b>	<b>5 Marks</b>	<b>5 Marks</b>	<b>30</b>

**Internal Evaluation- Practical**

<b>Scheme of Evaluation for Continuous Assessment (Practical)</b>			
<b>Project / Case Study /Exercises /Practical Test</b>	<b>Report Presentation</b>	<b>Regularity</b>	<b>Total</b>
<b>10 Marks</b>	<b>10 Marks</b>	<b>10 Marks</b>	<b>30 Marks</b>

**External Evaluation- Practical**

<b>Practical Record</b>	<b>Viva Voce</b>	<b>Total</b>
<b>40</b>	<b>30</b>	<b>70</b>

# **INTERNATIONAL COLLEGE FOR GIRLS**

**DEPARTMENT OF MANAGEMENT STUDIES**

**Course Content**

**UG Programme**





# **Semester –V**

# Department of Management Studies

**Course: B.B.M.– Pt III (V Semester)**  
**Paper- 1: Organizational Behaviour-I**  
**Code: (BBM-501)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Exam	: 70

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Lecture Hours/Week**

## **Objective**

The objective of the course is to acquaint the students with the individual and group behavioural aspect of Organization, which influences the management practices and the overall organizational productivity.

<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	Introduction: Concept, meaning, of organization, Meaning and Concept of Organization Behaviour,	<b>09</b>
<b>II</b>	Perception: Nature, Importance, difference between sensation and perception, perceptual process perceptual selectivity, perceptual organization	<b>09</b>
<b>III</b>	Personality: Meaning, Determinants of personality, personality development theories.- Psychoanalytic theory, Socio-psychological theory, Trait theory, Self theory	<b>09</b>
<b>IV</b>	Motivation: Concept, Motivation and Behaviour, Primary and secondary motives, Financial and Non Financial Motives	<b>09</b>
<b>V</b>	Theories of motivation : Maslow's Need hierarchy theory, Herzberg's Motivation Hygiene theory , V room's expectancy theory, Porter-Lawler model, Equity theory of work motivation. Alderfer's ERG theory, McClelland's achievement motivation theory.	<b>09</b>

**Essential reading:**

1. Robbins, Stephen P., *Organizational behavior: Concepts, Controversies, Applications*, Prentice Hall of India Private Limited, New Delhi
2. Prasad, L.M., *Organizational behaviour*, S.Chand, New Delhi
3. Buchanan, David, *Organizational behaviour*, Prentice Hall, 2004.

**Reference book:**

1. Johns, Gary and Saks, Michael, *Organizational Behaviour: Understanding and Managing Life at work*, Pearson Prentice Hall, Toronto, 2005
2. Davis, Keith and Newstrom, John W., *Human behaviour at work: Organization behaviour*, McGraw-Hill International Editions Management Series, New York.

## Department of Management Studies

**Course: B.B.M.– Pt III (V Semester)**  
**Paper- 2: Human Resource Management-I**  
**Code: (BBM-502)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Exam	: 70

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Lecture Hours/Week**

### **Objective**

Human Resource is an important asset of the organization. The course provides knowledge with regards to the management of this asset in the most productive and efficient manner.

<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>HRM:</b> Basic concepts, Objectives, Importance and functions, Difference between HRM and PM, Genesis and growth of HRM in India, Emerging horizons in HRM	<b>09</b>
<b>II</b>	<b>HRP:</b> concept, Importance, process, Barriers to HRP <b>Job Design:</b> concept, factors and techniques of job design	<b>09</b>
<b>III</b>	<b>Job Analysis:</b> concept, uses, process and methods (Job description and Job specification) <b>Recruitment:</b> meaning, factors affecting recruitment, recruitment process, sources of recruitment (internal, external)	<b>09</b>
<b>IV</b>	<b>Selection:</b> meaning, Selection process, Types of Tests, Testing concepts, various types of Interviews, New methods of selection (participative selection and employee leasing)	<b>09</b>
<b>V</b>	<b>Placement and Induction:</b> concept, objectives and procedure of induction, Advantages	<b>09</b>

**Essential Reading:**

1. Edwin B. Flippo, *Personnel Management*, McGraw Hill International Book Co.
2. C B Gupta, *Human Resource Management*
3. C.B Mamoria and S. V.Gankar, *Human Resource Management*,

**Reference books:**

1. Ashwathappa, *Human Resource Management*,
2. P. Subba Rao, *Essentials of Human Resource Management and Industrial Relations*

# Department of Management Studies

**Course: B.B.M.– Pt III (V Semester)**

**Paper- 3: International Business - I**

**Code: (BBM-503)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Exam	: 70

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Lecture Hours/Week**

## **Objective**

With markets and businesses reaching out to global dimensions, managers are required to have an understanding of the international business operations as well. This course aims to provide the basic information about the various functional and influencing aspects of international business.

<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>International Business:</b> Introduction—Meaning of I. B., International Business Vs. International Trade, Domestic Vs. I. B., Scope of I. B., Role of I. B. Driving forces of I. B., Forces restricting I. B., Importance of studying I. B.	<b>09</b>
<b>II</b>	<b>Cultural environment:</b> Definition of culture components of culture, (Language, religion, values, attitudes, customs, Education, family, Material culture Aesthetics) Imperatives of culture for I. B.	<b>09</b>
<b>III</b>	<b>The Global Economic Environment:</b> The Global Economy. Bases of Economic. Economic system-Market Allocation, Command Allocation, Mixed Allocation. Indicators of Economics- Balance of payment, Exchange rate, Foreign Investment.	<b>09</b>
<b>IV</b>	<b>Political Environment:</b> Importance of political Environment for I. B. The Political Systems: Democracy-Basic Principles, Authoritarianism-Theocracy, Monarchy, Dictatorship. Major Political objective-Political Sovereignty.	<b>09</b>
<b>V</b>	<b>International Financial Environment:</b> Foreign Direct Investment-Reasons, Volume and directions, Foreign Exchange Transactions and Terminology.	<b>09</b>

## **Essential Reading:**

1. Thakur and Mishra, *International Business*.
2. J.M. Diwan and K.N. Sudarshan, *International Business Management*.

**Reference books:**

1. R.D. Robinson, *International Business Management a guide to decision making*
2. Ramu Shiva, *International Business*
3. R. L. Varshney, B. Bhattacharyya, *International Marketing Management An Indian perspective*, Sultan Chand & Sons, New Delhi



## Department of Management Studies

**Course: B.B.M.– Pt III (V Semester)**  
**Paper- 4: Cost & Management Accounting-I**  
**Code: (BBM-504)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Exam	: 70

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Lecture Hours/Week**

### Objective

The course aims to provide the skills to identify the cost centers and learn to analyze and manage these cost centers, so as to exercise effective cost control in the organization, thereby increasing its the overall profitability.

Unit	Contents	Lectures
<b>I</b>	<b>Introduction:</b> Meaning and definition of cost accountancy, Nature and Scope of Cost Accounting, Cost Concepts, Distinction between Financial and Cost Accounting, Elements of Cost, Cost Statements: An Introduction	<b>09</b>
<b>II</b>	<b>Material:</b> Material Cost Management, Need for Efficient Purchasing, Storing of Materials, Methods of Inventory Control, Some Specific Techniques Related to Operating Control System viz. ABC Analysis, VED Analysis, JIT, FSN, Material Cost and its Components, Economic Order Quantity, Inventory Levels i.e. Reorder Level, Maximum Stock Level, Minimum Stock Level, Average Stock Level, Methods of Issue Pricing i.e. LIFO, FIFO, Simple Average, Weighted Average, HIFO, Standard Price And Base Stock Method	<b>09</b>
<b>III</b>	<b>Labour:</b> Recruitment, Recording of time and wages, Time Keeping and Time booking, Job Evaluation and Merit rating, Labour Turnover: meaning and nature, Methods of calculating Labour Turnover, Methods of remunerating Labours, Incentive Plans, Allocation of wages, Idle Time: meaning and causes, Treatment of idle time, Over time	<b>09</b>
<b>IV</b>	<b>Overhead :</b> Meaning, Collection, Classifications, Apportionment, Allocation and Absorption of overheads; Treatment of interest on capital, Research and development expenses, Losses on account of depreciation, waste, obsolescence and defectives,	<b>09</b>

	Under and Over absorption of Overheads. <b>Single output or unit costing:</b> Cost sheet, Adjustments in cost sheet, Treatment of Scrap, defectives, Absorption of overheads and calculation of Tender price, Job Costing	
<b>V</b>	<b>Ratio Analysis:</b> Liquidity, Activity, Profitability, Leverage and Investment analysis Ratios  <b>Capital Budgeting:</b> Techniques of Capital budgeting, Pay back Period method, Average Rate of Returns, Net Present Value method, Internal rate of return	<b>09</b>

**Essential Reading:**

1. Cost and Management Accounting: Duncan Williamson, PHI, New Delhi
2. Management and Cost Accounting: Colin Drury, Taxmann, New Delhi

**Reference books:**

1. Cost Accounting: Jawahar Lal, Tata Mcgraw Hill, New Delhi
2. Cost Accounting Principles and Practice: M.N. Arora, Vikas Publication, New Delhi
3. Cost Accounting: B.M Lall Nigam, I.C. Jain, PHI, New Delhi
4. Cost Accounting Theory and Practice: Bhabatosh Banerjee, PHI, New Delhi
5. Cost Accounting: Agarwal, Jain, Sharma, Shah and Mangal, Ramesh Book Depot, Jaipur
6. Cost Accounting: Jain, Khandelwal & Pareek, Ajmera Book Depot, Jaipur

## Department of Management Studies

**Course: B.B.M.– Pt III (Semester-V)**

**Paper- 5 Practical**

**Code: (BBM-505)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Assessment	: 70

**Total Number of Lectures Allocated: 60**

**Credit: 4**

**Time: 4 Lecture Hours/Week**

**Subject Matter for Practical:**

*The Practical shall be based on the following papers*

<i>Paper Code</i>	<i>Title of Paper</i>
BBM 501	Organizational Behaviour-I
BBM 502	Human Resource Management-I
BBM 503	International Business-I
BBM 504	Cost & Management Accounting-I

The Distribution of Marks for the Practical Work will be as given below:

Unit	Contents	Continuous Assessment	Sem. End Assessment	
			Report File	Viva Voce
I	Project/ Case Study/ Exercises based on BBM 501	30 Marks	10 Marks	30 Marks
II	Project/ Case Study / Exercises based on BBM 502		10 Marks	
III	Project/ Case Study / Exercises based on BBM 503		10 Marks	
IV	Project/ Case Study / Exercises based on BBM 504		10 Marks	
Total			<b>100 Marks</b>	

Note:

Each student is required to perform a Project/Case Study/ Exercise allotted by the HOD or concerned faculty from each of the above 4 Papers and prepare a Report File of the work done for each paper. Respective subject faculty would do internal/continuous assessment. At the semester end, a Panel of Examiners shall assess the work done in the Practicals through the Report Files prepared by the candidates and by conducting a Viva Voce test.

## Department of Management Studies

**Course: B.B.M.– Pt III (V Semester)**  
**Paper- 6: E-Commerce-I**  
**Code: (BBM-506)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Exam	: 70

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Lecture Hours/Week**

### **Objective**

Information technology revolution has already taken the entire world by storm. This course aims at leveraging commerce through information technology and to teach the students to use the information technology to manage their business more efficiently and effectively

<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Introduction to E-Commerce:</b> The Scope of Electronic Commerce, Definition of Electronic Commerce, Electronic Commerce and the Trade Cycle, Electronic Markets, Internet Commerce, Advantages and limitation of e-commerce, E-commerce Perspective. Electronic Commerce and Media Convergence e-commerce Applications	<b>08</b>
<b>II</b>	<b>Business Strategy in an Electronic Age:</b> Supply Chains, Porter's Value Chain Model, Inter Organizational Value Chains, Competitive Strategy, Porter's Model, First Mover Advantage, Sustainable Competitive Advantage, Competitive Advantage using E-Commerce, Business Strategy, Introduction to Business Strategy, Strategic Implications of IT Technology, Business Environment, Business Capability, Strategy Formulation & Implementation Planning, E-Commerce Implementation, E-Commerce Evaluation.	<b>10</b>
<b>III</b>	<b>The Internet, World Wide Web and security:</b> introduction to internet, evolution of internet, The world wide web, ISP, meaning of network, transfer of information, The client server network security, Network layer devices, data and message security	<b>09</b>
<b>IV</b>	<b>Generating a business on the internet:</b> introduction to e-business, life cycle approach, business planning, hardware, software, security setup, design, marketing, fulfillment, maintenance	<b>09</b>

	and enhancement phases	
<b>V</b>	<b>Web site design and development:</b> web site features and advantages, application of life cycle for design and development of web site, web site creation /development, web site navigation design, Introduction to HTML, criteria of Web-design, web site anatomy, web site evaluation criteria, management of web site contents and traffic.	<b>09</b>

**Essential Reading:**

1. David Whiteley, *E-Commerce*, Tata McGraw Hill, 2000
2. T.N. Chhabra, R.K.Suri, *E-Commerce new vistas for business*, Dhanpat Rai & Co.
3. Eframi Turban, Jae Lee, David King, K. Michale Chung, *Electronic Commerce*, Pearson Education, 2000

**Reference books:**

1. Diwan Parag and Sunil Sharma, *Electronic Commerce –A Manager’s Guide to E-Business*, Vanity Books International, New Delhi.
2. Agarwal, K.N. and Deeksha Agarwal, *Business on the net*, Macmillan, New Delhi

## Department of Management Studies

**Course: B.B.M.– Pt III (V Semester)**

**Paper- 7: Corporate Internship Project & Viva Voce-I**

**Code: (BBM-507)**

Max Marks	:100
Min. Marks	: 40
Internship report-synopsis:	70
Viva voce	: 30

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Hours**

### **Objective**

The training assignment exposes the students to the real corporate world and apply the learning and management knowledge imbibed during the entire BBM course.

### **Modalities**

Every student under this curriculum is required to undergo a corporate internship of at least 45 days, and work on a research problem in the organization, where they do their internship. After successful completion of the internship the student will be required to submit a copy of Corporate Internship report to the organization and three copies to the college, with the internship certificate given by the concerned organization, attached therein. The submission must be made not later than **December 31, in the year of commencement of VI Semester.**

### **Research guide:**

One of the internal faculty members from the College, where the student is pursuing BBM degree course, shall be acting as the Corporate Internship guide.

### **Viva voce: (30 Marks)**

At the end of the V Semester, the student will have to appear for a Viva Voce examination before an external. The Synopsis of Corporate Internship Reports will also be evaluated, and awarded the marks.

## Department of Management Studies

**Course: B.B.M.– Pt III (V Semester)**

**Paper- 8 Practical**

**Code: (BBM-508)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Assessment	: 70

**Total Number of Lectures Allocated: 30**

**Credit: 2**

**Time: 2 Lecture Hours/Week**

**Subject Matter for Practical:**

*The Practical shall be based on the following papers*

<i>Paper Code</i>	<i>Title of Paper</i>
BBM 506	E-Commerce-I

The Distribution of Marks for the Practical Work will be as given below:

Unit	Contents	Continuous Assessment	Sem. End Assessment	
			Report/Record File	Viva Voce
I	Project/ Case Study/Exercises based on BBM 506	30 Marks	40 Marks	30 Marks
Total		<b>100 Marks</b>		

Note:

Each student is required to perform a Project/Case Study/ Exercise allotted by the HOD or concerned faculty from the above Paper and prepare a Report/Record File of the work done for each paper. Respective subject faculty would do internal/continuous assessment. At the semester Panel of Examiners shall assess the work done in the Practical through the Report/Record Files prepared by the candidates and by conducting a Viva Voce test.

# **Semester –VI**



## Department of Management Studies

**Course: B.B.M.– Pt III (VI Semester)**  
**Paper- 1: Organizational Behaviour-II**  
**Code: (BBM-601)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Exam	: 70

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Lecture Hours/Week**

### **Objective**

The objective of the course is to acquaint the students with the individual and group behavioural aspect of Organization, which influences the management practices and the overall organizational productivity.

<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	Learning: Concept, Nature, Components Factors affecting learning, Theories of learning- Conditioning theory, Cognitive learning theory, Social learning theory, Reinforcement and its application in behaviour modification	<b>09</b>
<b>II</b>	Leadership: Concept, Leaders versus Managers Theories of leadership: Trait theory, behavioral theory, Fiedler's contingency theory, Hersey and Blanchard's. Situation theory leadership in 21st century	<b>09</b>
<b>III</b>	Leadership styles, Managerial Grid, Likert's systems of leadership, normative model, Tannen Baum and Schmidt's model.	<b>09</b>
<b>IV</b>	Stress Management: Concept, reasons of stress, Strategies of overcoming stress.	<b>09</b>
<b>V</b>	Organizational Change: Concept, Major forces of change. Resistance to change, Process of change. Developing support for change, Change Model	<b>09</b>

*Case Studies based on above syllabus*

### **Essential reading:**

4. Robbins, Stephen P., *Organizational behavior: Concepts, Controversies, Applications*, Prentice Hall of India Private Limited, New Delhi
5. Prasad, L.M., *Organizational behaviour*, S.Chand, New Delhi
6. Buchanan, David, *Organizational behaviour*, Prentice Hall, 2004.

**Reference book:**

1. Johns, Gary and Saks, Michael, *Organizational Behaviour: Understanding and Managing Life at work*, Pearson Prentice Hall, Toronto, 2005
2. Davis, Keith and Newstrom, John W., *Human behaviour at work: Organization behaviour*, McGraw-Hill International Editions Management Series, New York.

## Department of Management Studies

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Exam	: 70

**Course: B.B.M.– Pt III (VI Semester)**  
**Paper- 2: Human Resource Management-II**  
**Code: (BBM-602)**

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Lecture Hours/Week**

### **Objective**

Human Resource is an important asset of the organization. The course provides knowledge with regards to the management of this asset in the most productive and efficient manner.

<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Training:</b> Concept, Objectives and Importance, types of training, designing a training program, training methods <b>Development:</b> differentiate between development, training and education; process development, methods of development	<b>11</b>
<b>II</b>	<b>Compensation:</b> Job Evaluation- concept, importance and methods <b>Wage and salary-</b> Objectives, factors and methods Rewards and incentives- meaning advantages, types of incentives, Fringe benefits	<b>09</b>
<b>III</b>	<b>Performance Appraisal:</b> Meaning, process, problems, methods of Performance Appraisal	<b>09</b>
<b>IV</b>	<b>Pay for Performance:</b> Basic concepts (ESOP, profit sharing, gain sharing) <b>Job Changes:</b> Transfers, promotions	<b>09</b>
<b>V</b>	<b>Industrial Relation:</b> Basic concepts: Need for Industrial Relations; Prevention and Settlement of Industrial Dispute, Collective Bargaining.	<b>07</b>

\* Case Studies based on above syllabus

**Essential Reading:**

1. C.B Mamoria and S. V.Gankar, *Human Resource Management*
2. Ashwatthapa, *Human Resource Management*,
3. V SP Rao, *Human Resource Management*,

**Reference books:**

1. P. Subba Rao, *Essentials of Human Resource Management and Industrial Relations*
2. Edwin B. Flippo, *Personnel Management*, McGraw Hill International Book Co.
3. C B Gupta, *Human Resource Management*



# Department of Management Studies

**Course: B.B.M.– Pt III (VI Semester)**  
**Paper- 3: International Business-II**  
**Code: (BBM-603)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Exam	: 70

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Lecture Hours/Week**

## **Objective**

With markets and businesses reaching out to global dimensions, managers are required to have an understanding of the international business operations as well. This course aims to provide the basic information about the various functional and influencing aspects of international business.

<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>International Trade Environment:</b> World Trading Patterns, Reasons why Countries trade-Trade Theories, Mercantilism, Absolute Advantage, Comparative Advantage, Barriers to World Trade-Quotas and Tariffs W.T.O., Regional Integration.	<b>11</b>
<b>II</b>	<b>Legal environment:</b> legal systems- Code v/s common law. Islamic law, socialist law, laws relating to I.B. Market entry laws, product (Intellectual property) laws. Warranties & product liabilities, pricing & distribution, channels of distribution, promotion, sales of goods and services. Others- tax laws, legal issues in I.B.-Conflict of laws, jurisdiction, corruption.	<b>09</b>
<b>III</b>	<b>International Trade Practices and Documentation:</b> Export Import procedures and documentation.	<b>09</b>
<b>IV</b>	<b>International Business Organisation:</b> Types of I. B. organisation, EPRG orientation, new trends of global organisation.	<b>09</b>
<b>V</b>	<b>International Regional Groupings:</b> ASEAN, SAARC, EU	<b>07</b>

## **Essential Reading:**

1. Francis Cherrilunam , *International Business*, PHI, New Delhi.
2. Roger Bennett, *International Business*, Pearson Education, New Delhi,
3. R. L. Varshney, B. Bhattacharyya, *International Marketing Management An Indian perspective*, Sultan Chand & Sons, New Delhi

## **Reference books:**

1. R. Chandran , *International Business* ,JAICO Publishing House, Mumbai.
2. Ajami, Cool, Goddard and Khambata, *International Business*, PHI, New Delhi.

## Department of Management Studies

**Course: B.B.M.– Pt III (VI Semester)**  
**Paper- 4: Cost & Management Accounting-II**  
**Code: (BBM-604)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Exam	: 70

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Lecture Hours/Week**

### Objective

The course aims to provide the skills to identify the cost centers and learn to analyze and manage these cost centers, so as to exercise effective cost control in the organization, thereby increasing its the overall profitability.

Unit	Contents	Lectures
<b>I</b>	<b>Contract Costing:</b> contract accounting, Methods of determining contract price, Escalation clause, Profit on uncompleted contracts and different Types of problems related to contract.	<b>09</b>
<b>II</b>	<b>Service Costing (Operating Costing) :</b> Meaning of Service cost, Service costing in case of Transporters, Canteens and Hotels	<b>09</b>
<b>III</b>	<b>Process costing:</b> Meaning of Process costing, Procedure Treatment of Normal and Abnormal Loss and Abnormal Gains, Accounts for Normal and Abnormal loss and Abnormal Gain, Inter process Profit. Joint and By Products: Meaning and definition of Joint and By Product, Treatment of By products, Apportionment of Joint costs	<b>09</b>
<b>IV</b>	<b>Cost Volume Profit Analysis (Marginal Costing):</b> Meaning, Significance and Limitations, Breakeven Analysis, Profit Volume Ratio, Assumptions of Cost Volume Profit Analysis, Break Even Point, Indifference Point, Decisions based on Marginal Costing like Make or Buy, Own or Lease, Shut down or Continue	<b>09</b>
<b>V</b>	<b>Standard Costing:</b> Meaning Significance, Limitation, Types of Standards and Variances pertaining to Material & Labour.	<b>09</b>

**Essential Reading:**

1. Cost and Management Accounting: Duncan Williamson, PHI, New Delhi
2. Management and Cost Accounting: Colin Drury, Taxmann, New Delhi

**3. Reference books:**

4. Cost Accounting: Jawahar Lal, Tata Mcgraw Hill, New Delhi
5. Cost Accounting Principles and Practice: M.N. Arora, Vikas Publication, New Delhi
6. Cost Accounting: B.M Lall Nigam, I.C. Jain, PHI, New Delhi
7. Cost Accounting Theory and Practice: Bhabatosh Banerjee, PHI, New Delhi
8. Cost Accounting: Agarwal, Jain, Sharma, Shah and Mangal, Ramesh Book Depot, Jaipur
9. Cost Accounting: Jain, Khandelwal & Pareek, Ajmera Book Depot, Jaipur



## Department of Management Studies

**Course: B.B.M. – Pt III (Semester-VI)**

**Paper- 5 Practical**

**Code: (BBM-605)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Assessment	: 70

**Total Number of Lectures Allocated: 60**

**Credit: 4**

**Time: 4 Lecture Hours/Week**

**Subject Matter for Practical:**

*The Practical shall be based on the following papers*

<i>Paper Code</i>	<i>Title of Paper</i>
BBM 601	Organizational Behaviour-II
BBM 602	Human Resource Management-II
BBM 603	International Business-II
BBM 604	Cost & Management Accounting-II

The Distribution of Marks for the Practical Work will be as given below:

Unit	Contents	Continuous Assessment	Sem. End Assessment	
			Report File	Viva Voce
I	Project/ Case Study/ Exercises based on BBM 601	30 Marks	10 Marks	30 Marks
II	Project/ Case Study / Exercises based on BBM 602		10 Marks	
III	Project/ Case Study / Exercises based on BBM 603		10 Marks	
IV	Project/ Case Study / Exercises based on BBM 604		10 Marks	
Total			<b>100 Marks</b>	

Note:

Each student is required to perform a Project/Case Study/ Exercise allotted by the HOD or concerned faculty from each of the above 4 Papers and prepare a Report File of the work done for each paper. Respective subject faculty would do internal/continuous assessment. At the semester end, a Panel of Examiners shall assess the work done in the Practicals through the Report Files prepared by the candidates and by conducting a Viva Voce test.

# Department of Management Studies

**Course: B.B.M.– Pt III (VI Semester)**

**Paper- 5: E-Commerce-II**

**Code: (BBM-606)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Exam	: 70

**Total Number of Lectures Allocated: 45**

**Credit: 3**

**Time: 3 Lecture Hours/Week**

## **Objective**

Information technology revolution has already taken the entire world by storm. This course aims at leveraging commerce through information technology and to teach the students to use the information technology to manage their business more efficiently and effectively

<b>Unit</b>	<b>Contents</b>	<b>Lectures</b>
<b>I</b>	<b>Business models for E-Commerce:</b> B2B, B2C, C2C, C2B, Characteristics of B2B EC, Models of B2B EC, Procurement Management Using the Buyer's Internal Marketplace, Supplier-Oriented Marketplace, Intermediary-Oriented Marketplace, Just-in-Time Delivery Auctions and Services from Traditional to Internet-Based EDI, Integration with Back-end Information Systems,	<b>09</b>
<b>II</b>	<b>Business-to-Consumer Electronic Commerce:</b> Consumer Trade Transactions, Internet shopping and the trade Cycle, Advantages and disadvantages of Consumer E-Commerce, The internet, Development of internet, Internet Components, e-shop, Delivering the goods, After sales services, e-commerce security, internet banking, integrating the supply chain.	<b>09</b>
<b>III</b>	<b>Business-to-Business Electronic Commerce:</b> Need and alternative of B2B e-commerce, Electronic Data Interchange (EDI) and Paperless trading, EDI Technology, EDI Layered Architecture, EDI standards, EDI security, Internet based EDI.	<b>09</b>
<b>IV</b>	<b>Electronic Payment Systems:</b> Types of electronic Payment systems, features required in Electronic Payment System for e-commerce, Electronic Credit Card System on the Internet, Electronic Fund Transfer and Debit Cards on the Internet, Stored-Valued Cards and E-Cash, Electronic Check Systems, Digital Signature, Prospect of Electronic	<b>09</b>

	Payment Systems, Managerial Issues.	
<b>V</b>	<b>Customer Relationship Management:</b> Definition, elements of CRM , Architecture of CRM <b>Internet protocols:</b> Layers and networking, OSI layering and TCP layering, TCP/IP,ISP DNS <b>Security Issues in E-commerce:</b> Security risks of e-commerce, types of threats, e-commerce security policy	<b>09</b>

**Essential Reading:**

4. David Whiteley, *E-Commerce*, Tata McGraw Hill, 2000
5. T.N. Chhabra, R.K.Suri, *E-Commerce new vistas for business*, Dhanpat Rai & Co.
6. Eframi Turban, Jae Lee, David King, K. Michale Chung, *Electronic Commerce*, Pearson Education, 2000

**Reference books:**

3. Diwan Parag and Sunil Sharma, *Electronic Commerce –A Manager’s Guide to E-Business*,Vanity Books International,New Delhi.
4. Agarwal, K.N. and Deeksha Agarwal ,*Business on the net*, Macmillan, New Delhi

## Department of Management Studies

**Course: B.B.M.– Pt III (VI Semester)**

**Paper- 7: Corporate Internship Project & Viva Voce-II**

**Code: (BBM-607)**

**Total Number of Lectures Allocated: 45**

**Credit: 3**

Max Marks	:100
Min. Marks	: 40
Internship report	: 70
Viva voce	: 30

**Time: 3 Hours**

### **Objective**

The training assignment exposes the students to the real corporate world and apply the learning and management knowledge imbibed during the entire BBM course.

### **Modalities**

Every student under this curriculum is required to undergo a corporate internship of at least 45 days, and work on a research problem in the organization, where they do their internship. After successful completion of the internship the student will be required to submit a copy of Corporate Internship report to the organization and three copies to the college, with the internship certificate given by the concerned organization, attached therein. The submission must be made not later than **December 31, in the year of commencement of VI Semester.**

### **Corporate Internship Report: (70 marks)**

Every student will be required to submit to the college three copies of Corporate Internship report prepared under the supervision and guidance of internal Internship supervisor in the college.

### **Research guide:**

One of the internal faculty members from the College, where the student is pursuing BBM degree course, shall be acting as the Corporate Internship guide.

### **Viva voce: (30 Marks)**

At the end of the VI Semester, the student will have to appear for a Viva Voce examination before an external. The Corporate Internship reports will also be evaluated, and awarded the marks.

## Department of Management Studies

**Course: B.B.M.– Pt III (VI Semester)**

**Paper- 8 Practical**

**Code: (BBM-608)**

Max Marks	:100
Min. Marks	: 40
Continuous Assessment	: 30
Sem. End Assessment	: 70

**Total Number of Lectures Allocated: 30**

**Credit: 2**

**Time: 2 Lecture Hours/Week**

**Subject Matter for Practical:**

*The Practical shall be based on the following paper*

<i>Paper Code</i>	<i>Title of Paper</i>
BBM 606	E-Commerce-II

The Distribution of Marks for the Practical Work will be as given below:

Unit	Contents	Continuous Assessment	Sem. End Assessment	
			Report/Record File	Viva Voce
I	Project/ Case Study/Exercises based on BBM 606	30 Marks	40 Marks	30 Marks
Total			<b>100 Marks</b>	

Note:

Each student is required to perform a Project/Case Study/ Exercise allotted by the HOD or concerned faculty from the above Paper and prepare a Report/Record File of the work done for each paper. Respective subject faculty would do internal/continuous assessment. At the semester end, a Panel of Examiners shall assess the work done in the Practicals through the Report/Record Files prepared by the candidates and by conducting a Viva Voce test..

