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# **EIILM University**

**Directorate OF DISTANCE LEARNING**

**SYLLABUS BOOKLET  
Semester-III**

**Bachelor OF BUSINESS  
ADMINISTRATION  
PROGRAM**

**JAN 2010 ONWARDS**  
**SYLLABUS**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**SEMESTER – III**

**HUMAN RESOURCE MANAGEMENT**

**Sub. Code: BBA - 301**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**BLOCK I**

**UNIT 1: INTRODUCTION TO H. R. M.**

Definition and concept of H. R. M., difference between H.R.M. and Human Resource Development, Importance of H.R.M.- Activities and functions of HRM, Organization of H.R.M. department- Role of H.R.M Department Limitations of HRM-Challenges before H.R.M.

**UNIT 2: HUMAN RESOURCES PLANNING**

Definition and objectives of Human Resource planning process of Human Resource planning factors influencing estimation of Human Resources.

**UNIT 3: CONCEPT OF RECRUITMENT**

Recruitment policy-Sources of Recruitment, Selection procedure

**BLOCK II**

**UNIT 3: PERFORMANCE APPRAISAL**

Concept and objectives of performance Appraisal- Process Performance, Appraisal Methods, Uses and limitations of Performance Appraisal.

**UNIT 4: TRAINING AND DEVELOPMENT**

Meaning and Definition - Need, Objectives, Importance of Training, Training Methods-evaluation of Training Programme.

**UNIT 5: WAGE AND SALARY ADMINISTRATION**

Methods of wage payments-Employee Remuneration factors determining the level of remuneration- Profit sharing-Fringe Benefits and Employee services- Wages & Salary Administration

### **BLOCK III**

#### **UNIT 6: PERFORMANCE APPRAISAL**

Need, Methods of Performance Appraisal

#### **UNIT 7: PROMOTION, TRANSFER AND DEMOTION**

Meaning & Importance

#### **UNIT 8: EMPLOYEE SEPARATION**

Exit Policy, Voluntary Retirement Schemes, Lifetime employment without guarantee, Layoff, retrenchment.

#### **UNIT 9: EMPLOYEE BENEFITS AND SERVICES**

Factors influencing Benefits and Services, Employee Security Benefits, Old-age and Retirement Benefits, Employee Health and Safety, Accident Prevention, Safety Engineering

### **Suggested Readings**

1. Human Resource Management and Personnel Management: K.Asawathappa
2. Management of Human Resources: R.S.Dwivedi
3. Human Resource Management & Human Relations -S. K. Bhatia and Nirmal Singh , V. P. Michael
4. Human Resource Management - P. C. Pardeshi
5. Personnel Management - C. B. Mamoria
6. Human Resource Management: Ian Beardswell and Len Holden.
7. Human Resource Management: S.S.Khankar.
8. Human Resource Management: Biswajeet Patnayak.
9. Essentials of Human Resource Management and Industrial Relations: P.Subba Rao.
10. Managing Human Resources: Arun Monappa.
11. Personnel - The Management of Human Resources: Stephen S.Robbins.

**SYLLABUS  
BACHELOR OF BUSINESS ADMINISTRATION  
SEMESTER – III**

**INDIAN ECONOMY**

**Sub. Code: BBA - 302**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**BLOCK I**

**UNIT 1: INTRODUCTION TO INDIAN ECONOMY**

Basic Characteristics of Indian Economy. Major problems of Indian economy; Poverty - Concept, nature, causes and measures; Unemployment - Concept, nature, causes and measures; Major factors in economic development ; Environmental protection and sustainable development.

**UNIT 2: STRUCTURE OF INDIAN ECONOMY**

Composition of output and relative rates of growth of agriculture, industry and services sector; Sub-sectoral analysis.

**UNIT 3: POPULATION**

Size and growth of population in India. Demographic characteristics of population. Causes of rapid growth of population. Policy measures to control population growth. Population explosion and recent population policy.

**BLOCK II**

**UNIT 4: AGRICULTURAL DEVELOPMENT**

Role of agriculture in Indian economy; Trends in Agriculture Production and Productivity; Causes of Low Productivity ; Measures to raise Productivity; Green Revolution and its impact on agricultural environment.

**UNIT 5: INDUSTRIAL DEVELOPMENT**

Role of industry in Indian economy; Trends in industrial production and productivity; Industrial Policy Resolutions of 1948, 1956, 1978 and 1991; Role and problems of small scale industries; Public and private sector in Indian economy.

**UNIT 6: ECONOMIC PLANNING**

Objectives of Planning ; Overall Performance of Planning; 10th and 11th Five Year Plans - Objectives, Strategy, Mobilization and Allocation of resources and evaluation.

## **BLOCK III**

### **UNIT 7: PRIVATIZATION, LIBERALIZATION AND GLOBALIZATION**

Concepts, implementation and impact on economy ; New Economic Policy and Challenges before Indian Economy.

### **UNIT 8: INTERNATIONAL ECONOMIC ENVIRONMENT**

Trends in world trade and problems of UDCs; Foreign capital - Meaning, need, component, Policy of Government of India towards foreign capital ;Multinational Corporations - Definition, characteristics, Merits and Demerits.

### **UNIT 9: INTERNATIONAL INSTITUTIONS**

IMF, IBRD, WTO, ADB, SAARC and Indian Economy.

### **Suggested Reading**

1. Sundaram and Black, “The International Business Environment”, Prentice Hall of India, New Delhi.
2. A.N.Agarwal, “Indian Economy”, Vikas Publishing House.
3. R.Dutt and K.P.M.Sundaram, “Indian Economy”, S.Chand & Co., New Delhi.
4. S.K.Misra and V.K.Puri, “Indian Economy”, Himalaya Publishing, Mumbai.
5. R.Dutt, “Economic Reforms in India - A Critique”, S.Chand & Co., New Delhi.
6. Charan D.Wadhva (Editor), “Some Problems of India’s Economic Policy”, Tata-McGraw hill Publishing Co.Ltd., New Delhi.
7. J.S.Uppal, “India’s Economic Problems”, Tata-McGraw hill Publishing Co.Ltd., New Delhi.
8. V.Lokanathan, “India’s Economic Development”, S.Chand & Co.,New Delhi.
9. Nick Hanley, Jason F.Shogren and Ben White, “Economics in Theory and Practice”, Indian Reprint, Macmillan India Limited, Delhi.
10. G.S.Monga, “Environment and Development”, Deep & Deep Publications.
11. Uma Kapila, “Indian Economy - Issues in Development and Planning and Sectoral Aspects”, Academic Foundation, Ghaziabad.
12. Dr.N.Rajalakshmi and Dr.Dhulasi Birundha, “Environomics - Economic Analysis of Environment”, Sunil Sachdev, Madras.
13. H.B.Parry, “Population and its Problems” (1974).
14. Prabha Shastri-Ranade, “Industries and Environment: A Study of Impact Assessment”, A.P.H.Publishing Corporation, New Delhi, 1998.

**SYLLABUS  
BACHELOR OF BUSINESS ADMINISTRATION  
SEMESTER – III**

**MANAGEMENT ACCOUNTING**

**Sub. Code: BBA - 303**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**BLOCK I**

**UNIT-1 INTRODUCTION TO MANAGEMENT ACCOUNTING**

Major types of Accounting: Financial Accounting, Cost Accounting, Management Accounting; Management Accounting: Need, Essentials of Management Accounting, Importance, Objectives, Scope, Functions, Principal systems and Techniques, Advantages, Limitations

**UNIT-2 FINANCIAL, MANAGEMENT AND COST ACCOUNTING**

Distinction between Financial Accounting and Management Accounting, Distinction between Cost Accounting and Management Accounting

**UNIT-3 MARGINAL COSTING**

Meaning and Definition of Marginal cost and Marginal Costing, Contribution, Profit Volume Ratio, Advantages of Marginal Costing, Limitation, Problems

**BLOCK II**

**UNIT-4 BUDGET AND BUDGETARY CONTROL-I**

Meaning of Budget and Budgetary Control, Definition, Nature of Budget and Budgetary Control, Objective of Budget and Budgetary Control, Limitations of Budget and Budgetary Control, Steps in Budgetary Control

**UNIT-5 BUDGET AND BUDGETARY CONTROL-II**

Types/classification of Budgets: According to Time: Short Term, Long Term: According to Flexibility: Flexible, Fixed

**UNIT-6 STANDARD COSTING AND VARIANCE ANALYSIS**

Standard Costing and Variance analysis: Materials Cost and Labour Cost Variances

## **BLOCK III**

### **UNIT-7 ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENTS**

Ratio Analysis, meaning: objective, limitation, classifications, computation and interpretation

### **UNIT-8 COST–VOLUME PROFIT ANALYSIS-I**

Concept of break-even point, Profit volume relation, Margin of safety, Angle of incidence, Break-even point chart, Break even analysis, Profit graph;

### **UNIT-9 COST–VOLUME PROFIT ANALYSIS-II**

Alternative choice decision: Relevant cost, Sunk cost, Programme cost, Special offer, Make or buy process, further process, Shutdown.

## **Suggested Readings**

1. Introduction to Management Accounting - Horngreen and Sundlem
2. Principles of Management Accounting - Manmohan & Goyal
3. Cost and Management Accounting - S.M.Inamdar
4. Management Accounting - Dr. Mahesh Kulkarni
5. Double Entry Book Keeping - T.S.Grewal
6. Cost Accounting - Khan & Jain
7. Management Accounting 3rd Ed. - Khan & Jain
8. Theory & Problems in Management & Cost Accounting - Khan & Jain
9. Cost Accounting - Jawaharlal

**SYLLABUS  
BACHELOR OF BUSINESS ADMINISTRATION  
SEMESTER – III**

**DATA BASE MANAGEMENT SYSTEM**

**Sub. Code: BBA - 304**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**BLOCK 1**

**UNIT 1: INTRODUCTION**

Evolution of Database, Disadvantages of File Processing system

**UNIT 2: DATA MODELS**

Hierarchical Model, Network Model, and Relational Model.

**UNIT 3: RELATIONAL ALGEBRA**

Relational Algebra

**UNIT 4: DEPENDENCIES**

Data Integrity, Functional Dependencies

**BLOCK 2**

**UNIT 5: ANAMOLIES**

Concept of Redundancy (Updation Anomalies), Introduction of Normalization

**UNIT 6: NORMALISATION**

Normalization, Types of Normalization, Features of Normalization

**BLOCK 3**

**UNIT 7: LOCKS**

Serializability, Locks

**UNIT 8: TRANSACTION PROCESSING**

Transaction Processing, Atomicity, Consistency, Independence and Durability, (ACID)  
Principle, Concurrency Anomalies

**UNIT 9: BACKUP AND RECOVERY**

Backup and Recovery in database systems

**UNIT 10: SECURITY**

Database Security Issues, Level of Security

**SUGGESTED READINGS**

1. **Elmasri R, Navathe S** , *Fundamentals of Database Systems*, Pearson Education, 2002
2. **Cornel R**, *Database Systems*, Galgotia Publications Pvt. Ltd., 2001
3. **Mcfadden F, Hoffer J, Prescott M**, *Modern Database Management*, Pearson Education, 2001
4. **Date C**, *Database Systems*, Pearson Education, 2002
5. **Hansen G, Hansen J**, *Database Management and Design*, Prentice Hall, 2001

**SYLLABUS  
BACHELOR OF BUSINESS ADMINISTRATION  
SEMESTER – III**

**MARKETING MANAGEMENT**

**Sub. Code: BBA - 305**

**Credits: 03**

**Total Marks: 100**

**Minimum Pass Marks: 40%**

**Internal Assessment: 40 Marks**

**University Examination: 60 Marks**

**BLOCK I**

**UNIT 1: INTRODUCTION TO MARKETING**

Origin, Definitions and Evolution of Marketing, Concepts of Marketing - Traditional and Modern Concepts of Marketing, Distinction between Market and Marketing, Distinction between Marketing and Selling, Scope and Importance of Marketing.

**UNIT 2: MARKETING ENVIRONMENT**

Concept, Forces of Marketing Environment, Economic, Social, Political, Physical, Technological, Demographic, International Environment.

**UNIT 3: CONSUMER BEHAVIOUR**

Meaning of Consumer Behaviour, Need and Importance of Consumer Behaviour, Factors affecting Consumer Behaviour - economic factors, social and cultural factors, psychological factors, personal factors, distinction between Consumer and Customer

**BLOCK II**

**UNIT 4: MARKET SEGMENTATION**

Concept, Basis for Market Segmentation, Benefits of Market Segmentation, Requires of sound Market Segmentation, Target Marketing, Product Positioning

**UNIT 5: MARKETING MIX**

Concept, Marketing Mix Elements - Product, Price, Place, Promotion, People, Process, Packaging

**UNIT 6: PRODUCT DECISIONS**

Concept of Product, Levels of Product, Product Mix Decisions, Product Line Decisions, Individual Product Decisions, Branding, Product Life-cycle - Stages and Strategies

## **BLOCK III**

### **UNIT 7: PRICING DECISIONS**

Meaning, Factors influencing Product Pricing Decisions, Methods of Pricing

### **UNIT 8: PLACE DECISIONS**

Meaning, Channels of Distribution, Logistic Management.

### **UNIT 9: PROMOTION DECISIONS**

Meaning, Steps in Promotion Mix, Elements of Promotion Mix - Advertising, Publicity, Sales Promotion, Personal Selling, Direct Marketing and Public Relations

### **UNIT 10: MARKETING RESEARCH**

Meaning, Need and Scope of Marketing Research, Process of Marketing Research, Areas of Marketing Research.

### **Reference Books :**

1. Marketing Management : Philip Kotler,
2. Marketing Management : Rajan Saxena,
3. Marketing Management : Joseph P.Guiltinan & Gordon W.Paul,
4. Marketing Management : V.S.Ramaswami & S.Namakumari.
5. Marketing (The Oxford Textbook) : Keith Blois.
6. Fundamentals of Marketing : Willian J.Stanton & Michael J.Etzel.
7. Marketing Management : Dr.K.N.Sontakki,
8. Marketing Management : Sherlekar.