

**Program:** BBA  
**Semester:** Fifth  
**Course:** PROJECT MANAGEMENT  
**Course Code:** 11.301

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4	0	0	4

### Course Objectives:

- To describe a project life cycle, and can skillfully map each stage in the cycle.
- They will identify the resources needed for each stage, including involved stakeholders, tools and supplementary materials.
- The Students will describe the time needed to successfully complete a project, considering factors such as task dependencies and task lengths.

#### Unit I

Project: definition, characteristics, types, project life cycle, identification of projects. Project management: meaning and scope. Project appraisal methods:

#### Unit II

Technical appraisal: meaning, need factors considered in technical appraisal. Market appraisal: market survey for forecasting future demand and sales; concepts, terms and techniques involved in it. Financial appraisal: estimated funds required, sources of funds, profitability analysis,

#### Unit III

Capital budgeting techniques, guidelines for preparation of project report. Social Cost Benefit Analysis-meaning, rationale, social appraisal of projects in developing countries with special reference to India. Project scheduling & control, network analysis. Gantt charts PERT & CPM

#### Unit IV

Investment Feasibility Studies : managing Project Resources Flow, Project Feasibility studies, Project Cost – Capital & Operating , Forecasting Income, Estimation of Investment & ROI, Project Evaluation, Financial Sources, Appraisal Process, Issues in Project Management : Project Audit, Project Monitoring & MIS, Cost Control, Real Time Planning

#### Suggested Reading:

1. Planning Analysis : Selection Implementation & Review, P Chandra : Tata McGraw Hill.
2. Text Book of Project Management, P Gopalkrishnan& V E Ramamoorthy : McMillan
3. Project Management & Control, N. Singh, Himalaya publishing house
4. Project Management ,V Desai , Tata- McGraw Hill
5. Project Management,B M Patel ,Vikas publication
6. Computer Aided Project Mgmt, Suhani, OUP pub.

**Program:** BBA  
**Semester:** Fifth  
**Course:** CONSUMER BEHAVIOUR  
**Course Code:** 11.302

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### Course Objectives:

- To Describe the basic laws and principles of consumer behavior,
- Identify the different consumer behavior and their impact on purchasing decisions,
- Understand the influence of the conditions, the time and the manner of purchases on consumer behavior,
- Choosing the optimal approach in resolving consumer problems

#### Unit I

Consumer behaviour as a marketing discipline: nature, scope & application. Consumer Buying Behaviour: Consumer decision process, factors affecting buying behaviour, purchase behaviour, buyer's role, Consumer behaviour models. Cultural, Social and Economic factors affecting consumer behaviour.

#### Unit II

Consumer motivations:: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs, Perception, Learning, Brand loyalty, Consumer attitude formation and change. Personality characteristics, Life style marketing, new product adoption, diffusion process and cognitive dissonance

#### Unit III

Consumer in social & cultural setting: Reference groups: concepts, factors affecting reference groups, Family: Functions of family, Family decision making, Family Life Cycle social class & its measurement Culture & sub culture: definition & influence

#### Unit IV

Consumer Decision making; four view of consumer - Economic man, Passive Man, Cognitive Man & Emotional Man, Consumer Decision Process, Comprehensive Models of Consumer Decision Making; Blackwell Model, Diffusion of innovations; the diffusion process, the adoption process, a profile of the consumer innovator

#### Suggested Reading:

1. *Consumer Behaviour in Indian Perspective* Suja R. Nair –.Himalaya Pub.House
2. *Consumer Behaviour An Indian Perspective*, S.L. Gupta &Sumitra Pal, Addison Wesley Pub
3. *Consumer Behaviour*Schaffman&Kanuk, Mac Millan Pub
4. *Consumer Behaviour-Buying*, Michael R. Solomon –Having & Being. PHI Pub 7th ed.
5. *Consumer Behaviour and Marketing Action*, Assael H Ohio, South Westem, 1995
6. *Consumer Behaviour* Chicago Engle, J F, Dryden Press, 1993

**Program:** BBA  
**Semester:** Fifth  
**Course:** BUSINESS STRATEGY  
**Course Code:** 11.303

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### **Course Objectives:**

- To understand the basic tools and techniques used in the analysis of company performance and strategic positioning.
- They can establish an understanding how these methods are applied in the re-evaluation and formulation of strategy.
- Student will learn about specifics of theories, concepts, models and frameworks related to international business strategies.

#### **Unit I**

Strategic management: introduction, nature & scope, need of strategic management, strategic decision making, Mission & objectives: need for explicit mission, components of mission statement, of mission & objectives and their specificity

#### **Unit II**

Social responsibility of business: Scanning the environment: environment scanning, socio economic, technological, political, techniques for environmental analysis

#### **Unit III**

Industry analysis: porter's approach, environmental threat & opportunity profile, Internal analysis, value chain analysis, Internal factors; marketing & distribution, r&d& engineering, production & operations, finance & accounting, corporate resources & personal factors, analyzing strengths & weaknesses

#### **Unit IV**

Strategy formulation & choice: Generic strategy alternatives; stability, expansion, retrenchment, combination, strategy variations, BCG matrix & control: Behavioural aspects, strategy evaluation & control.

#### **Suggested Reading:**

1. *Strategic Management and Business Policy*, Kazmi, Azhar, (2008), 3rd Edition, McGraw Hill Education.
2. *Strategic Planning and Management*, Ghosh, P. K., (2006), 8th Edition, Sultan Chand & Sons, New Delhi.
3. *Strategic Management & Business Policy*, Lawrence R. Jouch & William F. Gluick: (Mcgraw hill 3/e)
4. *Strategic Management & Business Policy*, Wheelen & Hunger: (Pearson education 8/e)
5. *Strategic Management*, Pearce & Robinson: AITBS

**Program:** BBA  
**Semester:** Fifth  
**Course:** INTRODUCTION TO DATABASE MANAGEMENT SYSTEM  
**Course Code:** 11.304

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### **Course Objectives:**

- Database concepts and database management system software have a high-level understanding of major DBMS components and their function be able to model an application's data requirements.
- Using conceptual modeling tools like ER diagrams and design database schemas based on the conceptual model.

### **Unit I**

Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system

### **Unit II**

Sorting and indexing of databases, single and compound index files, Converting data from one data type to another, Functions and operators, working with logical expressions. Locate and seek commands, for and while clauses.

### **Unit III**

Schema Refinement & Normal Forms: Introduction to Schema Refinement, Functional Dependencies, Examples Motivation Schema Refinement, Reasoning About Functional Dependencies, Normal Forms, Decompositions, Normalization

### **Unit IV**

Data warehousing and data mining – Emerging data base technologies, internet, database, digital libraries, multimedia data base, mobile data base, spatial data base, Concept of Objects: Objects, Tables, Queries, Forms, Reports, Modules; Database Creation and Manipulation; SQL Queries: the Form of a Basic SQL Query, Union, Intersect, and Expect, Introduction to Nested Queries, Aggregate Operators, Null Values.

### **Suggested Reading:**

1. *Data Base System Concepts, Shamkant B. Navathe, 3rd ed. McGraw Hill*
2. *An Introduction to Data Base System, Date, C.J. 7th ed, Addison Wesley*
3. *Data Base System, Singh, C.S. New Age Publications, New Delhi*
4. *Fundamentals of Database Systems, Elmasri and Navathe, (2009), 5th edition, Pearson Education.*

**Program:** BBA  
**Semester:** Fifth  
**Course:** MANAGEMENT SCIENCE  
**Course Code:** 11.306

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### **Course Objectives:**

- well-grounded in the mathematical, engineering, and modeling skills that are the basis for operations research,
- They will be prepared to apply those skills to the efficient design, analysis, operation and control of complex systems.

### **Unit I:**

Formulation of Linear Programming Problem (LPP), Solution of LPP: Graphical Methods, Simplex Method, Artificial variable methods: Two – phase method, Big – M method, Duality in LPP, Integer Programming Problem.

### **Unit II:**

Transportation problems: North West Corner method, Least Cost method, Vogel's Approximation method, Assignment problems: Hungarian method.

### **Unit III:**

Game Theory: Introduction to game theory, Two-person Zero games, Pure Strategies (Minimax&Maximin principles), Games with Saddle points, Mixed Strategies, Games without Saddle point, Principles of Dominance.

### **Unit IV:**

Sequencing Problems: Processing n jobs through 2 machines, n jobs through 3 machines; Processing n jobs through m machines, 2 jobs through m machines.

### **Suggested Reading:**

1. *Operations Research: Theory & Applications, J K Sharma*
2. *Operations Research: H Taha*

**Program:** BBA  
**Semester:** Fifth  
**Course:** Seminar in executive communication  
**Course Code:** 40B.401

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### Course Objectives:

- An average student acquires basic skills required for a cherished job.
- Their appreciative personality development becomes a value added attribute in their professional sphere.
- The course enhances *communication*, leadership and teamwork *skills*; and personal development *skills* using practical approach and exposure of students to the realities of the world
- To put greater emphasis on development of non-technical skills, such as flexibility, leadership and good *communication*.

### (Activity Based)

*Seminar in Executive Communication*; It is student-centric, value based, activity oriented professional education, where the Faculty is not only the disseminator of common wealth of knowledge and experience but the organizer of learning situations, facilitator of the learning process and co coordinator of learning following the age old adage of “**I hear, I forget, I see, I remember, I do, I understand.**” In this unit the students will get opportunities to apply their classroom learning to practical situation. There will be six distinctive units in this semester to develop the professional traits in them, so that they can meet the neo-challenges of job opportunities. Units are;

### WORKSHOPS

- Debate
- Extempore
- Group Discussion
- Panel Discussion
- Presentation-Paper & Oral
- Reports: Survey Report, Project Report, Case Study

### **Suggested Books & Readings:**

1. Monippally, Matthukutty. M. 2001. *Business Communication Strategies*. 11<sup>th</sup> Reprint. Tata McGraw-Hill. New Delhi
2. Swets, Paul. W. 1983. *The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates*. Prentice Hall Press. New York
3. Lewis, Norman. 1991. *Word Power Made Easy*. Pocket Books
4. Sen , Leena .*Communication Skills ; Eastern Economy Edition*
5. Ghanekar , Dr. Anjali . *Essentials of Business Communication Skills ; Everest Publishing House*
6. David Green . *Contemporary English Grammar, Structure & Composition ; MacMillan*
7. *Dictionary; Oxford*
8. *Dictionary ; Longman*