

MAHARISHI MAHESH YOGI VEDIC VISHWAVIDAYALAYA

DIRECTORATE OF DISTANCE EDUCATION

BBA SECOND YEAR

S. NO.	PAPER CODE	PAPER NO.	PAPER NAME	MAX. MARKS
1.	2DBBA1	I	MAHARISHI VEDIC SCIENCE -II	100
2.	2DBBA2	II	MARKETING MANAGEMENT	100
3.	2DBBA3	III	FINANCIAL MANAGEMENT	100
4.	2DBBA4	IV	HUMAN RESOURCE MANAGEMENT	100
5.	2DBBA5	V	MATERIALS MANAGEMENT	100
6.	2DBBA6	VI	CORPORATE ACCOUNTING	100
7.	2DBBA7	VII	ENTREPRENEURSHIP DEVELOPMENT	100
8.	2DBBA8	VIII	INTERNATIONAL MARKETING	100

BBA THIRD YEAR

S. NO.	PAPER CODE	PAPER NO.	PAPER NAME	MAX. MARKS
1.	3DBBA1	I	INCOME TAX	100
2.	3DBBA2	II	ADVERTISING AND SALES BEHAVIOR	100
3.	3DBBA3	III	SALES MANAGEMENT	100
4.	3DBBA4	IV	TRAINING AND DEVELOPMENT OF HUMAN RESOURCE	100
5.	3DBBA5	V	INDUSTRIAL RELATION	100
6.	3DBBA6	VI	MIS AND COMPUTER APPLICATION	100
7.	3DBBA7	VII	PROJECT WORK AND COMPREHENSIVE VIVA-VOCE	100

MAHARISHI VEDIC SCIENCE -II

UNIT – I

Classical and Scientific introduction about forty areas of Vedic Science.

UNIT – II

Third Law of Thermodynamics.

Miessener's effect.

Maharish's Effect-Society, Environment, Behavior and effect on moral value.

UNIT – III

Pradhavansabhav, Atantabhav, Annyonabhav, Pragbhav.

Meaning of "Yogastha Kuru Karmani"

Meaning of "Gyanam Chetanayam Nihitam"

UNIT – IV

Theory of Karma-Prarabadha, Kriyamana, Sanchieta.

Theory of Invincibility .

Introduction to Maharishi absolute theory of Government.

UNIT – V

Theory of Ayurved.

Theory of Dincharya & Ritucharya.

Text and Reference Books :-

Maharishi Sandesh Part – I, II

Chetna Vigyan- His Holiness Maharishi Mahesh Yogi Ji.

Dhyan Shailly by Brahmchari Dr. Girish Ji

Marketing Management

Unit - I

Introduction: Modern concept of marketing, concept of marketing, difference between marketing selling & retailing, marketing mix, marketing segmentation.

Unit - II

Consumer Behavior: Concept of consumer behavior, buying motives, buyer behavior models, motivational research concept and techniques of motivational research.

Unit - III

Product Planning: Meaning of product, importance of a product, classification of products, products mix. Product line and product life cycle.

Unit - IV

Production Pricing: Concept of product pricing decisions, objectives of price decisions, price determination process.

Unit - V

Distribution: Management: Meaning of channel of distribution factors determining the choice of a suitable channel of distribution, process of selection of a channel of distribution.

REFERENCE BOOKS:

1. Marketing Management. - Philip Kotler
2. Marketing Management. - S.C. Saxena

Financial Management

Unit - I

Introduction: Concept of finance & accounting function. Types of financial decisions, Importance objectives organization and responsibilities of finance function. Rule and status of financial executive in organization structure.

Unit - II

Financial Analysis: Ratio analysis, Funds flow statement, cash flow analysis, cost volume profit analysis, financial forecasting.

Unit - III

Capital Structure Planning: Approaches to capital structure objectives and determinants of optimum capital structure, Cost of capital, operating and financial leverage analysis.

Unit - IV

Capital Budgeting: Process and methods of ranking investment proposal, management of corporate dept capacity, Dividend decisions and dividend policy.

Unit - V

Working Capital Management: Concepts of fixed and working capital, Management of cash, Management of inventory and Accounts receivable, Tools for analysis of working capital.

REFERENCE BOOKS:

- | | | |
|-------------------------------|---|-----------------|
| 1. Basic Financial Management | - | Khan & Jain |
| 2. Financial Management | - | S.N. Maheshwari |
| 3. Financial Management | - | Prasann Chandra |
| 4. Financial Management | - | V A Awadhani |
| 5. Financial Management | - | M Y Khan |
| 6. Financial Management | - | I M Pandey |

Human Resource Management

Unit - I

The concept and perspective of human resource management, Structure and role of Human Resource Management. Human Resource Planning.

Unit - II

Job analysis and job Description, Recruitment and selection process.

Unit - III

Socialising the new employee, employee training and development, performance evaluation and potential appraisal.

Unit - IV

Job evaluation, Compensation and Reward Systems.

Unit - V

Industrial disputes management, trade union and Participative management. Human Resource Information System.

REFERENCE BOOKS :

1. Human Resource Management. - Udai Parikh.

Material Management

Unit - I

Materials Management: Introduction, function, objectives, purchasing function, buying techniques.

Unit - II

Stores and Material Control: Requirement of material control system, stores management function of stores department, Location and layout of stores, Receipts and issue of materials.

Unit - III

Inventory Control: Inventory, inventory classification, inventory control and its objectives, Economic order quantity, ABC analysis.

Unit - IV

Material Handling: Function and principles of material handling, Economic factors affecting material handling, selection and maintenance of material handling requirement.

Unit - V

Material Handling Equipments: Characteristics of material handling equipment. Classification of material handling equipment, principles of unit load, concept of containerization and polarization.

Corporate Accounting

Unit - I

Issues, forfeiture and Re-issue of shares, redemption, redemption of preference shares, issue and redemption of preference shares.

Unit - II

Final accounts (Excluding computation of managerial remuneration) and disposal of profit, Valuation of goodwill and shares.

Unit - III

Accounting for Amalgamation of companies as per Indian accounting standard 14, accounting for internal reconstruction-excluding inter company holding and re-construction schemes.

Unit - IV

Consolidated balance sheet of holding companies with one subsidiary only.

Unit - V

Statement of changes in financial position on cash basis and working capital basis, familiarity with Indian accounting standard.

REFERENCE BOOKS:

1. Advance Accountancy - S.M. Shukla
2. Advance Accountancy - S.K. Paul

Entrepreneurship Development

Unit - I

Entrepreneurship : Definition, Characteristics, and significance. Types and functions of an Entrepreneurs. Origin and development of entrepreneurship in India.

Unit - II

Qualities of good entrepreneurs, entrepreneurial motivation factors. Problems of entrepreneurship, social, responsibility of entrepreneurship.

Unit - III

Women entrepreneurship: Problems and Opportunities, suggestions for development of women entrepreneurship. Role of women association.

Unit - IV

Search for a business idea. Sources of project finance and government support.

Unit - V

Preparation of detailed project report and feasibility analysis

International Marketing

Unit - I

Introduction: Nature and scope and challenges in international marketing, difference between International Marketing and Domestic Marketing, Strategic for international marketing, theories of International Marketing.

Unit - II

International Marketing Environment: Identifying and analyzing opportunities in the International trading Environment - Social, Cultural, Legal Economic Political and Technological environment factors affecting International marketing, Methods to enter in international marketing.

Unit - III

International Marketing Strategies: Development of International Marketing, Strategies for product pricing, distribution and promotion of products & Services, competitive strategies for international marketing.

Unit - IV

India's Foreign Trade: Recent trends in India's Foreign trade, Export promotion need, objective and methods of Promotion of Export, Risk in International Market, Export Financing, Role of Export Houses, Export Procedure and Documentation.

Unit - V

International Economic Institutions: Regional Economic Integration and Strategic implications, IMF,IBRD, WTO, EU, Government's Role in International Marketing.

REFERENCE BOOKS:

1. International Marketing - Francis Cherunillam

Income Tax

Unit - I

Basic concepts of Income, Agriculture Income, Assesses, Previous year, Assessment year, Residence and Tax liability. Incomes exempt from Income Tax, Income from salary.

Unit - II

Income from house property, Profits and gains of Business or profession.

Unit - III

Capital gains, income from other sources, set off and carry forward of losses.

Unit - IV

Deductions to be made in computing total income and Assessment of Individuals.

Unit - V

Income tax Authorities and their powers, procedure for Assessment, computation of tax, Refunds, Appeals and Revision.

Advertising and Sales Behaviour

Unit - I

Advertising as a marketing communication process. Use of advertising for stimulating primary and selective demand.

Unit - II

Campaign planning, Building advertisement copy, elements of advertisements, layouts administration.

Unit - III

Media planning, Media characteristics, Media selection and media scheduling.

Unit - IV

Advertising agency, Organization, Compensational control.

Unit - V

Regulation and control of advertising, rules governing unethical and improper advertising.

REFERENCE BOOKS:

1. Advertising Management - Aaker, Batra & Meyer.
2. Advertising Management - Manindra Mohan.

Sales Management

Unit - I

Concept of Sales Management, Objective, Scope, significant & sales control. Personal Selling objectives and strategies.

Unit - II

Planning for sales management - Sales organization-purpose, types, setting up of sales organization, sales forecasting and budgeting, development of sales strategy.

Unit - III

Sales force management: selection, training, compensation & motivation

Unit - IV

Operational sales management: sales quotas, objectives, types; sales territories - concept, reasons for establishing territories & procedure for setting up territories.

Unit - V

Sales control & cost analysis - sales audit, sales analysis, marketing cost analysis.

REFERENCE BOOKS:

1. Sales management - still, Cundiff & Giovanni.

Training and Development of Human Resource

Unit - I

Concept of training, Importance and objective of training.

Unit - II

Training need analysis (Organizational and Industrial aspects). Planning and designing of training programs.

Unit - III

Training method (On the job & Off the job method)

Unit - IV

Trainer, developing effective, trainers qualities of an effective trainer.

Unit - V

Evaluation of training program, finding the effectiveness of the training.

Industrial Relations

Unit - I

Industrial relation, concept scope and objectives, impact of IR on production. Functional requirements of a good IR program.

Unit - II

Industrial Disputes: Meaning forms causes, effects and prevention machinery for the settlement of ID.

Unit - III

Human Relation: Meaning and approaches. Difference between HR & IR. Importance of HR in maintaining good IR.

Unit - IV

Discipline: concepts, importance types, discipline and productivity.

Unit - V

Grievance Handling: Absenteeism its causes and remedial measures, Employees counseling.

Management Information System and Computer Application

Unit - I

An Overview: Management Information System: meaning, objectives and classification of MIS. System Framework for MIS organisation management, Information needs and its economics, system approach, MIS and levels of management. MIS design, implementation of MIS, Approaches of MIS development and its limitations.

Unit - II

Information System for Decision Making: Transactional processing system, Decision support system, Executive information system, Expert system and office automation system.

Unit - III

Information Systems in Business: Functional areas of business information system- Manufacturing, marketing, Quality, Financial and accounting. Research and Development and human resource information systems.

Unit - IV

System Analysis and Design: Meaning of system analysis, System development life cycle, Prototyping, Rapid application development (RAD), End-use computing software packages, Outsourcing, Tools for information systems development, Computer aided software engineering and challenges in developing information systems.

Unit - V

Strategic Management Information System: Meaning, Characteristics of SMIS, Development of SMIS, MIS strategy implementation and barriers to development of SMIS.

REFERENCE BOOKS:

1. Effy Oz Management Information System - Vikas Pub. House
2. Kenneth C. Laudon- Mgm. Information System - Prentice Hall India.
3. Robert Shulthis - Mgmt. Information System - Irwin
4. Gordon B. Daris - Management Information System - Tata McGraw Hill
5. M.K. Singh Management Information System - Discovery Pub. House New, Delhi.

PROJECT WORK AND COMPREHENSIVE VIVA-VOCE

The topic of project work will be decided by the students in consultation with the with the faculty members.

The Students can take the help of other teacher/professionals with relevant experience from outside College / University /Company as guide. However an internal teacher will work as co-guide.

WWW.DDF