

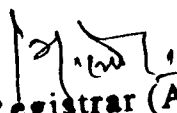
**UNIVERSITY OF RAJASTHAN**  
**JAIPUR**

**SYLLABUS**

**Bachelor of Business Administration**

**Annual Scheme**

**B.B.A. Part- II Examination      2017**

  
**Dy. Registrar (Acad.)**  
**University of Rajasthan**  
**JAIPUR**

**Part-II**

Medium of instruction and examination will be English/Hindi.

For pass at each examination, a candidate shall be required to obtain a minimum of 36% marks in each paper and 48% marks in the aggregate.

Successful candidate will be qualified as under-

- |   |                             |
|---|-----------------------------|
| (a) 48% and above but less than 60% marks | II Division                 |
| (b) 60% and above but less than 75% marks | I Division                  |
| (c) 75% marks and above                   | I Division with distinction |

The number of papers and practicals, wherever prescribed, the duration of examination, maximum marks and minimum pass marks are shown separately against each paper.

A student will be required to pass BBA Course within five years from the date of his/her admission.

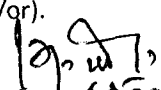
**Distribution of Marks**

S.No	Name of subject/Paper	No. of papers to be offered	Duration	Max. Marks	Min. Pass Marks
1.	Paper-I Strategic Management	One	3 hrs	100	36
2.	Paper-II Marketing Management	One	3 hrs	100	36
3.	Paper-III Human Resource Management	One	3 hrs	100	36
4.	Paper-IV Business Finance	One	3 hrs	100	36
5.	Paper-V Quantitative Techniques	One	3 hrs	100	36
6.	Paper-VI Management Information System	One	3 hrs	100	36

50% Papers (i.e. Three papers) can be carried forward from BBA Part-I examination to BBA Part-II examination and from BBA Part-II examination to Part- III examination. Further for BBA Part-III Examination, 50% of the papers (i.e., three papers) carried forward as due papers may be either from BBA Part-I or BBA Part-II or a mix from both years(BBA-I & BBA Part- II)

**The Pattern of question papers shall be as under :-**

There will be five questions in all. The candidate will be required to attempt all the questions selecting one question from each Unit with an internal choice (either/or).

  
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## Paper-I Strategic Management

Scheme : Maximum Marks : 100

3 Hours duration

Minimum Pass Marks : 36

### UNIT I

Introduction : Meaning of Strategic Management, Role of Strategic Management, Process of SM, Limitations of SM, Organizational Mission, Vision, Objectives and Goals

### UNIT II

Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core Competence.

### UNIT III

Strategy Formulation: Corporate Level Strategy, Business Level Strategy, Functional Level Strategy.

### UNIT IV

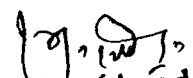
Strategy Implementation: Aspects of Strategy Implementation, Procedural Implementation, Resource Allocation, Organizational Design and Change, Corporate Culture.

### UNIT V

Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control, Criteria and Techniques of Strategic Evaluation and Control.

#### **Books Recommended :**

1. David, F.R. (1997), Cases in Strategic Management, New Jersey : Prentice Hall.
2. Prased, L.M. (1995), Business Policy & Strategy, New Delhi : Sultan Chand & Sons.
3. Jauch, L.R. & Glueck, W.F. Business Policy and Strategic Management, Mc Graw- Hill.
4. Ramaswamy, V.S. & Namakumari, S., Strategic Planning Formulation of Corporate Strategy, Delhi : Macmillan India.
5. Azhar Kazmi : Strategic Management

  
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## Paper- II MARKETING MANAGEMENT

Scheme : Maximum Marks : 100

3 Hours duration

Minimum Pass Marks : 36

### Unit-I

Introduction: Nature and scope of Marketing, Importance of marketing in liberalized Economy, Marketing concept, Product Differentiation, Brand and Trade Marks, Packaging, Labeling, Product life cycle.

### Unit-II

Marketing Research: Meaning of Market Research, Nature and importance of Marketing Research, Areas and Techniques of Marketing Research, selection of the Channels of Distribution.

### Unit -III

Pricing Strategy: Factors to be considered in pricing, pricing objectives and strategies, Break even analysis, Uses of sales forecast, Methods of sales forecast, Market segmentation.

### Unit-IV

Determining the sales promotion programme, personal selling, selling process – qualities of a salesman. Advertising (Media choice, Good copy, Budgeting,). Sales Promotion methods, Public Relations (Methods).

### Unit-V

Control of Marketing Operations: Need for control, phase of Control, Techniques of controlling (Budgeting, Sales analysis Distribution cost accounting and analysis ), Marketing audit.

### Books Recommended :

1. Kotler, Philip, Marketing Management (New Delhi : Prentice-Hill of India Pvt., Ltd. The Millinnium edition).
2. Saxena, Rajan, Marketing Management (New Delhi : Tata Mc Graw-hill Publishing Co. Ltd.)
3. Ramaswamy, V.S. and Namakumari,S. Marketing Management Planning Implementation and Control The Indian context (Delhi: Macmillan India Ltd.)
4. Varshney R.L. and Gupta, S.L. Marketing Management (The Indian Perspective) - Text and Cases (New Delhi : Sultan Chand & Sons)
5. Kotler, Philip, Armstrong, Gary, Principles of Marketing (New Delhi, Prentice Hall of India Pvt., Ltd.)
6. Sherleker,S. Marketing Management (Mumbai: Himalaya Publishing House)
7. Gandhi, J. C. Marketing Management : An Introduction (New Delhi Tata McGraw Hill Publishing Co. Ltd.)

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## Paper -III : Human Resource Management

Scheme : Maximum Marks : 100

3 Hours duration

Minimum Pass Marks : 36

### Unit-I

Introduction : Scope, Importance and functions of HR Management.  
Role of HR Department, HR Environment in India

### Unit-II

Procuring Human Resources: HR Planning, Recruitment and Selection,  
Induction and Placement

### Unit-III

Human Resource Development: Career Planning and Development,  
Training.

### Unit-IV

Performance and Potential Appraisal, Merit Rating, Executive  
Development

### Unit – V

Motivation and Morale, Leadership.

### Books Recommended:

1. Saiyadain, Mirza S.: Human Resource Management, Dhanpat Rai and Co. Pvt. Ltd., New Delhi, 1999.
2. Chhabra, T.N.: Human Resource Management, Dhanpat Rai and Co. Pvt. Ltd., New Delhi, 1999
3. Flippo, Edwin B.: Principles of Personnel Management, McGraw Hill, New York.
4. Dessler, Garry : Human Resource Management, Prentice Hall of India,
5. Gupta, C.B. : Human Resource Management, Sultan and Sons, New Delhi

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## Paper - IV BUSINESS FINANCE

Scheme : Maximum Marks : 100  
Minimum Pass Marks : 36

3 Hours duration

### Unit –I

#### Environment of Business Finance :

Finance: Concept, Finance & other discipline, Business Financing, Corporate Financing. Financial Forecasting ,Fundamentals of Stock market.

### Unit –II

#### Perspective of Finance :

Financial Management-meaning , objectives, scope and functions, functional areas of Financial management, Financial Decisions, Role of CFO.

### Unit –III

#### Financial Planning & Forecasting.

Financial Planning : meaning, characteristics, Capitalisation : under capitalisation and over capitalisation. Financial forecasting : meaning, tools of Financial forecasting , Cost of Capital, Capital Budgeting.

### Unit –IV

**Working Capital Management:**Theory of working capital management, Management of cash and marketable securities,Receivables Management, Inventory Management

### Unit –V

#### Techniques of Financial Analysis: Analysis of financial Statements:

Statement of change in Financial position Funds Flow Analysis Cash Flow Analysis, Cash Volume Profit Analysis, Financial Analysis through leverages.

#### Books Recommended :

1. Khan, M.Y. & Jain P.K., Financial Management : Text & Problems, New Delhi : Tata McGraw-Hill
2. Chandra, Prasanna Financial Management-Theory & Practice Management Tata McGraw-Hill
3. Kulkarni P.V.& Satyaprasad, B.G. Financial Management-A Conceptual Approach Mumbai : Himalaya Publishing House
4. Pandey, I.M. , Financial Management, New Delhi : Vikas Publishing House
5. Vanhorne, James C., Financial Management & Policy New Delhi : Prentice Hall of India
6. Kishore, Ravi M., Financial Management with Problems & Solutions, New Delhi : Taxmann
7. Block & Hertz, Foundation of Financial Management

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## Paper-V : Quantitative Techniques For Management

Scheme : Maximum Marks : 100  
Minimum Pass Marks : 36

3 Hours duration

### Unit –I

**Quantitative Teciniques** : An Introduction, Statistical and operations Research techniques, Scope and application of quantitative techniques, Scientific approach in decision making. Limitation of these techniques. **Probability and probability distributions** : Laws of probability, Baye's theorem, Methemathical Expectation, Binomial, poisson and normal probability distribution.

### Unit –II

**Decision Theory** : Decision making under certainty, uncertainty and Risk, Decision tree analysis. **Linear Programming** : Graphical and Simplex Solutions of LPP. Primal and its dual.

### Unit –III

**Transport and Assignment Problems** : **Network Analysis** - Programme Evaluation and Review Technique (PERT) and Critical Path Method (CPM), Cost Analysis and Crashing the Network.

### Unit –IV

**Theory of Games and Queuing Models** : Two persons Zero sum games, pure and mixed strategy. **Queuing mode Single channel queuing theory** Application of queuing theory in business decision making.

### Unit –V

**Replacement Theory**: Replacing of items that deteriorate with time, Time value of money concept and replacement, **Simulation**: Advantages, Limitations, Monte Carlo Method.

#### **Books Recommended :**

1. Kothari, CR, Quantitative Techniques, New Delhi : Vikas Publishing
2. Kapoor, V.K., Operations Research, New Delhi : Sultan Chand & Sons.
3. Khandelwal, M.C. and Gupta Quantitative Techniques.

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## Paper-VI : MANAGEMENT INFORMATION SYSTEM

Scheme : Maximum Marks : 100

3 Hours duration

Minimum Pass Marks : 36

### Unit –I

**Introduction to MIS:** Concept of MIS, role of MIS, objectives of MIS, emergence of MIS, MIS and computers, Impact of MIS, systems approach to MIS, Advantages, and disadvantages of computer based MIS.

### Unit –II

**Information :** Classification of information, levels of information, Methods of data and Information collection, value of Information

### Unit –III

**Information system for decision making :** Decision- making and MIS, decision making concepts organisational decision-making, MIS and decision making concepts. MIS as technique for programme decisions, Decision support system. MIS and role of DSS.

### Unit –IV

**Data base Management systems:** Data base Management systems: Data base concepts, data base models data base design, RDEMS MIS and RDEMS, Introduction of oracle, Network topology, LAN and WAN, Data communication.

### Unit –V

**MIS in operations :** MIS for Finance, MIS for Marketing MIS for production, MIS for Human resource Management, MIS for marketing.

### Books Recommended :

1. Javedkar, W.S.-Management Information Systems (Tata McGraw-Hill Publishing Company Ltd., New Delhi)
2. Mardic R.G., Ross J.E.& dagget J.R. - Information System for Modern Management (Prentice Hall of India)
3. James A.O. Brien Management Information Systems, (Galgota Publications)
4. Locus, Analysis, Design and Implementation of Information System (McGraw-Hill Book Co.)
5. Anderson, Lavid L. Post, Gerald V., Management Information System (Tata-McGraw Hill Publishing Co.)