

PROGRAMME PROJECT REPORT (PPR)
Bachelor of Business Administration (BBA)
Distance Mode Programme

1. Jamia Millia Islamia.

Jamia Millia Islamia, a Public Central University; has been established in 1920, originally at Aligarh in United Provinces which in 1925 initially moved to Karol Bagh, Delhi and later built up in Jamia Nagar. In 1988, it became the Central University by an Act of Parliament since then it is expanding in different directions achieving the new dimensions.

The University is the result of the tireless efforts of its founders, such as Shaikhul Hind Maulana Mahmud Hasan, Maulana Muhammad Ali Jauhar, Hakim Ajmal Khan, Dr. Mukhtar Ahmad Ansari, Jenab Abdul Majeed Khwaja and Dr. Zakir Husain. It symbolizes the unflinching and resolute commitment of these great visionaries in bringing about socio- economic transformation of common masses in general and Muslims in particular through the vehicle of education. The distinct identity of Jamia Millia Islamia has been eloquently explicated by Dr. Zakir Husain Sahib.

Jamia Millia Islamia is basically originated as the movement of a struggle for education and cultural renaissance against the colonial regime and evolves a national culture for common Indian. It's foundation is to promote patriotism and national integration among Indians, who will be proud to take part in the future progress of India, which will play its part in the comity of nations for peace and development and to prepare the children of masses in general and Muslims in particular to be the masters of the future in different subjects/disciplines of their choice.

The mission of the founding fathers of this great institution should not only serve as a beacon light for all the stakeholders, but should also inspire all in making this university as one of the premier institutions of higher learning in the world. It should attain distinction in providing cutting edge learning experience, internationally benchmarked education, intellectual freedom and critical research opportunities in frontier areas of contemporary concern.

Today, Jamia Millia Islamia is an "A" grade Central University accredited by NAAC and is an ensemble of a multi layered educational system which covers all aspects of schooling, under-graduate and postgraduate education.

The University recognizes that teaching and research are complementary activities that can advance its long-term interest. It has Natural Sciences, Social Sciences, Engineering & Technology, Education, Humanities & Languages, Architecture & Ekistics, Fine Arts, Law and Dentistry Faculties. Also, it has a well-known AJK

Mass Communication Research Centre. Jamia has over thirty research centres that have given it an edge in terms of critical research in various areas. Some of these are Centre for Peace and Conflict Resolution; Academy of International Studies; Centre for Culture, Media and Governance; Centre for Dalit and Minorities Studies; Centre for Nano sciences and Nanotechnology; FTK Centre for Information Technology; Centre for Management Studies; Dr. K.R. Narayanan Centre for Dalit & Minority Studies; Centre for West Asian Studies; Centre for Physiotherapy & Rehabilitation Sciences; Centre for Theoretical Physics and Centre for Interdisciplinary Research in Basic Sciences. Jamia Millia Islamia conducts entrance tests for admission to Undergraduate, Postgraduate, M.Phil. and Ph.D. as well as Diploma and Certificate Programmes.

Jamia Millia Islamia continues to cater to the interests of students from all communities, but also aims to meet the particular needs of the disadvantaged sections of the Muslim society. True to the legacy of its founders, it continues to support measures for affirmative action and foster the goals of building a secular and modern system of integrated education. Thus, Jamia is constantly learning from its history to negotiate the new and emerging challenges facing a nation of the 21st Century.

2. Centre For Distance and Open Learning.

The Centre for Distance and Open Learning started in Jamia Millia Islamia with the assistance of Distance Education Council in September 2002. The Centre started functioning in the session 2003; it got recognized by UGC-DEC and approved by Ministry of Human Resource Development, Govt. of India in 2009.

Our mission is to develop professionals of excellent competence in the field of Education, Management, Humanities and Social Sciences with a humanitarian approach capable of bearing the responsibility of building a better society and the nation at large. We promote and impart educational facilities to everyone irrespective of their age. We also enable adults to enrich their knowledge and improve their professional qualifications.

3.Introduction Of the Programme

Bachelor of Business Administration (BBA) Programme fulfils the mission of CDOL, Jamia Millia Islamia i.e. to serve the marginalized section of the society across India by providing educational opportunity at the learners' doorstep to get a professional degree in Business and Marketing. This programme is a judicious composition of both theoretical and practical courses throughout the academic years to prepare and strengthen the business professional in the field of business, entrepreneurship and administration. The main thrust of the programme is to

prepare competent managers, entrepreneurs and business administrators. The three years BBA distance mode programme is designed and developed in accordance with the DEB/UGC/JMI guidelines for both working and fresh 10+2 certificate holders who wish to enhance their professional qualification to broaden their job opportunities in the field of business both at national and international levels .

- It's a beneficial to all those candidates who have their plans to do MBA in future. Course structure of the BBA Programme is design in such a manner that it was like foundation for the MBA Programme. This course helps as aspirant to study about the economic trends fiscal policies and also the different administrative and commerce oriented techniques to deal with various operations and transactions in the commercial world.
- It's a professional course. You can get more job opportunities easily as compare to other graduations courses, if you do it from reputed Central University.
- Practically you can learn lots of corporate activities in the classroom.
- BBA is a great Degree course for people who are unsure what field of commerce they are interested in because it covers so many areas one is bound to find something they like.
- You can get business relation decision making knowledge and skill development. Thus, it opens door for entrepreneurship or helps people who have a dream of becoming a businessman or businesswoman.

4. Objectives of the Programme

The programme aims to achieve the following objectives

- To provide an opportunity to get a BBA degree to those who find it too difficult or even impossible to pursue regular BBA course at a University either due to their job commitments or certain other circumstances.
- To help the learners, study at their own pace, and from their own chosen place.
- To provide adequate basic understanding about business and marketing among the students.
- To develop skills in matters related to business administration.
- To create an additional avenue of self-employment and also to benefit various financial/commercial/business institutions by providing them with suitable qualified persons.

5. Procedures of Admission, Evaluation and other details.

Admission to this programme is provided to the eligible candidates on first come first serve basis.

The BBA programme delivery system includes the multi-media approach, i.e., Self-Learning Print Material, audio/video components, assignments, counseling sessions.

Duration of Programme:

The duration of the programme for successful completion is minimum three years and maximum six years.

Learner Support Centres:

The programme is transacted through the CDOL, JMI approved Learner Support Centres across the country strictly as per the DEB/UGC norms and standard. All the Learner Support Centres where the programme is offered have qualified and trained counsellors and required staffs to facilitate learner centric qualitative teaching learning's as per prescribed curriculum of the aforesaid programme.

Counselling Sessions:

Generally the counselling sessions will be held at the Learner Support Centres during weekends. Within the general schedule of the programme, the coordinators at the study centres will decide on the coverage of these sessions. The Learner Support Centre coordinator will also provide the counselling schedule. The counselling sessions will include clarifications required in the print material and other related difficulties through active interaction with Learners. Attending counselling sessions is optional. Seven counselling sessions are organized in all theory courses separately. The counselling duration will be of 2 hours in each of the seven sessions.

Evaluation System

Assignments:

Assignments are the part of continuous evaluation system. The submission of assignments is compulsory. Assignments of a course carry about 30% weightage.

Annual Examinations:

Annual examinations are the major component of the evaluation system and it carries 70% weightage in a final result.

Generally the Learner Support Centres happens to be the examination centre but in some cases where examination Centres are allotted at some other places/institutions by giving the prior information to the appearing students.

Examination date sheets (schedule which indicates the date and time of examination for each course) are sent to all the Learner Support Centres approximately 1 month in advance.

All the CDOL, JMI learners centres offering BBA (Distance Mode) programme have sufficient library resources for the distance learners.

The total cost of the programme is Rs. 26,400 (Twenty Six Thousands Four Hundered) payable in three equal i.e Rs 8800 per year annual instalments in all the academic years of the programme.

Quality assurance mechanism and expected programme outcomes is analysed strictly on the DEB/UGC/JMI Parameters/guidelines by the CDOL, Jamia Millia Islamia annually. CDOL, JMI follows a two-step process for quality assurance:

A. University's Internal Quality Assurance Cell (IQAC)

B. Centre for internal quality assurance (CIQA)

The total enrolment in the academic year 2019-20 is 440.

Brief Programme Structure

1st YEAR

S. No.	Course Code	Course Name	EVALUATION SCHEME			Total
			Credits	Assignments	Term End Theory	
1.	BBA 101	Principles of Business Management	4	30	70	100
2.	BBA 102	Business Economics	4	30	70	100
3.	BBA 103	Financial Accounting	4	30	70	100
4.	BBA 104	Business Regulatory Frame Work	4	30	70	100
5.	BBA 105	Business Communication	4	30	70	100
6.	BBA 106	Principles of Marketing	4	30	70	100
Total			24	180	420	600

2nd YEAR

S. No.	Course Code	Course Name	EVALUATION SCHEME			Total
			Credits	Assignments	Term End Theory	
1.	BBA 201	Business Mathematics and Statistics	4	30	70	100

2.	BBA 202	Information Technology in Business	4	30	70	100
3.	BBA 203	Corporate Law	4	30	70	100
4.	BBA 204	Introduction to Business Finance	4	30	70	100
5.	BBA 205	Business Environment	4	30	70	100
6.	BBA 206	Marketing Communication	4	30	70	100
7.	BBA 207	Advertising Practices	4	30	70	100
Total			24	210	490	700

3rd YEAR

S. No.	Course Code	Course Name	EVALUATION SCHEME			Total
			Credits	Assignments	Term End Theory	
1.	BBA 301	Fundamental of Entrepreneurship	4	30	70	100
2.	BBA 302	Cost and Management Accounting	4	30	70	100
3.	BBA 303	Advertising Media Choices	4	30	70	100
4.	BBA 304	Personal Selling and Salesmanship	4	30	70	100
5.	BBA 305	Management of the Sales Force	4	30	70	100
6.	BBA 306	Sales Promotion and Public Relations	4	30	70	100
7.	BBA 307	Human Resource Management	4	30	70	100
Total			24	210	490	700

1.7: Detailed Programme Structure

BBA – 1st Year

BBA 101: Principles of Business Management

Block 1: Business and Management an Introduction

Unit 1: Nature and Scope of Business, Forms of Business Organization

Unit 2: Nature and Scope of Management

Unit 3: Approaches to the Study of Management

Unit 4: Functions and Principles of Management

Block 2: Planning and Organizing

Unit 5: Fundamentals of Planning

Unit 6:	Plans, Policies, Schedules and Procedures
Unit 7:	Organizing: Basic Concepts
Unit 8:	Departmentation and Forms of Authority Relationships
Unit 9:	Delegation and Decentralization
Block 3:	Staffing and Directing
Unit 10:	Staffing
Unit 11:	Directing
Unit 12:	Motivation
Unit 13:	Leadership
Unit 14:	Communication
Block 4:	Coordination and Control
Unit 15:	Coordination
Unit 16:	Process of Control
Unit 17:	Techniques of Control
Unit 18:	Management of Change

BBA 102: Business Economics

Block 1:	Fundamental Problem of Economic Systems and Basic Concepts
Unit 1:	Fundamental Problems of Economic Systems
Unit 2:	Basic Concepts
Unit 3:	Economic Systems
Block 2:	Consumer Behaviour and the Demand Theory
Unit 4:	Law of Diminishing Marginal Utility and Equal-Marginal Utility
Unit 5:	Indifference Curve Analysis
Unit 6:	Consumer Demand
Unit 7:	Elasticity of Demand
Block 3:	Theory of Production
Unit 8:	Production Function I
Unit 9:	Production Function II
Unit 10:	Law of Supply and Elasticity of Supply
Unit 11:	Theory of Costs and Cost Curves
Block 4:	Theory of Price
Unit 12:	Equilibrium Concept and Conditions
Unit 13:	Perfect Competition
Unit 14:	Monopoly
Unit 15:	Monopolistic Competition
Unit 16:	Oligopoly
Block 5:	Distribution of Income
Unit 17:	Theory of Distribution
Unit 18:	Distribution of Income I: Wages and Interest
Unit 19:	Distribution of Income II: Rent and Profit
Unit 20:	Inequality of Income

BBA 103: Financial Accounting

Block 1:	Accounting Fundamentals and Final Accounts
Unit 1:	Basic Concepts of Accounting, Accounting Standard & IFRS

Unit 2:	The Accounting Process
Unit 3:	Cash Book and other Subsidiary Books
Unit 4:	Concept relating to Final Accounts, Final Account-I and Final Account-II
Block 2:	Accounts from Incomplete Records
Unit 5:	Self-Balancing System
Unit 6:	Accounting from Incomplete Records-I
Unit 7:	Accounting from Incomplete Records-II and III
Block 3:	Accounts of Non-trading Concerns, Depreciation, Provisions and Reserves
Unit 8:	Accounts of Non-trading Concerns - I
Unit 9:	Accounts of Non-trading Concerns -II
Unit 10:	Depreciation-I and II
Block 4:	Branch and Departmental Accounts
Unit 11:	Branch Accounts - I
Unit 12:	Branch Accounts -II
Unit 13:	Departmental Accounts
Block 5:	Hire Purchase Accounts
Unit 14:	Hire Purchase Accounts - I
Unit 15:	Hire Purchase Accounts - II and III
Block 6:	Partnership Accounts
Unit 16:	General Introduction and Distribution of Profits
Unit 17:	Admission of a Partner
Unit 18:	Retirement of a Partner
Unit 19:	Dissolution of a Partnership Firm

BBA 104: Business Regulatory Framework

Block 1:	General Law of Contracts I
Unit 1:	Essentials of a Contract
Unit 2:	Offer and Acceptance
Unit 3:	Capacity of Parties
Unit 4:	Free Consent
Block 2:	General Law of Contract II
Unit 5:	Consideration and Legality of Object
Unit 6:	Void Agreements and Contingent Agreements
Unit 7:	Performance and Discharge
Unit 8:	Remedies for Breach and Quasi Contracts
Block 3:	Specific Contracts
Unit 9:	Indemnity and Guarantee
Unit10:	Bailment and Pledge
Unit 11:	Contract of Agency
Unit 12:	Carriage of Goods
Block 4:	Partnership
Unit 13:	Definition and Registration of Partnership
Unit 14:	Rights, Duties and Liabilities of Partners
Unit 15:	Limited Liability Partnership
Unit 16:	Dissolution of Partnership Firms
Block 5:	Sale of Goods

Unit 17:	Nature of Contract of Sale
Unit 18:	Conditions of Warranties.
Unit 19:	Transfer of Ownership and Delivery
Unit 20:	Rights of an Unpaid Seller

BBA 105: Business Communication

Block 1: Communication Concept & Functions

Unit 1:	Communication: Concept and its role in present day business organization
Unit 2:	Communication Process
Unit 3:	Good Communication
Unit 4:	Verbal and non-verbal communication

Block 2: Methods of Communication

Unit 5:	Dimensions of Communication
Unit 6:	Intra-organizational Communication
Unit 7:	Communication Channels
Unit 8:	Basics & Breakdown in Communication

Block 3: Effective Communication, Speaking and Oral Reporting

Unit 9:	Guidelines for Effective Communication
Unit 10:	Effective Speaking
Unit 11:	Presentation & Interview
Unit 12:	Listening

Block 4: Public Communication, Business Correspondence & Report Writing

Unit 13:	Communication for Customers / Public (External Communication)
Unit 14:	Business Correspondence
Unit 15:	Effective Business Letters
Unit 16:	Types of Report and Notice, Report Writing & Agenda and Minutes

BBA 106: Principles of Marketing

Block 1: Marketing Concepts and Environment

Unit 1:	Basic Concepts of Marketing
Unit 2:	Marketing Environment
Unit 3:	Markets and Marketing Segmentation
Unit 4:	Consumer Behavior

Block 2: Product Differentiations and Packaging

Unit 5:	Product concept and Classification
Unit 6:	Product Development and Product Life Cycle
Unit 7:	Branding
Unit 8:	Packaging

Block 3: Pricing

Unit 9:	Pricing
Unit 10:	Discounts and Allowances
Unit 11:	Regulation of Prices

Block 4: Distribution

Unit 12:	Distribution Channels
Unit 13:	Whole Seller and Retailer

Unit 14	Physical Distribution
Block 5:	Promotion
Unit 15	Distribution Channels
Unit 16	Personal Selling & Sales Promotion
Unit 17	Advertising and Publicity

BBA – 2nd Year

BBA 201: Business Mathematics and Statistics

Block 1: Function and Progression

Unit 1:	Function and Progression
Unit 2:	Arithmetic Progression and Series
Unit 3:	Geometric Progression and Series

Block 2: Permutations and Combination

Unit 4:	Fundamental Principles of Counting
Unit 5:	Permutation & Combination
Unit 6:	Matrices and Determinants
Unit 7:	Differentiation
Unit 8:	Integration and Its Application

Block 3: Basic Statistical Concepts

Unit 9:	Meaning and scope of statistic
Unit 10:	Organizing a Statistical Survey
Unit 11:	Accuracy, Approximation and Errors
Unit 12:	Ratios, Percentages and Rates

Block 4: Collection, Classification and Presentation of Data

Unit 13:	Collection and classification of Data
Unit 14:	Tabular Presentation
Unit 15:	Diagrammatic and Graphic Presentation

Block 5: Measures of Central Tendency, Dispersion and Skewness

Unit 16:	Concept of Central Tendency, Mean, Median, Mode, and Geometric, Harmonic and Moving Averages
Unit 17:	Measures of Dispersion – I & II
Unit 18:	Measures of Skewness

BBA 202: Information Technology in Business

Block 1 Computer Basics, Information Technology and Number Systems

Unit 1:	Computer Basics
Unit 2:	Introduction to Information Technology
Unit 3:	Advanced Information Technology
Unit 4:	Number Systems

Block 2 Computer Organization, Architecture and Memory Storage

Unit 5:	Computer Organization
Unit 6:	Memory Unit

Unit 7:	Operating System
Unit 8:	Database Fundamentals
Block 3	Computer Software Communications, Internet and Security
Unit 9:	Computer Software
Unit: 10	Computer Communications
Unit 11:	Internet and Its Tools
Unit 12:	Computer Security
Block 4	Microsoft Office
Unit 13:	Word Processor- MS-Word
Unit 14:	MS- Excel
Unit 15:	MS Power Point
Unit 16:	MS Access & Internet Application

BBA 203: Corporate Law

Block 1	Company and Its Formation
Unit 1:	Nature and Types of Companies
Unit 2:	Public and Private Company
Unit 3:	Promoters
Unit 4:	Formation of a Company
Block 2	Principles Documents
Unit 5:	Memorandum of Association
Unit 6:	Articles of Association
Unit 7:	Prospectus
Block 3	Capitals and Management
Unit 8:	Share and Loan Capital
Unit 9:	Allotment of Shares
Unit 10:	Membership of a Company
Unit 11:	Directors
Block 4	Meetings and Winding Up
Unit 12:	Company Secretary
Unit 13:	Meetings and Resolutions
Unit 14:	Winding Up

BBA 204: Introduction to Business Finance

Block 1	Introduction
Unit 1:	Scope of Financial management, Nature and Functions of Finance, Objectives of Financial Management
Unit 2:	Emerging role of Financial Manager in India Organizational, Regulatory and Tax Framework
Unit 3:	Forms of Business Organization Regulatory framework of Financial Management
Unit 4:	Industrial Policies, Indian Companies Act 1956, Securities and Exchange Board of India (SEBI) Guidelines
Block 2	Financial Securities, Capitalization and Capital Structure
Unit 5:	Nature and Characteristics of different Securities, Valuation of Fixed-Income Securities and Equity Shares, Meaning and nature of Capital Structure

- Unit 6: Leverages operating and Financial, EBI-EPS Analysis for Capital Structure Planning Assessment of Debt Capacity
- Unit 7: Guidelines for Capital Structure Planning, Guidelines for New Shares and Debentures
- Unit 8: Meaning and definition of Capitalization, Over and Under Capitalization – their causes and remedies
- Block 3 Short Term Financial Requirement**
- Unit 9: Meaning and nature of working Capital its need and importance. Factors effecting working capital requirement
- Unit 10: Estimating W C. Requirement, W.C financing policy Dividend Payout ratio
- Unit 11: Managerial Consideration in determining Dividend payout Factors effecting Dividend Policy, Dividend Stability
- Unit 12: Dividend Policy and Share Valuation Traditional Position, Walter Model, M.M. Position
- Block 4 Capital Budgeting**
- Unit 13: Meaning, need and importance of Capital Budgeting, Factors effecting Capital Budgeting
- Unit 14: Meaning and methods of evaluating projects, Caparison of present value and internal rate of return methods, Capital Rationing
- Unit 15: Cost of Capital - required returns on Capital Investment; Meaning and Importance of Cost of Capital
- Unit 16: Measurement of Cost of Debt and Preference Share Capital, and retained earnings, Overall cost of Capital of the firm

BBA 205: Business Environment

- Block 1 Introduction of Business Environment**
- Unit 1: Nature and Dimension of Business Environment
- Unit 2: Economic Environment : An Overview
- Unit 3: Structure of Indian Economy
- Unit 4: Social and Cultural Environments
- Block 2 Business and Government**
- Unit 5: Role of Government in Business
- Unit 6: Macro Economic Policies
- Unit 7: Consumer Protection
- Block 3 Economic Policy and Framework**
- Unit 8: Industrial Policy
- Unit 9: Industrial Sickness
- Unit 10: Industrial Relations
- Unit 11: Small Scale Sector
- Block 4 External Sector and Economic Reforms**
- Unit 12: Foreign Investment and MNCs
- Unit 13: India's Foreign Trade
- Unit 14: Balance of Payment and EXIM Policy
- Unit 15: International Trade Relations

BBA 206: Marketing Communication

Block 1	Overview of Marketing Communication
Unit-1:	Meaning, Scope and feature of communication importance of communication, qualities of a good communication system, Communication models.
Unit 2:	Role and importance of marketing communication, Marketing communication mix and its environment culture and sub culture, Social Class, reference group, motivation.
Unit 3:	Perception, cognition, Information process, model learning and the consumer learning Process, Group's Impact on communication, Diffusion Adoption process.
Block 2	Marketing Information System
Unit 4:	Communication Network Process, Importance of feedback in communication, 7C's of communication and ten commandments of communication.
Unit 5:	Steps involved in developing effective marketing communication system and skills.
Unit 6:	Dimensions of communication, mechanical devices in communication, communication models in marketing; Graphic model verbal models.
Block 3	Advertising, Personal Selling, Public Relation, Sales Promotion and Publicity
Unit 7:	Advertising Meaning and Importance, medias of advertising, measurement of effectiveness of advertising.
Unit 8:	Personal Selling: Meaning and Importance, quality of successful sales man, Sales representatives as marketing communicators.
Unit 9:	Sales promotion: meaning and importance, sales promotion techniques, managing sales force Promotion, public relation and publicity its meaning.
Block 4	Integrated Communication in Marketing
Unit 10:	Direct marketing: meaning, growth and features designing effective direct response packages.
Unit 11:	Ethical Issues in marketing communication, deceptive marketing social marketing communication. A framework for strategy; creative approaches that work.
Unit 12:	Barriers to communication; types of barriers, overcoming communication barriers.
Block 5	Emerging trends and evaluation of marketing Communication
Unit 13:	Emerging Trends in marketing communication Web, networking, Internet, Video Conferencing System, File Transfer Protocol (FTP), other means of international communication.
Unit 14:	The future medium of communication, Email, international communication, getting online, what is required
Unit 15:	Evaluation of communication, Variable of evaluation marketing communication, communication path, market control, conflicts and management, Building marketing strategies.

BBA 207: Advertising Practices

Block 1	Introduction of Advertising
Unit 1:	Advertising Fundamentals: Definition, Objectives, Media of Advertising, Merits and Limitations of Advertising.
Unit 2:	The Nature of Advertising: Product advertising, Institutional Advertising
Unit 3:	Importance of Advertising in Modern Marketing, Role of Advertising in national economy, Advertising as a career.
Unit 4:	Knowledge about Consumer Product, Product Life Cycle, Consumer Market

- Block 2 Types of Advertising**
- Unit 5: Types of Advertising Commercial and Non Commercial Advertising; Primary demand and selective demand, classified and Displays, comparative and Co-operative advertising.
- Unit 6: Outdoor advertising, Banners, Posters, Signboards, Ad on Wheels.
- Unit 7: Advertising Media: Radio, Television Newspapers, Magazine, Internet and Mobile advertising.
- Block 3 Advertising Message**
- Unit 8: Advertising Message: Ad copy, Preparation of an effective advertising copy, Message design and development.
- Unit 9: Layout of advertisement: Headlines, Illustrations, Slogan, Seal of Approval, Elements of a Broadcast Copy, copy for direct mail.
- Unit 10: Role of celebrities, Models, Fashion shows, Glamour of aid.
- Block 4 Advertising Budget**
- Unit 11: Advertising budget; Budget setting, factor affective advertising expenditure in a company.
- Unit 12: Advertising effectiveness, Ad evaluation, Types of Ad evaluation.
- Unit 13: Ethical issue in Advertising, Deceptive & Misleading Practices.

BBA - 3rd Year

BBA 301: Fundamentals of Entrepreneurship

- Block 1 Entrepreneurship Theories & Environment**
- Unit 1: The Entrepreneur
- Unit 2: Theories of Entrepreneurship
- Unit 3: Entrepreneurial Environment
- Block 2 Planning and Promotion of Venture**
- Unit 4: Identification of Business Opportunities
- Unit 5: Promotion of a Venture
- Unit 6: Requirements for a Business
- Block 3 Entrepreneurial Behaviour & Programmes**
- Unit 7: Economic System & Entrepreneurial Behaviour
- Unit 8: Entrepreneurial Behaviour & Social Responsibilities
- Block 4 Entrepreneurship Development Programmes**
- Unit 9: EDPs and Small Business
- Unit 10: Women Entrepreneurship
- Unit 11: Small Business
- Block 5 Incentives and Support**
- Unit 12: Institutional Financial/ Promotional Support
- Unit 13: Incentives and subsidies
- Unit 14: Export and Import Procedures

BBA 302: Cost and Management Accounting

- Block 1 Basic Concepts**
- Unit 1: Introduction: Nature and scope of cost accounting; Cost concepts.

Unit 2:	Cost classification; Methods and techniques; Installation of costing System;
Unit 3:	Concept of cost audit
Block 2	Material and Labour
Unit 4:	Accounting for material: Material control; Concept and techniques.
Unit 5:	Pricing of materials issues; Treatment of material losses.
Unit 6:	Accounting for Labour: Labour cost control procedure; Labour turnover; idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes.
Block 3	Overheads
Unit 7:	Accounting for Overheads; Classification and departmentalization;
Unit 8:	Absorption of Overheads; Determination of Overheads rates
Unit 9:	Under and over absorption and its treatment.
Block 4	Methods of Costing
Unit 10:	Cost Ascertainment: Unit costing; Job, batch and contract, Standard and Marginal costing
Unit 11:	Operating costing; Process costing-excluding inter-process profits and joint and by product
Unit 12:	Reconciliation of cost and financial accounts.
Block 5	Management & Responsibility Accounting
Unit 13:	Introduction to Management Accounting, Management Accounting and Managerial decisions
Unit 14:	Financial statement analysis-meaning & objectives.
Unit 15:	Accounting ratios, techniques in judging profitability, liquidity and solvency of an undertaking
Unit 16:	Budgeting: Uses and types of budgets, preparation of budgets
Unit 17:	Sales, cash and production budgets. Concepts of zero based Budgeting
Unit 18:	Responsibility Accounting

BBA 303: Advertising Media Choices

Block 1	Introduction
Unit 1	Introduction to Advertising
Unit 2	Advertising Media
Unit 3	Advertising Department
Block 2	Media Planning
Unit 4	Media Planning Strategy
Unit 5	Media Planning
Unit 6	Media Scheduling
Unit 7	Creating the Copy
Block 3	Evaluation Process
Unit 8	Evaluation of Advertising Effectiveness
Unit 9	Pre-testing of communication effect and sales effect
Unit 10	Post-testing of communication effect and sales effect
Block 4	Agencies, Legal and Regulating Aspects
Unit 11	Advertising Agencies
Unit 12	Ethical & Legal aspects of Advertising
Unit 13	Regulation of Advertising in India
Unit 14	Advertising Scene in rural India, Problems of reaching rural audience and markets.

BBA 304: Personal Selling and Salesmanship

Block	Personal Selling Nature & Situations
Unit 1:	Meaning, nature and importance of personal selling challenges in personal selling.
Unit 2:	Duties of salesman, types of salespersons, Manufacturers salesmen, wholesalers salesmen, retail salesmen, specially salesmen.
Unit 3:	Sales responsibilities, personal selling skills, door to door selling situations where personal selling is more effective than advertising, cost of advertising v/s cost of personal selling.
Block 2	Selling Situation and Markets
Unit 4:	AIDA model of selling situation.
Unit 5:	Buying motives, types of markets, Consumer and industrial markets, their Characteristics and implications for the selling functions.
Unit 6:	Process of effective selling prospecting pre-approach, presentation and demonstration, handling and objections, closing the sales post sale activities.
Block 3	Selling As a Career
Unit 7:	Qualities of a successful salesperson, factors which fail the salesmen, overcome salesmen's problems.
Unit 8:	Individual consumer and his buying motives, Industrial consumer, merchant buyers and their buying motives, know your company.
Unit 9:	Selling as a career, advantages and difficulties, measures for making selling an attractive career.
Block 4	Distribution & Documents
Unit 10:	Distribution network and relationship
Unit 11:	Documents- reports and documents, sale manual, order book, cash memo tour diary daily and Periodical reports.
Unit 12:	Controlling Distributors, tools for control, and other problems in selling.

BBA 305: Management of Sales Force

Block 1: Introduction of Sales Force

Unit 1:	Sales Force objectives, importance of sales force, sales force objectives sales Organization structure formal and informal Horizontal and Vertical, Centralized and decentralized, line and staff components of organizations.
Unit 2:	Field sales organization geographical sales specialization product based, activity based Hybrid sales team based organizations.
Unit 3:	Functions of sales Manager Sale's manager functions Responsibilities quality of a sales manager.

Block 2 Recruitment and Selection of Sales Force

Unit 4:	Sales force planning, variables which influence the Sales Force requirements, meaning of recruitment, purpose and importance of recruitment, factors which influence the recruitment.
Unit 5:	Preparing the job description and specification recruitment sources
Unit 6:	Purpose and importance of selection and placement, the selection process

Block 3 Training, Direction and Motivation

Unit 7:	Sales Force Training: Meaning and Purpose of Sales Force Training, building sales training programmes identifying initial training needs.
Unit 8:	Training in handling the competition, negotiation and communication, Training methods.
Unit 9:	Directing and motivating sales force: Nature & skills of leadership, motivation, Dimensions of Motivation, model of motivation process.

Block 4 Compensation & Performance Appraisal

- Unit 10: Various modes of compensating the sales force, Elements of goal Compensation package.
- Unit 11: Essentials of sales force monitoring programmes principles of sales force Evaluation.
- Unit 12: Evaluating performance standards recording performance
- Block 5 Sales force Size and Sales Budget**
- Unit 13: Sales force size organization of sales department, geographic, product wise, Market based.
- Unit 14: Importance of sales budget, uses of sales budget, classification of sales expenses.
- Unit 15: Process of sales budget
- Block 6 Sales Territory and Sales Quota**
- Unit 16: Sales Territory consideration in allocation of Sales Territory
- Unit 17: Sales quota meaning objectives and importance, Types of sales quotas, Principles of Sales Quotas, uses of sales quotas, Sales Quota Administration.
- Unit 18: Sales and Cost analysis uses and methods

BBA 306: Sales Promotion and Public Relation

- Block 1 Sales Promotion: Nature & Forms**
- Unit 1: Meaning, Nature and importance of Sales Promotion Role of Sales Promotion in Marketing.
- Unit 2: The Purpose of Promotion, Factors effecting Sales Promotion.
- Unit 3: Consumer Oriented Sales Promotion, Trade Oriented Sales Promotion and Sales Force Oriented sales Promotion.
- Block 2 Tools of Sales Promotion**
- Unit 4: Free samples, prizes schemes, point of purchase, displays and demonstrations, advertising novelties.
- Unit 5: Trade Fairs and Exhibitions, fashion shows, sales contest games of chance and skills Entertainment of customers.
- Unit 6: Gift offers, premium and free goods, prince packs, price off, rebate, lotteries, patronage rewards, refunds, catalogue, correspondence conventions, conferences.
- Block 3 Developing Sales Promotion Programmes**
- Unit 7: Sales promotion programmes, pretesting, implementing
- Unit 8: Evaluating sales promotion programmes results making necessary modifications
- Unit 9: Public relations, meaning, features, growing importance, role in marketing similarities of publicity and public relations.
- Block 4 Sales Promotion and Public Relations**
- Unit 10: Major tools of public relations, news speeches, special events, handouts and leaflets.
- Unit 11: Audio-Visual, Public services activities, miscellaneous tools.
- Unit 12: Ethical issues in sales promotion, local aspects of sales promotion, ethical and local aspects in public relations.

BBA 307: Human Resource Management

- Block 1 Introduction of HRM**
- Unit 1 : HRM: concepts, scope and functions
- Unit 2 : Organised the personnel function
- Unit 3 : Personnel Policies: Meaning, types and process
- Unit 4 : The Changing Social Context and Emerging Issues
- Block 2 Procurement of Development of HR**

- Unit 5 : Human Resource Planning: concept, objectives, process, Job Analysis and Job Design
- Unit 6 : Recruitment & Selection: Concepts , sources and Methods
- Unit 7 : Human Resource Development: Training, Model and Methods
- Unit 8 : Career Planning, Succession Planning & Talent Management

Block 3 Employees Compensation and Reward Management

- Unit 9 : Performance Appraisal: Techniques and Competency Mapping
- Unit 10 : Wage and Salary administration: Concept and Objectives
- Unit 11 : Compensation Strategy, structure and Composition
- Unit 12 : Benefits: and Reward Management concept, coverage, objectives and types

Block 4 Employer-Employees Relationship

- Unit 13 : Regulatory Mechanisms in Industrial Relation
- Unit 14 : Dealing with Unions and Association
- Unit 15 : Industrial Democracy
- Unit 16 : Grievance Handling and Discipline