



**CENTRE FOR DISTANCE AND ONLINE EDUCATION
Jamia Millia Islamia, New Delhi**

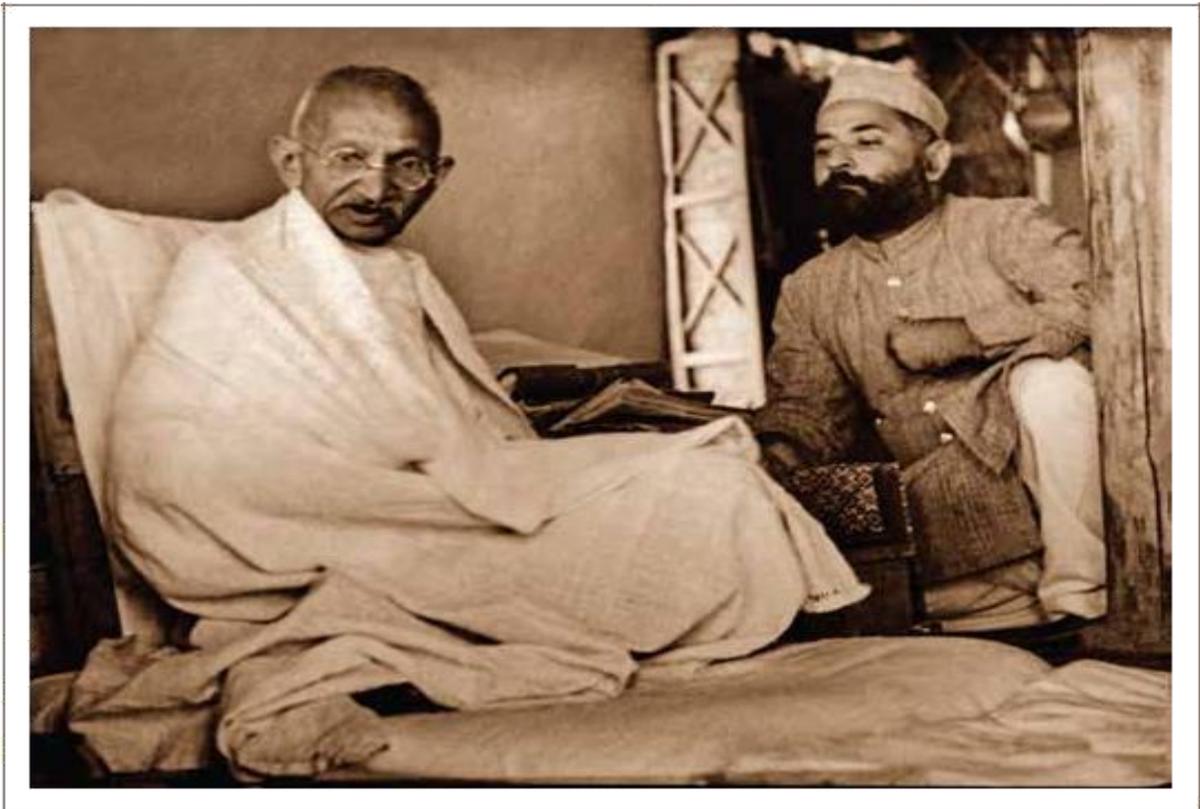
**Programme Guide
2021-22**

**Bachelor of Business Administration
(Online/Distance Mode)**



JAMIA MILLIA ISLAMIA

Jamia Millia Islamia, the lusty child of Non-Cooperation Movement, was founded at Aligarh in response to Gandhiji's Call to boycott British supported educational institutions. Shaikhul-Hind, Maulana Mahmud Hasan of DarulUloom, Deoband and distinguished national leaders – Mahatma Gandhi, Maulana Mohammed Ali, Hakim Ajmal Khan, Dr. Mukhtar Ahmad Ansari, MaulanaAbulKalam Azad and Dr. Zakir Husain were among its founders. Its foundation was laid at Aligarh on 29th October 1920 and subsequently, in 1925 it moved to Delhi. A 'Deemed to be University' status was bestowed to the Jamia in June 1963 under Section 2 of the University Grant Commission Act and eventually, on 26 December 1988, through an Act of the Parliament, the Jamia blossomed into a full-fledged Central University.



Icons of 'Naj Taleem'
M.K. Gandhi and Dr. Zakir Hussain

CENTRE FOR DISTANCE AND OPEN LEARNING

In September 2002 the Centre for Distance and Open Learning (CDOE) was established in Jamia Millia Islamia with the assistance of Distance Education Council. The objectives of the Centre include provision of space for higher education to those who are unable to draw benefits from formal system of education and to take education at the doorstep of the learner. The mode of instruction is through self-learning material, supplemented by counselling session. In 2009, the CDOE was approved by the Ministry of Human Resource Development, Government of India.

CDOE MESSAGE

Dear Students,

It is a pleasure welcoming you to Jamia Millia Islamia for the BBA Programme under distance mode being offered at the Centre for Distance and Online Education.

Education, needless to reiterate, is a *sine quanon* for the growth of a nation and personality development of its citizens. Plagued by the existence of various structural problems and prejudicial practices leading to divisiveness in the social order, various governments that have struggled to evolve an egalitarian order based on Gandhiji's dream of social justice and Nehru's meditations on equity have finally found an answer in education. Distance education is, one of the many, multi-pronged instruments adopted to promote literacy across India. It aims not just to foster social mobility and lifelong education but also to uphold the core values of the Indian society, that is, democracy, secularism, social justice and equality of opportunity.

The Jamia Millia Islamia in its endeavor to endorse and promote these values and advance literacy, has pledged to take education to the doorsteps of the learners.

I wish you success in your educational endeavors.

Professor Jessy Abraham
Hony. Director
CDOE, Jamia Millia Islamia

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PROGRAMME INCHARGE

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Department of Commerce & Business Studies
Jamia Millia Islamia
New Delhi-110025

PROGRAMME COORDINATOR

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1. ABOUT THE PROGRAMME

1.1 Introduction of the Programme

The **Bachelor of Business Administration Programme (BBA)** offered from Centre for Distance and Online Education, Jamia Millia Islamia is an innovative programme utilizing Self-Learning-Material along with Counselling Sessions. The basic objectives of the programme are to prepare the students with necessary conceptual, entrepreneurial and analytical skills required for handling modern and technical business operations at global levels.

1.2 Duration of the Programme

Minimum duration of the Programme: 3 (Three) Year
Maximum duration of the Programme: 6 (Six) Year

1.3 Medium of Instruction: English & Hindi.**1.4 Programme Fee**

First Year	Rs. 8800/-
Second Year	Rs. 8800/-
Third Year	Rs. 8800/-

1.5 Brief Course Structure

1st YEAR

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

2nd YEAR

S. No	Course Code	Course Name	EVALUATION SCHEME		Total
			Assignments	Term End Theory	
1.	BBA 201	Business Mathematics and Statistics	30	70	100
2.	BBA 202	Information Technology in Business	30	70	100
3.	BBA 203	Corporate Law	30	70	100
4.	BBA 204	Introduction to Business Finance	30	70	100
5.	BBA 205	Business Environment	30	70	100
6.	BBA 206	Marketing Communication	30	70	100
7.	BBA 207	Advertising Practices	7	30	70

3rd YEAR

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

1.6 Detailed Course 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 Problems 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
- Unit 10: 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 Differentiation 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: Permutation 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 Organisation

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: Principal Documents

Unit 5: Memorandum of Association

Unit 6: Articles of Association

Unit 7: Prospectus

Block 3: Capital 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, Comparison 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 forcePromotion, 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 12: 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 Procedure

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 1: 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 Hybirdsales 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, SalesQuota 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.

BBA307: 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

2. COUNSELLING SESSION

Counselling sessions are held at the study centre normally on weekends within the general academic scheduled of the Programme. **You should note that the counselling sessions are not classroom teaching or lectures. Counselors will not be delivering lectures as in conventional teaching on the contrary discussions will try to help you to overcome difficulties which you face while going through the SLM.**

In these sessions, you must try to resolve your subject-based difficulties and any other related problems. Before you proceed to attend the counselling sessions, please go through your course materials and make a plan of the points to be discussed. The detailed schedule of the counseling sessions will be available on the University Website: <https://www.jmi.ac.in/cdoe/cschedule>

Counselling sessions will be organized for all theory courses. The counselling duration and time for each theory course will consist of **5 sessions of 2 hours** each. Attending the

counselling sessions is not mandatory, nevertheless is always in the interest of learners to attend these sessions.

2.1 MODE OF INSTRUCTION

It is based on Self-Learning Study Material prepared and supplied by CDOE, besides counselling sessions and other exercises such as assignments etc.

3. UPDATE

Students are advised not to depend completely on SMS rather they should remain in touch with their respective study centre continuously for any updated information. Further, they should follow the Academic Calendar provided to them for the current academic year.

4. ACADEMIC CALENDAR

The academic calendar provides important dates and other relevant information corresponding to activities such as Counseling, Assignments, and Examinations etc. **Try to keep an eye on the important dates given in your academic calendar for different activities. You can view and download your academic calendar from JMI Website <https://www.jmi.ac.in/bulletinboard/academic-calendar/cdoe> in as well as on the notice board of Centre for Distance and Open Learning.**

5. STUDY CENTRE

The Study Centre to which you have been admitted will remain your Study Centre till you have cleared all courses within the maximum time allowed. No student would be permitted to change his/her Study Centre at any point of time. All the activities related to Counseling Assignments and Annual Examination will be held at the Study Centre only. However, the CDOE, JMI reserves the right to discontinue/change the Examination/Study Centre at any point of time as it deem appropriate.

6. EVALUATION SYSTEM

6.1 Assignments

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

The assignments are designed in such a way as to help you concentrate mainly on the printed course material. However, access to other books and sources will be an added advantage in your academic pursuits.

Assignments should be hand written. Typed or printed assignments **shall not be** entertained.

For your own record it is advisable to retain a copy of all the assignment responses.

You have to submit the Assignments to the Study Centre on or before the last date of submission mentioned in the Academic Calendar.

Write your Name and Roll Number correctly on the Assignment booklet.

Getting pass percentage in assignments is mandatory. If you do not get passing marks in any assignment, you have to submit a fresh assignment in consultation with the Programme Coordinator. However, once you get the passing marks in an assignment, you cannot re-submit it for improvement of marks.

6.2 Annual Examinations

Annual examination is the major component of the evaluation system and it carries 70% weightage in a final result. You must fill in the Annual Examination form Online once the notification is issued on the CDOE website. The examination forms should be submitted on or before the last date mentioned in the **Academic Calendar**.

6.2.1 Annual Examination Form

On receipt of your Examination Form, the Admit Card will be issued 15 days before the commencement of the Annual Examination. In case you fail to download the Admit Card before the commencement of examination, you may contact your Examinations Centre / Learner Support Centre.

Examinations Date-sheet will be uploaded on the website much in advance before the commencement of the Examination. https://www.jmi.ac.in/cdoe/examination_datesheet

While submitting your Examination Form for the annual examinations, it is your responsibility to check whether you are registered for the course and whether you are eligible to appear for that examination and have deposited the required fees. If any of the above requirements are found missing, your examination is liable to be cancelled.

7. ANNUAL EXAMINATION RESULT

The evaluation consists of two parts (i) Assignments (ii) Annual Examination. In the final result all the Assignments of a course will carry 30% weightage while 70% weightage will be given to the Annual Examination.

7.1 Declaration of Result

To pass a Programme under distance mode, a candidate must obtain:

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- (a) at least 33% marks in each component of theory papers i.e. in assignments and Annual Examination, separately;

- (b) an aggregate of at least 40% marks based on all theory papers and assignments, to obtain the degree;
- (c) If a student fails to qualify any component of a paper or a course he/she can repeat the same during the subsequent years, up to the maximum duration provided for the Programme from the date of registration; and
- (d) On the basis of the marks obtained, division will be awarded in the following way:
 - (i) Distinction to those who obtain 75% marks or more in the aggregate.
 - (ii) First division to those who obtain 60% marks or more in the aggregate.
 - (iii) Second division to those who obtain less than 60% marks in the aggregate but not less than 50% marks.
 - (iv) Third division to those who obtain less than 50% marks in the aggregate but not less than 40% marks.

Grace Marks: A maximum of three (3) grace marks shall be given only to those students who by obtaining them are able to either pass the examination or improve to get a division. Only minimum grace marks as required shall be awarded. The grace marks awarded shall be counted in Grand total.

7.2 Promotion to the next year of the Programme

Students registered for a Programme will automatically be promoted to the next year of the Programme. The student can clear all un-cleared theory papers and assignments within the maximum time limit allowed to complete the Programme. The students will be declared successful for award of Degree only after clearing all theory papers and assignments required within the maximum time period inclusive of the year of admission. A student who does not appear in any component (Annual Examination and assignments) in the minimum duration provided for the Programme, he/she will have to seek re-registration by submitting the prescribed fee through Demand Draft if he/she wishes to continue through the Programme.

7.3 Re-evaluation of Answer Scripts

- (i) Any student intending to apply for re-evaluation of answer scripts of any course of his/her written examination, may do so on the **prescribed application form within 30 days from the date of issue of mark sheet.**
- (ii) Re-evaluation of scripts will not be allowed in more than one third of the written papers of an annual examination.
- (iii) The original statement of marks issued to the candidate shall accompany each application for re-evaluation.
- (iv) Re-evaluation shall not be permitted in the case of practical examinations, viva voce, project examination, assignments/internal assessment, etc.

- (v) The candidate applying for re-evaluation shall be required to pay the prescribed fee per paper.
- (vi) Merit list, declared in the results of the respective examination, shall not be prejudiced owing to re-evaluation of scripts.
- (vii) If there will be any change in the result of the examination due to re-evaluation of answer scripts, no examinee can complain in the court of law, nor any action can be initiated against the examiner(s) concerned.
- (viii) If the award of the re-evaluator (second examiner) varies from the original award up to and including $\pm 5\%$ of the maximum marks secured earlier, the original award shall stand.
- (ix) If the award of the re-evaluator varies from the original award to more than $\pm 20\%$ of the maximum marks secured earlier, the answer script shall be sent to the second re-evaluator (third examiner).
- (x) The average of the marks awarded by the second and third examiner shall be final.
- (xi) Applications for re-evaluation of answer scripts only for annual examination shall be accepted.
- (xii) Answer scripts of those examinees who appeared for improvement of division or percentage of marks shall be final and shall not be re-evaluated.

7.4 Improvement of Result

A student may be allowed to appear in the examination for improving his/her result provided that:

- (i) The student has successfully completed all the requirements/clearance of all papers required for the award of the Degree;
- (ii) The student shall get only **one chance for improvement in case of a maximum of two theory papers** and that too in the successive year (Annual Examination) following the declaration of his/her final year result;
- (iii) Better of the two marks obtained by the student will be considered as final;
- (iv) In case of students who apply for improvement but do not appear in desired paper(s), their previous marks in these paper(s) shall be counted; and
- (v) The students will have to appear in the improvement examination on the basis of the current syllabus in the same paper. However if the paper is changed (title & contents) then the student would appear as per the old syllabus of the paper(s).

8. GENERAL REGULATIONS

Programme Fee, Re-Registration, Late fee and other Charges

- **Programme Fee:** The Programmefee is payable in advance each year, irrespective of results through a demand draft drawn in favour of **Jamia Millia Islamia**, payable at **New Delhi** on or before the date fixed by CDOE, Jamia Millia Islamia. No refund of fees is allowed in any case;
- **Re-Registration Fee:** A student who does not appear in any component (i.e. theory and assignment) of the Programme during the minimum period and wishes to continue the Programme, then he/she will have to re-register by paying the prescribed re-registration fee; given in the table on next page.
- **Late Fee:** A student who doesn't submit his/her Assignments and Examination Form on time may submit the same with the prescribed late fee; and
- Candidates are required to intimate the relevant authorities, sufficiently in advance, if there is any change of address/mobile number etc.

Table-1: Renewal and other Fee applicable for BBA(Distance Mode)

Sl. No.	BBA (Distance Mode)	Fees/Charges (Rs.)
1.	Programme/Renewal Fees (to be paid for Part 2 nd & 3 rd)	8800/-
2.	Submission of Assignments with late fees upto the maximum period of 4 weeks	100/- (Per Assignment)
3.	Submission of Assignments in the following years (In case of absence/fail if any)	200/- (Per Assignment)
4.	Submission of Annual Examination form with late fees upto 4 weeks.	250/-
5.	Submission of Annual Examination form with late fees beyond 4 weeks upto the next 4 weeks.	600/-
6.	Re-appearing in Annual Examination (In case of absence/fail/improvement)	500/- (Per paper/course)
7.	Re-Registration Fee*	2640/-
8.	Provisional Certificate	50/-
9.	Migration Certificate	50/- (after passing exam)
10.	Migration Certificate	200/- (before passing exam)
11.	Duplicate Statement of Marks (Attach a copy of FIR)	200/-
12.	Duplicate Identity Cards (Attach a copy of FIR)	200/-
13.	Change of Address in ID Card	50/-
14.	Re-evaluation of (current) Answer Script	500/- (per Course)
15.	Change of Course	1500/- (per course)
<p>Note: * If a candidate fails to appear in any of the prescribed components of the Programme within the stipulated period of 3 years and desires to continue the Programme after the lapse one year he/she should re-register for the Programme by depositing the above mentioned re-registration fee. The Fee once paid will not be refunded or adjusted under any circumstances.</p> <p>All the fees/charges wherever, applicable will be payable only in the form of demand draft drawn in favour of JamiaMillia Islamia payable at New Delhi.</p> <p>All the aforesaid fee are subjected to revision during the academic year as per University rules.</p>		