Faculty of Commerce & Management
BBA V Sem CBCS
Management Information Systeam

Code: BBA501

UNIT I

MIS concept & its utility. Role of computers in MIS, Staratagic issues & corportate management information systems, process of MIS development inforamtion nedds, planning organisation & control.

UNIT II

Preparation of MIS design. Selection of design document, conversion of manual MIS into computerised MIS.

Unit III

Organisation of Computer, Its functional units, Introduction to computer software, Use of computers in MIS, Emerging trends in computers microcomputer & its application.

Unit IV

MIS & decision making, phases of decision - Making process, MIS support to decision making process.

Unit V

Implementation of MIS, its stages & Evaluation of the system, Maintenance of the system.

Reference Books:

1. **G. Murdic & Joel E. Ross : Information system for management**
2. **R.C. Sinha : Computer Fundamentals**

Faculty of Commerce & Management
BBA V Sem CBCS
Retail Concepts & Strategies

Code: BBA502

UNIT I

Introduction to retail management, the concept of retailing, Nature and scope, Function of Retailers.

UNIT II

The evolution of retail in India, types of retail stores, retail models and theories of retail development.

UNIT III

Retail marketing mix, Retail communication mix, role of advertising, sales promotion, public relations and personal selling in retailing.

UNIT IV

Supply chain management in retailing, management of service and quality in relating.

UNIT V

Retail stores operations, Mall management, setting objectives for retailers performance, management of retail brand.

Reference Books:

1. **Retailing management by Swapna pradhan, Tata McGraw Hills**
2. **Retailing management by Suja R. Nair, Himalaya Publication**
3. **Retailing management by Gibson G. Vedamani, Jaico Books**

Faculty of Commerce & Management
BBA V Sem CBCS
Marketing of Financial Services

Code: BBA503

UNIT I

Indian banking system. Scheduled & Non Scheduled banks, Commercial banking system.

UNIT II

Insurance Concept, Types, Contract of Indemnity, IRDA.

Unit III

Venture capital, Factoring for failing and Bill Discounting insurance.

UNIT IV

Mutual funds - Meaning types, AMFI, Mutual Funds in India

UNIT V

Other Financial services Leasing and Hire Purchase, Debt Securitization, Housing Finance, Credit Rating: Credit Cards.

Reference Books:

1. **Management of Financial services; Khan & Jain, Tata Mcgrawhills**

2. **Management of Finacial Services: Bhole, Tata McGraw Hill**

Faculty of Commerce & Management

BBA V Sem CBCS
Specialisation :- Markting Mangement (Consumer Behaviour)
Code: BBA504A

UNIT I

Consumer behavior studies. Scope and their applications. Consumers need and motives consumer as a perceiver arid learner.

UNIT II

Consumer's influence of personality and attitude on buying behavior: Group dynamics and consumer buying behavior, Reference groups. Personal influence and opinion leadership process.

UNIT III

Model of consumer decision making process: Model of consumer behavior: Family decision making: Diffusion of innovation.

UNIT IV

Social economic and culture aspects of India consumer market, Social classes and their influence on consumer behavior.

UNIT V

Model of Industrial buying behavior pattern of industrial buying behavior in India.

Reference Books:

1. **Assacl, Henry : Consumer Behaviour and markeing action**
2. **Blattberg, R.C. And Nesling, S.A. Sales promotion Concepts methods and stragegies.**
3. **Engel, J.F. and Black well R.D. Consumer Behaviour**

Faculty of Commerce & Management
BBA V Sem CBCS
Specialization: - Finance Management (Management of Working Capital)
Code: BBA504B

UNIT I

Working Capital, its conceptual knowledge, determinants of working capital, Risk – return trade off.

UNIT II

Cash management & cash planning.

UNIT III

Credit management, optimum credit policy.

UNIT IV

Inventory management, importance & goals of inventory management, main techniques of inventory management selective inventory control.

UNIT V

Marketable securities.

Reference Books:

1. **S.C Kuchhal Financial management : Chaitanya publishing house**
2. **Khaw & Jam Financial management : Tata Mc-G raw hill Delhi**
3. **I.M. Pandey Financial management : Vikas Pub. New Delhi**

Faculty of Commerce & Management
BBA V Sem CBCS
Specialisation :-Production Mangement (Material Management)
Code: BBA504C

UNIT I

Material Management : Integrated materials management organisation for materials management.

UNIT II

Material Planning & Budgeting, Identification, Codification, Standardistaion

UNIT III

Store Keeping & Materials Handling equipment., Purchasing Organisation, Principal, Procedures & System in purchasing

UNIT IV

Purchasing & Corporate Planning, Negotiation

UNIT V

Problems of Material Management, Import Substitution, Import Purchasing

Reference Books:

1. **A.K. Dutta, Intergrated material management PHI**
2. **Dobler, D.W. Material Management Tata McGraw Hill.**

Faculty of Commerce & Management
BBA V Sem CBCS
Specialization: -
Human Resource Management (Human Resource Development)
Code: BBA504D

UNIT I

Bationale for Training in Organisations. Determining Training Needs.

UNIT II

Methods of Training: On-the job and Off-the Job training method. Evaluation of training effectiveness.

UNIT III

Planning for training and Development.Organizing the Training department. Staffing the training department.Controlling training.

UNIT IV

Human resource development climate in Indian organisation.

UNIT V

Human resource development practices in Indian Industries report.

Reference Books:

1. **T.V. Rao and D.R. Pereira, Recent Experiences in Human Resources development, Oxtyd & 1BH publication Co. New Delhi.**
2. **William R. Tracey, Managing Training development systems, Taraporewala publishing industries.**