

Dr. B.R. AMBEDKAR UNIVERSITY – SRIKAKULAM

3rd BBM MODEL PAPERS AND SYLLABUS

PART – I (common papers for 2nd year UG courses)

1. Foundation course

PART - II

2. Business Environment **(401)**
3. Business Law and Business Taxation **(402)**
4. Entrepreneurship and Small Industry **(403)**
5. Computer Applications **(404)**
6. Product Management (501)
7. Sales Management **(502)**
8. Project Report
9. Viva voce

Dr.B.R. AMBEDKAR UNIVERSITY – SRIKAKULAM
THIRD YEAR SYLLABUS OF B.B.M
401 – Business Environment

Marks: 70

(The objective of this course is to make the students understand different facets of business environment and relationship between business and government)

1. Business Environment: Concept and Significance kinds of Environment – influence of Environment of Business. Indian Economy: Features of Mixed Economy – Development through planning – Objectives of Planning – Evaluation of 5-Year Plan.
2. Industrial Policy of Government of India: Different Policies – Liberalization Policy of Government. Industrialization in India: Structure – Growth – Balanced Regional Development – Institutional Financing.
3. Capital Market: Features of SEBI – MRTP Act and Foreign Exchange Regulation Act.
4. International Business Environment – Trends in International Environment, Balance of Payments – Problems of Developing Countries – Role of IMF – World Trade Organization – Globalization – India Statue

Recommended Books:

1. Francies Chernilam, Business Environment, Himalaya Publishing House, Mumbai.
2. Adhikary, Economic Environment of Business, Sultan Chand & Sons, New Delhi.
3. Sivayya K.V. and Das, V.B.M. Indian Industrial Economy, S. Chand & Co., New Delhi.
4. S.K. Ray, Indian Economy, Prentice-Hall of India, New Delhi.
5. A.N. Agarwal, Indian Economy, Vikas Publishing House, New Delhi.
6. Alak Ghosh, Indian Economy: Its Nature and Problems, World Pres, Calcutta.
7. Ruddar Dutt & K.P.M. Sundaram, Indian Economy, Sultan Chand & Company (P) Ltd., New Delhi.

Practical Examinations:-

Marks: 30

Project work:	15 Marks
Lab/Assignment:	10 Marks
Viva-Voce:	05 Marks

Dr.B.R. AMBEDKAR UNIVERSITY – SRIKAKULAM
THIRD YEAR SYLLABUS OF B.B.M
402 – Business Law & Taxation

Marks: 70

Business Law:

(The objective of this course is to enable the students to gain knowledge of the legal aspects relating to the business functioning such as the legality of contracts, sale of goods, agency, bailment, partnership and companies)

1. Law of Contract – Contract and its Essentials – Different types of contracts – Offer and acceptance – Capacity of parties to contract – Consideration – Consent – Coercion – Undue influence – Misrepresentation – Fraud – Mistake – Legality of Objects – Unlawful and illegal agreements – Agreements in restraint of trade – Quasi contracts – performance of contract – Breach of contract.
2. Law of agency: Creation of Agency – Classification of Agents – Relation of Principal & Agent – Relation of Principal with Third Party – Personal liability of Agent – Termination of Agency.
3. Law of Partnership: Registration – Effects of registration – Formation of partnership – Classes of partners – Duties and responsibilities.
4. Company Law : Formation of companies – Kinds of companies – Doctrine of Ultra Virus – Memorandum of Association – Articles of Association – Prospectus – Share Capital
5. Case Studies (Each not exceeding 250 words)

Business Taxation:

(The Objective of th is course is to help the students understand the law and practice of Income Tax)

1. Income Tax Act 1961 – Basic concepts – Incidence of Tax – Incomes exempt from Tax. Heads of Income : Salaries, Income from House property, Profits and gains of Business or profession, Capital gains and income from other sources – Computation of income under various heads.
2. computation of total Income – set off and carry forward to losses – Deductions from gross total income
3. Income Tax authorities
4. Assessment of Individuals (with numerical problems)

Books Recommended: 1. Dinkar Pagare, Law & practice of income tax, sultan chand and sons, new delhi. 2. bhagawati Prasad, law & practice of income tax, navman prakashan, aligarh. 3. H.C Mehrotra, income tax law & account, sahitya bhavan, agra. 4. M.C. Shukla. A manual of merchantile law. 5. N.D. Kapoor, elements of company law, sultan chand & sons, new delhi. 6. M.C. Kunchal, merchantile law, vikas publishing house, new delhi. 7. singh, H., Indian company law, tata MCGraw Hill, new delhi. 8. Government of India, companies act, 1956.

Practical Examinations:-

Marks: 30

Project work:	15 Marks
Lab/Assignment:	10 Marks
Viva-Voce:	05 Marks

Dr.B.R. AMBEDKAR UNIVERSITY – SRIKAKULAM
THIRD YEAR SYLLABUS OF B.B.M
403 – Entrepreneurship & Small Industry

Marks: 70

(The objective of this course is to acquaint the students with the fundamentals of entrepreneurship and establishing business units)

1. Entrepreneurship – Meaning – Types of entrepreneurs – Qualities – Psychological factors in entrepreneurship. Factors influencing the birth of entrepreneurs – Emergence of Entrepreneurship in Indian Industry and business including small industry.
2. Entrepreneurship Development – Need and Importance of Entrepreneurship Development – Problems and Prospects of Entrepreneurship Development in India.
3. Government Policies and measures towards promotion of Entrepreneurship : Central and State Government – Industrial Estates – District Industries Centre – Role of Banks, SFCs and SIDBI in the development of SSIs – incentives and concessions to the small scale sector.
4. Small scale industries : Importance and Problems – How to start small scale industrial unit – conception of an idea – Preparation of feasibility report – Clearance and permits needed – Basic legal formalities – Licensing procedure registration – documentation.
5. Case Study

Books Recommended:

1. Udai Pareek and T.V. Rao, Developing Entrepreneurship, Sanjiv Printers, Ahmedabad.
2. S.V.S. Sarma, et al., Developing entrepreneurship – issues and problems, Small Industry Extension Training Institute, Hyderabad.
3. S.E. Srivastava, A. Practical guide to Industrial Entrepreneurs, Sultan Chand & Sons, New Delhi.
4. Vasanth Desai, management of Small Scale Industry, Himalaya Publishing House, Mumbai.
5. Vasanth Desai, Problems and Prospects of Small Scale Industry, Himalaya Publishing House, Mumbai.

Practical Examinations:-

Marks: 30

Project work:	15 Marks
Lab/Assignment:	10 Marks
Viva-Voce:	05 Marks

Dr.B.R. AMBEDKAR UNIVERSITY – SRIKAKULAM

THIRD YEAR SYLLABUS OF B.B.M

404 – Computer Applications (PROGRAMMING & DATA BASE SYSTEM)

Marks: 70

Theory

(Objective: To train the students in the principles of Computer Programming and database business management.)

Unit – 1 Algorithm development and flowcharting for Computer Programming – Basics of 'C' Constants – integer, Real, Character; Variables and keywords; data types and size, constants pointers, Operators-arithmetic, relational, logical, increment and decrement, bitwise and hierarchy of Operators and Operations Associativity of Operators, creation and evaluation expressions.

Unit-2 Control structure: Decision Structure: - Simple if, if-else, if-else-if, nested if, switch loop Control structure:-while, do while and for; use of break, goto and continue; Functions Function definition, declaration and prototypes, call by value and call by reference, scope Ro Functions- writing simple programmes in C language.

Unit – 3 : Database Management System – Objectives-Conventional and Relational model of DBMS-CO rules for relational model.

Unit-4: SQL-Datatypes, create table, Drop Table, Alter Table, Insert into, Delete from, update Query Syntax (select), Create view, drop view, set operators union, intersect, Minus, Functions, Group functions, join, sub queries.

Unit-5 MiS and DBMS: financial information systems, Marketing information system, invent information systems.

Recommended Books:

1. Subbaraj R., Programming in C, Vikas publications, New Delhi
2. Gottfried BS, Programming with C (Schaum's outline series), TataMegrawhill, New Delhi.
3. Ivan Bayross, SQL, PL/SQL: the Programming language of Oracle, BPB Publications, New Delhi.
4. Jawdekar, WS., Management Information systems, TataMegrawhill, New Delhi.
5. Arora A and Bhatla A., Management information systems, Ecel Books, New Delhi.
6. Laudon K.C. & Laudon J.P., Management information systems: Managing the Digital Firm, Galgo
7. Yeshwant Kanetkar, "Let us C". BPB Publications publications, New Delhi
8. Vipin Desai, "Database Management Sytem", BPB Publications, New Delhi.

Practical Examinations:-

Marks: 30

Project work:	15 Marks
Lab/Assignment:	10 Marks
Viva-Voce:	05 Marks

Dr.B.R. AMBEDKAR UNIVERSITY – SRIKAKULAM
THIRD YEAR SYLLABUS OF B.B.M
MARKETING MANAGEMENT

501 – Product Management

Marks: 70

(The objective of this course is to help students to understand the concept of product planning, development and strategies for effective management of product)

Unit-1: Introduction : objectives of product management – factors influencing the emergencies of product management function – importance – role and characteristics of a product manager.

Unit-2: Product classification consumer and industrial products- product strategies- product mix and line decisions- branding – labeling – packaging – product diversification – product differentiation and product positioning.

Unit-3: Product Planning and development – Components of product planning – product policy – product market strategies – product life cycle theory – various stages in product life cycle – management of plc – brand life cycle – Planned obsolescence.

Unit-4: product innovation – need for new product – stages in product development – test marketing – reasons for failure of new products - organization structure for development of new products – marketing of industrial goods – optimum marketing structure – difference between marketing of consumer and industrial goods – marketing of services – characteristics of services - marketing mix for services – trends in services marketing.

Recommended Books:

1. The product management hand book – Rich – and S. Handcombe.
2. Product Management in India – Ramanuj Majumdar – PHI.
3. Marketing of Industrial Goods ed. By Aurbey Wilson
4. Marketing Management : Philip Kotler
5. Marketing of Services – Christopher Lovelock
6. Marketing Services : The Indian Experience – Ravi Shankar

Practical Examinations:-

Marks: 30

Project work:	15 Marks
Lab/Assignment:	10 Marks
Viva-Voce:	05 Marks

MARKETING MANAGEMENT

502 – Sales Management

(The objective of the this course is to enable the students understand the importance of Sales Management and various methods of promoting sales)

1. Sales Management – Definition – Objectives & Scope: Role of Sales Management in Marketing management : Sales Organization purpose, Types of Sales Organizational structures: Sales Department relations
2. Salesmanship – Definition- Theoretical aspects of Salesmanship: characteristics of successful salesman; Sales Planning : Estimating sales potential , demand & sales forecasting, sales budgets, sales quotas and sales territories.
3. Management of sales force: Recruitment, Selection Training, Compensating and Motivating sales personnel, Evaluating and Supervising sales personnel
4. Sales Control: Sales audits; Sales analysis & Marketing costs analysis
5. Case Study

Books Recommended:

1. Still, Condiff and Govani, Sales Management: Concepts and cases; Prentice Hall India, New Delhi;
2. Sherlekar, Marketing and Salesmanship, Himalaya Publishing House, Mumbai;
3. Simons, Successful Sales Management;
4. David and Maynsand, Sales Management;
5. Dispatrick C.A. Salesmanship.

Practical Examinations:-

Marks: 30

Project work:	15 Marks
Lab/Assignment:	10 Marks
Viva-Voce:	05 Marks