



Mrs. Surbhi Mehra

Assistant Professor

Department of Management

Course Plan




SESSION
2016-17




SOPHIA GIRLS' COLLEGE(AUTONOMOUS), AJMER

SEMESTER I 2016-2017

BBA-103: PRINCIPLES OF BUSINESS MANAGEMENT		
Month	Unit & Topic	Other Activities
July	Unit- I Introduction: concept, nature, process and significance of management, Development of management thought, Planning: concept, process and types. Decision making-concept and process; Management by Objectives.	Assignment
August	Unit- II Organization: concept, nature, process and significance, Authority and responsibility relationships;	5 th -15 th August CIA I
September	Unit- II Centralization and decentralization. Organization structure-forms	
October	Unit- III Managerial control; concept and Process; Effective control system;	1 st -10 th October CIA II
November	Techniques of control – Traditional and modern.	Presentations
December	End Semester Examination 2016-2017	


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Semester I 2016-1017

BCA – 101 Management and Accounting - I		
Month	Unit & Topic	Other Activities
July	Unit-I Introduction to management Meaning, Definition, Nature, Characteristics, Principles, Functions, skills of a manager. Overview of Management functions with reference to planning process, leadership, motivation-implication for managers, theories of motivation.	Assignment
August	Unit- II Communication: Process, barriers to communication, role of electronic media and information technology in communication.	5 th -15 th August CIA I
September	Unit- II social and environmental responsibility.	
October	Unit- III Organizational culture, individual perception, values, Attitudes,	1 st -10 th October CIA II
November	Power and politics, conflict management, team and group dynamics. Stress management: Various types of stress, coping mechanism.	Presentations H.M.S.D.
December	End Semester Examination 2016-2017	Department of Management Sophia Girls' College (Autonomous) Ajmer

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Semester III 2016-2017

BBA- 302 Business Information System	SEMESTER III 2016-2017	
Month	Unit and topic	Other activities
July	Unit-I Business information system –Concept, role, importance, information quality, value, types of information systems.	
August	Unit-II Systems concept, systems development, database management systems	Assignment
September October	Unit –III Technology of information system, hardware and software resources ,networks, security aspects	

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Semester III 2016-1017

BBA 305 BUSINESS COMMUNICATION AND MANAGERIAL SKILLS		
Month	Unit & Topic	Other Activities
July	Unit –I Business communication: Nature, Need and significance. Communication Process essentials of good communication, Media of Communication; Verbal and Non Verbal, Oral communication- Forms, Advantages and Disadvantages. Written Communication- Forms, Advantages and Disadvantages.	Assignment
August	Non Verbal Communication- Forms, Advantages and Disadvantages. Listening- importance, Barriers and Guidelines for effective Listening.	5 th -15 th August CIA I
September	Unit-II Channels of Communication- Formal and Informal. Barriers of Business communication and management of barriers. Relationship Between Communication, Morale and Productivity and objectives. Guidelines for Effective Communication, Presentation and Speeches,	
October	Unit-III Basic Skills of Communicating Mangers.	1 st -10 th October CIA II
November	Report Writing_ Procedure and Guidelines.	Presentations
	Commercial Letters- Types, Essential elements. Negotiation-Essential elements for effectiveness.	
December	End Semester Examination 2016-2017	

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Semester III 2016-2017

BBA 309 Sales and Salesmanship		
Month	Unit & Topic	Other Activities
July	Unit- I Meaning and scope of sales management, Sales department organization	Assignment
August	Unit - I Theories of selling. Unit-II Sales planning, Routing & Scheduling, Types of sales quotas, Management of Sales personnel-Recruitment, Selection.	
September	Unit - II Motivation, controlling, sales audit, Use of market research in sales management.	
October- November	Unit - III Sales process, Salesmanship-Determining personal selling objectives, formulation of sales policies, fixing sales quotas and targets	CIA-I&II
December	End Semester Examination 2016-2017	

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
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B.Com Part – III Paper I Principles of Marketing

Months	Topics	Duration
July to September	Introduction : Nature and scope of marketing. Marketing concepts – traditional and modern. Selling vs. marketing. Marketing mix Product : Concept of product, consumer and industrial goods, product planning and development. packaging–role and functions, Brand name and trade mark , product life cycle concept.	3 Months
October - November	Price : Importance of price in the marketing mix: Consumer behavior : Nature, scope and significance of consumer behaviour. Market segmentation – concept and importance, Basis of market segmentation	2 Months
December - January	Promotion : Methods of promotion. Advertising media –their relative merits and limitations, Characteristics of an effective advertisement. Personal selling. Publicity, Sales Promotion and Public Relations. Physical distribution of goods	2 Months


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Semester II 2016-2017

BBA 201 ORGANISATION BEHAVIOUR		
Month	Unit & Topic	Other Activities
December	Unit-I Understanding and managing Individual behavior- Personality: concept, theories, determinants of personality, personality development personality traits affecting behavior, personality traits of Indian managers, Personality measurement, organizational applications of personality	Assignment
January	Unit-I Perception : Concept, Importance, process, perceptual selectivity, perceptual organization, Interpersonal perception, factors in perceiver, factors in person perceived, situational factors, developing perceptual skills. Attitudes: concept, attitudes and behavior, factors in attitude formation, attitudes relevant for organizational behavior, attitude change	
February	Unit – I Motivation, Unit-II Foundation of Group Behaviour: Concept, elements of groups, external conditions, group member resources, group formation and development –Four stage model, five stage model, punctuated equilibrium model, dimensions of group behavior.	CIA-I & II



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	Communication: concept, characteristics, process, types, networks, channels, barriers, essentials and guidelines for effective communication. Group decision making: concept, importance, positive and negative aspects, methods. Leadership	
March	Unit- III Conflict management: concept, nature, types, stages, levels, causes, - process or model, approaches and methods of conflict management. Organisational design: concept, departmentation, centralization and decentralization. Organizational culture and change-reasons for resistance to change, overcoming resistance to change.	
April- May	End Semester Examination 2016-2017	

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Semester IV 2016-1017

BBA 403 PURCHASING AND MATERIALS MANAGEMENT		
Month	Unit & Topic	Other Activities
December	Unit- I Purchasing; meaning, role, objectives and functions	Assignment
January	Unit- I Organization of purchase management and its relationship with other departments; five R's of purchasing (right quality, right quantity, right source, right time and right price). UNIT-II Determination and description of material quality; vendor rating, selection, development and relations, evaluating suppliers efficiency	
February	Unit-II Price determination and negotiation; purchase; procedures and documentation. Materials Management: meaning, objectives, importance, functions	CIA-I&II
March	UNIT-III Organization:-materials Informationsystem; standardization, simplification and variety reduction. Stores Management; meaning, objectives, importance and functions, stores layout; classification and codification. materials logistics-warehousing management, traffic and transportation.	
April- May	End Semester Examination 2016-2017	

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Semester IV/2016-2017

BBA 405 OFFICE MANAGEMENT		
Month	Unit & Topic	Other Activities
December	Unit- I Office management: objectives, responsibility for office work, Planning and organizing the office, centralization and decentralization, selection of office site, layout.	Assignment
January	Unit - II Organizing and method, office machinery and equipment, office communication- memo. Notes, reports, other office services, data processing systems, the future offices.	
February	Unit - II Notes, reports, other office services, data processing systems, the future offices.	CIA-I&II
March	Unit - III Discipline: Importance and manner of office control, work control and work distribution. Human aspect of computer usage, security data protection and audit management services, Electronic data interchange- concept, objectives and importance.	
April- May	End Semester Examination 2016-2017	

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