

BACHELOR OF BUSINESS ADMINISTRATION

SEMESTER I

COURSE: MANAGEMENT FOUNDATIONS

CODE : 01ABBAR17CC111

CREDITS : 04

Unit I: Introduction to Business and Industry:

1.1 Meaning of Industry, Classification of Industry

1.2 Establishing a business enterprise

1.3 Analyzing feasibility, Registration, Liaison with banks

1.4 Management levels, Skills of Management and Managerial roles

1.5 Managerial Process: - Planning, Organizing, Staffing. Recruitment, Selection, Training and Development, Directing and Controlling

Unit II: Nature and Functions of Business Management

2.1 Planning & Organizing

2.2 Staffing, Recruitment & Selection

2.3 Training and Development

2.4 Directing and Controlling

2.5 Business Managers

Unit III: Social responsibilities of Business

3.1 CSR Activities of an organization

Unit III: Social responsibilities of Business

3.2 Growth stages in Business

Unit IV: Financial aspects of business

4.1 Financial Planning, Steps, Sources of Finance, Capital Structure and Financial Leverage

4.2 Factors determining capital structure, EPS Analysis

4.3 Meaning of Financial leverage, Operating leverage and Composite leverage

4.4 Degree and significance, Computation of simple problems

Unit V: Management of Funds

5.1 Capital Budgeting

5.2 Meaning of capital budgeting

5.3 Nature, Need and Importance of capital budgeting

COURSE: BUSINESS ENVIRONMENT

CODE : 01ABBAR17CC112

CREDITS : 04

Unit I: Introduction to Business Environment

1.1 Meaning, Definition, Nature & Scope of Business Organization

1.2 Types of Business Organizations

1.3 Business Environment- Meaning, Characteristics, Scope and Significance

1.4 Components of Business Environment

Unit II: Micro and Macro Environment

2.1 Definition, Differentiation, Analysis of Business Environment, SWOT Analysis

2.2 Introduction to Micro-Environment – Internal Environment Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity. External Environment: Firm, customers, suppliers, distributors, Competitors, Society

2.3 Introduction to Macro Components Demographic, Natural, Political, Social, Cultural Economic, Technological, International and Legal

Unit III: Political and Legal environment

3.1 Political Institutions- Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India

3.2 Economic environment - economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy

3.3 Impact of business on Private sector, Public sector and Joint sector

3.4 Sun-rise sectors of Indian Economy. Challenges of Indian economy

Unit IV: Social and Cultural Environment

4.1 Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit

4.2 Meaning and Importance of Corporate Governance and Social Responsibility of Business

4.3 Technological environment - Features, impact of technology on Business

4.4 Competitive Environment – Meaning, Michael Porter’s Five Forces Analysis, Competitive Strategies

Unit V: International Environment

5.1 GATT/ WTO: Objective and Evolution of GATT, GATT v/s WTO, Functions of WTO, Pros and Cons of WTO

5.2 Globalization – Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model

5.3 MNCs – Definition, meaning, merits, demerits, MNCs in India

5.4 Challenges faced by International Business and Investment Opportunities for Indian Industry

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SEMESTER I

COURSE: BUSINESS IN GLOBAL PERSPECTIVES

CODE: 01ABBAR17CC113

CREDITS: 04

Unit I: Business

- 1.1 The trend towards global business
- 1.2 Initial steps to globalization
- 1.3 Phases in the evolution of global business strategy
- 1.4 Defining global competitive advantage

Unit II: Markets

- 2.1 Information for global marketing decisions
- 2.2 Marketing Information System in worldwide research
- 2.3 Understanding global consumers
- 2.4 Cultural dynamics in assessing international markets

Unit III: Business Decisions

- 3.1 Timing and sequence of entry
- 3.2 Modes of entry into global markets
- 3.3 Active players in multinational Business

Unit III: Business Decisions

- 3.4 Establishing local markets
- 3.5 Product positioning and segmentation

Unit IV: Expansion

- 4.1 Implementing market expansion strategies
- 4.2 Global Rationalization
- 4.3 Charting direction in global markets

Unit V: Competition

- 5.1 Developing global competitive strategy
- 5.2 Developing the corporate infrastructure for global implementation