



VESTOR COLLEGE OF MANAGEMENT

Address: Patna Zero Mile, near Krishna Niketan, Vestor College of Management, Jakariapur, Patna - 800007.

Email-ID- info@vestorcollege.com Mob. No : +91 9354260331

SYLLABUS-BACHELOR OF BUSINESS MANAGEMENT BBM 3 YEAR HONOURS DEGREE COURSE

Part – I, II & III

SYLLABUS

The syllabus has been designed according to the U.G.C and approved by the Patliputra University, Patna.

YEAR	PAPERS		MARKS		
1st Year	Paper I	Group 1 Principles & Practices of Management	-75		
		Group 2 Quantitative Method	-25	100	
	Paper II	Group 1 Managerial Economics	-50		
		Group 2 Business Environment	-50	100	
	Composition	Hindi		100	
	Subsidiary	English		100	
		Economics		100	
	2nd Year	Paper III	Group 1 Financial Management	-50	
			Group 2 Business Accounting	-50	100
		Paper IV	Group 1 Marketing Management	-50	
Group 2 Sales Promotion & Advertising			-25		
		Group 3 Project work on Marketing, Sales, Advertising	-25	100	
Composition		Hindi		100	
Subsidiary		English		100	
		Economics		100	
3rd Year		Paper V	Organizational Behaviour		100
		Paper VI	Human Resources Development		100
	Paper VII	Computer Theory	-75		
		Practical	-25	100	
	Paper VIII	International Business: Theory	-50		
		Practical	-50	100	
	Paper IX	General Studies		100	

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Bachelor of Business Management Patliputra University, Patna

HONS. 1st YEAR

GROUP -1: PRINCIPLES & PRACTICES OF MANAGEMENT

(75)

- ✚ Definition, Functions and Scope of Management, Process Management.
- ✚ Development of Management thought, Contribution of F.W. Taylor, Henry Fayol, Elton Mayo and Peter Drucker.
- ✚ Process of Planning, Types of policies, Principles of policy making.
- ✚ Definition, Elements and functions of organization, Types of organization, span of control, Necessary elements of organization.
- ✚ Authority, Types & Delegation. Elements of communication, Elements of effective communication.
- ✚ Theories of motivation, Elements and techniques of management by objective (MBO).
- ✚ Types of decision-making.

GROUP – 2: QUANTITATIVE METHODS

(25)

- ✚ Measure of central tendency Mean, Median and Mode.
- ✚ Measures of dispersion: Mean, Standard and Quartile deviation.
- ✚ Correlation Techniques – Product moment and rank difference Correlation. Regression, Hypothesis (Significance).
- ✚ Probability, Sampling, Test or T-ratio technique X2-test, F-test.
- ✚ Types of graphs and its utility management.

BOOKS RECOMMENDED

- ▶ Management Analysis: Concepts and Cases – Haves and Massic
- ▶ Principles of Management: Koonz & O-Donnel
- ▶ Management Principles & Practices: ParagDiwan
- ▶ Principles of Management: Shymal Mukherjee
- ▶ The Process of Management: R. S. Davar
- ▶ Management Concepts: B. P. Singh & T. N. Chabbra
- ▶ Essential of Management: W. J. Duncav
- ▶ Business Statistics: S. P. Gupta & M. P. Gupta
- ▶ Fundamental Mathematical Statistics: Gupta & Kapoor
- ▶ Fundamental of Statistics: D. N. Elhance

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PAPER –II

GROUP – 1 MANAGERIAL ECONOMICS

(50)

- ✚ Objective and need of Managerial Economics, Related disciplines.
- ✚ Demand Analysis: Significance and Concept of Demand, Cardinal Utility, Indifference Curve technique. Demand Forecasting, Elasticity of Demand Concept and use.
- ✚ Production Functions: Production functions, Law of return, Return to scale.
- ✚ Cost concepts: Type of cost, short run and long run cost function.
- ✚ Market and pricing: Price determination under different market condition. Classification of market structure. Perfect competition, concepts of discrimination Monopoly, Oligopoly, Duopoly and regulation of monopoly.
- ✚ Concepts of capital budgeting, Decision making under risk & uncertainty Cost and benefit analysis.
- ✚ National income: Concepts, Classification and Accounting.

GROUP – 2: BUSINESS ENVIRONMENT

(50)

- ✚ Structure of Indian Economy, concepts of planning, Economic liberalization.
- ✚ Industrial Policy, Multinational corp public enterprise policy under New Economic Policy, SSI policy.
- ✚ Types of business organization, Characteristics & elements of joint stock company, MRTP, BIFR, Indian companies act, Sales of goods act, Shop and establishment act, FEMA.
- ✚ Financial sector, Role of R. B. I Financial & investment institution Commercial bank, Reform of financial sector.
- ✚ Poverty eradication measure, NRF, Exit policy, Labour welfare & social security measures.

✚ BOOKS RECOMMENDED

- Modern Micro Economics: A. Koutsouyiamis
- Managerial Economics: Mote, Paul and Gupta
- Managerial Economics: P. L. Mehta
- Managerial Economics: Varshney and Maheshwari
- Indian Industries: Q. Ahsan & S. Mukherjee
- Economics Survey: Govt. of India
- Public Enterprise: Guru & Q. Ahsan
- Indian Economy: Mishra & Puri
- Indian Economy: Alak Ghosh
- Indian Economy: Vimal Jalan

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सामान्य हिन्दी

(स्नातक कला, विज्ञान एवं वाणिज्य परीक्षा के लिए अनिवार्य)

स्नातक प्रथम वर्ष

100 अंक

निर्धारित पाठ्य पुस्तकें – कविता-कानन- सं० डॉ० देवदत्त राय

पाठ्यांश

- विद्यापति- बड़ सुख सार पाओल तुअ, तीरे, नव वृंदावन, नव नव तरु गन ।
- कबीर- कौन ठगवा नगरिया, लूटल हो, भगति बिनु बिरथे जनम गयो ।
- सूरदास- निस दिन बरसत नैन हमारे, ऊधो, मोहि ब्रज बिसरत नाहिं ।
- तुलसी- मन पछतइहें अवसर बीते, यह विनती रघुवी गौसाई ।
- बिहारी- निम्नलिखित दोहे :-
नाहिं पराग नहि मधुर मधु, पत्राहीं तिथि पाइयै, चिरजीवौ जोरी जुरै क्यों,
करी बिरह ऐसी तरु, मोहन मूरति स्याम की ।
कनक-कनक तैं सौगुनी, त्यों त्यों प्यासेई रहत, अधर धरत हरि कै परत,
कहलाने एकत बसत, समै समै सुंदर सबै ।
- रसखान-खंजन नैन फँदे पिंजरा, कान्ह भये बस बाँसुरी के ।
- अथवा
- साहित्यधारा- सं० डॉ० शिवाजी नाले/डॉ० इरेश स्वामी-प्रकाशक-ओरिएंट लांगमैन, पटना
- पद्य- कबीर, रहीम, बिहारी, मैथिलीशरण गुप्त, रामधारी सिंह 'दिनकर'
- गद्य- प्रेमचंद (कफन), चिरंजीत (अखबारी विज्ञापन), हरिशंकर परसाई (समय काटने वाले), रामवृक्ष बेनीपुरी (बुधिया), महादेवी वर्मा (सबिया)
- निबंध- (छात्र-जीवन, राजनीति, प्रकृति, महापुरुष, युद्ध शांति, रोजगार, शिक्षा-पद्धति, खेल, चलचित्र, रेडियो, विज्ञान, साहित्य आदि से संबंधित)
- वस्तुनिष्ठ प्रश्न- हिन्दी रचना के पाठ्यक्रम पर आधारित होंगे ।

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अंको का विभाजन

समय- 3 घंटे पूर्णांक-100

- क- पाठ्य पुस्तकों से आलोचनात्मक प्रश्न- $3 \times 12 = 36$ अंक
- ख- पाठ्य पुस्तकों से व्याख्यात्मक प्रश्न- $3 \times 8 = 24$ अंक
- ग- निबन्ध - $1 \times 15 = 15$ अंक
- घ- व्याकरण- $3 \times 5 = 20$ अंक
- ङ- वस्तुनिष्ठ- $10 \times 1 = 10$ अंक
- नोट :-यू० जी० सी० के निर्देशानुसार 20 अंक साक्षात्कार (मौखिकी) के लिए निर्धारित किए गये हैं।



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SUBSIDIARY PAPER

COURSE TITLE: ENGLISH

Paper I

Full Marks-100 Duration 3 Hour

Books Prescribed:

✚ The Golden Treasury : Motilal Banarsidass

- ▶ G. Herbert : Love
- ▶ J. Milton : On His Blindness
- ▶ A. Pope : A Little Learning
- ▶ W. Wordsworth : A Slumber Did My Spirit Seal
- ▶ J. Keats : Ode to a Nightingale
- ▶ P.B. Shelley : Ode to the West Wind
- ▶ A.I. Tennyson : Break, Break, Break
- ▶ G. M. Hopkins : God's Grandeur
- ▶ W. H. Auden : Look Stranger

✚ The Literary Heritage : A New Anthology of Indian English prose Ed. Prasad, Mahis & Singh, Motilal Banarsidass and short Story

- ▶ E. M. Foster : India Again
- ▶ J. Nehru : Life's Philosophy
- ▶ R. Lynd : On Being a Bore
- ▶ H. G. Wells : The Country of the Blind
- ▶ R. N. Tagore : The Post Master
- ▶ Oscar Wilde : The Selfish Giant

✚ The Merchant of Venice : W. Shakespeare

✚ Distribution of Marks

- ✚ Six explanations to set (Two from each of the three books). Three answers to be attempted. $8 \times 3 = 24$
- ✚ Three questions to be answered one each from the three books. $20 \times 3 = 20$
- ✚ Precis of a passage. 16

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COURSE TITLE: ECONOMICS SUBSIDIARY

Economics Theory

Paper I

Full Marks-100 Duration 3 Hour

Unit I -

- ▶ Micro and Macro
- ▶ Utility analysis Marhalian and Hicksian app
- ▶ law of Demand elasticity and its types.

Unit II -

- ▶ Concept - of Market – and its elements
- ▶ Types of market
- ▶ Pricing under perfect competition and monopoly.

Unit III -

- ▶ Malthusian theory of population.

Unit IV -

- ▶ Theories of Rent, Interest, Profit & wages.

Unit V -

- ▶ Money – functions, Theories of value of money – Fisher and Cambridge Version. Inflation: Causes and control measures.

Unit VI –

- ▶ Bank – commercial and central banks: - Functions
- ▶ I. M. F and world bank - Functions

Unit VII –

- ▶ Taxation: Theories of taxation (Ability) to pay theory.
- ▶ Public expenditure cause of increase and measure to control.

Unit VIII –

- ▶ International Trade: Comparative Cost theory Ohlin and Hecksher.
- ▶ Concepts of free trade.

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HONS. 2nd YEAR PAPER – III

Group – A: FINANCIAL MANAGEMENT

(50)

- ✚ Objective, goals and scope of Financial Management, Financial Markets, Time Value of money, Risk and return analysis. Sources of Industrial & Business finance.
- ✚ Definition and basic elements of financial planning, determination of quantum and pattern of funds requirements, theories of capitalization.
- ✚ Equity capital, preference share capital, debenture and terms loans, trade credit and bank credit.
- ✚ Ratio, Analysis, Time series and Common size analysis, fund flow and cash flow analysis, Leverages-concept, operating, financial and total average, financial forecasting-preparation of Performance, Income statement and Balance sheet.

GROUP – B: BUSINESS ACCOUNTING

(50)

- ✚ Introduction to Accounting, Meaning, Nature and Importance of Accounting, Generally Accepted Accounting Practices (GAAP), Accounting equation. Accounting process.
- ✚ Accounting Mechanics, Double entry system, Debit-Credit recording, Transaction in primary books, journal, cash book, Ledger, Trial Balance & Final Accounts with adjustment for trading concerns.
- ✚ Rectification of error, Self-Balancing Ledgers, Depreciation Accounting, Important methods of charging depreciation, accounting from incomplete records.
- ✚ Distinction between capital and revenue income, expenditure account, receipts and payments accounts.
- ✚ Investment account, Partnership Goodwill valuation admission, retirement.
- ✚ Accounting standards, general understanding of Indian and International accounting standards.

✚ BOOKS RECOMMENDED

- Financial Organization and Management of Business: Gerstenburg
- Financial Management: Weston & Brigham
- Financial Management: S. C. Kulkarni
- Basic Business Finance: Hunt
- Financial Management: Kulkarni
- Corporate: Mohsin
- Management Accounting: I. M. Pandey

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PAPER – IV

GROUP – A: MARKETING MANAGEMENT

(50)

- ✚ Nature and scope of marketing, Marketing and Sales, Marketing in a developing economy.
- ✚ Determination of consumer behavior, Consumer behavior models.
- ✚ Market segmentation, Marketing decision making, planning of marketing mix, Marketing organization, Marketing research and its applications.
- ✚ Price policies and practices, Marketing communication, advertising and sales promotion, marketing strategies and policies, channels of distribution types of intermediaries.
- ✚ Product life-cycle, Different types of products, Branding and Packaging.
- ✚ Social responsibilities of marketing managers, Consumerism.

GROUP – B: SALES PROMOTION AND ADVERTISING

(25)

- ✚ Sales promotion-meaning, Purpose and Strategy.
- ✚ Publicity objective, Selection of publicity, Message and Vehicles, Planning and managing promotional campaign.
- ✚ Sales promotion at the point of sale and out of shop, Promotion modeling.
- ✚ Advertising-its importance, Methods and Types, Advertising as mass communication, Economics effects, Social and ethical issues in advertising.
- ✚ Elements of creating message, copy writing print-media and other media.

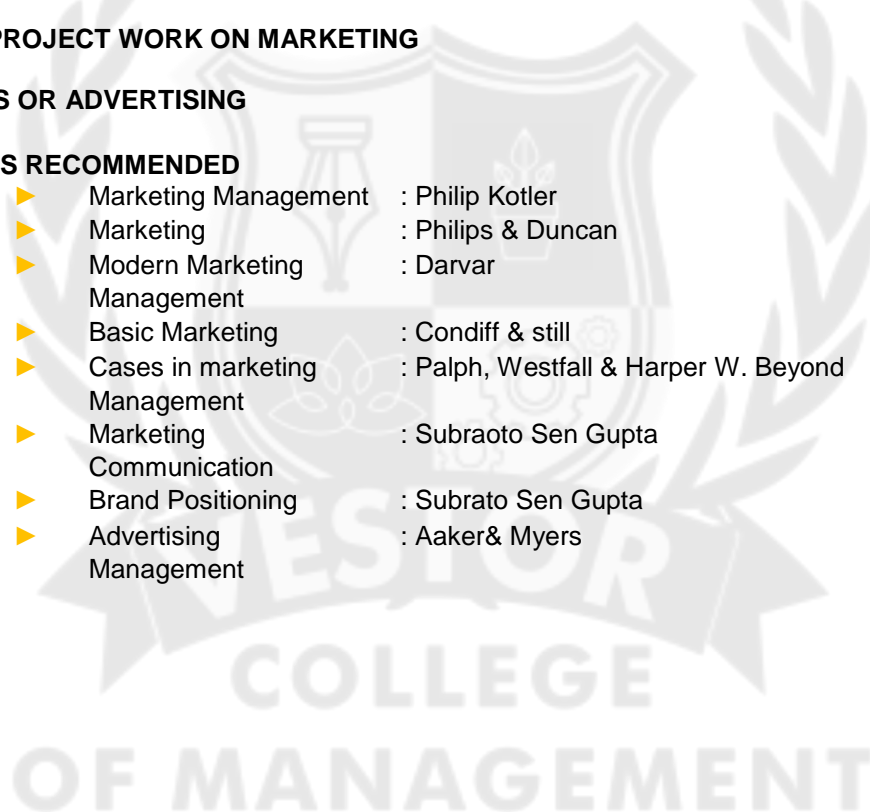
GROUP – C: PROJECT WORK ON MARKETING

(25)

SALES OR ADVERTISING

✚ BOOKS RECOMMENDED

- ▶ Marketing Management : Philip Kotler
- ▶ Marketing : Philips & Duncan
- ▶ Modern Marketing Management : Darvar
- ▶ Basic Marketing : Condiff & still
- ▶ Cases in marketing Management : Palph, Westfall & Harper W. Beyond
- ▶ Marketing Communication : Subraoto Sen Gupta
- ▶ Brand Positioning : Subrato Sen Gupta
- ▶ Advertising Management : Aaker& Myers



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स्नातक खंड-2

अंक- 100

सामान्य हिन्दी (हिन्दी रचना)

(कला, विज्ञान, वाणिज्य के उत्तीर्ण पासएवं प्रतिष्ठा दोनों वर्गों के विद्यार्थियों के लिए अनिवार्य)

पाठग्रंथ :

कुरुक्षेत्र – दिनकर

अथवा

यशोधरा– मैथिलीशरण गुप्त

अक्षवट– डॉ० भूपेन्द्र कलसी

पाठ्यांश :-

यज्ञ– महात्मा गाँधी ।

हमारा सांस्कृतिक पतन

दक्षिण गंगा गोदावरी

सप्तसागर महादान

आजादी के बाद भारतीय विज्ञान

गद्यप्रवाह– सं० डॉ० विजय कुल श्रेष्ठ युनिवर्सिटी बुक हाउस, जयपुर

पाठ्यांश–

(क) व्यंग्य : मूल्यों का उलटफेर– हरिशंकर परसाई

(ख) रिपार्ताज : मुक्ति योद्धाओं के शिविर में–विष्णुकांत शास्त्री

(ग) पत्र साहित्य : इतिहास के शिक्षा– पं० जवाहरलाल नेहरू

(घ) वैज्ञानिक निबंध : पर्यावरण और सनातन दृष्टि– छगनलाल मेहता

(ङ) ललित-निबंध : हल्दी-दूब और दधि अच्छत– विद्यानिवास मिश्र

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समय- 3 घंटे पूर्णांक-80

- क- आलोचनात्मक प्रश्न- $3 \times 15 = 45$ अंक
- ख- व्याख्यात्मक प्रश्न - $3 \times 10 = 30$ अंक
- ग- लघुउत्तरीय प्रश्न - $3 \times 5 = 15$ अंक
- घ- वस्तुनिष्ठ प्रश्न- $10 \times 1 = 10$ अंक



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COURSE TITLE: ENGLISH SUBSIDIARY

Full Marks – 100 Time 3

Hour

✚ The new icons : An Anthology of Prose and Short Story, Oxford University Press

✚ Section (A) (Prose)

- ▶ A. G. Gardiner : On Habits
- ▶ J. N. Newman : The Definition of a Gentlemen
- ▶ F. Bacon : Of Studies
- ▶ R. Lynd : Forgetting

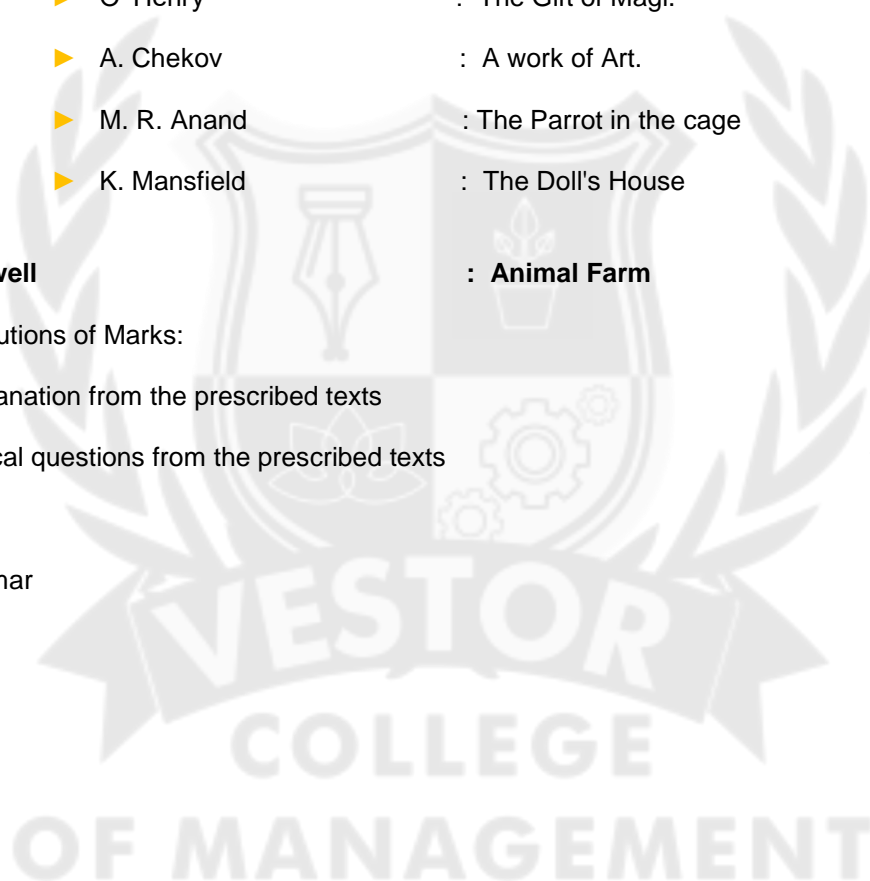
✚ Section (B) (Short Story)

- ▶ O' Henry : The Gift of Magi.
- ▶ A. Chekov : A work of Art.
- ▶ M. R. Anand : The Parrot in the cage
- ▶ K. Mansfield : The Doll's House

✚ G. Orwell : Animal Farm

✚ Distributions of Marks:

3 Explanation from the prescribed texts	8 x 3 = 24
3 Critical questions from the prescribed texts	17 x 3 = 51
Essay	15
Grammar	10



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COURSE TITLE: ECONOMICS SUBSIDIARY

Planning and the Indian Economy.

Full Marks-100 Duration 3

Hour

- ▶ Niti Aayog- Needs & Objectives.
- ▶ Role of Niti Aayog in Indian Economy
- ▶ Characteristic Of Indian Economy, Poverty and Unemployment & their eradication.
- ▶ Population- Size and Growth, Population Policy.
- ▶ Natural Resources- Forest Policy, Energy Policy.
- ▶ Agriculture —Cause of backwardness of Indian Agriculture.
- ▶ Land Reform- Ceiling Of holdings, consolidation of land, cooperative farming.
- ▶ Agricultural credit cooperative, commercial banks, Rural Banks, NABARD
- ▶ New strategy of Agricultural Societies Green Revolution and its second phase.
- ▶ Industrial policy since 1956, 1977, 1980, 1991
- ▶ Large scale Industries- Steel, Cement, Sugar and Cotton
- ▶ Small Scale Industries Importance and problems in India.
- ▶ Foreign Trade of India- nature and composition
- ▶ India's five-year plans with special reference to 12th Five Year Plans 2012-17.

Books Recommended

- ▶ Indian Economy – Rudra Dutt & Sundaram

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VESTOR COLLEGE OF MANAGEMENT

Address: Patna Zero Mile, near Krishna Niketan, Vestor College of Management, Jakariapur, Patna - 800007.

Email-ID- info@vestorcollege.com Mob. No : +91 9354260331

HONS. 3rd YEAR PAPER –V

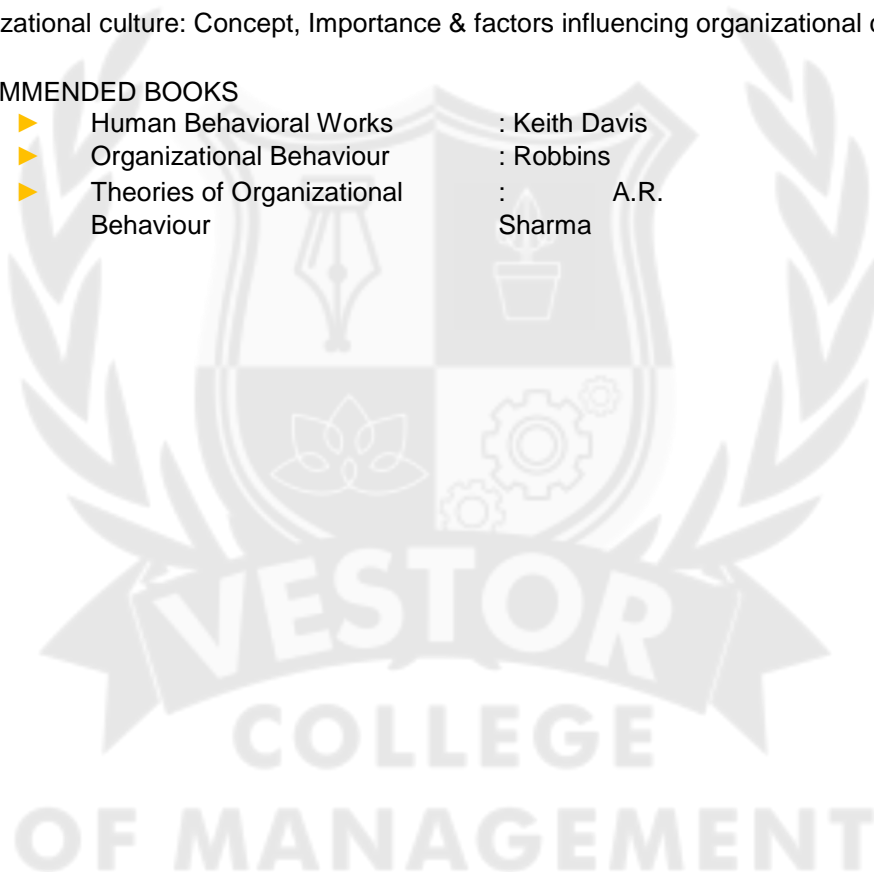
ORGANIZATION BEHAVIOUR

Full Marks: 100 Pass Marks: 45

- + Organizational Behaviour, Meaning, Importance, History of development of OB: Factors influencing OB.
- + Understanding Individual: Nature of Man, Similarities and difference among individual, personality development and its determinants, perception Factors influencing perception.
- + Group & Group Dynamics: Meaning of Group and Group dynamics Reason for the formation of groups. Characteristics of groups. Types of Groups in organizations, Group Cohesiveness. Factors affecting Group Cohesiveness.
- + Leadership: Leadership Concepts, Leadership emergence theories, Leadership style. Different functions and its effectiveness.
- + Motivation: Concept and importance. Financial and non-financial motivators.
- + Moral & Job satisfaction: Theories & Factors influencing morale & job Satisfaction.
- + Management of Change: Meaning, Importance & Factors contributing to organizational change.
- + Organizational culture: Concept, Importance & factors influencing organizational culture.

+ RECOMMENDED BOOKS

- | | |
|--|---------------|
| ▶ Human Behavioral Works | : Keith Davis |
| ▶ Organizational Behaviour | : Robbins |
| ▶ Theories of Organizational Behaviour | : A.R. Sharma |



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PAPER – VI

HUMAN RESOURCES DEVELOPMENT

Full Marks: 100 Pass Marks: 45

- ✚ Introduction, Planning & organizing the HRD system. HRD Mechanism process & outcomes, Role of the line managers in HRD.
- ✚ Performance & Potential meaning, Need & Importance, Technique of performance appraisal, Factors influencing performance appraisal.
- ✚ Motivation and job satisfaction.
- ✚ Employee compensation, Employee welfare & social security.
- ✚ Training & Development: Need & Importance, Steps in training, Technique of training, Evaluation of training programme.
- ✚ Career Planning & Career Development: Meaning, Importance of career strategies in rapidly changing environment, Designing appropriate systems.

✚ RECOMMENDED BOOKS

- Organization Behaviour : S. P. Robbins
- Organization Behaviour : U. J. Arnold & D. C. Feldman
- Industrial Psychology : Memoria
- Industrial Psychology : D. C. Koehar, Mohanty, Blue & Naylor
- General Psychology : Raven & Rubbin

PAPER – VII

COMPUTER

Full Marks: 75 (Theory) + 25 (Practical) Pass Marks: 45

- ✚ Fundamental of Computer and Programming in Qbasic.
- ✚ Introduction of operating system (DOS), Windows).
- ✚ Computers in Business applications. MS-Office and (Word, EXCAL & Power Point).
- ✚ Data Base Management (Fox Pro) and Programming Languages C.
- ✚ Introduction to Internet operations.

✚ RECOMMENDED BOOKS

- Computer Today : Galotia Publication
- Mastering Fac Pro : Charles Seagal
- Programming in PC Software made Simple : R> K. Tazsali

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PAPER – VIII

INTERNATIONAL BUSINESS

Full Marks: 50 Pass Marks: 25

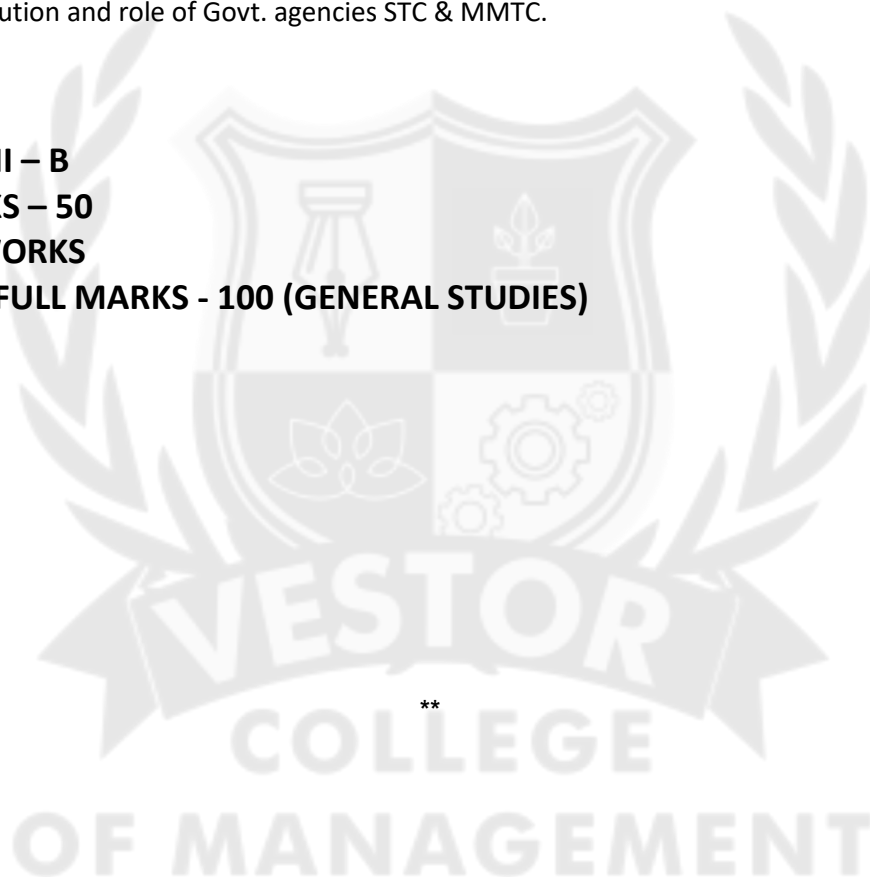
- ✚ Introduction: Meaning, Need, Basis, Importance, Gains and Procedure Balance of Trade and balance of payments. Tariff and Non-tariff barriers GATT & Foreign Exchange control.
- ✚ Financial framework: International Monetary System, SDR, IMF, World Bank, Asian Development Bank, Euro MKT International liquidity & Exchange rate restrictions.
- ✚ International Marketing programme: Exporting, Licensing, Joint venture ownership International competition & characteristics of Multinational Marketing.
- ✚ Decisions: International Business product decisions, pricing decisions channel decisions & Advertising Decision of International Business.
- ✚ Export promotion: Export Financing, Planning, Organizing and Controlling Multinational Marketing Programme.
- ✚ Analysis of India's International Business: Export trends, Export promotion efforts. Import substitution and role of Govt. agencies STC & MMTC.

PAPER – VIII – B

FULL MARKS – 50

PROJECT WORKS

PAPER IX - FULL MARKS - 100 (GENERAL STUDIES)



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