

VEER NARMAD SOUTH GUJRAT UNIVERSITY

B.B.A. Programme

2nd Year Syllabus

S.Y.B.B.A.(4th Semester)

(In Force from November-2002)

1. Paper - XIII – Computer Applications-II
2. Paper - XIV – Financial Management
3. Paper - XV – Human Resources Management
4. Paper - XVI – Production Management

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Paper – XIII - COMPUTER APPLICATION- II

S.Y.B.B.A SEMESTER – IV,

PAPER – 2 - ADVANCED OFFICE AUTOMATION TOOLS

INTERNAL MARKS : 18 (PRACTICAL) + 12 (THEORY) = 30 MARKS

EXTERNAL MARKS : 40 (PRACTICAL) + 30 (THEORY) = 70 MARKS

CONTACT HOURS : 2 HRS/WEEK (PRACTICAL) + 2 HRS/WEEK (THEORY)

PREQUISITE : KNOWLEDGE OF MATHEMATICS, STATISTICS & FIN. ACCOUNTING.

- ❖ **FUNCTONS** **20%**
 - Essential worksheet functions
 - Totals & sub-totals
 - Lookup & reference
 - Counting functions
 - Text functions
 - Date & Time functions
 - Statistical functions
 - Logical functions
 - Financial functions
- ❖ **DATABASE IN EXCEL** **25%**
 - Basics of internal data
 - Limitation & importance
 - Creating database
 - Sorting database
 - Filtering database
 - Use of built-in data form
 - Sorting by more than two fields
 - Sorting columns
 - Working with criteria range
 - Use of d function
- ❖ **ANALYSIS OF DATA** **25%**
 - Data consolidation
 - What-if analysis
 - Goal seeking (simple problems)
 - Solver (complex problem)
- ❖ **EXCEL COLLABORATION** **20%**
 - Ways to get external data into excel
 - Retrieving data from external database
 - Sharing excel workbooks
 - Macros
 - What are macros?
 - Why use macros?
 - Recording a macro
 - Running a macro
 - Deleting a macro
- ❖ **INTRODUCTION TO ACCESS** **10%**
 - Creation
 - Report designing

Reference books :

- 1 Windows 98 & MS-Office 2000 (in gujarati) – Antani & Shah, TMH
1. Using MS-Office 2000 – Bott, PHI
2. Mastering Excel 2000 (premium edition) Mindy Martin, Steven Hansert, Beth Klinger, BPB.

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Paper – XVI - Production Management

S.Y.B.B.A SEMESTER – IV,

1. Course Objective :

To develop decision-making skills of executives for scheduling of worker-machines system and for monitoring on-going operational activities using material, quality and cost control techniques.

2. Course Content

- (i) **INTRODUCTION :** (10%)
Role of operations/production function, interfacing of operations with marketing , finance and personnel functions of business system commonly used types of operations, layout and material handling systems.
- (ii) **OVERVIEW OF OPERATION PLANNING :** (10%)
Strategic, tactical and operational planning , Master scheduling methodology. Techniques of Materials & Capacity Requirement planning (MRP and CRP)
- (iii) **OPERATIONS SCHEDULING & CONTROL :** (20%)
Objectives , Scheduling strategy, Scheduling and Loading guidelines, Data for Scheduling ,Scheduling methodology- use of Gantt charts, Load charts, Computer graphics, Priority & Johnson rules and Mathematical Programming methods, viz Assignment method. , Priority control- order release, Dispatching reporting and status control., Capacity control- Lead time and other variables, Line of Balance (LOB) and Input/Output control.,Methods of controlling the waste.
- (iv) **INVENTORY CONTROL :** (20%)
Definition and purpose- Inventory, Accounting for inventory, purpose of inventory, Nature of inventory – independent and dependent demand., Costs Associated with Inventories.,Inventory Models : Basic assumptions, EOQ, Discount, Economic Run Length(ERL) and shortage models. Safety stocks , order points and services levels , Probabilistic demand and legal time, Classification for inventory control : ABC,VED,FSN.
- (v) **QUALITY AND COST CONTROL :** (20%)
Objective of Quality control : What is quality ? Purpose and methods of Quality control., Acceptance Sampling of Incoming and outgoing Quality: Statistical Distribution for defectives, Sampling plans for attributes and variables, Economics of sampling- AOQ,ASN and ATI., Control of process quality : Tolerance limits of process, control charts for variables, control charts for attributes., Cost Control concepts : Cost components, Cost types and cost control , Budgets : Fixed and Flexible. Cost standards for labour, material and overhead costs.
- (vi) **WORK STUDY AND VALUE ANALYSIS :** (20%)
Productivity and work study., Components of work study – Method study and work measurement techniques., Method study : Selection, Recording techniques critical examination, Solution development and implementation., Work measurement techniques- Procedure Time study, work sampling and Production study techniques.,Value Analysis-Objectives. Relevance for today's Competitive business environment Methodology and techniques.
- (vii) **INDUSTRY/BUSINESS VISIT-** Few visits will help to appreciate the course.

Text Book and References:

1. Production & operations Mgmt(5e) by Adam & Ebert, PHI
2. Operations Management (4e) by Monks, McGrawhill
3. Prodn. & Operations Management (2e) by chari, TMH
4. Work study by ILO, standard Pub. ,Mumbai
5. Prodn. & Productions Mgmt (3e) Aswathappa, Himaliya
6. Value Engg. & Value Analysis By TMH

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PAPER- XV - Human Resource Management S.Y.B.B.A SEMESTER – III,

OBJECTIVES :

1. To impart to the students the conceptual and procedural knowledge in the functional area of Human Resources Management.
2. To enable the students to understand concepts, principles and techniques to be applied in the above functional area.

PEDAGOGIC TOOLS :

- (1.) Lectures
- (2.) Case Study
- (3.) Presentation
- (4.) Seminar
- (5.) Group Discussion
- (6.) Practical Exercise

EVALUATION :

Sr. No.	Particulars	Weightage	
		Internal	External
1	Marks/weightage for "Active Participation " in the Practical Exercises (including case study, rule play, group discussion, etc.) given by the faculty.	10 marks	NIL
2	Marks/weightage for "Practical Assignment" given by the faculty.	05 marks	NIL
3	Marks/weightage for "Attendance " Given by faculty.	05 marks	NIL
4	Marks/weightage "Internal Examination".	10 marks	NIL
5	Marks/weightage for External Examination".	NIL	70 marks
6	Total (30+70=100 marks)	30 marks	70 marks

COURSE CONTENT :

- 1 INTRODUCTION (10%)**
(a.) Meaning of Human Resource Management (b.) Objectives of Human Resources Management (c.) Functions of Human Resource Management (d.) Difference between Human Resource Management and Personnel Management (e.) Limitations of Human Resource Management
- 2 HUMAN RESOURCE PLANNING (10%)**
(a.) Meaning and Definition (b.) Importance of Human Resource Planning (c.) Process of Human Resource Planning (d.) Guidelines for successful Human Resource Planning
- 3. RECRUITMENT AND SELECTION (10%)**
(a.) Meaning and definition of Recruitment (b.) Process of Recruitment (c.) Sources of Manpower- Internal/External (d.) Meaning and definition of Selection (e.) Process of Selection (f.) Placement
- 4. TRAINING (10%)**
(a.) Meaning and Concept of Training (b.) Induction Training (c.) Importance of Training (d.) Identifying Training Needs
- 5. PROMOTION AND TRANSFER (10%)**
(a.) Meaning of Promotion (b.) Objectives of Promotion (c.) Factors affecting Promotion (d.) Meaning of Transfer (e.) Objectives of Transfer (f.) Factors affecting Transfer

- 6 PERFORMANCE APPRAISAL (15%)**
(a.) Meaning (b.)Objective (c.) Importance of Performance appraisal and its implications (d.) Process of Performance Appraisal (e.) Essentials of an effective Performance Appraisal System
- 7 COMPENSATION (10%)**
(a.)Meaning (b.) Components of Remuneration
- (A) Base Compensation-Wages & Salary administration - (a.) Concept of wage and fringe benefits (b.) Objectives of Wages and Salary Administration (c.) Factors Affecting Wages (d.) Methods of Wages Payments –(i) Time Wage (ii) Piece Wage**
- (B) Supplementary Compensation-Incentive Plans & Profit Sharing –(a) Meaning of incentives (b) Importance of incentive plans and productivity (c) Essentials of Sound incentive plans**
- 8. EMPLOYEE WELFARE & INDUSTRIAL RELATIONS (10%)**
- (A) Employee Welfare – (a.) Meaning , definition and scope (b.) Types of welfare a activities (c.) Duties of Labour Welfare Officer**
- (B) Industrial Relations – (a.) Meaning , Definition and scope (b.) Participants in IR (c.) Role of Labour Unions in welfare activities and productivity**
- 9. HUMAN RESOURCES AUDIT & INFORMATION SYSTEMS (15%)**
- (A) Human Resources Audit – (a.) Meaning (b.) Objective and Significance of HRM Audit (c.) Scope of HR Audit**
- (B) Human Resources Information Systems – (a.) Meaning (b.) Objectives and scope of HRIS (c.) Steps in designing a sound HRIS**

Reference Books :

1. Personnel Management – by C.B.Mamoria (Himalaya)
2. Human Resource & Personnel Management- by K.Aswathappa
(TataMcGraw-Hill)
3. Human Resource Management – by C.B.Gupta(Sultan Chand & Sons)
- 4.Managing Human Resource-by Arun Monappa (Macmillan)

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PAPER – XIV - Financial Management

S.Y.B.B.A SEMESTER – IV,

In force from November- 2002

- 1. INTRODUCTION TO FINANCIAL MANAGEMENT (15%)**
Evolution of FM-3 phases of FM , Goals of FM ,Relationship of FM with other disciplines Economics, Accounting and other Management areas ,Finance Functions ,Functions of Finance Manager
- 2. THE INDIAN FINANCE SYSTEM-AN OVERVIEW (5%)**
Capital (Primary / Secondary Market/Money Market, Financial intermediates
- 3. SOURCES OF LONG TERM FINANCE (10%)**
Features, merits and demerits of raising the following forms of finance from the point of view of investor/lender and company
Retained Earning ,Equity shares , Right shares (Brief Idea) ,Preference share ,Debentures, Term Loans ,Comparison between all the above forms of finance
- 4. CAPITALISATION (10%)**
Concept of capitalisation , Actual and proper capitalisation , Over capitalisation & Undercapitalisation-Meaning, symptoms, merits & demerits Remedial measures.
- 5. CAPITAL BUDGETING (25%)**
➤ Importance , Process of Capital Budgeting , Investment Appraisal tools – (1) Net Present Value (2) Benefit-Cost Ratio (3) Internal Rate of Return (4) Payback period (5) Accounting Rate of Return. , Concept of capital rationing(Theory) ,Time value of money ,Estimation of cash flow based on Straight-line Depreciation & Written-Down value method – (1) Single Proposal (2) Replacement situation (3) Mutually exclusive situation
- 6. WORKING CAPITAL MANAGEMENT (30%)**
 - (1) INTRODUTION** - Concept of Working Capital (Gross/Net)(Ch.(1),(2),(3)→20%) ,Need for working capital (Ch.(4),(5) → 10%) ,Factors affecting working Capital requirement , Operating Cycle ,Estimation of Working Capital requirement , Relative asset Liquidity & Relative Finance Liquidity
 - (2) CASH MANAGEMENT**
Need for cash ,Process of Cash Management ,Cash Budget – Receipt & Payment Method ,Monitoring collection & disbursement ,Avenues for investing surplus Cash
 - (3) INVENTORY MANAGMENT**
Need for Inventory ,Types of Inventory ,EOQ Model ,Order Point ,Pricing & valuation of stocks (Brief Idea) ,Monitoring & control of inventories (ABC Analysis)
 - (4) RECEIVABLE MANAGMENT (THEORY ONLY)**
Need for Receivable Management ,Credit Policy Variables ,Credit evaluation Methods (traditional ,numerical credit scoring , risk classing, discriminate analysis) ,Monitoring receivable (Days Sales Outstanding, Aging Schedule. Collection Matrix)
 - (5) SOURCES OF WORKING CAPITAL FINANCE**
Accruals , Trade credit ,Public deposits , Inter-corporate Deposit , Commercial Paper ,Factoring ,Bank Finance – Tandon & Chore Committee, calculation of Maximum Permissible Bank Finance as per these committees.
- 7. LEVERAGES (5%)**
Operating ,Financial ,Combined/Total

Reference Book s :

1. Financial Management –Theory & Practice by Prasanna Chandra(Tata McGraw Hill Publication)
2. Financial Management-Theory & Practice by Khan & Jain (Tata McGraw Hill Publication)
3. Financial Management- by I.M. Pandey (Vikas Publication)
4. Essentials of Business Finance by R.M.Shrivastava (Himalaya Publishing House)

Sums (Paper Setting Purpose)

1. One Sum from Ch. No. 6 14 marks (Theory in option)
2. One sum from Capital Budgeting 10 marks (Another sum in option)
3. One sum from Ch.No. 7 i.e. Leverages marks (Theory in option)