**UNIVERSITY OF LUCKNOW**

**BBA (I.B.) Semester V**

**Syllabus**

**BBA (I.B.)- 501 STRATEGIC MANAGEMENT**

**COURSE OBJECTIVE**: The main objective of this course is to develop students’ understanding of the increasing competition and

the practice of strategies in organizations to stay in the hunt.

**Unit I :** Introduction & Concept of Strategy, Corporate Policy as a field of study, Nature, Importance, purpose and objective of

business policy, Chief Executive job, roles and responsibilities of board of Directors, An overview of strategic management – its

nature and process, Formulation of strategy, Environment, Nature of company’s environment, environment appraisal, identifying

corporate competence & resource.

**Unit II:** Relating Corporate Strategy, Personal & an Ethical Values Industry structure, Reconciling divergent values, Modification of

values, moral components of corporate strategy, review of management’s concern for responsibility, choice of strategic alternatives

for social action.

**Unit III:** Strategic Choice Corporate portfolio analysis, competitor & SWOT analysis, strategic choice, strategic plan, routes to

competitive advantage.

**Unit IV:** Implementation of Strategy Structural implementation, organisational design and change, behavioural implementation,

leadership, corporate culture, business ethics, corporate politics and use of power, functional implementation – financial, marketing,

operations, personnel policies and their integration, strategic evaluation and control.

**SUGGESTED READINGS**

1. Kazmi, Azhar - Business Policy

2. Keneth, A. Andrews - Concept of Corporate Strategy

1. Igor, M. Ansoff - Business Strategy

2. Christensen - Business Policy Text and Cases

3. Gluhck, William F. - Business Policy Strategy

4. Anoft, Russel, L. -A Concept of Corporate Planning

5. Prasad, L.M. - Business Policy and Strategy

**UNIVERSITY OF LUCKNOW**

**BBA (I.B.) Semester V**

**Syllabus**

**BBA (I.B.)-502 INTERNATIONAL FINANCE**

**OBJECTIVE:** This is the foundation course in the area of international finance in order to acquaint a student to various instruments

and environment in international business. level of knowledge: expert knowledge is required by the student to develop understanding

of various instruments used in international arena.

**Unit I:** IFM- Meaning, Need, Developments in IFM, Foreign Exchange Markets and International Financial Markets, International

Financial System & Institutions: Introduction and Importance, IMF (Drawing and loan instruments), SDR (Nature and Utilization),

IBRD (Functions and Lending Activities).

**Unit II:** Ready Exchange rates, Exchange Quotations (Direct& Indirect), Forward Margins and factors determining it, Spot and

Forward rates, Factors determining spot rates, Exchange Arithmetic (Cross rates, Calculation of forward premium and Discounts),

Calculation of forward rates, Exchange Rate Forecasting.

**Unit III:** Parity Conditions In International Finance, Arbitrage And The Law Of One Price, Purchasing Power Parity, The Fisher

Effect, The International Fisher Effect, Inflation Risk And Its Impact On Financial Markets

**Unit IV:** International Finance Instrument, Forward Contracts, Future Contracts, and Currency Options, Foreign Exchange Risk

Exposure: Definition, Accounting Exposure, Economic Exposure.

**SUGGESTED READINGS**

• Multinational Financial Management Alan C. Shapiro

• International Financial Management : P. G. Apte

Foreign Exchange Management: C. Jeevanandan

• International Financial Management : V K Bhalla

**UNIVERSITY OF LUCKNOW**

**BBA (I.B.) Semester V**

**Syllabus**

**BBA (I.B.)-503 PRODUCTION MANAGEMENT**

**COURSE OBJECTIVES:** The course aims to equip the students with basic management decisions to production function and

designing decisions relating to production, function and designing of a production system.

**Unit I**

Nature and scope of production management, production analysis and planning, production functions, objective and functions of

production management, responsibilities of the production manager, types of manufacturing processes and plant layout, plant location,

routing, scheduling, plant location and plant layout, assembly line balancing. Production Planning and Control (PPC).

**Unit II:** Manufacturing processes, routing, scheduling and assembly line balancing, Materials managements – its scope and

importance. Purchasing function and procedure, store-keeping, material planning function, Inventory control, relevant costs, economic

lot size, reordering point, ABC analysis.

**Unit III:** Productivity – definition and concept, factors affecting productivity, productivity measurement, productivity improvements,

Product development and design, stages of product development, techniques of product development (standardization, simplication

and specialization, automation).

**Unit IV:** Development of efficient work methods, material flow process chart, manflow process chart, principles of motion economy,

comparison of alternate work methods, maintenance of production facilities, quality control and inspection, sampling inspection,

control charts for attributes and variables charts.

**SUGGESTED READINGS**

1. Mayers - Production Management

2. Buffa - Modern Production Management

3. Buffa - Operations Management

4. Starr - Operations Management

5. Cook and Russel - Contemporary Operations Management

6. Goel & Gupta - Production Management

7. Hedge - Production Management

**UNIVERSITY OF LUCKNOW**

**BBA (I.B.) Semester V**

**Syllabus**

**BBA (I.B.)-504 PROJECT MANAGEMENT**

**COURSE OBJECTIVE:** The basic objectives of this course is to equip the students with entrepreneurial skills like project

formulation, evaluation, monitoring and control etc.

**Unit I :** Basic Concept of a Project, categories of projects, project development cycle. The concept of project management, tools &

techniques of project management. Forms of Project organisations.

**Unit II :** Project Formulation Project identification, Project formulation and preparation : Market and Demand estimation, market

survey, demand forecasting. Cost of project, means of financing, estimates of cost, financial projections. Project Appraisal Criteria

Payback period, ARR, NPVI, IRR and risk analysis.

**Unit III** : Process of Project Appraisal Technical, economic, financial, legal and social appraisal of the industrial projects.

**Unit IV :** Implementation, Monitoring and Control of Projects Project scheduling, network techniques for resource, project

management teams and coordination. Monitoring and post implementation, evaluation of the projects.

**SUGGESTED READINGS**

Prasanna Chandra Project : Preparation, Appraisal, Budgeting and Implementation

Nagendra P. Singh Emerging Trends in Entrepreneurship Development

D.K. Jain Project Planning and Appraisal in Planned Economy

M. Mohsin Project Planning and Control

**UNIVERSITY OF LUCKNOW**

**BBA (I.B.) Semester V**

**Syllabus**

**BBA (I.B.)-505 COMPUTER APPLICATION-II**

**COURSE OBJECTIVE:** The syllabus is designed to render students value added insights about the business application of

Information Technology for effective managerial decision making the role of Computer based Information System in redesigning the

Business process and restructuring business organizations to have a competitive advantage.

**UNIT I :** INFORMATION SYSTEMS OVERVIEW

Definition of Data/Information/Information System, components of Information System,

Hardware/Software/Network/Data/People, Scope, Importance of Information, Evolution of Information Systems, Dimensions of

Information. CLASSIFICATION OF INFORMATION SYSTEMS Operations Support System – Transaction Processing, Process,

Control, Enterprise Collaboration Systems Management Support System – Expert/Decision Support/Executive/Management

Information Systems.

**UNIT II :** STRATEGIC ROLES OF INFORMATION SYSTEM

Support of Information System in gaining competitive advantage, Total quality management, Business process reengineering,

Innovation, Creation of switching cost, Overcoming business barriers.

FUNDAMENTALS OF E-COMMERCE AND ITS BUSINESS APPLICATIONS

E-commerce food chain, Forms, B2B, B2C, Introduction to mobile commerce, Web security, Electronic payments, EDI, Supply chain

management, E-CRM, Firewall, Transition security,Wireless application.

**UNIT III :** SYSTEM ANALYSIS AND DESIGN

Investigation, Analysis, Design, Implementation & Maintenance of Information System, Tools of structured system analysis/input and

form design/testing, training conversion & control.

**UNIT IV :** BUSINESS FUNCTION INFORMATION SYSTEM

Accounting Information System, Financial Information Systems, Marketing Information Systems, Inventory Management Information

Systems, Human Resource Information System, Manufacturing Information System.

**SUGGESTED READINGS**

1. Brein, James O. - Management Information System

2. Kenneth C. Lausam James P.Lauton - Management Information System

3. Akshya Bhatia & Ashok Arora - Information System for Manager

4. Davis & Olson - Management Information Systems

5. Jerone Canter - Management Information System

**UNIVERSITY OF LUCKNOW**

**BBA (I.B.) Semester V**

**Syllabus**

**BBA (I.B.)-506 International Marketing**

**Unit I**

An overview of international marketing and its need, Nature, scope and tasks of international marketing, difference between domestic

and international marketing, EPRG scheme, self reference criteria, economic environment.

**Unit II**

Understanding of culture, its characteristics and elements, values and phenomenon of cultural change, Political environment, political

spectrum, types of governance around the globe, polity and its effect on business. Bases for legal system – common, Islamic and

Marxist – socialist, jurisdictions in international legal disputes, intellectual property rights – new issues, commercial laws

**Unit III**

Issues related to product, meaning of global products, international product planning, physical and mandatory requirement – standards,

screening products for adoption, analysis of product components. Issue related to price, pricing policy – objective and approach, price

determination and price Escalation.

**Unit IV**

Issue related to distribution Channel of distribution structures in the world, distribution patterns – general and country specifics,

alternative middlemen choices – country specifics, factors affecting choices of channels, locating, selecting and administering channel

members. Issue related to promotion Global advertising pattern, global market segmentation and promotional strategy, international

Advertising program and advertising regulations.

**Recommended Text**

1. International Marketing – S C Jain

2. International Marketing – Philip Coteora

3. International Marketing – Keegan

4. International Marketing – Czinkotia

5. International Marketing – Vasudevan