

# INDIRA PRIYADARSHINI COLLEGE, CHHINDWARA ( M.P.)

## CONSPECTUS

CLASS- **B.B.A. II Sem.**

SUBJECT- **Principles of Management**

Date	Unit	Proposed Contents	Remark
01 Feb 14 - 06 Feb.14	I	An Introduction : Management defined,	
07 Feb 14 - 13 Feb.14		Functions of Management,	
14 Feb 14 - 20 Feb.14		Management as a profession, Managerial Levels and Roles,	
21 Feb 14 - 28 Feb.14		Managerial Responsibilities; Characteristics of a Good Manager.	
01 Mar 14 - 06 Mar.14	II	Management Thought : (a) Early Contributions : Robert Owen (Classical Theories – An overview of Scientific Management by Taylor,	
07 Mar 14 - 13 Mar.14		Management Process School by Henri Fayol	
14 Mar 14 - 24 Mar.14		(c) Neo-Classical Theories – An overview, Behavioral Approach and Hawthorne Experiments.	
25 Mar 14 - 30 Mar.14	III	Overview of Management Functions : Planning Function Planning Defined, Advantages of Planning,	
01 Apr 14 - 06 Apr.14		Organizing : Organizing defined, process of Organizing,	
07 Apr 14 - 14 Apr.14		Principles of organizing, Organizational structure, staffing.	
15 Apr 14 - 25 Apr.14	IV	Key Managerial Activities : Decision making : Types of Managerial decisions,	
26 Apr 14 - 31 Apr.14		process of quantitative decision making,	
01 May 14 - 06 May.14		Management by objectives : Meaning, process, Advantages, Disadvantages.	
07 May 14 - 14 May.14	V	Directing Activities : Motivation, Definition, Types & Process, Leadership,	
15 May 14 - 21 May.14		Communication, Definition, Objectives of Communication, Communication process model, guidelines for effective communication,	
22 May 14 - 30 May.14		Functions of Controlling : Effective Control System, Control Process, Types of Managerial Control.	

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## CONSPECTUS

### CLASS- B.B.A. II Sem. SUBJECT- Marketing Management & Research

Date	Unit	Proposed Contents	Remark
01 Feb 14 - 06 Feb.14	I	Introductory: Marketing – The Components of Marketing – Distinction between Market and Marketing – Benefits and Costs of Marketing.	
07 Feb 14 - 13 Feb.14		The Marketing Concept – Evolution of Marketing Concept – Features of integrated marketing concept.	
14 Feb 14 - 20 Feb.14			
21 Feb 14 - 28 Feb.14		The new waves of thoughts in Marketing – Marketing Management, Functions of Marketing Management.	
01 Mar 14 - 06 Mar.14	II	Market Segmentation : Market segmentation versus product differentiation, benefits, Requisites,	
07 Mar 14 - 13 Mar.14		Market Segments and Marketing mix,	
14 Mar 14 - 24 Mar.14		Market integration and Market Orchestration, The Marketing Environment : Marketing Mix.	
25 Mar 14 - 30 Mar.14	III	Product Planning and Development : Product Innovation,	
01 Apr 14 - 06 Apr.14		Steps in new product development Idea generation – Screening,	
07 Apr 14 - 14 Apr.14		Product development, Test marketing, Organization for new, new product development, Product Life Cycle.	
15 Apr 14 - 25 Apr.14	IV	Marketing Research Introduction : Definition, Historical	
26 Apr 14 - 31 Apr.14		Development, Scope and important of Marketing Research,	
01 May 14 - 06 May.14		Marketing Research Process, Types of Research, Research Design & Sampling designs.	
07 May 14 - 15 May.14	V	Data Collection : Primary Data, Secondary data, Sources of Data,	
15 May 14 - 21 May.14		Data Collection methods : Survey, Interview, Observation,	
22 May 14 - 30 May.14		Questionnaire Design, Research Report Preparation.	

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## CONSPECTUS

**CLASS- B.B.A. II Sem.**

**SUBJECT- Computer Theory, Laboratory &  
Practical Training & Project**

Date	Unit	Proposed Contents	Remark
01 Feb 14 - 06 Feb.14	I	Fundaments : Computer Generation/Fundamentals,	
07 Feb 14 - 13 Feb.14		I/O devices,	
14 Feb 14 - 20 Feb.14		Memory,	
21 Feb 14 - 28 Feb.14		Central Processing Unit.	
01 Mar 14 - 06 Mar.14	II	Number System : Binary, Octal, Hexadecimal,	
07 Mar 14 - 13 Mar.14		Applications and Inter-conversions,	
14 Mar 14 - 24 Mar.14		Computer Arithmetic, Computer Logic.	
25 Mar 14 - 30 Mar.14	III	Programming: Flow Charting,	
01 Apr 14 - 06 Apr.14		Algorithms, Looping, Branching,	
07 Apr 14 - 14 Apr.14		Program structure, Soft wares.	
15 Apr 14 - 25 Apr.14	IV	Operating System : Fundamental and Role of O.S.,	
26 Apr 14 - 31 Apr.14		Elements of DOS,	
01 May 14 - 06 May.14		UNIX, WINDOWS.	
07 May 14 - 15 May.14	V	Internet & Computers in Business: Computer in Business,	
16 May 14 - 30 May.14		Introduction to Internet.	