

INDIRA PRIYADARSHINI COLLEGE, CHHINDWARA (M.P.)

CONSPECTUS

CLASS- **B.B.A. IV Sem.**

SUBJECT- **Organisational Behaviour**

Date	Unit	Proposed Contents	Remark
01 Feb 14 - 06 Feb.14	I	Introduction to Organizational Behavior,	
07 Feb 14 - 13 Feb.14		Perception,	
14 Feb 14 - 20 Feb.14		Personality,	
21 Feb 14 - 28 Feb.14		Learning	
01 Mar 14 - 06 Mar.14	II	Motivation : Concepts & Theories,	
07 Mar 14 - 13 Mar.14		Power,	
14 Mar 14 - 24 Mar.14		Politics.	
25 Mar 14 - 30 Mar.14	III	Leadership : Concepts & Theories,	
01 Apr 14 - 06 Apr.14		Group Dynamics and	
15 Apr 14 - 25 Apr.14		Teams,	
25 Apr 14 - 31 Apr.14	IV	Organization Structure & Design,	
01 May 14 - 06 May.14		Organization Culture, Attitudes, Values,	
07 May 14 - 14 May.14	V	Socialization : Mentoring Employee, Counseling,	
15 May 14 - 21 May.14		Managing Interpersonal Conflict,	
22 May 14 - 30 May.14		Organization change and development.	

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CLASS- **B.B.A. IV Sem.**

SUBJECT- **Higher Accounting**

Date	Unit	Proposed Contents	Remark
01 Feb 14 - 06 Feb.14	I	Introduction: Partnership agreement,	
07 Feb 14 - 13 Feb.14		registration and its effects,	
14 Feb 14 - 20 Feb.14		Appropriation of profit.	
21 Feb 14 - 28 Feb.14	II	Admission of a new partner: Revaluation of Assets and	
		Liabilities;	
01 Mar 14 - 06 Mar.14		Accumulated profits and losses;	
07 Mar 14 - 13 Mar.14		Goodwill, adjustment in capital.	
14 Mar 14 - 24 Mar.14	III	Retirement Amount payable to retraining partner;	
25 Mar 14 - 30 Mar.14		Treatment of goodwill. Disposal of discussed partners,	
01 Apr 14 - 06 Apr.14		Share.	
15 Apr 14 - 25 Apr.14		Change in profit sharing ratio-introduction.	
25 Apr 14 - 31 Apr.14	IV	Dissolution of firms (Garru Vs. Hurry)	
01 May 14 - 06 May.14		Ordinary and Insolvency.	
07 May 14 - 15 May.14	V	Company Accounts: Introduction;	
15 May 14 - 21 May.14		Issue of shares: calls in arears;	
22 May 14 - 30 May.14		calls in advance.	

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CLASS- B.B.A. IV Sem.

SUBJECT- International Marketing

Date	Unit	Proposed Contents	Remark
01 Feb 14 - 06 Feb.14	I	International Marketing- Nature & Process of International Marketing,	
07 Feb 14 - 13 Feb.14		Domestic Marketing V/s. International Marketing.	
14 Feb 14 - 20 Feb.14		Characteristics of MNCs. Process of Internationalization,	
21 Feb 14 - 28 Feb.14		Benefits of International Marketing.	
01 Mar 14 - 06 Mar.14	II	Basis for International Trade, Principle of Absolute Advantage,	
07 Mar 14 - 13 Mar.14		Principle of Relative Advantage, International Product Life Cycle Theory,	
14 Mar 14 - 24 Mar.14		Overview of World Marketing Environment-Legal and Cultural.	
25 Mar 14 - 30 Mar.14	III	Planning for International Marketing.	
01 Apr 14 - 06 Apr.14		Overview of Marketing Research,	
15 Apr 14 - 25 Apr.14		Market Analysis & Market Entry Strategies.	
25 Apr 14 - 31 Apr.14	IV	Product Strategies: Basis decisions,	
01 May 14 - 06 May.14		Product planning branding and packaging decisions.	
07 May 14 - 15 May.14		Direct and indirect distribution channels.	
15 May 14 - 21 May.14	V	Pricing Strategies: types of Dumping, Countertrade,	
22 May 14 - 30 May.14		price quotation; Methods of Financing and Means of Payment	

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CLASS- B.B.A. IV Sem.

SUBJECT- Financial Management

Date	Unit	Proposed Contents	Remark
01 Feb 14 - 06 Feb.14	I	Introduction of the International Financial Market and its Participants.	
07 Feb 14 - 13 Feb.14		The International Monetary System – Significance of Monetary Management,	
14 Feb 14 - 20 Feb.14		The Breton Woods System.	
21 Feb 14 - 28 Feb.14	II	Exchange rate determination, Systems of Exchange Rate,	
01 Mar 14 - 06 Mar.14		Purchasing Power Parity (PPP) principle, Interest Rate Parity,	
07 Mar 14 - 13 Mar.14		Managing Foreign Exchange Risk and Exposure.	
14 Mar 14 - 24 Mar.14	III	Balance of Payments, Factors Relating to international,	
25 Mar 14 - 30 Mar.14		Diversification of Portfolio, Foreign Investments through Euro-Issues,	
01 Apr 14 - 06 Apr.14		GDRs, Euro Convertible Bonds.	
15 Apr 14 - 25 Apr.14	IV	Foreign Institutional Investors (FIIS),	
25 Apr 14 - 31 Apr.14		Foreign Direct Investments (FDIs),	
01 May 14 - 06 May.14		IMF, Current Foreign Investment trends in India.	
07 May 14 - 15 May.14	V	World Bank,	
15 May 14 - 21 May.14		Asian Development Bank (ADB),	
22 May 14 - 30 May.14		European Community, European Economic Integration.	