

Director's Message



"We want that education by which character is formed, strength of mind is increased, intellect is expanded and by which one can stand on one's own feet."
— Swami Vivekanand

College of Commerce, Arts & Science, Patna is one of the premier institutions of Bihar. It has carved out a niche for itself in the field of higher education in Bihar as well as India. The college was established in 1949, since then it has travelled a long way.

A golden feather has been added to the crown of this college with re-accreditation with Grade-"A" by NAAC with C.G.P.A. 3.10 on a 4.0 point scale. This college has a glorious past, vibrant present and a promising future. Our college believes in holistic education and provides such an academic ambience to the students that enables them to excel in their life and realize their dreams. Our college caters education to more than 17000 students belonging to Commerce, Arts, Science, Management, Law and other streams of traditional and vocational courses.

The B.B.M. Programme of our college has been designed in such a way that enables our students to know the basics and fundamental elements of Management Course and cope up with the societal expectations in the era of globalization.

I congratulate you all for becoming an integral part of this institution. I wish you all a very bright academic career and success in life.

Phone : 0612-2350136 (O)

Prof. (Dr.) Indrajit Prasad Roy

Principal / Director

College of Commerce Arts & Science

Patna-800 020



Co-Ordinator`s Message



"The woods are lovely, dark and deep, But I have promises to keep,
And miles to go before I sleep, And miles to go before I sleep."

– Robert Frost

The Bachelor of Business Management (B.B.M.) course is a three year degree vocational course which includes- Principles & Practise of Management, Quantitative Method, Managerial Economics, Business Environment, Financial Management, Business Accounting, Marketing Management, Sales Promotion & Advertising, Organizational Behaviour, Human Resources Development (H.R.D.), Computer and Project Work.

This course has been designed and developed in such a way that the students may have a broad and comprehensive knowledge of the subject which will enhance the academic horizon of the students and enable them to fulfil and meet the global challenges and expectations.

We are having student-centric environment and approach in our Department as well as College. We provide all facilities to develop and nurture the blooming talents by organizing Debate, Seminar, Symposia, Workshop, Quiz-contest, Elocution Contest & other Sports activities for the overall development of the personality of the students and showcase their talent.

I wish you all good wishes to realize your dreams and find the zenith of your career.

Phone : 0612-2350136 (O)
Mobile : 09334161096

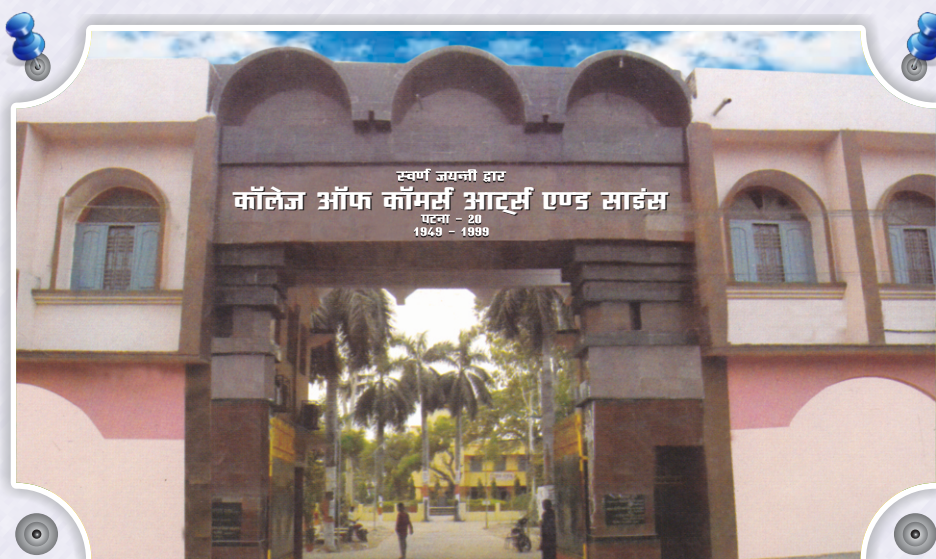
Dr. Krishna Bhushan Padmadeo
Co-Ordinator, B.B.M.
College of Commerce Arts & Science
Patna-800 020

HISTORY OF THE COLLEGE

College of commerce, Arts & Science, Patna-800020 is a constituent unit of Patliputra University, Patna (Bihar) duly recognized by University Grants Commission. New Delhi under 2(f) and 12(B). The college was established in 1949 by Pt. Indu Shekhar Jha, the founder principal of the College, a man of great vision and the father of commerce education in Bihar.

Coming from a small village called Sabour in Bhagalpur district of Bihar, Pt. Jha was a post graduate in Commerce from Calcutta University. On the advice of and assistance from the late Dr. Rajendra Prasad, the first president of India, Pt. Jha translated his longcherished dream of starting Commerce education in Bihar from Chapra College Chapra (Bihar) as a department of the college. But, not satisfied with this small beginning, and having a dream of launching an institution on the pattern of London School of Commerce or Sydenham College of Commerce and Economics, Bombay. Pt. Jha soon started campaigning, door to door at the same. time, contacting some

eminent people in Patna like Late Justice Khalil Ahmad, Late Nageshwar Prasad (Advocate), Late H.B. Chandra, Late Indiraj Bahadur and Late Babu Shyam Nandan Sahay to explain his ideas and seek their help to establish a Commerce College at Patna-the capital of Bihar. His herculean efforts bore fruit, and, in 1949, he successfully launched his cherished institution, College of Commerce, at P.N. Anglo Sanskrit School Campus, Naya Tala, Patna in a rented house. Initially, only I. Com. programme was started with hardly a dozen of students and six faculty member. Later on, in 1953, Raja of Pali graciously donated lands to start the college at the place where it is today. The college was affiliated to Bihar University, Muzaffarpur a new university launched in 1952 in Bihar. In 1957, Science education was introduced in the college on the advice of the then Vice-Chancellor of Bihar University Muzaffarpur. Babu Shyam himself, followed by Arts faculty 1960 and Law in 1963.



कॉलेज ऑफ कॉमर्स, आर्ट्स एण्ड साइन्स, पटना के मुख्य द्वार की एक झलक



1. **ELIGIBILITY :**

An intermediate in Arts, Science & Commerce or equivalent is the minimum education requirement having 45% of aggregate marks for appearing at the Entrance Test.

2. **APPLICATION :**

(a) All applications for admission to the course must be submitted in the form prescribed for the purpose.

(b) A copy of prospectus cum syllabus will be available at the counter of BBM section **on payment of Rs. 800/- (Including application form cost)** in cash.

3. **ADMISSION :**

Students will be admitted to the course on the basis of written test followed by an interview. The date of the test will be formally announced by the college authorities. Questions of the test will be of objective type consisting of (i) General English, (ii) General Awareness, (iii) General Aptitude.

4. **FEE STRUCTURE :**

Admission Fee – **15,000/- p.a.**

Prospectus Fee – **800/-**

5. **MODE OF PAYMENT :**

Payment of fee and other charges should be preferably made by online College website.

6. **INTAKE :**

The number of sanctioned seats in this course is 150.

7. **RESERVATION :**

Reservation for SC, ST, BC-I, BC-II and girls candidate as per the university rules.

8. **PROMOTION :**

A candidate must have passed the BBM, Part-I or II Examination in order to be admitted to Part-II and Part-III respectively. Fee once paid is neither refundable nor adjustable against any other course of the college.



A candidate who is admitted to the course is liable to pay the full amount of fee and other charges.

9. **COURSE STRUCTURE :**

- (i) **PROJECT REPORT :** Project Report shall be submitted on a topic approved by the Director / Co-ordinator of the course for which the candidate will have to work for four weeks under the supervision of a member of the faculty.
- (ii) **WORK LOAD :** A Student will normally have four classes on each working day. Each class requires about one hour/50 minutes apart from practical classes.
- (iii) **TIMING :** The classes will be held at college and according to the timing in the morning or as decided and notified by the Director from time to time.
- (iv) **METHODS OF INSTRUCTION :** Classes of theory and practical will imparted through :
 - (a) Classroom Lectures
 - (b) Tutorials
 - (c) Group Discussion
 - (d) Project Work
 - (e) Professional Lectures etc.
- (v) **ATTENDANCE :** Only those students who achieve at least 75% attendance in a particular session will be allowed to appear at the university examination.
- (vi) **EXAMINATION :** Part-I, II and III examination shall be held on such date time and place as the university may announce for every session.
- (vii) **LIBRARY FACILITIES :** The BBM Course has a rich collection of books in its library. Some of the best news papers and journals on these subjects are also subscribed.
- (viii) **ENQUIRY :** All enquiries or communication relating to the BBM Course should be addressed to the Course Co-ordinator, BBM, Course. College of Commerce, Arts & Science, Kankarbagh, Patna-800 020.



SYLLABUS

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

YEAR	PAPERS	MARKS
1st Year	1st (a) Principle & Practise of Management – 75	100
	(b) Quantitative method – 25	
	2nd (a) Managerial Economics – 50	100
	(b) Business Environment – 50	
2nd Year	3rd (a) Financial Management – 50	100
	(b) Business Accounting – 50	
	4th (a) Marketing Management – 50	100
	(b) Sales Promotion & Advertising – 25	
	(c) Project work on Marketing, Sales, Advertising – 25	
3rd Year	5th Organizational Behaviour 100	
	6th Human Resources Development 100	
	7th Computer Theory – 75	
	Practical – 25	
	8th International Business : Theory – 50	
	Practical – 50	
9th General Studies 100		





Bachelor of Business Management

Patliputra University, Patna

HONS. 1ST YEAR

GROUP-1: PRINCIPLES & PRACTICES OF MANAGEMENT (75)

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

GROUP-2 : QUANTITATIVE METHODS (25)

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

BOOKS RECOMMENDED

1. Management Analysis : Concepts and Cases - Hayes and Massie
2. Principles of Management : Koonz & O-Donnel
3. Management Principles & Practices : Parag Diwan
4. Principles of Management : Shyamal Mukherjee
5. The Process of Management : R.S. Davar
6. Management Concepts : B.P. Singh & T.N. Chabbra
7. Essential of Management : W.J. Duncav
8. Business Statistics : S.P. Gupta & M.P. Gupta
9. Fundamental Mathematical Statistics : Gupta & Kapoor
10. Fundamental of Statistics : D.N. Elhance



PAPER - II

GROUP-1 : MANAGERIAL ECONOMICS

(50)

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

GROUP-2 : BUSINESS ENVIRONMENT

(50)

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



BOOKS RECOMMENDED

- | | | |
|---------------------------|---|-------------------------|
| 1. Modern Micro Economics | : | A. Koutsouyiamis |
| 2. Managerial Economics | : | Mote, Paul and Gupta |
| 3. Managerial Economics | : | P. L. Mehta |
| 4. Managerial Economics | : | Varshney and Maheshwari |
| 5. Indian Industries | : | Q. Ahsan & S. Mukherjee |
| 6. Economics Survey | : | Govt. of India |
| 7. Public Enterprise | : | Guru & Q. Ahsan |
| 8. Indian Economy | : | Mishra & Puri |
| 9. Indian Economy | : | Alak Ghosh |
| 10. Indian Economy | : | Vimal Jalan |

HONS. 2ND YEAR

PAPER - III

GROUP-A : FINANCIAL MANAGEMENT

(50)

1. Objectives, goals and scope of Financial Management, Financial Markets, Time value of money, Risk and return analysis. Sources of Industrial & Business finance.
2. Definition and basic elements of financial planning, determination of quantum and pattern of funds requirements, theories of capitalization.
3. Equity capital, preference share capital, debenture and term loans, trade credit and bank credit.
4. 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)

1. Introduction to Accounting, Meaning, Nature and Importance of Accounting, Generally Accepted Accounting Practices (GAAP), Accounting equation. Accounting process.
2. 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.
3. Rectification of error, Self-Balancing Ledgers, Depreciation Accounting, Important methods of charging depreciation, accounting from incomplete records.
4. Distinction between capital and revenue income, expenditure account, receipts and payments accounts.
5. Investment account, Partnership Goodwill valuation admission, retirement.
6. Accounting standards, general understanding of Indian and International accounting standards. 1 . Financial Organization and Management of Business.

BOOKS RECOMMENDED

- | | | |
|--|---|------------------|
| 1. Financial Organization and Management of Business | : | Gerstenburg |
| 2. Financial Management | : | Weston & Brigham |
| 3. Financial Management | : | S. C. Kuhchal |
| 4. Basic Business Finance | : | Hunt |
| 5. Financial Management | : | Kulkarni |
| 6. Corporate | : | Mohsin |
| 7. Management Accounting | : | I. M. Pandey |



PAPER - IV

GROUP-A : MARKETING MANAGEMENT

(50)

1. Nature and scope of marketing, Marketing and Sales, Marketing in a developing economy.
2. Determinant of consumer behaviour, Consumer behaviour models.
3. Market segmentation, Marketing decision making, planning of marketing mix, Marketing organization, Marketing research and its applications.
4. Price policies and practices, Marketing communication, advertising and sales promotion, marketing strategies and policies, channels of distribution types of intermediaries.
5. Product life-cycle, Different types of product, Branding and Packaging.
6. Social responsibilities of marketing managers, Consumerism.



GROUP-B : SALES PROMOTION AND ADVERTISING

(25)

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

GROUP-C :

PROJECT WORK ON MARKETING, SALES OR ADVERTISING

(25)

BOOKS RECOMMENDED

1. Marketing Management : Philip Kotler
2. Marketing : Philips & Duncan
3. Modern Marketing Management : Darvar
4. Basic Marketing : Condifff & Still
5. Cases in Marketing Management : Palph, Westfall & Harper
W. Beyond
6. Marketing Communication : Subrato Sen Gupta
7. Brand Positioning : Subrato Sen Gupta
8. Advertising Management : Aaker & Myers



HONS. 3RD YEAR

PAPER - V

ORGANIZATIONAL BEHAVIOUR

Full Marks : 100; Pass Marks : 45

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

RECOMMENDED BOOKS

- | | |
|---|----------------|
| 1. Human Behavioral Work | : Keith Davis |
| 2. Organizational Behaviour | : Robbins |
| 3. Theories of Organizational Behaviour | : A. R. Sharma |



PAPER- VI

HUMAN RESOURCES DEVELOPMENT

Full Marks : 100; Pass Marks : 45

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

RECOMMENDED BOOKS

1. Organization Behaviour : S. P. Robbins
2. Organizational Behaviour : U. J. Arnold & D. C. Feldman
3. Industrial Psychology : Mernoria
4. Industrial Psychology : D. C. Koehar, Mohanty, Blue & Naylor
5. General Psychology : Raven & Rubbin



PAPER - VII

COMPUTER

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

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

RECOMMENDED BOOKS

1. Computers Today : Galgotia Publication
2. Mastering Fac Pro : Charles Seagal
3. Programming in
4. PC Software made simple : R. K. Taxsali



PAPER - VIII INTERNATIONAL BUSINESS

Full Marks : 50; Pass Marks : 25

1. Introduction: Meaning, Need, Basis, Importance, Gains and Procedure Balance of Trade and balance of payments. Tariff and Non-tariff barriers GATT & Foreign Exchange control.
2. Financial framework : International Monetary System, SDR, IMF, World Bank, Asian Development Bank, Euro MKT International liquidity & Exchange rate restrictions.
3. International Marketing programme : Exporting, Licensing, Joint venture ownership International competition & characteristics of Multinational Marketing.
4. Decisions : International Business product decisions, pricing decisions channel decisions & Advertising Decision of International Business.
5. Export promotion : Export Financing, Planning, Organizing and Controlling Multinational Marketing Programme.
6. 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 WORK

