

BUSINESS ADMINISTRATION-THEORY

SCOPE & LIMITATIONS

UNIT NO	NAME OF THE UNIT (TOPIC)	SUB-TOPICS	MARKS ALLOTTED	NO OF PERIODS
1.	Work Culture & Office Employees	a) Meaning of Work Culture b) Types of persons working in an office.(office culture) c) Features of Work Culture d)Guiding principles for understanding work culture. e)Meaning & Definition of recruitment. f)Sources of Recruitment. 1. Internal Sources 2. External Sources. 3. Modern methods of recruitment.	5	8
2.	Management of Business Services	a) Meaning of professional services . b) Need for marketing professional services c)Meaning of storekeeping d)Types of Stores. e)Objectives of storekeeping. f)Functions of storekeeping g)Working of the stores--- four sections in the process of storekeeping---Receiving section---storage---Accounting section--- Issue section	7	9

		<p>h) Procedure followed in receiving the inventory.</p> <p>i) Meaning of Entertainment services.</p> <p>j) Reasons behind entertainment services.</p> <p>k) Four effective promotional measures-- --Advertisement— Publicity---Sales promotion—Personal selling—word of mouth.</p>		
3	Human Resource Management	<p>a) Qualities of human Resource Management--- 1. Personal qualities 2. Social Qualities.3. Professional Qualities</p> <p>b) Principles of Promotion.</p> <p>c) Importance of Employee training</p> <p>.d) Only meaning of these following terms.---</p> <p>1.Promotion. 2. Transfer.3. Training,4. Separation. 5. Layoff. 6. Discharge. 7. Resignation or Quit 8. Retirement. 9 Absenteesim.</p> <p>e) Meaning of Recruitment</p> <p>f) Purpose & importance of Recruitment.g) Steps in Scientific Selection Procedure.</p>	5	8
4	E-Commerce	<p>a)Phases in E-Payment.</p> <p>b)Requirements of E-payments.</p> <p>c)Modes of Electronic payments----Credit Card---Debit</p>	7	9

		<p>Card---Smart Card—E-Money--- Electronic Fund Transfer----- only meaning of these terms. d) Meaning of Internet Cheques. e) Definition of Web Page & importance----Abbreviations of HTML—URL---HTTP f) Procedure of Online shopping. g) Meaning ----advantages & disadvantages of Electronic Trading.</p>		
5.	E-Governance	<p>a) Meaning & Stages of Information Management. b) Meaning & Stages of Identity & Access Management c) Meaning--Objects & Essentials of Content Management. d) Strategies of E-Governance.</p>	7	9
6.	Management of Hospitality Services	<p>a) Services in Tourism- Types of economic sectors—Formal & Informal. –Difference between Formal & Informal Sector with reference to two principles.1. Free Entry 2. Mode of Production 3. Capital. b) Types of activities in the informal sector of Tourism. c) Meaning of Souvniere Sellers in open air stalls. d) Meaning of Travel Agency---Qualities of the personnel working in the Travel Agency.. e) Factors of Travel Agency. f) Operations of Travel Agency----1. Ticketing 2. Booking 3. * Cancellation 4.. Special Services. 5 International Ticketing. g) Meaning of Tour Operator.</p>	7	9

		<ul style="list-style-type: none"> h) Functions /Operations of Tour Operator)). i) Kinds of Tour Operator--- -Classification according to the functions performed. j) Categories of Tour Operator---1. Wholesaler..2. Retailer. k) Planning a Tour ----- Parameters. l) Sources of Information--- 1.Department of Tourism & its Categories 2. India Tourism Development Corporation---- 3. Railways-& its--- Activities 		
7	Managerial Economics	<ul style="list-style-type: none"> a) Meaning & Definition of Public Finance. b) Sources of Public Revenue--- c) Classification of Sources of Public Revenue...1.Tax Revenue 2. Non-Tax Revenue---Direct Taxes & Indirect Taxes. d) Classification of Non-Tax Revenue. e) Characteristics of Taxation. f) Meaning & definition of Public expenditure. g) Objectives of Public expenditure, g)Canons or principles of public expenditure.h) Classification or Types of public expenditure.i) Meaning of Demand---- 	6	8

		<p>Demand of a commodity implies.j) Important Demand determinants.k) Definition of Law of Demand & Meaning of Supply.l) The determinants of supply.m) Definition of The Law of Supply.</p>		
8	Sales Management	<p>a) Meaning & Definition of Sales Management.b) Functions os Sales Management-----Price Fixing----Principles .c) Meaning & definition of Advertising ---- Distinguish between Advertisement Publicity & Salesmanship.---- Objectives of Advertising- ----Media of Advertisement & Other forms of Advertisement.d) Meaning & Definition of Sales Management---- Methods/Mean of Sales Management.e) Personal Qualities of a Salesman.</p>	7	10