

Study & Evaluation Scheme

of

Bachelor of Business Administration

[Applicable w.e.f. Academic Session 2011-12 till revised]



TEERTHANKER MAHAVEER UNIVERSITY

N.H.-24, Delhi Road, Moradabad, Uttar Pradesh-244001

Website: www.tmu.ac.in



TEERTHANKER MAHAVEER UNIVERSITY

(Established under Govt. of U. P. Act No. 30, 2008)

Delhi Road, Bagarpur, Moradabad (U.P)

Study & Evaluation Scheme of Bachelor of Business Administration SUMMARY

Programme	: BBA
Duration	: Three year full time (Six Semesters)
Medium	: English
Minimum Required Attendance	: 75 %
Credits	:
Maximum Credits	: 158
Minimum Credits required for the degree	: 154

Assessment	:	Internal	External	Total
		30	70	100

Internal Evaluation (Theory Papers)

Class Test I	Class Test II	Class Test III	Assignment (s)	Other Activity (including attendance)	Total
Best two out of the three					
10	10	10	5	5	30

Evaluation of Practical/Dissertations & Project Reports

:	Internal	External	Total
	50	50	100

Duration of Examination

:	External	Internal
	3 hrs.	1 ½ hrs

To qualify the course a student is required to secure a minimum of 40 % marks in aggregate including the semester end examination and teachers continuous evaluation.(i.e. both internal and external).

A candidate who secures less than 40% of marks in a course shall be deemed to have failed in that course. The student should have at least 50% marks in aggregate to clear the semester. In case a student has secured more than 40% in each course, but less than 50% overall in a semester, he/she shall re-appear in courses where the marks are less than 50% to achieve the required aggregate percentage (of 50%) in the semester.

Question Paper Structure

1. The question paper shall consist of eight questions. Out of which first question shall be of short answer type (not exceeding 50 words) and will be compulsory. Question No. 1 shall contain 8 parts representing all units of the syllabus and students shall have to answer any five (weightage 4 marks each).
2. Out of the remaining seven questions, student shall be required to attempt any five questions. There will be minimum one and maximum two questions from each unit of the syllabus. The weightage of Question No. 2 to 8 shall be 10 marks each.

Study & Evaluation Scheme

Programme: B.B.A.
Semester I

S. No.	Course Code	Subject	Periods			Credit	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA101	Business & Management	4	-	-	4	30	70	100
2	BBA102	Quantitative Techniques-I	3	2	-	4	30	70	100
3	BBA103	Managerial Economics	4	-	-	4	30	70	100
4	BBA104	Fundamentals of Accounting	3	2	-	4	30	70	100
5	BBA105	Organizational Behaviour	4	-	-	4	30	70	100
6	BBA106	Foundation English -I	2	-	2	3	30	70	100
7	BBA151	Comprehensive Viva-Voce	-	-	-	4	50	50	100
Total			20	4	2	27	230	470	700

Semester II

S. No.	Course Code	Subject	Periods			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA201	Business Environment	4	-	-	4	30	70	100
2	BBA202	Business Law	4	-	-	4	30	70	100
3	BBA203	Cost Accounting	3	2	-	4	30	70	100
4	BBA204	Computer Fundamentals	3	-	-	3	30	70	100
5	BBA205	Quantitative Techniques-II	3	2	-	4	30	70	100
6	BBA206	Foundation English -II	2	-	2	3	30	70	100
7	BBA251	Computer Fundamentals(P)	-	-	4	2	50	50	100
8	BBA252	Comprehensive Viva-Voce	-	-	-	4	50	50	100
Total			19	4	6	28	280	520	800

Semester III

S. No.	Course Code	Subject	Periods			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA301	Environmental Studies	4	-	-	4	30	70	100
2	BBA302	Human Resource Management	4	-	-	4	30	70	100
3	BBA303	Marketing Management	4	-	-	4	30	70	100
4	BBA304	Operations Research	3	2	-	4	30	70	100
5	BBA305	Management Accounting	3	2	-	4	30	70	100
6	BBA306	Professional Writing	2	-	2	3	30	70	100
7	BBA351	Comprehensive Viva-Voce	-	-	-	4	50	50	100
Total			20	4	2	27	230	470	700

Semester IV

S. No.	Course Code	Subject	Periods			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA401	Business Values & Ethics	3	-	-	3	30	70	100
2	BBA402	Management Information System	4	-	-	4	30	70	100
3	BBA403	Financial Management	3	2	-	4	30	70	100
4	BBA404	Business Research	4	-	-	4	30	70	100
5	BBA405	Company Law	4	-	-	4	30	70	100
6	BBA406	Technical Communication	2	-	2	3	30	70	100
7	BBA451	Term Paper	-	-	-	4	50	50	100
Total			20	2	2	26	230	470	700

Semester V

S. No.	Course Code	Subject	Periods			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA501	Entrepreneurship Development	4	-	-	4	30	70	100
2	BBA502	Materials & Production Management	3	2	-	4	30	70	100
3	BBA503	Corporate Tax	3	2	-	4	30	70	100
4		Specialization Paper -I	4	-	-	4	30	70	100
5		Specialization Paper -II	4	-	-	4	30	70	100
6	BBA504	Business Communication	2	-	2	3	30	70	100
7	BBA551	Market Survey Report	-	-	-	4	50	50	100
Total			20	4	2	27	230	470	700

Specialization Papers

S. No.	Human Resource	Finance	International Business	Marketing
Paper – I	BBH1 Performance Management	BBF1 Indian Financial System	BBI1 International Business Management	BBM1 Consumer Behaviour
Paper – II	BBH2 Human Resource Development	BBF2 Security Analysis & Investment Management	BBI2 International Marketing	BBM2 Service Marketing

Semester VI

S. No.	Course Code	Subject	Periods			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA601	Indian Economy	4	-	-	4	30	70	100
2	BBA602	Strategic Management	4	-	-	4	30	70	100
3		Specialization Paper -III	4	-	-	4	30	70	100
4	BBA603	Communication Technique	2	-	2	3	30	70	100
5	BBA651	Dissertation Report	-	-	-	4	50	50	100
6	BBA652	Comprehensive Viva-Voce	-	-	-	4	50	50	100
Total			14	-	2	23	220	380	600

Specialization Papers

S. No.	Human Resource	Finance	International Business	Marketing
Paper – III	BBH3 Industrial Law	BBF3 Banking & Insurance	BBI3 Export Import Policy & Documentation	BBM3 Rural Marketing

Note:

L – Lecture
1L = 1Hr

T- Tutorial
1T= 1Hr

P- Practical
1P= 1 Hr

C-Credits
1C = 1Hr of Theory Paper
2 Hr of Practical/Tutorial

BBA- Semester I
BUSINESS & MANAGEMENT

Course Code: BBA101

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about business management & organization.

Unit-wise Course Contents:

- 1. Concepts of Business & Management:** Definition, Characteristics and Objectives of Business Organization, Evolution of Business Organization; Forms of Business Organization (Sole proprietary, Partnership, Joint Stock Companies & Co- operatives) , Large scale & Small scale Industry. **(8 Hours)**
- 2. Evolution of Management Thought:** Introduction: Concept, Nature, Scope and Significance of Management, Evolution of Management thought, Contribution of Taylor, Weber and Fayol to Management. Management - As an Art and Science, Management Skills, Role of managers and Importance of management. **(8 Hours)**
- 3. Functions of Management–I:** Planning, Decision Making. Organizing: Concept, Organization Theories, Forms of Organizational Structure, Combining Jobs-Departmentation - Functional, Project Matrix & Network., Delegation & Decentralization of Authority, Dynamics of Group Behavior, Responsibility & Power. **(8 Hours)**
- 4. Functions of Management – II:** Staffing: Concept, System Approach, Manpower Planning, Job Design, Recruitment & Selection .Motivation: Concept, Motivation and Performance, Theories of Motivation (Maslow, Herzberg, Mc George). **(8 Hours)**
- 5. Understanding Leadership for Management:** Leadership: Concept, Core of Leadership- Influence, Functions of Leaders, Leadership Style, Managerial Grid, Situational Leadership Control- Concept & Process, characteristics of leaders, functions of leaders. **(8 Hours)**

Text Books:

1. Stoner, Freeman & Gilbert Jr, *Management*, Prentice Hall of India.
2. Koontz, *Principles of Management*, Tata Mc Graw Hill, 2008.
3. Robbins & Coulter, *Management*, Prentice Hall of India.

Reference Books:

1. Robbins S.P. & Decenzo David A., *Fundamentals of Management: Essential Concepts and Applications*, Pearson Education, 5th, Edition.
2. Hillier Frederick S. & Hillier Mark S., *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets*, Tata McGraw-Hill, 2008.

* Latest editions of all the suggested books are recommended.

Semester I
QUANTITATIVE TECHNIQUES-I

Course Code: BBA102

L-3, T-2, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about business mathematics.

Unit-wise Course Contents:

1. **Matrix:** Introduction: Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtractions & Multiplication of Matrix, Use of Matrix in Business.
(8 Hours)
2. **Inverse of Matrix:** Rank of Matrix, Solution to a system of equation by the adjoint Matrix method & Gaussian Elimination Method.
(8 Hours)
3. **Percentage, Ratio and Proportion:** Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.
(8 Hours)
4. **Set-Theory:** Notation of Sets, Singleton Set, finite Set, Infinite Set, Equal Set, Null Set, Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination.
(8 Hours)
5. **Coordinates:** Definition, Cartesian coordinate system, Distance between two points, area of triangles. The straight line : Equation of straight line Equation of line parallel to the axis , slope of line , intercepts form , line through given points, equation line through two given points, perpendicular form, linear equation comparison of coefficients , angle between two lines, condition for concurrence of the three lines , length of perpendicular , Bisectors of angles.
(8 Hours)

Text Books:

1. Render & Stair Jr, *Quantitative Analysis for Management*, Prentice-Hall.
2. Levin Rubin, *Mathematics for Management*, Pearson, 2000, New Delhi.

Reference Books:

1. Gupta C B, *An Introduction to Quantitative Methods*, Vikas Publishers, 1995.
2. Earshot L, *Essential Quantitative Methods for Business Management and Finance*, Palgrave, 2001.

* Latest editions of all the suggested books are recommended.

Semester I
MANAGERIAL ECONOMICS

Course Code: BBA103

L-4, T-0, P-0, C-4

Objective: The objective of this course is to develop basic understanding about the economic concepts, tools and techniques for their affiliation business decisions.

Unit-wise Course Contents:

- 1. Introduction:** Nature, scope and relevance of managerial economics is business decisions; Fundamental economic concept – scarcity of resources, opportunity cost, production possibility curve, incremental principle, time value of money, micro v/s macro economics.

(8 Hours)
- 2. Demand and Supply Analysis:** Demand function meaning, types and determinants, law of demand; Elasticity of demand – meaning, types and its measurement, application of elasticity concept in business; Supply function – meaning and its determinants; law of supply; market equilibrium.

(8 Hours)
- 3. Consumer Behaviour:** Utility analysis and indifference curve analysis; Consumer's equilibrium under utility and Indifference curve approaches; Demand forecasting – its significance and techniques.

(8 Hours)
- 4. Production and Cost Analysis:** Production – factors of production, fixed and variable inputs, law of variable proportions; law of returns to scale, economies and diseconomies of scale; Cost analysis; kinds of costs, short run and long run cost functions – their nature, shape and inter-relationship.

(8 Hours)
- 5. Market Structures and Price Determination:** Different market structures and their characteristics, short run and long run price – output decisions under perfect competition, monopolistic competition, monopoly and oligopoly.

(8 Hours)

Text Books:

1. Dwivedi, D N, *Managerial Economics*, Vikas Publishing House, New Delhi.
2. Mehta, P L, *Managerial Economics*, S. Chand , New Delhi, 2007.
3. Chaturvedi, D D, & Gupta, S L, *Business Economics*, Brijwasi Publishers. (2006)

Reference Books:

1. Mehta P. L., *Managerial Economics*, S. Chand , New Delhi, 2007
2. Koutsoyiannis, A., *Modern Micro Economics*, Macmillan Press Ltd, 2006
3. Salvator, Dominick, *Managerial Economic*, McGraw – Hill Book Company, 2002

* Latest editions of all the suggested books are recommended.

Semester I
FUNDAMENTALS OF ACCOUNTING

Course Code: BBA104

L-3, T-2, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about Financial Accounting.

Unit-wise Course Contents:

- 1. Accounting - Meaning and Concepts:** Difference between accounting and book keeping, Importance and Limitations of Accounting, Users of Accounting information, Accounting Principles, Conventions and Concepts.

(8 Hours)
- 2. Subsidiary Books:** Recording of transactions in Subsidiary Books of Accounts, Preparation of Journal, Ledger and Trial balance.

(8 Hours)
- 3. Preparation of Final Accounts:** Preparation of final accounts with adjustments (including manufacturing account), Depreciation Accounting.

(8 Hours)
- 4. Valuation of Stock:** Accounting for Negotiable Instruments. Reserve and provision.

(8 Hours)
- 5. Accounting Errors and Rectification:** Preparation of Bank Reconciliation Statement

(8 Hours)

Text Books:

1. S K Bhattacharya & John Dearden, *Accounting for management*, Vikas Publications, 1987,
2. Jain S.P. & Narang K.L., *Advanced Accounting*, Kalyani Publishers.

Reference Books:

1. Maheshwari S.N. & Maheshwari S.K., *Corporate Accounting*, Vikas publications, 1995.
2. Robert Anthony & Hawkins, *Accounting Test and Cases*, 1995, Richard D. Irwin London.

* Latest editions of all the suggested books are recommended.

Semester I

ORGANIZATIONAL BEHAVIOUR

Course Code: BBA105

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide knowledge about the organization behavior.

Unit-wise Course Contents:

- 1. Understanding Organizational Behavior:** Introduction -Nature and Scope of OB, Challenges and Opportunity for OB, Organization Goals, Models of OB, Impact of Global and culture diversity on OB.

(8 Hours)
- 2. Psychological Elements of Organizational Behaviour:** Individual Behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Theory Y , Motivation Hygiene theory, Vrooms Expectancy theory. Factors of motivation for employees

(8 Hours)
- 3. Interpersonal Relationship & Leadership:** Interpersonal Relationship - Transaction Analysis. The Johari Window, Leadership, Its Theories, and Prevailing Leadership style in Indian Organization.

(8 Hours)
- 4. Group Dynamics:** Group Behavior - Definition and Classification of Groups, Types of Group structure, Group decision making, Teams Vs Groups, Inter group problems in organizational group dynamics, Conflict and Conflict Management styles.

(8 Hours)
- 5. Organizational Change Management:** Management of Change-Change and Organizational development, Resistance to change, Approaches to managing Organizational change. Organizational effectiveness, Organizational culture, Power and Politics in Organization, Quality of work life, organizational change – a factor of organizational development.

(8 Hours)

Text Books:

1. Davis Keith, *Human Behavior at Works: Organizational Behavior*, Tata McGraw Hill, New Delhi.
2. Pareek Udai, *Behavioral Process in Organizations*, Oxford University press, New Delhi. 1981.
3. Robbins, S.P., *Organizational Behavior*, Pearson Education, New Delhi., 10th ed, 2003.

Reference Books:

1. Luthans, Fred, *Organizational Behavior* McGraw Hill, 1998, New Delhi.
2. Green Berg, *Behavior in Organizations*, Pearson Publication
3. Chandran J. S., *Organization Behavior*, Vikas Publishing House, 2004.

* Latest editions of all the suggested books are recommended.

FOUNDATION ENGLISH - I

Course code: BBA106

(Common with EHM101/BPH105/BED105/BAL101/AR107/BHM101/BFS106/BCA106/
BCH106/BFA103)

L	T	P	C
2	0	2	3

Course Contents:

Unit I

Functional Grammar: Patterns & Parts of speech Subject, Predicate, Noun, Pronoun, Adjective, Adverb, Verb, Verb phrases, Conjunction, Interjection. **(10 Hours)**

Unit II

Vocabulary: Word formation, Prefix, Suffix, Compound words, Conversion, Synonyms, Antonyms, Homophones and Homonyms, How to look up a dictionary. **(10 Hours)**

Unit III

Communication: Meaning & importance of communication, Barriers to effective communication, Channels of communication, Language as a tool of communication. **(10 Hours)**

Unit IV

Requisites of Sentence writing: Fragmented sentences, A good sentence, expletives, Garbled sentences, Rambling sentences, Loaded sentences, Parallel Comparison, Squinting construction, Loose & periodic sentences. **(10 Hours)**

Text Books:

1. Martin & Wren - *High School English Grammar & Composition*, S.Chand & Co. Delhi.
2. Lewis Norman - *Word Power made easy*, W.R.Goyal. Publication & Distributors Delhi.
3. Better Your English- A Workbook for 1st year Students- Macmillan India, New Delhi.

Reference Books:

1. Raman Meenakshi & Sharma Sangeeta, *Technical Communication-Principles & Practice* – O.U.P. New Delhi. 2007.
2. Mohan Krishna & Banerji Meera, *Developing Communication Skills* – Macmillan India Ltd. Delhi.
3. Rosen Blum M., *How to Build Better Vocabulary* – Bloomsbury Publication. London.

NOTE:

This syllabus has been designed to improve the oral and written communication skills of students. The faculty members should put emphasis on practical (oral) activities for generating students' interest in language learning.

* Latest editions of all the suggested books are recommended.

Semester I
COMPREHENSIVE VIVA VOCE

Course Code: BBA151

L-0, T-0, P-0, C-4

Objective: The objective of this paper is to judge the understanding as well as application of the knowledge gained by the students by the end of the first semester of the course.

Guidelines:

1. The comprehensive viva voce is scheduled at the end of I Semester.
2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
3. The Total marks of viva are 100. The internal marks will be awarded by conducting the presentation of the students in the class on any topic of first semester syllabus in the front of a panel of at least three faculty members who will be appointed by the Director / Principal of the College.
4. The external marks will be awarded by the external examiner to be appointed by the examination division.

Semester II BUSINESS ENVIRONMENT

Course Code: BBA201

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide knowledge about the Indian business environment.

Unit-wise Course Contents:

- 1. Basic Concepts of Business Environment:** Concept, Significance, Factors affecting Business Environment, Interaction Matrix, Process of Environmental Scanning, Social Responsibility of Business, Barriers, Arguments (For & Against).

(8 Hours)
- 2. Types of Economic Environment:** Economic System- Capitalism (Features, Merits and Demerits) and Socialism (Features, Merits & Demerits), Mixed Economy (Features, Merits and Demerits) Public Sector and Private Sector with their changing roles.

(8 Hours)
- 3. Economic Policy and Business:** Industrial Policy in India , Its historical perspective, Industrial Sickness, IRD Act 1851, MNC- as a source of technology, Collaboration and Joint Venture.

(8 Hours)
- 4. Government and Business:** Role of government in regulation and development of business, Monetary Policy, Fiscal policy, MRTP, FERA & FEMA. Consumerism, Consumer Protection Act 1986.

(8 Hours)
- 5. Economic Environment after Globalization:** The New Economic Policy, GATT and WTO- Objectives, Function and Principles of Globalization.

(8 Hours)

Text Books:

1. Adhikari M, *Economic Environment of Business*, S Chand, 2000.
2. Ghosh, *Economic Environment of Business*, Vikas Publishers, 2004.
3. Morrison J, *The International Business Environment*, Palgrave, 2003.

Reference Books:

1. Agarwal R, *Business Environment*, Excel Books, 2002.
2. Bedi Suresh, *Business Environment*, Excel Books, 2004.
3. George A. & Steiner G.A., *Business, Government and Society*, Macmillan.

* Latest editions of all the suggested books are recommended.

Semester II BUSINESS LAW

Course Code: BBA202

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide knowledge about the Business Laws.

Unit-wise Course Contents:

1. **Indian Contract Act:** Definition and Essentials, Contracts agreements, Offer & Acceptance, Consideration, Capacity of Parties, Free consent, Performance of Contracts. Termination of contract, Consequences and Remedies of contract termination.

(8 Hours)
2. **Contingent Contract:** Implied, Quasi contract, Indemnity Contract, Guaranteed contract, Bailment, Lien, Pledge contract, Agency contract.

(8 Hours)
3. **Sales of Goods Act: Sales contract-** Definition, Feature, Formation of contract , Contents of sales contract- Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sales contract, Delivery, Rights of unpaid sellers, Auction sale.

(8 Hours)
4. **Indian Partnership Act:** Definition and Nature of Partnership, Partnership deed registration of firms and consequences of non registration. Mutual and Third parties relation of partnership, Dissolution of partnership.

(8 Hours)
5. **Negotiable Instruments:** Definition, Features, Types, Recognition And Endorsement of Negotiable Instruments

(8 Hours)

Text Books:

1. Gulshan J.J., *Business Law*, New Age International Publisher.
2. Gulshan J.J., *Company Law*, New Age International Publisher,
3. Kuchhal M.C., *Business Law*, Vikas Publication.

Reference Books:

1. Avtar Singh, *Principles of Mercantile Law*, Eastern Book Company, 7th Edition.
2. Relevant Acts

* Latest editions of all the suggested books are recommended.

Semester II COST ACCOUNTING

Course Code: BBA203

L-3, T-2, P-0, C-4

Objective: The basic objective of this course is to provide knowledge about the cost accounting.

Unit-wise Course Contents:

1. **Cost Accounting:** Meaning, nature and scope Cost Concepts and Classifications, Distinction between Financial and Cost Accounting, Elements of Cost and preparation of cost sheet. (8 Hours)

2. **Accounting for Material and Labor:** Accounting for material and labor in manufacturing and service sector. (8 Hours)

3. **Accounting for Overheads:** Allocation, apportionment and absorption (8 Hours)

4. **Costing Methods:** Single Unit Costing, Operating costing, Job, batch and contract costing, process costing, service costing, reconciliation of cost and financial accounts. (8 Hours)

5. **Budgeting:** Meaning, Significance, and Limitations of budgetary control, various types of Budgets and their preparation. (8 Hours)

Text Books:

1. Horngren et al, *Introduction to Management Accounting* Pearson, 2002, 12th edition.
2. Khan & Jain, *Management Accounting*, Tata McGraw-Hill, 2006.
3. Pandey I.M., *Management Accounting*, Vikas Publications, 2004, 3rd Ed.

Reference Books:

1. Bhattacharyya S. K. & Dearden J, *Accounting for Management*, Vikas Publications, 1987.
2. Kishor M. Ravi , *Advanced Management Accounting*, Taxman.

* Latest editions of all the suggested books are recommended.

Semester II
COMPUTER FUNDAMENTALS

Course Code: BBA204

L-3, T-0, P-0, C-3

Objective: The basic objective of this course is to provide fundamental knowledge about basic computers.

Unit-wise Course Contents:

- 1. Computer Hardware and Number System:** Computer Fundamentals, Computer History Computer Classification, Anatomy of computer system, Input technologies, output technologies, Memory & storage devices , Number system, Application of information technology in business.

(8 Hours)
- 2. Computer Software:** Application and system software, Computer languages & their classification, Compilers & Interpreters. Operating system (basic concepts).

(8 Hours)
- 3. MS-Word:** Preparation of document, editing, formatting, use of various tools & Tables.

(8 Hours)
- 4. MS-Excel:** Preparation of spread sheet, use of various tools, Handling operators and formulas.

(8 Hours)
- 5. MS-PowerPoint:** Preparation and formatting of presentations, drawing objects in the presentation.

(8 Hours)

Text Books:

1. Cyganski, *Information Technology: Inside and Outside*, Pearson Education.
2. Basandra S.K., *Computers Today*, Galgotia, 1st Edition.

Reference Books:

1. Leon A. & Leon M., *Introduction to Computers*, Vikas Publications.
2. Leon, *Fundamentals of Information Technology*, Vikas Publications.
3. Kakkar D.N., Goyal R., *Computer Applications in Management*, New Age.

* Latest editions of all the suggested books are recommended.

Semester II
QUANTITATIVE TECHNIQUES-II

Course Code: BBA205

L-3, T-2, P-0, C-4

Objective: The basic objective of this course is to provide knowledge about the business statistics.

Unit-wise Course Contents:

- 1. Introduction to Statistics:** Concepts , Scope , Significance & Limitations, Type of Data , Primary & Secondary Classification & Tabulation, Frequency Distribution , Graphical & Diagrammatic representation.

(8 Hours)
- 2. Measures of Central Tendency:** Meaning, Application & Limitation, (Mean, Median, Mode), Geometric & Harmonic mean. Dispersion: Range, Mean deviation, Standard deviation, Skewness, Kurtosis.

(8 Hours)
- 3. Correlation:** Significance of Correlation, Types of correlation, Scatter Diagram method, Karl Pearson coefficient of Correlation. Regression: Introduction, Regression lines and Regression coefficient – their properties and applications.

(8 Hours)
- 4. Probability:** Basic concepts, mathematical statistical and axiomatic approach. Addition Law, Conditional Probability, Multiplication Law. Probability Distribution, Binomial Distribution, Poisson distribution, Normal distributions and their applications.

(8 Hours)
- 5. Sampling:** Sample and census, Methods of sampling, Sampling and Non- sampling errors. Procedure of testing the Hypothesis, Type II Type- I Errors, T-test, Z –test, Chi-square test and their applications.

(8 Hours)

Text Books:

1. Beri, *Statistics for Management* ,Tata McGraw-Hill
2. Chandran J.S., *Statistics for Business and Economics*, Vikas Publications, 1998.
3. Render & Stair Jr, *Quantitative Analysis for Management*, Prentice-Hall.
4. Sharma J.K., *Business Statistics*, Pearson Education.

Reference Books:

1. Gupta C B, *An Introduction to Statistical Methods*, Vikas Publications, 1995.
2. Earshot L, *Essential Quantitative Methods for Business Management and Finance*, Palgrave, 2001.
3. Levin Rubin, *Statistics for Management*, Pearson, 2000, New Delhi.

* Latest editions of all the suggested books are recommended.

Semester-II
FOUNDATION ENGLISH - II

Course code: BBA206

(Common with EHM201/BPH206/BCA206/BHM201/AR207/BCH206/BFA203)

L	T	P	C
2	0	2	3

Unit I

Functional Grammar: Articles, Preposition, Tenses: Functions, Synthesis, Transformation, Spotting errors and correction of sentences. **(10 Hours)**

Unit II

Pre- Requisites of Technical written Communication: One word substitution, Spelling rules, Words often confused & misused, Phrases. **(10 Hours)**

Unit III

The Structure of sentences/ clauses: Adverb clause, Adjective clause, Noun clause. Sentences: Simple, Double, Multiple and complex, Transformation of sentences: simple to complex & vice versa, simple to compound & vice-versa, Interrogative to assertive & to negative & vice-versa. **(10 Hours)**

Unit IV

Technical Communication: Nature, Origin and Development, Salient features, Scope & Significance, Forms of Technical Communication, Difference between Technical Communication & General writing, Objective Style vs. Literary Composition. **(10 Hours)**

Text-Books:

1. Wren & Martin, *High School English Grammar & Composition* – S. Chand & Co. Delhi.
2. Raman Meenakshi & Sharma Sangeeta, *Technical Communication-Principles & Practice* – O.U.P. New Delhi. 2007.
3. Mitra Barum K., *Effective Technical Communication* – O.U.P. New Delhi. 2006.
4. Better Your English- A Workbook for 1st year Students- Macmillan India, New Delhi.

Reference Books:

1. Horn A.S., *Guide to Patterns & Usage in English* – O.U.P. New Delhi.

NOTE:

This syllabus has been designed to improve the oral and written communication skills of students. The faculty members should put emphasis on practical (oral) activities for generating students' interest in language learning.

*** Latest editions of all the suggested books are recommended.**

Semester II
COMPUTER FUNDAMENTALS (PRACTICAL)

Course Code: BBA251

L-0, T-0, P-4, C-4

1. **MS-Word:** Preparation of document, editing, formatting, use of various tools & Tables.
2. **MS-Excel:** Preparation of spread sheet, use of various tools, Handling operators and formulas.
3. **MS-PowerPoint:** Preparation and formatting of presentations, drawing objects in the presentation.

Semester II
COMPREHENSIVE VIVA VOCE

Course Code: BBA252

L-0, T-0, P-0, C-4

Objective: The objective of this paper is to judge the understanding as well as application of the knowledge gained by the students by the end of the second semester of the course.

Guidelines:

1. The comprehensive viva voce is scheduled at the end of II Semester.
2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
3. The Total marks of viva are 100. The internal marks will be awarded by conducting the presentation of the students in the class on any topic of 2nd semester syllabus in the front of a panel of at least three faculty members who will be appointed by Director / Principal of the college.
4. The external marks will be awarded by the external examiner to be appointed by examination division.

Semester III ENVIRONMENTAL STUDIES

Course Code: BBA301

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about environmental studies.

Unit-wise Course Contents:

- 1. Introduction to Environmental Studies:** Introduction: Meaning, Definition and Scope of Ecology. Eco System Interaction between living and non living components, Structure and Function. Energy flow through ecosystem (Food Chain, Food Webs).

(8 Hours)
- 2. Harnessing Non Conventional Sources of Energy:** Harnessing Resources: Conventional and Non- Conventional sources of energy-Solar, Wind, Fossil fuel, Nuclear, Hydro Electric, Biomass and Biogas.

(8 Hours)
- 3. Environmental Pollution Management:** Environmental Pollution and Global Issues: Air, water and soil pollution-Sources and Consequences. Noise and radiation pollution- sources and consequences. Solid, Liquid and Gaseous pollutants. Handling and Management of hazardous wastes, Solid waste management, Green house effect, Global Warming, Ozone layer depletion and its effect.

(8 Hours)
- 4. Pollution Control:** Habitat and Population: Uncontrolled population growth and its impact, Urbanization, Problems of housing and essential services, Control measures. Environment for Technology, Industrial waste Management Practices.

(8 Hours)
- 5. Need of Environment Education:** Environment Education and Protection: Meaning, Need and Objectives; Women education, Role of Government, Initiatives by NGOs and educational institutions. EMA 1986.

(8 Hours)

Text Books

1. Benny Joseph , *Environmental Studies*, Tata McGraw Hill, 2005
2. Agarwal, K.C., *Environment Biology*, Nidi Publ. Ltd. Bikaner, 2001
3. Bharucha Erach, *The Biodiversity of India*, Mapin Publishing Pvt. Ltd., Ahmedabad

Reference Books

1. Brunner R.C., 1989, *Hazardous Waste Incineration*, McGraw Hill Inc.
2. Clark R.S., *Marine Pollution*, Clarendon Press Oxford (TB)
3. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, *Hazardous Waste Incineration*, McGraw Hill Inc M.T. 2001

* Latest editions of all the suggested books are recommended.

Semester III
HUMAN RESOURCE MANAGEMENT

Course Code: BBA302

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about Human resources management.

Unit-wise Course Contents:

- 1. Introduction to HRM:** HRM & HRD, Concept of HRM, Objectives, Function of HRM, Scope of HRM, HRM Vs PM, Need of HRM, Historical development of HRM in India.
(8 Hours)
- 2. Human Resource Planning:** Objectives, Activities, Process, Man power requirement, Process.
(8 Hours)
- 3. Recruitment and Selection:** Issues, Factors, Procedure of Placement and Selection.
(8 Hours)
- 4. Compensation Management:** Employee Compensation -Wage policy, Wage determination, Factor affecting wage and salary, Incentive, basic features of jobs considering for compensation.
(8 Hours)
- 5. Industrial Relations:** Discipline and Grievance handling.
(8 Hours)

Text Books:

1. Bratton J. & Gold J., *Human Resource Management: Theory and Practice*, Palgrave, 2003.
2. Gomez-Mejia et al, *Managing Human Resources*, Pearson Education.
3. Ivansevich, *Human Resource Management*, Tata McGraw-Hill.

Reference Books:

1. Aswathappa, *Human Resource Management*, Tata McGraw-Hill, HR and PM, 2003.
2. Dessler, *Human Resource Management*, Prentice-Hall.
3. Singh A.K., Duggal B.R. & Puneet Mohan, *Human Resource Management and Development*, Sun India Publication, 2004.

* Latest editions of all the suggested books are recommended.

Semester III MARKETING MANAGEMENT

Course Code: BBA303

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about marketing management.

Unit-wise Course Contents:

- 1. Introduction:** Definition, Importance and Scope of Marketing, Core marketing concepts, Elements of Marketing - Needs, Wants, Demands, Customer, Consumer, Markets and Marketers, Marketing Vs Selling. **(8 Hours)**

- 2. Market Segmentation:** Segmenting the Market, Benefits/Purpose and Limitations of Market Segmentations, Market Segmentation Procedure. **(8 Hours)**

- 3. Marketing - Mix Decisions:** Product Decisions, New Product Development-Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions. **(8 Hours)**

- 4. Product Life cycle:** Stages and Strategies for Different Stages of PLC. **(8 Hours)**

- 5. Pricing Decisions:** Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies. Promotion and Distribution Decisions. **(8 Hours)**

Text Books:

1. Kotler, Philip, "*Marketing Management: Analysis, Planning, Implementations and Control*", Pearson Education, New Delhi. 2003, 11th Ed.
2. Stanton William J., "*Fundamentals of Marketing*", McGraw Hill, N.Delhi 10th ed. of 1994.
3. Kotler, Philip and Armstrong, Graw. "*Principles of Marketing*", Pearson Education, New Delhi 2004.

Reference Books:

1. Neelamegham, S., *Indian Cases in Marketing*, Vikas Publications. New Delhi.
2. Bull, Victor P., *Marketing Management: A Strategic Planning Approach*, McGraw Hill, New York.
3. Czinkota, M.R., *Marketing Management*, Pearson Education Asia, New Delhi 2004.
4. Saxena Rajana, *Marketing Management*, Tata McGraw Hill, New Delhi 2004.

* Latest editions of all the suggested books are recommended.

Semester III OPERATIONS RESEARCH

Course Code: BBA304

L-3, T-2, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about operations research.

Unit-wise Course Contents:

- 1. Introduction:** Nature: Definition, Scope, Nature & Characteristics, Methodology, Models in OR; OR & managerial Decision making, OR techniques.
(8 Hours)

- 2. Linear Programming:** Introduction, mathematical formulation, graphical method and simplex method of solving LPP.
(8 Hours)

- 3. Transportation:** Initial basic feasible solution methods optimality test– stepping stone, MODI method, Degeneracy and maximization case. Assignment Problems – Hungarian method.
(8 Hours)

- 4. Job Sequence:** Introduction, Johnsons rule for n jobs through two machines, n jobs through three machines, 2 jobs with K machines.
(8 Hours)

- 5. Game Theory:** characteristics, Two person Zero sum game, pure and mixed strategy, Dominance and graphical method of solving game.
(8 Hours)

Text Books:

1. Vohra N.D., *Quantitative Techniques in Management*, Tata McGraw-Hill, 2003.
2. Peter C. Bell, *Management Science/ Operations Research*, Vikas Publications
3. Kothari, *Quantitative Techniques*, Vikas Publications, 1996.

Reference Books:

1. Akhilesh K.B. & Balasubramanyam S, *Quantitative Techniques*, Vikas Publications
2. Taha Hamdy, *Operations Research - An Introduction*, Prentice-Hall.
3. Sharma J.K., *Operations Research*, Pearson Education.

* Latest editions of all the suggested books are recommended.

Semester III MANAGEMENT ACCOUNTING

Code: BBA305

L-3, T-2, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about management accounting.

Unit-wise Course Contents:

- 1. Introduction to Management Accounting:** meaning, nature, scope, advantages and limitations. Relationship of Management Accounting with other disciplines. Difference between cost accounting and managerial accounting.

(8 Hours)
- 2. Marginal Costing:** Concept, Difference between absorption costing and managerial costing, Advantages and limitations of marginal costing, Break Even Point P/V ratio, CVP analysis.

(8 Hours)
- 3. Financial Analysis:** Meaning, objectives and limitations, Techniques of Financial Analysis (Comparative analysis, Common size statement, Trend analysis)

(8 Hours)
- 4. Concept of Standard Costing:** Standard cost and estimated costs. Advantages and limitations of standard costing. Calculation of Material variance, Labor variance and Overhead variance

(8 Hours)
- 5. Responsibility Accounting:** Concept of Responsibility accounting and Types of Responsibility Center

(8 Hours)

Text Books:

1. Horngren et al, *Introduction to Management Accounting*, Pearson, 2002.
2. Khan & Jain, *Management Accounting*, Tata McGraw-Hill, 2006.
3. Pandey I. M., *Management Accounting*, Vikas Publications, 2004.

Reference Books:

1. Bhattacharyya S.K. & Dearden J., *Accounting for Management*, Vikas publications, 1987.
2. Kishor Ravi M., *Advanced Management Accounting*, Taxmann.

* Latest editions of all the suggested books are recommended.

Semester-III
PROFESSIONAL WRITING

Course code: BBA306

(Common with EHM301/BCA305/BHM301/AR307/BCH306/BFA303)

L	T	P	C
2	0	2	3

Course Contents:

Unit I

Functional Grammar: Active and passive voice, Conditional sentences, Syntax, Concord, Common errors. **(10 Hours)**

Unit II

Requisites of Paragraph writing: Structure of Paragraph, Coherence & Unity, Development of paragraph, Inductive order, Deductive order, Spatial order, Linear, Chronological orders, Expository writing, and Argumentative writing, Factual description of objects, process, experiments. **(10 Hours)**

Unit III

Précis Writing: Techniques of Précis writing, Writing a précis. **(10 Hours)**

Unit IV

Comprehension skills: Role of listening, Reading comprehension; Reasons for poor comprehension, Improving comprehension skills. **(10 Hours)**

Text Books:

1. Rutherford A., *Basic Communication Skills* – Pearson Education, New Delhi.

References Books:

1. Raman Meenakshi & Sharma Sangeeta, *Technical Communication-Principles & Practice* – O.U.P. New Delhi. 2007.
2. Mohan Krishna & Banerji Meera, *Developing Communication Skills* – Macmillan India Ltd. Delhi.

NOTE:

This syllabus has been designed to improve the oral and written communication skills of students. The faculty members should put emphasis on practical (oral) activities for generating students' interest in language learning.

*** Latest editions of all the suggested books are recommended.**

Semester III
COMPREHENSIVE VIVA VOCE

Course Code: BBA 351

L-0, T-0, P-0, C-4

Objective: The objective of this course is to judge the understanding as well as application of the knowledge gained by the students by the end of the third semester of the course.

Guidelines:

1. The comprehensive viva voce is scheduled at the end of III Semester.
2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
3. The Total marks of viva are 100. The internal marks will be awarded by conducting the presentation of the students in the class on any topic of 3rd semester syllabus in the front of a panel of at least three faculty members who will be appointed by the Director / Principal of the College.
4. The external marks will be awarded by the external examiner who will be appointed by the examination division.

Semester IV
BUSINESS VALUE & ETHICS

Course Code: BBA 401

L-3, T-0, P-0, C-3

Objective: The basic objective of this course is to provide fundamental knowledge about business values & ethics.

Unit-wise Course Contents:

- 1. Introduction to Ethical Code of Business Behaviour:** Corporate Governance: Issues, Need of corporate governance code, Code of Corporate Practices, Social Responsibility of Corporate sector.

(8 Hours)
- 2. Value & Business: Values impact in Business:** Indian Value System and Values, Teaching from scriptures and tradition. (Geeta, Ramayana, Mahabharata, Upanishads, Vedas, Bible and Quran).

(8 Hours)
- 3. Ethical Issues in the Era of Profit Making:** Ethics impact in Business: Ethical Issues in Capitalism and market systems.

(8 Hours)
- 4. Observance of Ethical Values In Competitive Environment:** Global industrial competition, Competitive Strategy, Benchmarking, Total Quality Management.

(8 Hours)
- 5. Value Additions & Brand Building:** Brand Building, Promotional Strategies, Corporate Restructuring, Mergers and Acquisitions, Supply Chain Management, Horizontal Organisation, Diversification, The Indian Scenario.

(8 Hours)

Text Books:

1. Iyer S.S., *Managing for Value*, New Age International Publishers, 2002.
2. Hartman Laura P & Abha Chatterjee, *Business Ethics*, Tata McGraw Hill, 2007.
3. Bhatia S.K., *Business Ethics and Managerial Values*, Deep & Deep Publications Pvt. Ltd, 2000.

Reference Books:

1. Velasquez, *Business Ethics – Concepts and Cases* Prentice Hall, 6th Ed.
2. Reed Darryl, *Corporate Governance, Economic Reforms & Development*, Oxford University Press.
3. Mathur U.C., *Corporate Governance & Business Ethics*, McMillan.

* Latest editions of all the suggested books are recommended.

Semester IV
MANAGEMENT INFORMATION SYSTEM

Course Code: BBA 402

L-4, T-0 P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about management information system.

Unit-wise Course Contents:

- 1. Introduction to Management Information System (MIS):** Concept & definition, Role of MIS, Process of MIS Management, MIS- A tool for management process
(8 Hours)
- 2. Planning and Decision making:** Tools of Planning MIS Business Planning; Decision making concept, Simon Model
(8 Hours)
- 3. Information and System:** Information concepts, MIS & system concepts
(8 Hours)
- 4. Types of MIS:** Success and failure of MIS, different types of MIS & their applications.
(8 Hours)
- 5. Decision Support system (DSS):** Concept and Philosophy, DSS: Deterministic Systems, Artificial Intelligence (AI) System, Knowledge based expert System (KBES), MIS & the role of DSS, Transaction Processing System (TPS), Enterprise Management System (EMS), Enterprise Resource Planning(ERP) System, Benefits of ERP, EMS & ERP.
(8 Hours)

Text Books:

1. Laudon K.C. & Laudon J.P., *Management Information Systems: Managing the Digital Firm*, Galgotia Publishers.
2. O'Brien J., *Management Information System*, Tata McGraw-Hill.
3. Oz E, *Management Information System* , Vikas publications.

Reference Books:

1. Jawedkar W.S., *Management Information System*, Tata McGraw-Hill, 2003.
2. Mudrick R.G., *An Information System for Modern Management* 2001, Pearson.
3. Jaiswal Mahadeo, *Management Information System*, Oxford University Press.

* Latest editions of all the suggested books are recommended.

Semester IV FINANCIAL MANAGEMENT

Course Code: BBA403

L-3, T-2, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge of financial management.

Unit-wise Course Contents:

- 1. Overview of Financial Management:** Meaning and Scope, Profit maximization Vs Wealth maximization, and Time value of Money. **(8 Hours)**

- 2. Investment Decision:** Importance, Techniques of Capital Budgeting and their application. **(8 Hours)**

- 3. Cost of Different Sources of Raising Capital:** Weighted average cost of capital. **(8 Hours)**

- 4. Capital Structure Theories:** Approaches of capital structure, Determinants of Dividend policy and dividend models- Walter, Gordon and MM. **(8 Hours)**

- 5. Working Capital:** Meaning, Need, Determinants, Estimation of working capital needs, Management of Inventory, Receivable and Cash Management. **(8 Hours)**

Text Books:

1. Pandey I.M., *Financial Management*, Vikas Publications, 2004.
2. Khan & Jain, *Financial Management*, Tata McGraw-Hill, 2007.
3. Prasanna Chandra, *Fundamentals of Financial Management*, Tata McGraw-Hill, 2007.

Reference Books:

1. Smith K. V., *Management of Working Capital*, West Pub. Co.
2. Agarwal J.D., *Working Capital Management*, Oskar Publications

* Latest editions of all the suggested books are recommended.

Semester IV BUSINESS RESEARCH

Course Code: BBA404

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about business research.

Unit-wise Course Contents:

- 1. Introduction:** Concept of Research and Its Application, Types of Research, Types of Business Problems, Problems and Precautions to the Researchers. **(8 Hours)**

- 2. Process of Research:** Steps Involved in Research Process. Research Design : Various Methods of Research Design. **(8 Hours)**

- 3. Collection of Data:** Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member. Types of Data: Secondary and Primary, Various Methods of Collection and Data. **(8 Hours)**

- 4. Analysis of Data:** Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis. **(8 Hours)**

- 5. Report Preparation:** Types and Layout of Research Report, Precautions in Preparing the Research Report. **(8 Hours)**

Text Books:

1. Cooper and Schindler, *Business Research Methods*, Tata McGraw Hill, 9th Edition.
2. Saunders, *Research Methods for Business students*, Pearson Education, 2nd Edition, 2007.
3. Panneer Selvam , *Research Methodology* , Prentice Hall of India, Edition 2008.

Reference Books:

1. Gravetter, *Research Method for Behavioral Sciences*, Cengage Learning.
2. Beri G.C, *Marketing Research*, Tata McGraw Hill.
3. Kothari C.R., *Research Methodology Methods & Techniques*, New Age International Publishers, 2004.

* Latest editions of all the suggested books are recommended.

Semester IV
COMPANY LAW

Course Code: BBA405

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about company law.

Unit-wise Course Contents:

- 1. Introduction:** Company- Definition, Characteristics, Lifting of corporate veil. **(8 Hours)**

- 2. Formation of Company:** Types of company, formation of company, Memorandum of Association, Article of Association. **(8 Hours)**

- 3. Issues Related To Shares of Company:** Prospectus, Share capital- Issue, forfeiture and surrender of shares & allotment, SEBI guidelines on allotment. Transfer and Transmission of Shares, Debenture. **(8 Hours)**

- 4. Management of Company:** Directors. Appointment and tenure, executive and non-executive directors, remuneration, duties. Principle of majority rule and protection of minorities at common law and under statute. **(8 Hours)**

- 5. Capital Management:** Borrowing Powers, Winding up, Meeting. **(8 Hours)**

Text Books:

1. Kapoor N.D., *Elements of Mercantile Law*, Sultan Chand Publications.
2. Gogna, P.P.S., *A Text Book of Company law*, Sultan Chand Publications.

Reference Books:

3. Singh, Harpal, *Indian Company law*, Galgotia Publishing Company.
4. Kapoor N.D., *A Book of Company law*, Sultan Chand Publications.

* Latest editions of all the suggested books are recommended.

Semester-IV TECHNICAL COMMUNICATION

Course code: BBA406

(Common with EHM401/BPH406/BCA406/BHM401/BCH406/BFA403)

L	T	P	C
2	0	2	3

Course Contents:

Unit I

Communication: Objectives of Communication, Need for Communication, Types of communication, written & Verbal communication, Formal and informal communication (The grapevine), upward and downward communication. **(10 Hours)**

Unit II

Business communication: Importance of written business correspondence, General principles and essentials of good commercial correspondence, Different types of commercial correspondence & their drafting, Types of Business letters, Official letters, electronic communication process. **(10 Hours)**

Unit III

Project, Thesis and Dissertation writing: Project Report, Thesis & Dissertation writing Structure of Thesis writing. **(10 Hours)**

Unit IV

Modern Technology and Communication: Globalization of Business, Role of Information Technology, Tele-communication, Internet, Tele-conferencing and Video-conferencing. **(10 Hours)**

Text Books:

1. Mishra Sunita & Muraliksishra C., *Communication Skills for Engineers* – Pearson Education, New Delhi.
2. Raman Meenakshi & Sharma Sangeeta, *Technical Communication-Principles & Practice* – O.U.P. New Delhi. 2007.
3. Chhabra T N, *Business Communication*, Sun India Pub. New Delhi.

Reference Books:

1. Mohan Krishna & Banerji Meera, *Developing Communication Skills* – Macmillan India Ltd. Delhi.
2. Mitra Barum K., *Effective Technical Communication* – O.U.P. New Delhi. 2006.

NOTE:

This syllabus has been designed to improve the oral and written communication skills of students. The faculty members should put emphasis on practical (oral) activities for generating students' interest in language learning.

* Latest editions of all the suggested books are recommended.

Semester IV TERM PAPER

Course Code: BBA451

L-0, T-0, P-0, C-4

Objective: The objective of this course is to judge the understanding as well as application of the knowledge gained by the students by the end of the fourth semester of the course.

Guidelines:

1. The term paper will be related to the contemporary business issue and the topic will be given by the college.
2. The presentation of the term paper is scheduled at the end of IV Semester.
3. The paper will be evaluated by internal and external examiner. It will carry total of 100 marks divided into written paper of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.
4. The external marks will be awarded by the external examiner to be appointed by the examination division.

Semester V
ENTREPRENEURSHIP DEVELOPMENT

Course Code: BBA501

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about entrepreneurship development.

Unit-wise Course Contents:

- 1. Entrepreneur & Entrepreneurship:** Importance & Role of Entrepreneur in Indian Economy: Theories of entrepreneurship, Traits of entrepreneurship, Entrepreneur v/s professional managers, Problems faced by entrepreneurs.

(8 Hours)
- 2. Factors of Entrepreneurial Development:** Entrepreneurial Development: Role and Significance of entrepreneurial development, Significance and role of environment, Infrastructural network, Environmental analysis, Entrepreneurial Development program, Problems of Entrepreneurial Development program.

(8 Hours)
- 3. Process Entrepreneurship Development- I:** Creativity & entrepreneurial Plan, Idea generation, Screening, Project identification, Creative performance. Feasibility Analysis: Economic, Marketing, Financial & Technical.

(8 Hours)
- 4. Process Entrepreneurship Development- II:** Project Planning: Projects and Classification, Identification of project, Search of business idea, Transformation of idea into reality, Project design, Plant layout, Network analysis, Project appraisal.

(8 Hours)
- 5. Other Issues In Entrepreneurship:** Family & Non-family entrepreneurs, Role of professionals. Professionalism Vs Family entrepreneurs, Role of Woman entrepreneurs, Sick Industries: Reasons; Role of BIFR and its rival.

(8 Hours)

Text books:

1. Couger C, *Creativity and Innovation*, IPP, 1999.
2. Jacob Nina, *Creativity in Organisations*, Wheeler, 1998.
3. Velasquez, *Business Ethics- Concepts and Cases*, Prentice-Hall, 5th edition, 2002.
4. Kitson Alan, *Ethical Organisation*, Palgrave, 2001.

Reference Books:

1. Jonne & Ceserani, *Innovation & Creativity*, Crest, 2001.
2. Bridge S et al, *Understanding Enterprise: Entrepreneurship and Small Business*, Palgrave, 2003.
3. Holt, *Entrepreneurship: New Venture Creation*, Prentice-Hall, 1998.
4. Dollinger M J, *Entrepreneurship*, Prentice-Hall, 1999.

* Latest editions of all the suggested books are recommended.

Semester V
MATERIALS AND PRODUCTION MANAGEMENT

Course Code: BBA502

L-3, T-2, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about production and operations management.

Unit-wise Course Contents:

- 1. Introduction:** Meaning, Nature, Scope and Major decision areas of production management, production system, Facilities location, Facility layout, Line balancing.

(8 Hours)
- 2. Production Planning and Control:** Capacity Planning, Aggregate planning. Planning and control in Mass Production, Shop Floor and Batch Production.

(8 Hours)
- 3. Method Study & Work Measurement:** Work Study, Time Study, Method Study- Objectives, Pre-requisites and procedures, Productivity measures.

(8 Hours)
- 4. Materials Management:** Materials Management: Materials Handling, Material Requirement Planning Meaning, Importance, purchases management, Store management and Inventory Management.

(8 Hours)
- 5. Quality Assurance:** Acceptance Sampling, Statistical Quality Control, Maintenance Management, Total Quality Management, Concept of JIT, Six- Sigma.

(8 Hours)

Text Books:

1. Adam Jr., Everett E. R J, *Production and Operations Management*, Prentice-Hall, 2000.
2. Chary, *Production and Operations Management*, Tata McGraw-Hill.
3. Johnston R et al, *Cases in Operations Management*, Pitman, 1993.

Reference Books:

1. McGregor D, *Operations Management*, McGraw-Hill, 1960.
2. Morton, *Production and Operations Management*, Vikas Publications.
3. Haleem A, *Production and Operations Management* , Galgotia Books, 2004

* Latest editions of all the suggested books are recommended.

Semester V CORPORATE TAX

Course Code: BBA503

L-3, T-2, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about corporate tax.

Course Contents:

Unit I

Introduction: Meaning, Scope and Nature of corporate Tax, Terminology of indirect tax, difference between direct and indirect tax, advantages and disadvantages of corporate tax.

(8 Hours)

Unit II

Corporate Income Tax: Tax concession and incentive for corporate companies, Tax planning for depreciation, Treatment of losses and unabsorbed items, carry forward and set off of losses.

(8 Hours)

Unit III

Wealth Tax: Wealth Tax on closely held companies, Valuation of assets, filing of returns, Assessment, Appeals, Review, Revision and Rectification.

(8 Hours)

Unit IV

Value Added Tax (VAT): Meaning and Definition of VAT, Evolution of VAT, Variants of VAT, Exempted Goods, Capital Goods, Incidence & Rate of Tax, Methods of calculating VAT, Computation of VAT, Advantages and Misuse of VAT, Appeal of VAT.

(8 Hours)

Unit V

Service Tax: Meaning and Definition of Service Tax, Classification of Service Tax, Taxable Services in India, Service Tax Code Number, Registration Procedure for Service Tax, Rates of Service Tax, Service Tax Credits, Appeals, Service Tax Penalties, Form St-1, ST-2, ST-3, ST-3a

(8 Hours)

Suggested Readings

1. Singhanian V.K., and Singhanian K, Direct Tax Law and Practice, Taxmann
2. Lal and Vashist, Direct Taxes, Pearson

Reference Books

1. Singhanian V.K., *Direct Taxes, Law & Practice*, Taxman, 2011.
2. Prasad Bhagwati, *Income Tax Law & Practice*, Vishwa Prakashan, 1997.
3. Santaram R., *Tax Planning by Reports*, Taxman, 1978.

* Latest editions of all the suggested books are recommended.

Semester V
Specialization: Marketing
Paper-I
CONSUMER BEHAVIOUR

Course Code: BBM1

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about consumer behavior.

Course Contents:

1. **Introduction:** Defining Consumer Behavior, Reasons for Studying Consumer Behavior, Understanding Consumer, Market Segments.

(8 Hours)
2. **Environmental Influences on Consumer Behaviour:** Cultural, Social Class and Reference Group Influences, Families, Personal Influences and Diffusions of Innovations.

(8 Hours)
3. **Consumer Behaviour:** Memory, Learning, Perception, Motivation, and Involvement, Beliefs, Attitude Formation and Change Consumer Decision Making Process: Problem Recognition, Search and Evaluation, Purchasing Processes, Post-Purchase Behavior.

(8 Hours)
4. **Consumer Behaviour Models:** Economic models , Psychoanalytical model, sociological model , Howard & Seth model , Nicosia model , Engel – Kollat – Blackwell model

(8 Hours)
5. **Organization Buying Behaviour:** Consumerism.

(8 Hours)

Text Books:

1. Batra; Myers and Aaker, *Advertising Management*, Prentice-Hall, 5th edition.
2. Desmond J, *Consuming Behaviour*, Palgrave, 2003.
3. Loudon D L, *Consumer Behaviour*, Tata McGraw-Hill, 4th edition 1993.

Reference Books:

1. Schiffman & Kanuk, *Consumer Behaviour*, Prentice-Hall, 1995.
2. Rama Mohana Raok , *Services Marketing* , Pearson Education
3. Blackwell et al, *Consumer Behaviour*, Vikas publications, 2004.

* Latest editions of all the suggested books are recommended.

Semester V
Specialization: Marketing
Paper-II
SERVICE MARKETING

Course Code: BBM2

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about services marketing.

Course Contents:

- 1. Introduction:** Difference between Product and Services Marketing, Characteristics of Services Classification of Services, Paradigms in Services Marketing Service. **(8 Hours)**

- 2. Marketing System:** Service Quality, Understanding Customer Expectations and Zone of Tolerance, Segmentation and Zone of Tolerance, Targeting and Positioning of Services. **(8 Hours)**

- 3. Service Marketing Mix:** Augmented Marketing Mix, Developing the Service Product/ Intangible Product. **(8 Hours)**

- 4. Service Product Planning:** Service Pricing Strategy, Services Promotions, Services Distributions. **(8 Hours)**

- 5. Services in Global Perspective:** International Marketing of Services Recent Trends. **(8 Hours)**

Text Books:

1. Baron S & Harris K, *Services Marketing: Text and Cases*, Palgrave, 2003.
2. Lovelock, *Services Marketing: People, Technology and Strategy*, Pearson Education, 2001.
3. Zeithaml, *Services Marketing*, Tata McGraw-Hill, 1999.

Reference Books:

1. Rama Mohana Raok, *Services Marketing*, Pearson Education.
2. Apte Govind, *Services Marketing*, Oxford University Press.

* Latest editions of all the suggested books are recommended.

Semester V
Specialization: Finance
Paper-I
INDIAN FINANCIAL SYSTEM

Course Code: BBF1

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about Indian financial system.

Course Contents:

- 1. Financial System and Markets:** Constituents and functioning; Role and functions of RBI. Regulation of money and credit. **(8 Hours)**

- 2. Management of Commercial Banks:** Banking Industry in India, Constituents, Banking sector reforms, Determination of commercial interest rates: fixed and floating. **(8 Hours)**

- 3. Securitization:** Concept, Nature, and Scope of securitization, Securitization of Auto loans and housing loans, Securitization in India. **(8 Hours)**

- 4. NBFCs:** Their status and Types, working and strategies for commercial viability of NBFCs **(8 Hours)**

- 5. Leasing:** Meaning, Types, Financial evaluation, Legal Aspects, Concept of Forfeiting and factoring. **(8 Hours)**

Text Books

1. Fabozzi, *Foundations of Financial Markets and Institutions*, Pearson Education, 3rd Ed.
2. Khan M.Y., *Financial Services*, Tata Mc Graw Hill, 2007.
3. Machiraju H.R., *Indian Financial System*, Vikas Publishers, 2004.

Reference Books

1. Bhole L.M., *Financial Institutions and Markets*, Tata McGraw-Hill, 2004.
2. Srivastava, R.M. & Nigam Divya, *Management of Financial Institutions*, Himalaya, 2003.
3. Gurusamy R., *Financial Services & Markets*, Thomson.

* Latest editions of all the suggested books are recommended.

Semester V
Specialization: Finance
Paper-II

SECURITY ANALYSIS AND INVESTMENT MANAGEMENT

Course Code: BBF2

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about security analysis & Investment Management.

Unit-wise Course Contents:

- 1. Meaning, Nature and Scope of Investment:** Approaches to investment. Stock Exchange and New Issue Markets: Their nature, structure, functioning and limitations. **(8 Hours)**

- 2. Valuation of Securities:** Bonds, Preference shares and Equity Shares. **(8 Hours)**

- 3. Risk and Return:** Concept of Risk and Types, Measures of risk and return, Systematic and unsystematic, Company and Industry Analysis. **(8 Hours)**

- 4. Portfolio Analysis and Selection:** Concept of Portfolio, Portfolio risk and return; Beta as a measure of risk; CAPM and Arbitrage pricing theory. **(8 Hours)**

- 5. Portfolio Management Performance Evaluation of Existing Portfolio:** Sharpe and Treynor measure; Finding alternatives and revision of portfolio. **(8 Hours)**

Text Books:

1. Chandra P, *Investment Analysis and Portfolio Management* Tata McGraw-Hill, 2008.
2. Fischer and Jordan, *Security Analysis and Portfolio Management*, Prentice-Hall, 6th edition. 1996.

Reference Books:

1. Ranganatham, *Investment Analysis and Portfolio Management*, Pearson Education.
2. Pandian P., *Security Analysis and Portfolio Management*, Vikas Publications.

* Latest editions of all the suggested books are recommended.

Semester V
Specialization: International Business
Paper-I

INTERNATIONAL BUSINESS MANAGEMENT

Course Code: BBI1

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide the knowledge of international business management to the students.

Unit-wise Course Contents:

- 1. Growth of International Business:** Globalization, its Effects, Benefits & Costs, Multinational companies, advantages, disadvantages Role of MNC's in developing countries. Environment of international business: economic, political, legal and cultural environment

(8 Hours)
- 2. International Business Competitive Strategies:** Porter's model; Foreign Direct investment, Strategies, advantages, disadvantages, Joint Ventures, Foreign Institutional Investment.

(8 Hours)
- 3. International Organization and Control:** Organizational structures; Control procedures; Location of decision-making, Role of Subsidiaries, Organizational Control, Bartlett & Ghoshal's Model of TNCs.

(8 Hours)
- 4. International Trade:** Theories of International Trade- Absolute Advantage Theory, Comparative Cost Theory, Opportunity Cost Theory, Hecksher-Ohlin Theory., Vernon's Theory of International Product Life Cycle.

(8 Hours)
- 5. Balance of Trade and Balance of Payments:** Constituents of Capital Account and Current Account, Reasons and remedies for Adverse Balance of Payment. Convertibility of Capital Account. Role of World business Bodies like IMF, World Bank, etc..

(8 Hours)

Text Books:

1. Aswathappa, *International Business*, Tata McGraw-Hill, 2002.
2. Daniels, *International Business*, Pearson Education, 2004.
3. Paul J, *International Business*, Prentice-Hall, 2004.

Reference Books:

1. Deresky H, *International Business*, Prentice-Hall, 2003.
2. Hill C W, *International Business*, Tata McGraw-Hill, 2002.
3. Varma M L, *International Trade*, Vikas Publications, 2003
4. Taggart, *The Essence of International Business*, PHI.

* Latest editions of all the suggested books are recommended.

Semester V
Specialization: International Business
Paper-II

INTERNATIONAL MARKETING

Course Code: BBI2

L-4, T-0, P-0, C-4

Objectives: The course aims at making students understand the concept and techniques of international marketing and train them to develop and implement plans and marketing strategies for entering into international markets and managing overseas operations.

Unit-wise Course Contents:

- 1. International Marketing:** Meaning, Nature and Importance; International Marketing Orientation: E.P.R.G. – Approach: An overview of the International Marketing management Process; International Marketing Environment. International Market, Segmentation and Positioning; Screening and Selection of Markets. **(8 Hours)**
- 2. International Market Entry Strategies:** Exporting, licensing, Contract Manufacturing, Joint Venture M & A, Setting-up of Wholly Owned Subsidiaries Aboard, Strategic Alliances. **(8 Hours)**
- 3. International Product and Pricing Strategies:** Product Designing: Product Standardization Vs. Adaptation; Managing Product Line, International Trade Product Life Cycle, New Product Development; Pricing for International Markets: Factors Affecting International Price Determination; Price Quotations and Terms of Sale. **(8 Hours)**
- 4. Managing International Distribution and Promotion:** Distribution Channel Strategy – International Distribution Channels, their Roles and Functions; Selection and Management of Overseas Agents; International Distribution Logistics; Planning for Trade Fairs and Exhibitions; International Promotion Mix – Advertising and other Modes of Communication. **(8 Hours)**
- 5. Emerging Trends in International Marketing:** Regionalism v/s Multilateralism; Trade Blocks; Important Grouping in the World; Legal Dimensions in International Marketing (Role of WTO); Marketing Research for Identifying Opportunities in International Markets. **(8 Hours)**

Text Books:

1. Cateora, Philip R. and Graham John L, *International Marketing*. Tata McGraw- Hill, 2005.
2. Terpstra, Vern and Sarathy Ravi, *International Marketing*. The Dryden Press, Chicago, 2000.

Reference Books:

1. Keegan Warren J. *Global Marketing Management*. Pearson Education, New Delhi, 2002.
2. Kotabe Masaaki & Helsen Kristiaan, *Global Marketing Management*, John Wiley & Sons Asia, 2001.
3. Onkvisit, Sak & Shaw, John J., *International Marketing: Analysis and Strategy*, Prentice Hall, 2004.

* Latest editions of all the suggested books are recommended.

Semester V
Specialization: HUMAN RESOURCE
Paper-I

PERFORMANCE MANAGEMENT

Course Code: BBH1

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about performance management.

Unit-wise Course Contents:

- 1. Performance and Potential:** Quality Performance Management - Concept - Dimensions, Features of Facilitating Organisations for Performance, Employees potential, Potential development.

(8 Hours)
- 2. Work Place Management:** Work Place and Its Improvement through 5S - Modern Management Techniques (such as KAIZEN) and Management of Employee Performance.

(8 Hours)
- 3. Employee Profile & Organization Effectiveness:** Organizational Structure and Employee; Quality Circle, Features, Process, Pre-requisites for their Efficiency.

(8 Hours)
- 4. Employee Productivity & Compensation:** Industrial Restructuring - Reward System and Employee Productivity.

(8 Hours)
- 5. Performance Management:** Quality Performance Management - Indian and Western Thought in a Market era.

(8 Hours)

Text Books:

1. Malik Pravir, *The Flowering of Management*, Sri Aurobindo Society, Pondicherry
2. Drucker Peter, *Management*, Allied Publishers.
3. William G. Dyer, *Team Building - Issues and Alternatives*, Addison-Wesley Publishing Company.

Reference Books:

1. S.K. Chakravarthy, *Managerial Effectiveness And Quality Of Work Life*, Indian Insights, Tata-McGraw Hill Publishing Co. Ltd.
2. Suri G.C. & Mmga R.C., *Living Wages and Productivity*, National Productivity Council.
3. Richard.I. Henderson, *Compensation Management In A Knowledge Based World*, Prentice-Hall. Publications.

* Latest editions of all the suggested books are recommended.

Semester V
Specialization: HUMAN RESOURCE
Paper-II

HUMAN RESOURCE DEVELOPMENT

Course Code: BBH2

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about human resource development.

Unit-wise Course Contents:

- 1. Learning & Teaching:** Learning Objectives - Domains of learning, Methods of learning, Importance of teaching Techniques, Instruction technology, Instructor behaviour, Attention versus involvement.

(8 Hours)
- 2. Key Players In Training & Development:** Need for Training and Development - Role of Development offices - Administrators, Consultants, Designers and Instructors - Determining training needs

(8 Hours)
- 3. Training Techniques:** Methods of training - On the job training - Of the job training.

(8 Hours)
- 4. Understanding Development Needs:** Need for development – Methods of Development, Differences between Training and Development - Management Development Programs

(8 Hours)
- 5. Elements For Wages & Salary Decisions:** Components of Wage and Salary packages - Methods of wage fixation, Fringe benefits, other monetary allowances, Wage and Salary administration in India.

(8 Hours)

Text Books:

1. Taylor B. & Lippitt G., *Management Development and Training Handbook*, Mc Graw-Hill.
2. William E. Blank, *Handbook For Developing Competency Based Training Programmes*, Prentice-Hall, New Jersey, 1982.
3. French & Bell, *Organisational Development*, McGraw-Hill.

Reference Books:

1. Gautham Vinayshil & Batra S.K., *Organisation Development System*, Vikas Publishing House.
2. Shaw Rajiv, *Surviving Tomorrow Turnaround Strategies in Organizational Design and Development*, Vikas Publishing House.

* Latest editions of all the suggested books are recommended.

Semester-V
BUSINESS COMMUNICATION

Course code: BBA504

(Common with BCA508/BCH506/BCH506)

L	T	P	C
2	0	2	3

Course Contents:

Unit I

Business Communication: Importance of written business correspondence, Essentials of good commercial correspondence, Components of commercial correspondence, Different types of commercial correspondence & their drafting, Official letters, electronic communication process.

(10 Hours)

Unit II

Employment communication: Interview, Types of interview, candidate's preparation, Impact of Technological advancement on Business communication.

(10 Hours)

Unit III

Other Forms of Technical Communication: Bio-Data Making, Resumes, Writing Job application.

(10 Hours)

Unit IV

Negotiating: The Art of Negotiation, Some truths about negotiation, Common hurdles in negotiation, Negotiating cultural diversities.

(10 Hours)

Text Books:

1. Mishra Sunita & Muraliksishra C., *Communication Skills for Engineers* – Pearson Education, New Delhi.
2. Raman Meenakshi & Sharma Sangeeta, *Technical Communication-Principles & Practice* – O.U.P. New Delhi. 2007.

Reference Books:

1. Monippally Matthukutty M., *Business Communication Strategies* – Tata- Mc Graw Hill Publications Company, New Delhi.
2. Mohan K. & Sharma R.C., *Business Correspondence of Report Writing* –TMH, New Delhi.

NOTE:

This syllabus has been designed to improve the oral and written communication skills of students. The faculty members should put emphasis on practical (oral) activities for generating students' interest in language learning.

*** Latest editions of all the suggested books are recommended.**

Semester V

MARKET SURVEY REPORT

Course Code: BBA551

L-0, T-0, P-0, C-4

Objective: By the Market survey report the student is expected to learn about the market and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge and actual functioning of the market problems faced by them for exploring feasible solutions and suggestions

Guidelines:

1. At the end of second year examination, every student of BBA will prepare the market survey report. The guidelines of report will be provided before the end of the fourth semester classes.
2. During the course of training, the college will assign a problem/project to the student. The student, after the completion of survey will submit a report to the College/Institute, which will form part of fifth semester examination.
3. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem. Relevant tables and bibliography should support it. The average size of Report ordinarily will be 100 to 150 typed pages in standard font size (12) and double spacing. Three neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
4. The report will be evaluated by internal and external examiner. It will carry total of 100 marks divided into written report of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.
5. The external marks will be awarded by the external examiner to be appointed by the examination division.
6. The format of the report is given below:
 - Objective of the Research Undertaken
 - Literature Review
 - Research Methodology
 - Results and Analysis
 - Conclusions
 - References
 - Annexure- Questionnaires

Semester VI INDIAN ECONOMY

Course Code: BBA601

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about Indian economy.

Unit-wise Course Contents:

- 1. Introduction to Indian Economy:** Meaning of Economy, Economic Growth and Development, Characteristic of Indian Economy, Factor affecting Economic Development. Resources in India-(Natural & Infrastructural).

(8 Hours)
- 2. Population & Employment Control Policy in India:** Human Resource Development, Population Policy in India, Poverty & Unemployment in India, Programmes & Policy.

(8 Hours)
- 3. Economic Policy And Industrial Sector:** Economic planning-Objectives, Characteristics, Need & Importance, Current Five Year Plan, Planning Commission, Private Sector, Public Sector & Joint Sector, Co-operative Sector.

(8 Hours)
- 4. Indian Agricultural Sector:** Problems and prospects of Indian Agriculture, Development during Plan Period, Land Reforms-Need & Scope, Position, Problems and prospects of large scale industries (Iron & Steel, Sugar, Cotton), Green Revolution.

(8 Hours)
- 5. Financial Institution In India:** Role of commercial bank and Financial Institutions, Small Scale Industry, Role of small Industries in Indian Economy, SSI Policy.

(8 Hours)

Text Book:

1. Dutt Rudder Sundaram, *Indian Economy*, S. Chand & Company Ltd.

Reference Books:

1. Puri & Mishra, *Indian Economy*, Himalaya Publishing House.
2. Khan M.Y., *Indian Financial System*, Tata McGraw-Hill.

* Latest editions of all the suggested books are recommended.

Semester VI STRATEGIC MANAGEMENT

Course Code: BBA602

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about strategic management.

Unit-wise Course Contents:

- 1. Introduction to Strategic Management:** Concept of strategic management - Characteristics of strategic management - Defining strategy, Strategy formulation - Stakeholders in business - Vision, mission and purpose - Environmental appraisal - Types of strategies - Guidelines for crafting successful business strategies. **(8 Hours)**

- 2. Strategic Analysis and Choice:** Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - Porter's Five Forces Model of competition - Mc Kinsey's 7s Framework. **(8 Hours)**

- 3. Strategy Implementation:** Issues in implementation - Organization Structure - Matching structure and strategy - Behavioral issues - Leadership style - Corporate culture - Values - Power - Social responsibilities - Ethics - Functional issues - Functional plans and policies - Financial, Marketing, Operations and Personnel plans and policies **(8 Hours)**

- 4. Strategy Evaluation And Control:** Importance - Symptoms of malfunctioning of strategy - Organization anarchies - Operations Control and Strategic Control - Measurement of Corporate performance - Analyzing variances - Role of organizational systems in strategy evaluation **(8 Hours)**

- 5. E-commerce:** New Business Models and strategies for Internet Economy - Shaping characteristics of E-Commerce Environment - E-Commerce Business Model and Strategies - Internet Strategies for Traditional Business - Key success factors in E-Commerce. **(8 Hours)**

Text Books:

1. Pitts R.A. & Lei D., *Strategic Management, Building and Sustaining Competitive Advantage*, Vikas Publishing House, 2003.
2. Thompson A and Strickland A J, *Strategic Management: Concepts and Cases*, Tata McGraw-Hill, 2002.
3. Whelan T.L. & Hunger J.D., *Concepts in Strategic Management and Business Policy*, Pearson Education, 2004.

Reference Books:

1. Hunger J.D. & Whelan T L, *Essentials of Strategic Management* Prentice-Hall.
2. Johnson and Scholars, *Exploring Corporate Strategy: Text and Cases*, Prentice-Hall, 2000

* Latest editions of all the suggested books are recommended.

Semester VI
Specialization: Marketing
Paper-III

RURAL MARKETING

Course Code: BBM3

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about rural marketing.

Unit-wise Course Contents:

- 1. Introduction:** Definition, Scope of rural marketing, Concepts, Components of rural market, Classification of rural market, Rural vs. Urban markets, Problems in rural marketing.

(8 Hours)
- 2. Rural marketing environment:** Population, Occupation pattern, Income generation, location of rural population, expenditure pattern, literacy level, land distribution, land use pattern, irrigation, development programs, infrastructure facilities, rural credit institutions, rural retail outlets.

(8 Hours)
- 3. Characteristics of Rural consumer:** Stages of the Life cycle. Consumer behaviour, Factors affecting Consumer Behavior, Researching Rural market, Sanitizing rural market, Research design- Reference frame.

(8 Hours)
- 4. Rural Marketing Strategies:** Segmenting, Targeting and Positioning Product Strategy, Marketing Mix Challenges.

(8 Hours)
- 5. Product Concepts Classification:** Five Levels Products, Classification of Products Rural Product Categories – (Fast moving Consumer goods, Consumer Durables, Agriculture Goods, Services) Formulating Product Planning, Developing Product Strategy.

(8 Hours)

Text Books:

1. Kashyap Pradeep & Siddhartha Raut, *Rural Marketing*, Biztantra
2. Swamy Gopal T.P., *Rural Marketing*, Vikas Publishing House.

Reference Books:

1. Robert R. Reeder, *Industrial Marketing: Analysis, Planning, and Control*, Prentice-Hall

* Latest editions of all the suggested books are recommended.

Semester VI
Specialization: FINANCE
Paper-III

BANKING & INSURANCE

Course Code: BBF3

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about banking and insurance.

Unit-wise Course Contents:

- 1. Overview of Indian Banking System:** Concept of financial intermediation. Organized Financial System. Commercial banks, foreign banks, Cooperatives banks, Non-banking Financial Intermediaries.

(8 Hours)
- 2. Monetary Policy:** Objectives, Monetary supply and control of inflation, Interest Rate Policy and its implication, Branch licensing Policy.

(8 Hours)
- 3. Meaning and Scope of Insurance:** Historical perspective, Classification of Insurance Business, Role of Insurance in Economic Development and Insurers' Obligations towards Rural and Social Sectors.

(8 Hours)
- 4. Emerging Trends in Banking:** Financial sector reforms, Universal Banking, Micro Financing.

(8 Hours)
- 5. Consolidation of Indian banks:** Bancassurance in India, Basel II norms and its impact on Indian banking Sector.

(8 Hours)

Text Books:

1. Mishra M.N., *Insurance Principle & Practice*, Sultan Chand & Company Ltd., New Delhi.
2. Ganguly Anand, *Insurance Management*, New Age International Publishers, New Delhi.
3. Vaughan & Vaughan, *Fundamentals of risk & Insurance*, John Wiley & Sons, New York.

Reference Books

1. Srivastava D.C., Srivastava Shashank, *Indian Insurance Industry Transition & Prospects*, New Century Publications, Delhi.
2. Kakkar, Bisen, *Insurance & Risk Management*, New Age Publication, New Delhi.

* Latest editions of all the suggested books are recommended.

Semester VI
Specialization: INTERNATIONAL BUSINESS
Paper-III

EXPORT IMPORT – POLICY & DOCUMENTATION

Course Code: BBI3

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about export import documentation.

Unit-wise Course Contents:

- 1. Introduction to Export Management:** Introduction, Definition of Export, Benefits arising from Export, Export Prospect for Small Firms, Importance of Exports to India. **(8 Hours)**

- 2. Concepts of Distribution Channels:** International Channels Distribution. **(8 Hours)**

- 3. Export Finance and Pricing:** Pre-shipment Finance, Post-shipment Finance, Special Financial Facilities, Export Import Bank of India, E.C.G.C. Export Pricing. **(8 Hours)**

- 4. Formalities of registration and Export Documentation:** Naming the Enterprise, form of Ownership, Opening a Bank Account, General Registrations, Registrations with RBI, Registration with Licensing Authorities, Registration with Appropriate EPC' /CB's. **(8 Hours)**

- 5. Defining Export Documentation:** Main Commercial Documents, Additional Commercial Documents, and Statutory Documents for Export's Country, Statutory Documents for Imports Country and Documents for Claiming Export Benefits. **(8 Hours)**

Text Books

1. Cherunilam F., *International Trade and Export Management*, Himalaya Publishing, 2007.
2. Varshney R.L., Bhattacharya B, *International Marketing Management*, S. Chand, New Delhi.

Reference Books

1. Govt. of India, *Hand Book of Export Import Policy 2002-2007*, Ministry of Commerce, India.
2. Keegan J Warren, *Global Marketing Management*, Pearson Education.

* Latest editions of all the suggested books are recommended.

Semester VI
Specialization: HUMAN RESOURCE
Paper-III

INDUSTRIAL LAW

Course Code: BBH3

L-4, T-0, P-0, C-4

Objective: The basic objective of this course is to provide fundamental knowledge about Industrial law.

Unit-wise Course Contents:

- 1. The Factories Act, 1948:** Approval, Licensing and Registration, Inspecting Staff, Health – Welfare, Working Hours - Annual Leave with, wages - Periodical Returns- Registers and Records.

(8 Hours)
- 2. The Bombay Shops and Establishments Act, 1948:** Registration of Establishments –Shops and Commercial, Establishments – Residential Hotels, Restaurants and Eating Houses: Theatres or other places of Public, Amusement or Entertainment – Leave with pay and payment of wages; Health and Safety; Maintenance of Registers, Records and Annual Report.

(8 Hours)
- 3. The Contract Labour (Regulation and Abolition) Act, 1970:** Advisory Boards – Registration of Establishments. Licensing of Contractors – Welfare and Health of Contract Labour – Registers and other Records to be maintained.

(8 Hours)
- 4. The Industrial Disputes Act, 1947:** Definitions of Industry, Workman and Industrial Dispute - Authorities under the Act – Procedure, Powers and Duties of Authorities – Strikes and Lock outs–Lay off and Retrenchment – Special Provisions, relating to Layoff, Retrenchment and Closure in certain establishments.

(8 Hours)
- 5. Other Acts:** Payment of bonus Act, Provident fund Act, Consumer protection Act. Payment of Wages Act, Minimum Wages Act.

(8 Hours)

Text Books:

1. Monappa A., *Industrial Relations*, Tata McGraw-Hill, 2002.
2. Sinha, *Industrial Relations, Trade Unions, and Labour Legislation*, Pearson Education.

Reference Books:

1. Srivastava S.C., *Industrial Relations and Labour Laws*, Vikas Publications, 2000.
2. Mamoria C.B., Mamoria, Gankar, *Dynamics of Industrial Relations*, Himalayan Publication, 2003

* Latest editions of all the suggested books are recommended.

Semester-VI COMMUNICATION TECHNIQUE

Course code: BBA603

(Common with EHM601/BPH606/BCA604/BCH606/BHM601)

L	T	P	C
2	0	2	3

Course Contents:

Unit I

Oral Communication: Principles of effective oral communication, Features, Vitals of communication, Interpersonal communication, Persuasive communication. **(10 Hours)**

Unit II

Presentation Strategies: Purpose, Audience & Locale, Organizing contents, Preparing outlines. Audio- Visual aids, Body Language, Voice dynamics. **(10 Hours)**

Unit III

Listening Skills: The Listening process, Hearing & listening, Types of listening, Listening with a purpose, Barriers to listening, Telephonic conversation. **(10 Hours)**

Unit IV

Speaking Skills: Improving voice & speech, Art of public speaking, Using visual aids, Job interview being interviewed by the media, Dealing with the boss. Dealing with subordinates, How to run a meeting. **(10 Hours)**

Text Book:

1. Raman Meenakshi & Sharma Sangeeta, *Technical Communication-Principles & Practice* – O.U.P. New Delhi. 2007.

Reference Books:

1. Ruther Ford A., *Basic Communication Skills* – Pearson Education, New Delhi.
2. Mitra Barum K., *Effective Technical Communication* – O.U.P. New Delhi. 2006.

NOTE:

This syllabus has been designed to improve the oral and written communication skills of students. The faculty members should put emphasis on practical (oral) activities for generating students' interest in language learning.

*** Latest editions of all the suggested books are recommended.**

Semester VI
DISSERTATION (BASED ON MARKET SURVEY)

Course Code: BBA651

L-0, T-0, P-0, C-4

Objective: The objective is to equip the student with the knowledge of actual functioning of the market and organization and problems faced by them for exploring feasible solutions and suggestions.

Guidelines:

1. At the end of fifth semester examination, every student of BBA will undergo for a market survey for any manufacturing, service or financial organization.
2. During the course of market survey project. Project-In charge will assign a problem/project to the student. The student, after the completion of survey will submit a report to the College/Institute, which will form part of sixth semester examination.
3. The report prepared by the student will be known as market based dissertation. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, the average size of report ordinarily will be 100 to 150 typed pages in standard font size (12) and double spacing. Three neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
4. The report will be evaluated by internal and external examiner. It will carry total of 100 marks divided into written report of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.
5. The external marks will be awarded by the external examiner to be appointed by the examination division.
6. The format of the report is given below:
 - Objective of the Research Undertaken
 - Literature Review
 - Research Methodology
 - Results and Analysis
 - Conclusions
 - References
 - Appendices – to include questionnaire, if any

Semester VI
COMPREHENSIVE VIVA VOCE

Course Code: BBA652

L-0, T-0, P-0, C-4

Objective: The objective of this paper is to judge the understanding as well as application of the knowledge gained by the students by the end of the third year of the course.

Guidelines:

1. The comprehensive viva voce is scheduled to be held at the end of VI Semester in third year
2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
3. The Total marks of viva are 100. The internal marks will be awarded by conducting the presentation of the students in the front of a panel of at least three faculty members who will be appointed by Director/Principal of the college.
4. The external marks will be awarded by the external examiner who will be appointed by the examination division.