

Deenbandhu Chhotu Ram University of Science & Technology, Murthal (Sonipat)
BBA 1ST YEAR (SEMESTER – I)
Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2017-18)

SCHEME-B

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA-101-B	Business Organisation	4	-	-	4	75	25	-	100	3
DSC	BBA-103-B	Financial Accounting	4	-	-	4	75	25	-	100	3
DSC	BBA-105-B	Micro Economics For Business Decisions	4	-	-	4	75	25	-	100	3
DSE	BBA-107-B	Mathematics For Managers	4	-	-	4	75	25	-	100	3
	OR										
	BBA-109-B	Fundamentals of Statistics									
SEEC	BBA-111-B	Business Communication*	4	-	-	4	50	25	25	100	3
AECC	BBA-113-B	Computers Fundamentals– I*	3	-	2	4	50	25	25	100	3
Total			23	2		24	400	150	50	600	

* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

BUSINESS ORGANISATION

BBA-101-B

L	T	P	Credit
4	0	0	4

External Marks: 75
Internal Marks: 25
Total Marks: 100
Time: 3 Hours

Unit-I: Business – Nature, purpose and scope; Business as a system; Objectives of business; Structure of business – Classification of business activities; Social responsibility of business & business ethics; Business and economy, Business and environment interface, Distinction between trade, commerce and business.

Unit-II: Forms and formation of business enterprises (meaning, characteristics, formation, merits and demerits of each type): Sole proprietorship, Partnership, Joint Hindu Family, Joint Stock Company, Co-operative societies, Different types of companies. Entrepreneurship: Concept and nature; process of setting up a business enterprise; choice of a suitable form of business organisation, feasibility and preparation business plan.

Unit-III: Formation of a company: Promotion, Certificate of Incorporation, Memorandum of Association, Articles of Association, and Prospectus. Sources of business finance: Short term, medium term and long term sources of finance.

Unit-IV: Management of Risk and Insurance; Role of Government in business: As promoter, as financier and as regulator; Emerging formats of business organisation: Franchising, Sub-contracting, Strategic Alliance, Outsourcing, Joint Ventures; Mergers, Acquisitions and Take-overs.

Suggested Readings:

1. Tulsian, P.C., Business Organization and Management, Pearson Education.
2. Talloo, Thelman J., Business Organizational and Management, McGraw Hill Education.
3. Kanagasabapathi, P., Indian Models of Economy, Business and Management, PHI Learning Pvt. Ltd.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.



Chairman
Department of Management Studies
Deenbandhu Chhotu Ram
University of Science & Technology
Murthal (Sonapat)-131039

FINANCIAL ACCOUNTING
BBA-103-B

L T P Credit
4 0 0 4

External Marks: 75
Internal Marks: 25
Total Marks: 100
Time: 3 Hours

Unit-I: Financial Accounting: Concept, importance, objectives, process and limitations of Accounting. Brief introduction about Generally Accepted Accounting Principles (GAAP). Journal: Concept of Journalizing, Rule of debit and credit applicable to different type of business transactions and types of accounts.

Unit-II: Ledger: Meaning, rules regarding posting and comparison between Journal and ledger. Trail Balance: Meaning and importance of trial balance, Posting and Preparation of trial balance.

Unit-III: Depreciation: Meaning causes, accounting procedure, methods of computing depreciation – straight line method and diminishing balance method,

Unit-IV: Final Accounts without adjustments: Trading account, profit & loss account and balance sheet. Accounting for non-profit organizations; Receipt & payment account, income & expenditure account. Difference between receipt & payment account and income & expenditure account.

Suggested Readings:

1. Dhamija, S. Financial Accounting for Manager, Pearson Education.
2. Maheshwari, S.N. and Maheshwari, S.L.; Accounting for Managers, Vikas Publishing House.
3. Gupta R.L. and Radhaswamy M.; Financial Accounting, Sultan Chand and Sons.
4. Ramachandran, N. & Kakani, R.K.; Financial Accounting for Management, McGraw Hill Education.
5. P.C Tulsian, Financial Accounting, Pearson Education.
6. Shukla M.C., Grewal T.S. and Gupta S.C.; Advanced Accounts, S. Chand and Company.
7. Narayanaswamy, R.; Financial Accounting - A Managerial Perspective, PHI Learning.
8. Gupta, Ambrish; Financial Accounting for Management: An Analytical Perspective, Pearson Education.
9. Monga J.R., Ahuja Girish and Sehgal Ashok: Financial Accounting, Mayur Paper Back.

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MICRO ECONOMICS FOR BUSINESS DECISIONS
BBA-105-B

L	T	P	Credit
4	0	0	4

External Marks: 75
Internal Marks: 25
Total Marks: 100
Time: 3 Hours

Unit-I: Nature, Scope and Significance of Micro economic; Micro & Macro Economics; Evolution of Economic Theories: An Overview; Concept of Equilibrium- Static and Dynamic, Central Problems of an Economy, Objectives of a Firm.

Unit-II: Theory of Demand: Meaning, Law of Demand, Types of Demand, Determinants of Demand; Elasticity of Demand, Measurement of Elasticity of Demand and its Implications in Decision Making Process; Introduction to Demand Forecasting; Analysis of Consumer Behaviour: Cardinal and Ordinal Utility Approach

Unit-III: Production and Cost Analysis: Meaning of Production; Production Function, Least Cost Combination of Inputs; Returns to Factor and Returns to Scale; Economies of Scale: Internal and External; Cost Concepts: Theory of Cost in Short and Long Run.

Unit-IV: Market structure: Perfect Competition, Features, Determination of price under perfect competition; Monopoly: Feature, Pricing under monopoly, Price discrimination; Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership; Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation; Price and Non-Price Competition.

Suggested Readings:

1. Ahuja, H.L, Advanced Economic Theories-Microeconomic analysis, S.Chand.
2. Agarwal, Vanita, Managerial Economics, Pearson Education.
3. Salvatore, Dominick, Theory and Problems of Microeconomics Theory, McGraw Hill Education.
4. Pindyck, R., Rubinfeld, D, Microeconomics, Pearson Education.
5. Samuelson, Paul, Microeconomics, McGraw Hill Education.
6. Keat, Paul G., Managerial Economics: Economic Tools for Today's Decision Makers, Pearson Education.
7. Hirschey, Mark, Managerial Economics: An Integral Approach, Cengage Learning.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

MATHEMATICS FOR MANAGERS

BBA-107-B

L	T	P	Credit
4	0	0	4

External Marks: 75

Internal Marks: 25

Total Marks: 100

Time: 3 Hours

Unit-I: Introduction to business mathematics, scope and importance, concept of profit and loss; simple and compound interest. Present value of annuities.

Unit -II: Introduction to set theory; Meaning, types and operations on sets. Venn diagram. Applications and set theorem.

Unit-III: Matrices and Determinants: Definition of a Matrix ; Types of Matrices, Algebra of Matrices; Calculation of values of Determinants up to third order; adjoint of a Matrix, elementary row and column operations; Finding inverse matrix through adjoint and elementary row or column operations; Solution of a system of Linear equations having unique Solution and involving not more than three variables (simple problems on applications for managerial decisions).

Unit-IV: Concept of functions, limits and continuity, differentiation, integration, maxima and minima (elementary concepts), simple applications for managerial decisions.

Suggested Readings:

1. Trivedi, K., Business Mathematics, Pearson Education.
2. D. C. Sancheti and V. K. Kapoor, Business Mathematics , Sultan Chand and Sons.
3. Marriapan, P. , Business Mathematics, Pearson Education.
4. Qazi Zameeruddin, V. K. Khanna and S.K. Bhambri, Business Mathematics, Vikas Publications.
5. Janardan Dinodia, Dr. R. A. Gupta, O. P. Gupta and Amar Singh Rao, Elements Of Business Mathematics and Statistics, Jeevan Sons Publications
6. R. D. Sharma (Text Book Of XII)
7. R.P.Gupta and Pratibha Gupta, Business Mathematics, Galgotia Publishing New Delhi

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.



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FUNDAMENTALS OF STATISTICS

BBA-109-B

L	T	P	Credit
4	0	0	4

External Marks: 75

Internal Marks: 25

Total Marks: 100

Time: 3 Hours

Unit-I: Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, types and construction of tables, significance, types and construction of diagrams and graphs

Unit-II: Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure, viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation, mean deviation, and standard deviation, co-efficient of variation .

Unit -III: Correlation and regression: simple correlation between two variables (grouped and ungrouped data), Karl Pearson's coefficient of correlation, rank correlation concept of regression, regression lines, difference between correlation and regression.

Unit-IV: Index numbers and time series: Index number and their uses in business; construction of simple and weighed indices: Laspeyre's, Paasche's, Fisher's and CPI. Time series analysis meaning and significance, components of time series, trend measurement by moving average method and least square method (fitting straight line only).

Suggested Readings:

1. Gupta, S.P. & Gupta, M.P., Business Statistics, Sultan Chand & Sons, New Delhi
2. Bajpai, Naval, Business Statistics, Pearson Education.
3. David M. Levine, Timothy C. Krehbiel, Mark L. Berenson, P.K. Viswanathan, Business Statistics: A First Course, Pearson Education.
4. Anderson, David Ray, Sweeney Dennis J. and Williams, Thomas Arthur, Statistics for Business and Economics, Cengage Learning.
5. Sharma, J.K., Business Statistics, Vikas Publication House Pvt. Ltd.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.



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BUSINESS COMMUNICATION

BBA-111-B

L	T	P	Credit
4	0	0	4

External Marks: 50
Internal Marks: 25
Practical Marks: 25
Total Marks: 100
Time: 3 Hours

Unit-I: Business Communication: Nature and process, factors of communication, forms of communication, importance of communication in business, communication networks, barriers to communication, overcoming barriers to communication.

Unit-II: Communication Skills: Listening skills - process of listening, barriers to listening, overcoming listening barriers, reading skills, oral communication, non-verbal communication.

Unit-III: Written Communication: Principles of effective business writing, business letter components and layout; process of letter writing, types of letters, memos, notices and circulars.

Unit-IV: Business Reports: Features, process of writing report, importance, types of reports, structures of business reports, brochures, agenda of meeting, minutes of meeting, preparing Curriculum Vitae.

Suggested Readings:

1. Koneru, Arun, Professional Communication, McGraw Hill Education.
2. Mehra, Payal, Business Communication for Managers, Pearson Education.
3. Sethi, A. and Adhikari, B., Business Communication, McGraw Hill Education.
4. Chaturvedi and Chaturvedi, The Art and Science of Business Communication, Pearson Education.
5. Verma, Shalini, Business Communication: Essential Strategies for Twenty-first Century Managers, Vikas Publishing House.
6. Sinha, K.K., Business Communication, Taxmann Publication.
7. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

COMPUTERS FUNDAMENTALS– I
BBA-113-B

L	T	P	Credit
3	0	2	4

External Marks: 50
Internal Marks: 25
Practical Marks: 25
Total Marks: 100
Time: 3 Hours

Unit -I: Introduction to Computer: Definition, Characteristics, Generation of Computers, Capabilities and Limitations; Basic Components of a Computer System-Control Unit, ALU, Input/output functions and characteristics; Memory: Introduction, Classifications; Storage units

Unit-II: Number Systems: Binary, Decimal, Hexadecimal, Number system conversion; ASCII, EBCDIC and Unicode encoding schemes; Input, Output units:-Computer Keyboard, Pointing Devices: Mouse, Trackball, Touch Panel, and Joystick, Light Pen, Scanners, Various types of Monitors, Touch-sensitive screens, Optical Recognition System, Pen based systems, Digitizers, MICR, OCR, OMR, Bar-code Reader, digital camera; Impact Printers- Daisy Wheel, Dot Matrix, Line Printer, Chain Printer, Comb Printers, Non-Impact Printers- Desk Jet Printer, Laser Printer, Thermal Transfer Printer, Barcode Printers, Electro static printers and plotters.

Unit-III: Software and its classification: Introduction to Operating System and its functions; Software and its different types; Programming Languages Types and characteristics; Compiler, Interpreter and Assembler; Introduction to algorithms, Flow charts and decision trees: Representation, levels, rules, advantage and limitations.

Unit-IV: Introduction to multimedia: concept, components, uses and advantages, Tools of multimedia, Impact of computers on society, education, business, entertainment, etc., Health issues in use of computers.

Suggested Readings:

1. Dhunna, Mukesh and Dixit, J. B., Information Technology in Business Management, University Science Press, New Delhi.
2. ITL ESL, Introduction to Information Technology, Pearson Education
3. Norton, Peter, Introduction to Computers, Pearson Education.
4. Leon & Leon, Introduction to Computers, Vikas Publishing House.
5. Rajaraman, V., Fundamentals of Computers, PHI Learning.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

BBA 1ST YEAR (SEMESTER – II)
Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2017-18)

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA-102-B	Principles of Management	4	-	-	4	75	25	-	100	3
DSC	BBA-104-B	Financial Management	4	-	-	4	75	25	-	100	3
DSC	BBA-106-B	Macro Economics for Analysis and Policy	4	-	-	4	75	25	-	100	3
DSE	BBA-108-B	Disaster Management	4	-	-	4	75	25	-	100	3
	BBA-110-B	Management of Innovations									
SEEC	BBA-112-B [#]	Seminar	4	-	-	4	-	50	50	100	-
AECC	BBA-114-B [#]	Computer Fundamentals – II*	3	-	2	4	-	50	50	100	-
Total			23	2	2	24	300	150	50	600	

No theory examination of these papers will be held.

In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

PRINCIPLES OF MANAGEMENT
BBA-102-B

L	T	P	Credit
4	0	0	4

External Marks: 75
Internal Marks: 25
Total Marks: 100
Time: 3 Hours

Unit-I: Introduction – nature and process of management, principles and functions of management, basic managerial roles and skills, approaches to management – classical, human relations and behavioral, systems and contingency approaches; contemporary issues and challenges

Unit-II: Planning and decision making – concept, purpose and process of planning, types of plans, strategic planning, tactical planning and operational planning, goal setting, MBO; decision making – nature and process, behavioral aspects of decision making, forms of group decision making in organizations

Unit-III: Organizing and leading: elements of organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leadership styles, behavioral and situational approaches to leadership

Unit-IV: Motivation; concept and nature; need hierarchy and ‘motivation-hygiene’ theories of motivation Management control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, controlling techniques.

Suggested Readings:

1. Pravin Durai, Principles of Management, Pearson Education.
2. Robbins, S.P., Coulter, M., Cenzo, D., Fundamental of Management, Pearson Education.
3. Griffin, Ricky W, Management, Biztantra.
4. Bhatt: Management, Oxford University Press.
5. Rao, VSP, Management, Excel Books.
6. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education.
7. Weihrich, Heinz and Harold Koontz, Management: A Global Perspective, McGraw Hill Education.
8. Daft, Management, Cengage Learning.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

FINANCIAL MANAGEMENT
BBA-104-B

L T P Credit
4 0 0 4

External Marks: 75
Internal Marks: 25
Total Marks: 100
Time: 3 Hours

Unit-I: Financial management: Introduction, significance, scope, functions, objectives of financial management in healthcare, Profit maximization vs. wealth maximization. Sources of finance: Short term, medium term and long term sources of finance.

Unit-II: Capital budgeting- Meaning, need and objectives, Methods of capital budgeting: Pay-Back Period, Average Rate of Return (ARR), Net Present Value Method (NPV), Internal Rate of Return (IRR) and Profitability Index (PI) method.

Unit-III: Capital Structure: Meaning, Irrelevance of capital structure; Brief introduction about theories of capital structure: Net Income (NI), Net Operating Income (NOI) Approach, Traditional approach and Modigliani-Miller (MM) approach without taxes.

Unit-IV: Working Capital: Meaning, nature and planning of working capital. Permanent and variable working capital, Determinates of working capital, Issues of working capital management. Management of cash: Meaning, Motives of holding cash and problems of cash management.

Suggested Readings:

1. Sharan, V., Fundamental of Financial Management, Pearson Education.
2. Damodaran, A., Corporate Finance- Theory & Practice, Wiley Publication
3. Srivastava, Financial Management, Oxford University Press.
4. Pandey, I.M, Financial Management, Vikas Publication House Pvt. Ltd.
5. Brealey and Myers, Principles of Corporate Finance, McGraw Hill Education.
6. Prasanna Chandra, Financial Management - Theory & Practice, McGraw Hill Education.
7. Van Horne and Wachowicz, Fundamentals of Financial Management, Pearson Education.
8. Khan, M. Y and Jain, P.K., Financial Management: Text Problems and Cases, McGraw Hill Education.
9. Kishore, R., Financial Management. Taxman's Publishing House.
10. Chandra, Prasanna, Financial Management, McGraw Hill Education.

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MACRO ECONOMICS FOR ANALYSIS AND POLICY

BBA-106-B

L	T	P	Credit
4	0	0	4

External Marks: 75

Internal Marks: 25

Total Marks: 100

Time: 3 Hours

Unit-I: Nature and Scope of Macroeconomics; Circular Flow of Income; National Income – Alternative Concepts and Measures; Macroeconomics Equilibrium: Aggregate Demand and Aggregate Supply; Analysis of Business Cycles: Kaldor and Goodwin's Models of Business Cycles, Causes of Boom and Recessions.

Unit-II: Classical and Keynesian Theory of Income and Employment; Determination of National Income; Consumption Function; IS-LM Curve Model: Derivation of IS Curve and Shift, Derivation of LM Curve and Shift, Equilibrium of Goods and Money Market; Multiplier Analysis.

Unit-III: Fiscal Policy: Nature, Objective and Mobilization of Resources; Public Expenditure: Concept of Public Expenditure, Types of Public Expenditure, Effects of Public Expenditure on Production and Distribution; Taxation: Classification, Characteristics of Good Taxation System; Government Borrowings: Introduction, Budget Deficits, Debt Financing of Budget Deficit.

Unit-IV: Monetary Policy: Objectives, Types, Role in Promoting Economic Growth, and Instruments of Monetary Policy, Functions of Central Bank; Money Supply: Theory and Concepts of Money Supply, Money Multiplier and its Derivation; Credit Creation.

Suggested Readings:

1. Agarwal, V., Macroeconomics: Theory and Policy, Pearson Education.
2. Ahuja, H.L, Macroeconomics: Theory and Policy, S.Chand.
3. Blanchard, Olivier, Macroeconomics, Pearson Education.
4. Rudiger Dornbusch, Stanley Fischer, Richard Startz, Macroeconomics, Pearson Education.
5. Mishkin, Frederic S., Macroeconomics- Policy and Practice, Pearson Education.
6. D'souza, Errol, Macroeconomics, Pearson Education.
7. Paul Samuelson, William Nordhaus, Sudip Chaudhari, Economics, McGraw Hill Education.
8. Gupta, G.S., Macroeconomics - Theory and Applications, McGraw Hill Education.

In the end term examination, the examiner will set nine questions in all. All questions will carry equal marks. First question will be compulsory and will consist of objective type / short answers / sub-parts from the entire syllabus. Remaining eight questions will be distributed among four units. Each unit will consist of two questions. Students have to attempt one question from each unit.

DISASTER MANAGEMENT

BBA-108-B

L	T	P	Credit
4	0	0	4

External Marks: 75

Internal Marks: 25

Total Marks: 100

Time: 3 Hours

Unit I: Introduction: Definition of disaster; general effects of disaster; causal factors, disasters and development (cause and effect) meaning of disaster management; types of disasters/hazards: natural, anthropogenic, sociological technological, transport, climate change; social and psychological dimensions of disasters, coping with stress, anxiety and fears; technology and disaster management and latest technological equipments; Disaster Response: Reasons for concern, objectives.

Unit II: Disaster Management: Disaster management agencies and their functions; disaster Risk management: definition, need, obstacles, disaster relief and factors, international approach to integrated disaster risk management; risk mitigation strategies, participatory assessment of disaster risk, disaster reduction; communicable diseases occurring after natural disasters, their prevention. Mass casualty management, technology and disaster management and latest technological equipments to combat disasters.

Unit III: Relief, Rehabilitation, Recovery: Relief, rehabilitation, displacement and development, priorities and opportunities in rehabilitation and reconstruction, relevance of mitigation and its techniques, mitigation measures, people's participation, disaster recovery: business continuity planning, role of NGOs in managing disasters.

Unit IV: Applications and Future of Disaster management: Bio-terrorism: meaning, threat assessment, GIS and epidemiology, advantages of GIS and its applications in health; India's natural disaster's proneness, management of disasters in India: institutional and policy framework; disaster planning, significance of disaster risk reduction, Government policies on the same, strategies presently being adopted; A brief overview of the disaster management act.

Suggested Readings:

1. M. Saravana Kumar, Disaster Management, Himalaya Publishing House
2. Satish Modh, Introduction to Disaster Management, Macmillan
3. Satish Modh, Citizen's guide to Disaster Management, Macmillan
4. Tushar Bhattacharya, Disaster Science and Management, McGraw Hill Education.

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MANAGEMENT OF INNOVATIONS

BBA-110-B

L	T	P	Credit
4	0	0	4

External Marks: 75

Internal Marks: 25

Total Marks: 100

Time: 3 Hours

Unit-I: Innovations: Concept of innovation, historic retrospective, typology of innovations, innovation process, Macroeconomic view of innovation approaches to innovations, Assumptions and barriers to innovations, Innovation sources, i.e. science and R&D, technology transfer, push and pull approaches. Processes used to explore innovations along the technology, market and strategy dimensions as the innovation moves from idea to market

Unit-II: Application of Innovation: Organizational aspects of innovation, Soft methods and techniques of innovation management, Creative approaches, Systemic and analytical methods and techniques of innovation management, Economic aspects of innovations encompassing sources of innovation financing

Unit-III: Marketing Innovation Products: Strategic considerations on innovations, innovation platforms that incorporate new product development, process innovations, service innovation, service design innovation, multiple product options, portfolios and standards

Unit-IV: Evaluation of Innovation: Effectiveness evaluation, integration of risks, factors influencing economic effectiveness, Post implementation analysis of innovation projects, Intellectual property of innovations, legal aspects of innovations

Suggested Readings:

1. CK Prahalad and MK Krishnan, The new age of innovation, McGraw Hill Education.
2. Paul Trott, Innovation Management and New product Development, Pearson Education.
3. Khandwalla, Corporate Creativity, McGraw Hill Education.
4. Narayanan, V.K, Managing Technology and Innovation for Competitive Advantage, Pearson Education.
5. Mauborgne, René, Blue Ocean Strategy, Boston, Harvard Business School Press, 2005.
6. Snyder, Duarte, Unleashing Innovation, How Whirlpool Transformed an Industry, Jossey-Bass, 2008
7. Mass, Harvard Business School Press, 2006
8. Fraser, Heather, Design Works; Toronto: University of Toronto Press, 2012
9. Govindarajan, Vijay & Trimble, Chris, 10 Rules for Strategic Innovators; Boston: Harvard Business School Press, 2005
10. Govindarajan, Vijay & Trimble, Chris, Reverse Innovation; Boston: Harvard Business School Press, 2012

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SEMINAR
BBA- 112-B

L	T	P	Credit
4	0	0	4

Internal Marks: 50
Practical Marks: 50
Total Marks: 100
Time: 3 Hours

The objectives of seminars is to make learning a fun, entrusting students assignment to present, inculcating presentation and leadership skills among students, involving students to learn actively, offering the presenter student an opportunity of interaction with peer students and staff, assessing student while performing assignment etc. The students will be allotted the topic of presentation by the department and the every student will make and deliver presentations on at-least four topics before the class in the entire semester. Each presentation will of minimum 15 minutes following by questions from other students of the class and as well as by the committee constituted by the Chairman of the department to evaluate the students on the basis of the seminar.

- Note:
1. No theory paper of this subject will end.
 2. In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

COMPUTER FUNDAMENTALS – II

BBA-114-B

L	T	P	Credit
3	0	2	4

Internal Marks: 50

Practical Marks: 50

Total Marks: 100

Time: 3 Hours

Unit-I: Working with Operating System (MS Windows): Booting a computer system, Checking System Information, Managing Files and Folders: Creating, Moving, Copying and Deleting files/folders, Checking File/Folder properties; Managing Windows: Moving, Sizing and Hiding; Adjusting Mouse properties, Adjusting Display properties, Setting system Date and Time, Customizing Windows START menu, Manipulating Task Bar, Recycle Bin; Using System Administration Tools: Disk Checkup, Disk Defragmenter, Control Panel; Connecting with Wired and Wireless LANs, Working with web browser, Checking IP Address

Unit-II: Working with MS Word: Understanding MS Word window and its components, Creating work documents, formatting and managing text, formatting and managing paragraphs, working with style sets, working with lists and tables, sorting of paragraphs, lists and tables, inserting charts and pictures, managing page layout and background, Using SmartArt, Using Mail Merge, Checking spelling and grammar, Managing comments, footnotes and endnotes, Tracking changes in documents, Managing Header and Footer, Adding security passwords to word documents, printing word documents, Working with Word Options.

Unit-III: Introduction to MS PowerPoint: Understanding MS PowerPoint window and its components, Different views of PowerPoint window, Working with Slides and slide layout, Inserting text, picture, graphics, charts in slides, inserting audio and video in slides, adding notes to slides, manipulating slide design and styles, setting slide layout, Managing slide transitions, Adding animation effects to slide components, Setting up of slide shows, printing slides, handouts and notes, Working with PowerPoint Options.

Unit-IV: Introduction to MS Excel: Understanding MS Excel window and its components, working with Sheets, Cell referencing, Working with cells and cell range, Using Cut, Copy, Paste and Paste Special, Working with Excel formulae, Using Autofill options, Formatting cell contents, Cell Styles and Conditional formatting, Sorting and filtering of data, working with charts and graphs, Managing page layouts and printing of excel sheets, managing worksheet header and footer, adding security passwords to excel sheets, Switching Between Sheets in a Workbook, Inserting and Deleting Worksheets, Renaming and Moving Worksheets, Hiding Columns, Rows and Sheets, Splitting and Freezing a Window, Working with Excel Options.

Suggested Readings:

1. Jonshon Steve , MS Office 2010 on Demand, Pearson Education.
2. Lambert, Joan and Cox, Joyce, MOS 2010 Study Guide For Microsoft Word Excel PowerPoint & Outlook, PHI Learning.
3. Murray, Katherine, Microsoft Word 2010 inside Out, PHI Learning.
4. Wempen, Faithe, Microsoft PowerPoint 2010 Bible, Wiley Publishing.
5. Walkenbach, John, Microsoft Excel 2010 Bible (With CD), Wiley Publishing.

- Note:**
1. No theory paper of this subject will end.
 2. In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

BBA 11ND YEAR (SEMESTER – III)
Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2018-19)

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA-201-B	Business Ethics	4	-	-	4	75	25	-	100	3
DSC	BBA-203-B	Marketing Management	4	-	-	4	75	25	-	100	3
DSC	BBA-205-B	Production Management	4	-	-	4	75	25	-	100	3
DSC	BBA-207-B	Data Base Management System*	3	-	2	4	50	25	25	100	3
DSE	BBA-209-B	Cost and Management Accounting	4	-	-	4	75	25	-	100	3
	OR										
	BBA-211-B	Corporate Accounting									
AECC	BBA-213-B	Environmental Studies	4	-	-	4	75	25	-	100	3
Total			23		2	24	425	150	25	600	

* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

Business Ethics **BBA-201-B**

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course objectives:

This course seeks to educate the students about ethical matters on corporate and in business and make them sensitive to the consequences of their decisions.

Course Contents:

Unit-I: Introduction – Nature, scope, objectives, need and importance of business ethics, characteristics of business ethics, factors influencing business ethics, arguments for and against business ethics, Indian Models of business ethics

Unit-II: Corporate culture and business ethics, reputation management, employment relationship, affirmative actions, code of conduct, gender issues, ethics audit

Unit-III: External Context – Dimensions of pollution and resource depletion, ethics of conserving depletable resources

Unit-IV: Contemporary Issues – Ethical implications of technology, ethics in global economy, cross cultural and cross religious issues, ethical investment, insider trading, ethical dilemma regarding competitive intelligence

Recommended Books

1. Hartman Laura P, Perspective in Business Ethics, TMH, New Delhi
2. Chakraborty S.K., Ethics in Management, Oxford University Press, New Delhi
3. Bajaj P S and Raj Aggarwal, Business Ethics, Biztantra, New Delhi

Suggested Books

1. Albuquerque: Business Ethics, Oxford University Press.
2. Fernando: Business Ethics, Pearson
3. Velasquez, "Business Ethics – Concepts and Cases", Prentice Hall, New Delhi

Note:

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.
3. Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

Marketing Management BBA-203-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course objectives:

The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

Course Contents:

UNIT-I: Introduction, Definition, Importance and Scope of Marketing, Philosophies of Marketing Management, Elements of Marketing - Needs, Wants, Demands, Customer, Consumer, Markets and Marketers; Marketing Vs Selling, Consumer Markets and Industrial Markets. Concept of Marketing Management, Marketing – Mix, Functions of Marketing Management, Marketing Organisations, Qualities of Marketing Manager. Marketing Environment, Factors Affecting Marketing Environment, Marketing Information System and Marketing Research, Strategic Marketing Planning.

UNIT-II: Market Segmentation, Segmenting the Market, Benefits/Purpose and Limitations of Market Segmentations, Market Segmentation Procedure, Basis for Consumer/Industrial Market Segmentation. Market Targeting – Introduction, Procedure, Product Positioning - Introduction, Objectives, Usefulness, Differentiating the Product, Product Positioning Strategy, Consumer Behaviour - Introduction, Importance & Process.

UNIT-III:

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, Product Life cycle - Stages and Strategies for Different Stages of PLC.

Unit-IV:

Pricing Decisions, Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies, Channels of Distribution for Consumer/ Industrial Products, Factors Affecting Channel Distribution, Management of Channels: Current Trends in Wholesaling and Retailing, Retail Distribution System in India. Promotion: Promotion-mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations. A Brief Account of Marketing of Services, Rural Marketing, E-Marketing; Direct Marketing, International Marketing .

Recommended Books

1. Kotler, P., Keller, K.L., Koshy, A., and Jha, M., "Marketing Management", Pearson Education.
2. Mullins, J., Walker, O., and Harper, B.J., "Marketing Management: A Strategic Decision-Making", McGraw-Hill Publication, Irwin.
3. Baines: Marketing, Oxford University Press.

Reference Books

1. Etzel, M.J., Walker, B.J., Stanton, W.J., and Pandit, A., "Marketing: Concepts and Cases", Tata McGraw Hill, New Delhi.
2. Kurtz, D. L., and Boone, L.E., "Principles of Marketing", Thomson Learning.
3. Panda, Tapan, "Marketing Management", Excel Publication, New Delhi.
4. Lamb, Hair, Mc Danniel. "Marketing Management", Thomson Learning
5. Sherlakar, S.A. "Marketing Management", Himalaya Publishing House, New Delhi.
6. Kotler, P. & Armstrong, Gary. "Principles of Marketing", Pearson Education, New Delhi.
7. Ramaswamy & Namakumari. "Marketing Management", Macmillan Publication, New Delhi.

Note:

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.
3. Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

PRODUCTION MANAGEMENT

BBA-205-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective:

This course aims at providing the students with an understanding of the principles and practical issues in the production Management.

Course Contents:

UNIT-I: Production Management: Introduction, evolution, major long term and short term decisions; objectives, importance and activities, difference between products and services (from POM view point). Meaning and types of production systems: production to order and production to stock; plant location; factors affecting locations and evaluating different locations. Plant Layout: meaning, significance, types and material handling.

UNIT-II: Production planning and control: meaning, objectives, advantages and elements, PPC and production systems, sequencing and assignment problems. Inventory Control: Objective, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance; inspection, quality control charts for variables and attributes.

UNIT-III: Materials Management: objectives, characteristics, types and importance, functions and organization. Materials information system, standardization, simplification and variety reduction.

UNIT-IV: Stores Management: meaning, objectives, importance and functions, stores layout; Classification and codification; inventory control of spare parts; traffic and transportation management.

Recommended Books

1. Bedi, Production & Operations Management, 2/e, Oxford University Press.
2. Chary, Production & Operations Management, Tata McGraw Hill, New Delhi.
3. Buffa & Sarin, Modern Production/Operations Management, John Wiley Publication

Reference Books

1. Adam & Ebert, Production & Operation Management, Prentice Hall India, New Delhi.
2. Kachru, Upendra, "Production and Operations Management Text and Cases", Excel Books, New Delhi.
3. Krajewski&Ritzman, "Operations Management", Pearson Education.
4. Richard B Chase, F Robert Jacobs, Nicholas J Aquileno, Nitin K Agarwal, "Operations Management for Competitive Advantage", Tata McGrawHill, New Delhi.

DATABASE MANAGEMENT SYSTEMS

BBA-207-B

L T P Credit

3 0 2 4

Time: 3 Hours

External Marks: 50

Internal Marks: 25

External Practical: 25

Course Objectives:

The objective of the course is to familiarize the students with the concept of database and its utility in organization of information.

Course contents:

Unit-I: Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system

Unit-II: Database system architecture – Introduction, schemas, sub schemas and instances; data base architecture, data independence, mapping, introduction to data models, types of database systems

Unit-III: Data base security – Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base

Unit-IV: Data warehousing and data mining – Emerging data base technologies, internet, database, digital libraries, multimedia data base, mobile data base, spatial data base

Lab: Working over Microsoft Access

Recommended Books:

1. Kahate, A., Introduction to Database Management Systems, Pearson Education
2. Singh S. K., Database Systems , Pearson Education, New Delhi
3. Singh C.S., Data Base System, New Age Publications, New Delhi

Reference Books:

1. Navathe, Data Base System Concepts, TMH, New Delhi
2. Abraham, Korth , Data Base System concepts, McGraw Hill, New Delhi
3. Rob, Database System , Cengage Learning
4. Date C.J., An Introduction to Data Base System, Addison Wesley

Note: Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.

COST AND MANAGEMENT ACCOUNTING

BBA-209-B

L T P

4 - -

Time: 3 hours

External Marks: 75

Internal Marks: 25

Total Marks: 100

Course Objective

The objective of this course is to develop an insight into the utilization of financial and cost accounting information for planning, controlling and decision making in the business. Besides this to have clear understanding of other important tools useful for financial, cost and price related decision making.

Course Contents:

Unit-I: Introduction: - Objective, elements of cost, , importance of cost accounting, Methods and types of costing, installation of costing system, difference between cost accounting and financial accounting. Cost Sheet.

Unit-II: Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues: LIFO, FIFO, Average cost price(Simple & Weighted Average cost price) ; Labour Cost Accounting: Labour turnover, Idle Time and Overtime .

Unit-III: Management Accounting: - Meaning, nature, scope, objective and functions. Marginal costing: Meaning, advantages, disadvantages, Cost-volume profit analysis, Break-even analysis, practical application of marginal costing techniques with decision making: Make or Buy, Change in product Mix, Shut- down Decision.

Unit-IV: **Nature** and types of Financial Statements; techniques of financial statement analysis, Ratio analysis: Liquidity or short –term solvency ratios, Profitability ratio based on sales, Turnover ratio. Fund flow Statement.

Recommended Books

1. Gupta. L.K. Cost Accounting, Sahitya Bhawan Publications
2. Arora M.N., A Text Book of Cost & Management Accounting, Vikas Pub., New Delhi.
3. Maheshwari, Mittal, Cost Accounting - Principles & Practice, Shree Mahavir Book Depot, New Delhi.

Reference Books

1. Arora M.N., A Text Book of Cost & Management Accounting, Vikas Pub., New Delhi.
2. Maheshwari, Mittal, Cost Accounting - Principles & Practice, Shree Mahavir Book Depot, New Delhi.
3. Gupta. L.K. Cost Accounting, Sahitya Bhawan Publications
4. Shah, Management Accounting, Oxford University Press
5. Hanif M., Cost and Management Accounting, TMH, New Delhi.
6. Jawaharlal & Srivastava, Cost Accounting, TMH, New Delhi.
7. Nigam & Jain , Cost Accounting, PHI Publications.

Note:

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

CORPORATE ACCOUNTING

BBA 211-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective: To help the students to acquire the conceptual knowledge of the corporate accounting and to understand the various techniques of preparing the accounting and financial statements.

Course Contents:

Unit I: Accounting for Share Capital & Debentures- Issue, forfeiture and reissue of forfeited shares, concept & process of book building, Issue of rights and bonus shares, Buy back of shares, Redemption of preference shares, Issue and Redemption of Debentures.

Unit II: Final Accounts of Companies-Preparation of profit and loss account and balance sheet adjustments and provisions as per Companies' Act, Valuation of Goodwill- valuation methods with simple problems.

Unit III: Amalgamation of Companies- Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) (excluding inter-company holdings). Internal reconstruction: concepts and accounting treatment excluding scheme of reconstruction, Valuation of Shares- valuation methods with simple problems.

Unit IV: Final Accounts of Banking and Insurance Companies- Various provisions and Preparation of final accounts.

Recommended Books:

1. Rajasekaran, Corporate Accounting, Pearson Education.
2. Monga, J.R., Fundamentals of Corporate Accounting, Mayur Paper Backs, New Delhi.
3. Maheshwari, S.N. and Maheshwari, S. K. Corporate Accounting, Vikas Publishing House, New Delhi.
4. Shukla, M.C., Grewal, T.S. and Gupta, S.C. Advanced Accounts. Vol.-II. S. Chand &Co., New Delhi.

Reference Books:

1. Ahmed, Naseem. Corporate Accounting, Ane Books Pvt. Ltd. New Delhi.
2. Gupta, Nirmal. Corporate Accounting. Sahitya Bhawan, Agra.
3. Jain, S.P. and Narang, K.L. Corporate Accounting. Kalyani Publishers, New Delhi.
4. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.

Note: Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.

ENVIRONMENTAL STUDIES BBA-213-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective

The objective of this course is to sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organizations.

Course Contents:

Unit-I: Environmental studies – Nature, scope and importance, natural resources – renewable and non-renewable resources, use and over-exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles.

Unit-II: Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; various types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems, Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions, role of an individual in prevention of pollution.

Unit-III: Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, Wasteland reclamation, consumerism and waste products.

Unit-IV: Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness.

Recommended Books:

1. Basak P.C., Environmental Studies, Pearson India Education Services Pvt. Ltd., Noida
2. Nath Manju, Environmental Studies, Pearson India Education Services Pvt. Ltd., Noida
3. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi.

Reference Books:

- 1 Ubaroi N.K., Environment Management, Excel Books, New Delhi.
- 2 Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age Publishers.
- 3 Joseph Benny, Environmental Studies, TMH, New Delhi

Note:

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

BBA 11ND YEAR (SEMESTER – IV)
Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2018-19)

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA-202-B	Organizational Behavior	4	-	-	4	75	25	-	100	3
DSC	BBA-204-B	Human Resource Management	4	-	-	4	75	25	-	100	3
DSC	BBA-206-B	Business Laws	4	-	-	4	75	25	-	100	3
DSC	BBA-208-B	Indian Banking System	4	-	-	4	75	25	-	100	3
DSC	BBA-210-B	Introduction to Information Technology*	3	-	2	4	50	25	25	100	3
SEEC	BBA-212-B	Business Research Methods	4	-	-	4	75	25	-	100	3
Total			23	2	2	24	425	150	25	600	

* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

Summer Internship

All students will undergo 6-8 weeks summer internships during the summer break after Semester-4 examinations and will submit a report for the same in lieu of a course during Semester-5. The detailed guidelines for the summer internships and subsequent summer internship report will be supplied by the Department as a separate document.

ORGANIZATIONAL BEHAVIOUR

BBA-202-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective:

To provide students with a better understanding of behavioural processes and thereby enable them to function more effectively in their future roles as managers of human resources.

Course Contents:

Unit-I: Introduction: Definition and concept of Organizational Behaviour, nature and scope of OB, elements of OB, contributing disciplines to OB, challenges for OB, evolution of OB.

Unit-II: Individual processes: Attitudes, Values; Perception – concept, process and applications; Personality - concept, determinants, theories and applications; Learning – concept and theories of learning, reinforcement.

Unit-III: Team processes: Motivation – concept and theories of motivation; Group behaviour – concept, types of group, group development, group dynamics; Teams - types, creating effective teams; Conflict – concept, sources, types, management; Organizational power and politics.

Unit-IV: Organizational processes and Stress management: organizational structure – elements of organizational structure; organizational culture; organizational change – concept, resistance to change, managing resistance to change, Lewin’s three- step model of change; Stress – sources, consequences and management, Emotional intelligence.

Recommended Books:

1. Robbins Judge and Vohra, Organizational Behaviour, Pearson, New Delhi.
2. Khanka S S, Organizational Behavior, S.Chand& Company Pvt. Ltd., New Delhi.

Reference Books:

1. Greenberg Jerald, Behavior in Organizations, PHI, New Delhi.
2. Parikh and Gupta, OrganisationalBehaviour, Mc Graw Hill, New Delhi.
3. PareekUdai, Understanding Organizational Behaviour, Oxford University Press, New Delhi.
4. Aswathappa K., OrganisationalBehaviour, Himalaya Publishing House, New Delhi.
5. Luthans, F. Organizational Behavior, McGraw Hill Education.
6. Hersey Paul, Blanchard, Kenneth H and Johnson Dewey E. Management of Organizational Behavior: Leading Human Resources, Pearson Education.

HUMAN RESOURCE MANAGEMENT BBA-204-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective

To help the students develop an understanding of the management of human resources and develop abilities and skills required to manage them.

Course Contents:

Unit I: Human Resource Management – meaning, definition, objectives and scope of HRM, evolution of HRM, Difference between Personnel Management and HRM, HRM functions, role of personnel manager and HR manager, qualities of HR Manager.

Unit II: Job analysis: definition, process, methods of job analysis, Human Resource planning: concept, objectives, importance, and process of HRP. Recruitment: definition, objectives and sources of recruitment. Selection: introduction, selection process, difference between recruitment and selection.

Unit III: Training and Development: meaning, importance, process and methods of training. Internal mobility & separation, Career Planning: Introduction, Stages, Career Planning process, Career Management Model.

Unit IV: Performance Appraisal: meaning, purpose process and methods. Potential appraisal. Compensation: introduction, types and theories of compensation. HRIS (Human Resource information system) & Human Resource Accounting.

Recommended Books:

1. S.S. Khanka, Human Resource Management , S. Chand & Company Pvt. Ltd., New Delhi.
2. Pravin Durai, Human Resource Management, Pearson , New Delhi
3. K. Aswathappa, Human Resource Management, Tata Mc Graw Hill. New Delhi

Reference Books:

- 1 P.Jyothi and D.N. Venkatesh, Pearson ,Noida
- 2 Ivancevich, Human Resource Management, Tata Mc Graw Hill. New Delhi
- 3 Gary Dessler& Biju Varkkey, Human Resource Management, Pearson, Noida.
- 4 BiswajeetPattanayak, , Human Resource Management, PHI Learning Pvt. Ltd.

Note:

1. A minimum of Three (03) and maximum of Eight (08) cases shall be discussed by the faculty
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

BUSINESS LAW

BBA-206-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective:

The purpose of this course is to acquaint students with various laws, forces and regulatory measures governing business operations in India.

Course Contents:

Unit-I: The Indian Contract Act: Nature and Kind of a valid Contracts; Offer and acceptance; Consideration; Contractual capacity of parties; Free consent of parties; void agreements; performance of contracts; breach of contract and discharge of contracts; Quasi-Contracts.

Unit-II:The Sale of Goods Act: Contract for Sale of Goods - Meaning - Essentials of a Contract of Sale, Formalities of a Contract of sale, Provisions relating to conditions and Warranties, Provisions relating to transfer of property or ownership, Provisions relating to performance of Contract of Sale - Rights of Unpaid, Seller – Rules as to delivery of goods.

Unit-III: The Negotiable Instruments Act: Negotiable Instruments - Meaning, Characteristics, Types, Parties – Holder and holder in Due Course, Negotiation and Types of Endorsements, Dishonor of Negotiable Instrument - Noting and Protest, Liability of parties on Negotiable Instrument

Unit-IV:Foreign Exchange Management Act, 1999 and Rules: Objective and Applicability of the Act, FEMA Vs FERA, Basic Terminology, Regulation and Management. IT Act 2000: Digital Signature - Digital Signature Certificate, Electronic Governance, Electronic Records, Certifying Authorities, Penalty & Adjudication.

Recommended Books:

1. Kuchhal M.C. and ParkashDeepa, Business Legislation Management, Vikas Publishing House Pvt. Ltd.
2. KapoorN. D., Mercantile Law including Industrial Law, Sultan Chand, New Delhi.
3. Shah S.M., Business Law for Managers, Sultan Chand, New Delhi.

Reference Books :

1. Kuchhal M.C. and Parkash Deepa, Business Legislation Management, Vikas Publishing House Pvt. Ltd.
2. KapoorN. D., Mercantile Law including Industrial Law, Sultan Chand, New Delhi.
3. Tulsian P.C., Business Law, TMH, New Delhi
4. Saleem, Shaikh, Business Environment, Pearson, New Delhi
5. Shukla M.C, A Manual of Mercantile Law, S.Chand, New Delhi.
6. Pillai R.S.N. and Bagavathi, Business Law, S.chand, New Delhi.

Note:

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

INDIAN BANKING SYSTEM BBA-208-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objectives :The learners would be able to acquire knowledge in Legal & regulatory framework of the banking system.

Course Contents:

Unit-I: An overview of banking sector-structure and growth; functions; Development of Banking in India: Reforms in Banking Sector: sources of bank funds; sources of bank incomes: Role of banking system in the economic growth and development; Importance of Banking system for financial inclusion.

Unit-II: Evolution of the Reserve Bank of India, Organization and Management of the RBI Functions of the RBI; NABARD- its functions and organization: Schedule Commercial Banks; Regional Rural Banks; Co-operative Banking; Private Banking & Foreign Banking; An overview of Non- Banking Financial Companies;

Unit-III: An introduction of Banking Operations in India; Role and Importance of CIBIL for banks; CAMEL approach and disclosure requirement for bank's financial health; RBI guidelines on KYC policy; Sources of liquidity risk; key principles for liquidity management; approaches of liquidity management; interest rate risk management concept and functions.

Unit-IV: Risk management and Basel-II; risk based capital standard and application of capital adequacy; principles and objectives of credit management; Meaning and types of credit risk; Basel committee principles on credit risk; Sources of liquidity risk; key principles for liquidity management; approaches of liquidity management.

Recommended Books:

1. IIBF, General Bank Management, McMillan Publication
2. Bhole L.M., Management of Financial Institutions TMH, New Delhi.

Reference Books:

1. Paul Juistin, Management of Banking and Financial Services, Pearson, New Delhi.
2. Credit Management, ICFAI press
3. Natarajan and Gorden -Banking Theory: Law and Practice -Himalaya publishing House. Mumbai
4. Tannan's Banking-Law & practice in India—(volume 1.11 & III) -Wadhava& company

Note:

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

INTRODUCTION TO INFORMATION TECHNOLOGY
BBA-210-B

L T P Credit
3 - 2 4

External Marks: 50
Internal Marks: 25
Practical: 25
Total Marks: 100

Time: 3 hours

Course objectives:

The objective of this paper is to familiarize the student with the basic concepts of information technology, multimedia, HTML, web design and IT applications and with focus on today's business environment.

Course Contents:

Unit-I: Information Technology: Basics, Prerequisites of Information, Introduction to IT and its development, Impact and Future of IT in Business Organisation, IT infrastructure: Evolution of systems, IT infrastructure management activities, challenges in IT infrastructure activities, Design issues with IT organizations

Unit-II: Multimedia and HTML: Introduction to Multimedia, components, Multimedia anchoring tools, Multimedia applications in business, marketing and advertising, web applications of multimedia; HTML Basics: Understanding HTML, Structure of HTML Document; HTML tags, inserting images, creating hyperlinks, anchors, tables, forms and frames

Unit-III: Web Design and Technology: Requirements of intelligent websites; Website planning process; Website organization; Useful and attractive web pages; Website and page development tools; Testing and maintaining a website; Evaluating web site performance.

Unit-IV: Information Technology Applications: Enterprise resource planning – concept, benefits and applications; Supply Chain management – concept, supply chain decisions, principles of SCM; Data warehousing – concept, types of architecture, advantages, disadvantages and applications.

Lab: Practice of multimedia tools and web page design using HTML

Recommended Readings:

1. Choubey Kumar Manoj, Singhal Saurabh, IT Infrastructure and Management, Pearson Education, New Delhi.
2. Manish Mahajan IT Infrastructure & Management Acme learning
3. Rashi Agarwal Computer Organisation and Design, Acme learning
4. Faith Wempen, Microsoft Step by Step -HTML and XH, Prentice Hall of India, New Delhi
5. Burford, J.F.K., Multimedia Systems, Pearson Education, New Delhi
6. Dhan, T., Multimedia: Making It Work, TMH: New Delhi

Reference Books:

1. M.S. Dulawat & Sanjay Gaur, Introduction to Information Technology, Himanshu publications, New Delhi
2. Saxena, Introduction to Information Technology, Vikas Publishing House, New Delhi
3. Williams and Eawyer, Using Information Technology, Tata McGraw Hill, New Delhi
4. Margarete Levine Young, The complete reference, Internet millennium Edition, TMH
5. Molly, Using HTML 4, PHI, Delhi.
6. Basandra, Computer Today, Galgotia Publications, New Delhi

Note: Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.

BUSINESS RESEARCH METHODS

BBA-212-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objectives:

To equip the students with the basic understanding of the research methodology. It will also provide an insight into the application of modern analytical tools and techniques for the purpose of better management decision-making.

Course Contents:

Unit-I: Introduction: Concept of research and its applications in the various functions of management; Types of research. Problems and precautions to the researcher in India. Process of research: Steps involved in research process, Features of a good research study. Identification of research problem & formulation of research hypothesis: Defining the research problem and problem identification process, formulation of research hypothesis and its types.

Unit-II: Research Design: Features of a good research design; Exploratory Research Design – concept, types and uses; Descriptive Research Designs - concept, types and uses; Experimental Design: Conditions for making causal inferences, validity in experimentation: internal and external validity, types of experimental designs; Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group. Qualitative and quantitative research.

Unit-III: Data Collection: Classification of data, secondary Data: research applications of secondary data, benefits & drawbacks of secondary data, evaluation of secondary data & classification. Primary source of data collection: observation, focus groups, depth interviews, content analysis, projective techniques, Preparation of questionnaire and schedule; types of questionnaire, questionnaire design procedure & Precautions in preparation of questionnaire. Measurement & Scaling

Unit-IV: Sampling considerations: sampling concept, sampling design, types, determination of sampling size. Data processing: Data editing, coding, Classification & tabulation of data. Analysis of data: Coding, editing and tabulation of data; various kinds of charts and diagrams used in data analysis. Univariate and bivariate analysis of data.

Recommended Books

1. Chawla D and Sondhi N., Research methodology Concepts & cases, Vikas publication.

Reference Books

1. Cooper & Schindler, Business Research Methods, TMH, New Delhi.
2. Saunders, Research Methods for Business Students, Pearson, New Delhi
3. Collis J and Hussey R., Business Research, Palgrave publication
4. Kothari C.R., Research Methods in Business & Social Sciences, Macmillan.
5. Bryman, Alan & Emma Bell, Business Research Methods, Oxford University Press.
6. Walliman, Nicholas, Social research methods, Sage Publications, New Delhi.
7. Dwivedi R.S., Research Methods in Behavioural Sciences, Macmillan.
8. Sekaran Uma, Research Methods for Business, Wiley Publications

Note:

1. Latest editions of the suggested readings are to be referred.
The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

BBA 111rd YEAR (SEMESTER – V)
Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2019-20)

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA-301-B	Company Law	4	-	-	4	75	25	-	100	3
DSC	BBA-303-B	Business Environment	4	-	-	4	75	25	-	100	3
DSC	BBA-305-B	Capital Markets	4	-	-	4	75	25	-	100	3
DSC	BBA-307-B	Computer Networking & Internet*	3	-	2	4	50	25	25	100	3
DSE	BBA-309-B	Retail Management	4	-	-	4	75	25	-	100	3
	BBA-311-B	Sales and Distribution Management									
SEEC	BBA-313-B	Summer Internship Report-I [#]	-	-	-	4	75	25	-	100	-
		Total	19	2	2	24	425	150	25	600	

* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the

Summer Internship Report will be evaluated on the basis on presentation & viva-voce taken by a committee constituted by the Chairman of the Department while for external evaluation, it be evaluated by an external examiner(s) appointed by Controller of Examinations on the recommendation of Board of Undergraduate Studies.

COMPANY LAW
BBA-301-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective

The objective of this course is to acquaint students with the basic definitions given in companies act. Students will be able to develop understanding about various types of companies and their formation, various statutory documents, meetings and company management.

Course Contents:

Unit-I:The Companies Act, 2013: Nature and Types of Companies, Formation of a Company; Memorandum and Articles of Association.

Unit-II: Prospectus and its content; Share and Share Capital- kinds of shares, allotment of shares, transfer of shares and; Borrowing and acceptance of Deposits by company.

Unit-III: Membership in Company; Directors-Appointment, Removal, Powers and Duties of Directors, Independent and small shareholders Director.

Unit-IV: Company Meetings, Meetings of Board; Accounts and Audit; Prevention of Oppression and Mismanagement; Winding up of company.

Recommended Books

- 1 Nolakha R., Company Law and Practice, Vikas Publishing House Pvt. Ltd.
- 2 Bagrial A.K, Company Law, Vikas Publishing House Pvt. Ltd.
- 3 Maheshwari, S.N. and Maheshwari, S.K., Company Law, Himalaya Publishing House.
- 4 Gonga P.P.S., A Textbook of Company Law, S. Chand Publishing.

Reference Books

- 1 Ramaiyam A., Guide to the Companies Act, Wadhwa Publication , Nagpur.
- 2 Tulisian P.C., Business Law, TMH, New Delhi
- 3 Kuchhal M.C. and Parkash Deepa, Business Legislation Management, Vikas Publishing House Pvt. Ltd.

Business Environment **BBA-303-B**

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course objectives:

The objective of this course is to sensitize towards the overall business environment within which organization has to function and to provide insight to students of its implication for decision making in business organizations.

Course Contents:

Unit-I: Nature, components and determinants of business environment; basic nature of Indian economic system; growth of public and private corporate sector; social responsibility of business;

Unit-II: Review of industrial policy developments and pattern of industrial growth since 1991; industrial licensing policy; public sector reforms; privatization and liberalization trends; growth and problems of SMEs; industrial sickness

Unit-III: Development banking: an overview and current developments; regulation of stock exchanges and the role of SEBI; capital market reforms; banking sector reforms; challenges facing public sector banks; growth and changing structure of non-bank financial institutions

Unit-IV: Trend and pattern of India's foreign trade and balance of payments; Foreign trade policy; India's overseas investments; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment

Recommended Books

1. Aswathappa, K., "Essentials of Business Environment", Himalaya Publishing House, New Delhi.
2. Bedi, Suresh, "Business Environment", Excel Book, New Delhi
3. Gopal, Namita, "Business Environment", Tata McGraw Hill, New Delhi

SUGGESTED READINGS:

1. Cherunilum F., Business Environment, Himalaya Publishing House, New Delhi
2. Ghosh Biswanath, Economic Environment & Business, Vikas Publishing House, New Delhi
3. Sengupta N.K., Government and Business, Vikas Publishing House, New Delhi
4. Govt. of India, Economic Survey (latest year)
5. Dutt, Ruddra and Sundaram, K.P.M., "Indian Economy", S. Chand & Co. Ltd., New Delhi.

Note:

1. Latest editions of the suggested readings are to be referred.
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.
3. Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting at-least one question from each unit.

CAPITAL MARKET

BBA-305-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective :

The main objective of this course is to promote an in-depth understanding the fundamentals of capital market and practice as well as to enhance users' ability to apply such concepts to make better informed professional decisions.

Course Contents:

Unit I: Introduction: elements of Indian financial system, Capital market segments, participants and functions. Regulatory framework of capital market in India. Role of capital market in resource allocation and capital formation. An overview of various capital market instruments available in India.

Unit II: Financial Intermediaries framework in capital market: Primary market intermediaries-merchant bankers, underwriters and bankers to issue, secondary market intermediaries-stock brokers and sub brokers and their registration, registration of trading and clearing members, clearing and settlement process of transactions and fund settlement in secondary market.

Unit-III Capital Market investment institutions: Role, objectives and importance of Industrial development financial institutions, Mutual fund, Pension fund, Insurance companies & venture capital fund in economic development of Indian economy.

Unit IV: Investor Protection Fund: objectives and grievance redressal mechanism under IPF, Investor protection and education fund- objectives and important provisions, Securities appellate tribunal-procedures, obligations of banking companies and financial institutions under the prevention of money laundering act, 2002.

Recommended Books

1. E-Gordon and Natarajan, "Capital Market in India", Himalya Publishing House, New Delhi.
2. Aggarwal, Snajiv , "Guide to Indian capital Market" , Bharath Law House, Delhi

Reference Books

1. Shekar, K. "Guide to SEBI Capital Issues Debenture Listing "
2. MachiRaju, H.R. "Indian Financial System", Vikas Publishing House.
3. V.L.Iyer, "SEBI Practical Manual" Tax man Allied Services
4. NCFM (Capital Market Dealers module work book) www.nseindia.com
5. Indian Securities Market by NSEIL Publication

Note: Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.

COMPUTER NETWORKS AND INTERNET
BBA-307-B

L T P Credit
3 - 2 4

External Marks: 50
Internal Marks: 25
Practical: 25
Total Marks: 100

Time: 3 hours

Course Objective:

To familiarize participants with technologies like networking and internet and to build skills in applying these technologies to various business processes

Course Contents:

Unit-I: Evolution on Computer Networks, Impact of Computers Networks on Business, Data Signals: Analog and Digital signals, Bandwidth, Data Transmission: Communication Modes, Transmission Modes, Transmission Media.

Unit-II: Computer Networks: Basic concept, Advantages, classification, topologies, Components of computer networks: Hardware components, Software components. Network Architecture Models: Introduction to OSI and TCP/IP Models

Unit-III: Internet: History and Development, how it works, control mechanism. WWW: Hypertext and Hyperlinks, Websites and web pages, URL, IP addressing and Domain Naming System. Internet and WWW tools and Applications: Browser, FTP, Telnet, Email.

Unit-IV: Network Security: Security Threats and their sources, Countermeasures to ensure security, Cryptography, Networking applications in Education and Training, Healthcare, Banking, e-governance and social networking. Major issues and considerations in networked economy: Social issues, Economic issues, Ethical Issues, Privacy issues and Health issues.

Recommended Books:

1. Dhunna, Mukesh and Verma, Deepak , Computer Networks and Internet, Vayu Education of India
2. Forouzan, B. A., Data Communication and Networking, Tata McGraw Hill
3. Tanenbaum, A. S., Computer Networks, Pearson Education

Reference Books

1. Stalling W, "Computer Networks", Pearson Education
2. Douglas E. Comer & M.S Narayanan, "Computer Network & Internet", Pearson Education
3. Behraj AForouzan, "Data Communication & Networking", McGraw-Hill.
4. Natalia Olifar & Victor Olifer, "Computer Networks", Willey Pub.
5. Prakash C. Gupta, "Data Communications and Computer Networks", PHI
6. Bertsekas & Gallager "Data Network" , PHI
7. Gallo, "Computer Communication & Networking Technologies", Cengage Learning

Note: Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.

RETAIL MANAGEMENT

BBA-309-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective:

This course aims at providing students with a comprehensive understanding of the theoretical and applied aspects of retail Management

Course Contents:

Unit I: Retail Management- Meaning, scope, organised v/s unorganised retailing, offline v/s online retailing, factors affecting and challenges for the growth of retail sector in India, retail formats- classification and characteristics, segmentations of retail stores in India.

Unit II: Understanding Shopper Behavior- need, process, and factors influencing the retail shopper behavior, Retail Location- types, steps involved in choosing a retail location decision, store design, layout and visual merchandising- various elements and their importance.

Unit III: Retail Merchandising- meaning, functions of merchandising, process of merchandise planning and sourcing, Category Management- reasons for category management, category management process, Retail pricing strategy- factors affecting retail pricing strategy and retail pricing policies.

Unit IV: Retail Marketing Mix- STP approach, tools of retail communication mix, Service quality in retailing- models of service quality and their importance, dimensions of service quality and their applications in various retail formats, retail store image and determinants, customers' loyalty- types and importance.

Recommended Books

1. Berman, Barry & Evans, Joel R. "Retail Management", Pearson Education.
2. Vedamani, Retail Management, Pearson Education.
3. Chetan Bajaj, Rajnish Tulsi and Nidhi V. Srivastava. "Retail Management", Oxford University Press.

Reference Books

1. Pradhan, Swapna. "Retailing Management", McGraw Hill Education (India) PVT. LTD, Noida.
2. Uniyal & Sinha. "Retail Management", Oxford Publication.
3. Levy & Weitz, "Retail Management", Tata McGraw Hill, New Delhi
4. Varley, Rosemary. & Rafiq, Mohammed. "Retail Management", Palgrave Macmillan, New Delhi

Note: Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.

SALES AND DISTRIBUTION MANAGEMENT BBA-311-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective:

To develop an understanding of Sales and Distribution Channel Management with regards to Business Development and in correlation to the Marketing Management as Process in coherence with the complete Supply Chain Management System

Course Contents:

Unit I: Introduction to Sales Management: The Sales Management Function, Nature, Scope and Importance; Personal Selling Process and Approaches; Sales Forecasting: Methods and Types of Sales Forecasting, How to Improve Sales Forecasting; Sales Territory Design: Benefits and Procedure of Territory Design.

Unit II: Sales Force Management: Organizational Structure its purposes, types and Size of the sales force. Recruiting and Selecting Sales Personnel; Training Sales Personnel; Motivating the Sales Force; Sales Force Compensation; Evaluating Sales Performance.

Unit III: Distribution Management: Need and Strategies of Distribution channels ; Marketing Channels: Structure, Functions and advantages, Types of channel intermediaries – wholesalers, distributors, stockiest, sales agents, brokers, franchisers, C&F agents, and retailers. Channel Dynamics – Vertical Marketing Systems; Horizontal Marketing Systems; Multichannel Marketing Systems.

Unit IV: Logistics & Supply Chain Management: Introduction – Objectives, Scope and Functional Areas of Logistics. Transportation decision: Mode selection, Freight consolidation and Vehicle routing and Scheduling, Factors affecting for transportation cost .Supply Chain Management: Need for supply chain, Principles for supply chain, Influencing Factors for supply chain, Difference between supply chain and Logistics management.

Recommended Books

1. Panda, Tapan K. & Sahadev, Sunil. "Sales & Distribution Management", Oxford University Press
2. Havaladar & Cavale. "Sales & Distribution Management", McGraw Hill Publications.

Reference Books

1. Havaladar & Cavale. "Sales & Distribution Management", McGraw Hill Publications.
2. Panda, Tapan K. & Sahadev, Sunil. "Sales & Distribution Management", Oxford University Press
3. Still, Richard R. Cundiff, Edward W. & Govoni, Norman A. P. "Sales Management: Decisions, Strategies and Cases", Prentice-Hall of India, New Delhi.
4. Singh Ramendra. " Sales and Distribution Management : A Practice –Based Approach" Vikas Publishing House.
5. Gupta, S.L. "Sales & Retail Management an Indian Perspective", Excel Books Publication, New Delhi.
6. Dalrymple, Douglas J. and Crowe, William L. "Sales Management", John Wiley & Company.

Note:

1. A minimum of Three (03) and maximum of Eight (08) cases shall be discussed by the faculty
2. The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

Summer Internship Report

BBA-313-B

L T P Credit
t

External Theory Marks: 75

2 - - 2

Internal Marks: 25

Time: 3 hours

Total Marks: 100

Every student of MBA shall be required to undergo a practical **training in an industrial** organization approved by the Institute as per their scheme of examination.

The evaluation of the Report will be done as per scheme of examination. A candidate shall submit her/his Summer Internship Report as prescribed in scheme of examination. In case a candidate's report is rejected or s/he is unable to complete it within the prescribed period for her/his category, s/he may be dealt as reappear in that paper and will be dealt accordingly.

The detailed guidelines for Summer Internship and the specific aspects and format of the Summer Internship Report are available at annexure 'A'.

BBA 111rd YEAR (SEMESTER – VI)
Choice Based Credit System (Scheme of Studies & Examination w.e.f. 2019-20)

Type of Paper	Paper Code	Title of Paper	Periods			Credit	External Marks	Internal Assessment	Practical Marks	Total Marks	Duration of Exam Hours
			L	T	P						
DSC	BBA-302-B	Industrial Relation	4	-	-	4	75	25	-	100	3
DSC	BBA-304-B	Fundamentals of Insurance	4	-	-	4	75	25	-	100	3
DSC	BBA-306-B	System Analysis & Design	4	-	-	4	75	25	-	100	3
DSC	BBA-308-B	E-Commerce*	3	-	2	4	50	25	25	100	3
DSE	BBA-310-B	International Business	4	-	-	4	75	25	-	100	3
	OR										
	BBA-312-B	International Logistics Management									
SEEC	BBA-314-B	Personality and Soft Skills Development	4	-	-	4	-	50	50	100	3
AECC	BBA-316-B	Comprehensive Viva-Voce-I [#]	-	-	-	4	100	-	-	100	-
Total			23	2	2	28	450	175	75	700	

* In addition to the internal Marks, practical shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

Comprehensive Viva-voce shall be conducted by a panel consisting of one internal and one external examiner. Internal examiner will be appointed by the Chairman of the Department and external examiner will be appointed by the Controller of Examinations on the recommendation of the Board of Undergraduate Studies.

INDUSTRIAL RELATIONS

BBA-302-B

L T P

4 - -

Time: 3 hours

External Marks: 75

Internal Marks: 25

Total Marks: 100

Course Objective:

The aim of the course is to help the students to understand the laws governing Human Resource Management and how to handle industrial relations.

Course Contents:

Unit I: Industrial Relations: Meaning, Definitions, Characteristics, Objectives, Factors Affecting IR, Different Approaches to Industrial Relations: Psychological, Sociological, Human Relations, Giri, Gandhian, Unitary and Pluralist Approach. Industrial Disputes: Forms of industrial disputes, Causes of Industrial disputes, prevention and settlement of disputes.

Unit II: Trade Unions- Introduction, meaning, definitions, role ,nature objectives and functions of trade unions, reasons for joining trade unions, problems of trade union, Types of trade union(craft, industrial and general union); Political affiliations of trade union, Recognition of Trade union, Rights and privileges of registered union. Recommendations of the second national commission on labour

Unit III: Interactions & Outcomes in Industrial Relations: Worker participation in management: objectives, needs, types and forms of participation, Level of participation. Collective Bargaining: Concept, Features, objectives, Types of Bargaining, Bargaining Process, essential Conditions for effective collective bargaining, hindrances in collective bargaining. Industrial discipline and grievance handling (procedure of grievance handling).

Unit-IV: Legal framework of Industrial relation: Industrial Health and Safety : Need for industrial health and safety, Accidents, Occupational hazards and diseases, Trends in Occupational diseases and accidents, Statutory and Non-Statutory Safety measures, Administration of industrial safety and health.

Recommended Books

1. Rao V S P, "Human Resource Management- Text and Cases", Excel Books.
2. Ghosh & Nandan." Industrial relations and labour laws", McGraw Hill Education
3. Mamoria & Mamoria. "Dynamic of Industrial Relations in India", Himalaya Publishing House, New Delhi.
4. Venkatratnam: Industrial Relations, Oxford University Press

Reference Books

1. Sinha, P.R.N., Sinha, InduBala and Seema Priyadarshini Shekar, "Industrial Relations, Trade Unions and Labour Legislation", Pearson Education, New Delhi.
2. Ramaswamy E.A. "The Strategic Management of Industrial Relations", Oxford University Press.
3. Monappa, Arun , Industrial Relations. Tata McGraw Hill
4. Srivastava, S.C, industrial Relations and Labour Laws, Vikas Publication House.

Note:*The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

FUNDAMENTALS OF INSURANCE

BBA-304-B

L T P

4 - -

Time: 3 hours

External Marks: 75

Internal Marks: 25

Total Marks: 100

Course Objective:

This course aims at providing students with a comprehensive understanding of the theoretical and applied aspects of Insurance.

Course Contents:

Unit I: Insurance- Meaning, scope and principles of insurance, types of insurance- Life Insurance, Health Insurance, Automobile Insurance, Industrial Insurance, Marine Insurance, Crop Insurance. Re-insurance, Underwriting in insurance, factors affecting the growth of insurance sector in India, Role of IRDA as a regulator on insurance sector in India.

Unit-II: Life Insurance- need, factors affecting the need of life insurance, Unit-linked insurance plan and traditional plans in life insurance, criteria for the selection of life insurance policy.

Unit-III: Health Insurance- need and types, criteria for the selection health insurance policy, Third Party Administration (TPA): Origin of TPA, role of TPA as mediator, functions of Third Party Administration.

Unit-IV: Pricing and Distribution Channels of Insurance Plans- factors affecting the pricing of various types of insurances, Online and offline mode of distribution insurance, insurance brokers and agents, banking outlets.

Recommended Books

1. Rejda, Principles of Risk Management and Insurance, Pearson Education.
2. Black, Life and Health Insurance, Pearson education, New Delhi.
3. Gupta, PK., Fundamentals of Insurance, HPH.
4. Mishra, M. N., Principles and Practices of Insurance, S. Chand and Sons

Reference Books

1. Crane, F., Insurance Principles and Practices, John Wiley and Sons, New York.
2. Vaughan, E. J. and T. Vaughan, Fundamentals of Risk and Insurance, Wiley & Sons
3. Hansell, D.S., Elements of Insurance, Macdonald & Evans Ltd.

Note: Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.

SYSTEM ANALYSIS AND DESIGN

BBA-306-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course objectives:

The objective of this paper is to familiarize the participants with the concept and process of system analysis and design for new system development.

Course Contents:

Unit-I: Introduction to analysis and design: - SDLC, Case tools for analyst, role of system analyst, ER data models, feasibility study – economic, technical, operational.

Unit-II: Design of Application: DFDs, form design, screen design, report design, structure chart, data base definition, equipment specification and selection, personnel estimates, I-O design.

Unit-III: Implementation: data dictionary, decision tables, decision trees, Education and Training-System Testing-Change over, Maintenance and Review.

Unit-IV: Introduction to distributed data processing and real time system: evaluating distributing system, designing distributed data base, event based real time analysis tools

Recommended Books:

1. Elias, M., System Analysis and Design, Prentice Hall of India
2. Rajaraman, V. Analysis and Design of Information Systems, New Delhi, PHI.
3. James A., Analysis and Design of Information System, McGraw Hill
4. Len, Fertuck, System Analysis and Design, McGraw Hill
5. Powers, Cray, System Analysis and Design, McGraw Hill

Reference Books:

1. I.I. Hawryzkiewycz, Introduction to Systems Analysis & Design, PHI, New Delhi.
2. Edward Y, Design of On-Line Computer System, Englewood Cliffs, N. J. Prentice Hall.
3. Coad, Peter and Edward, Yourdon. Object Oriented Analysis. Englewood Cliff, New Jersey, Yourdon Press.
4. Hawryzkiewycz, I.T. Introduction to Systems Analysis and Design. New Delhi, PHI.
5. Macro, T.D. Structured Analysis and System Specification, New Delhi, Yourdon Press.

Note: Examiner will set eight questions in all, selecting two questions from each unit. Students will attempt five questions in all selecting one question from each unit.

E-COMMERCE

BBA-308-B

L T P
3 - 2

Time: 3 hours

External Marks: 50
Internal Marks: 25
Practical:25
Total Marks: 100

Course objective:

To familiarize participants with the growing role of electronic commerce and its application in business

Course Contents:

Unit-I: Introduction to E-Commerce: Basic concepts and framework, e-commerce and e-business, unique features of e-commerce, Types of e-commerce: Inter Organization (B2B) E-Commerce, Intra-Organizational Ecommerce, Business to Consumer (B2C) E-Commerce, Forces effecting E-Commerce

Unit-II: E-Commerce Infrastructure: Evolution of the Internet and key concepts, commercialization of Internet service, Network infrastructure for e-commerce comprising of hardware and software requirements, e-commerce enabling features of the Internet and WWW; Process involved and major considerations in the development of e-commerce website; Factors in optimizing websites for performance.

Unit-III: Online Payments systems; Security Threats and countermeasures in e-commerce environment: Cyber Fraud and solutions, Digital Signatures, Digital Certificates, Concept of Encryption and Cryptography, Public and Secret key encryption; IT Act to legalise E-commerce, Taxation in relation to E-Commerce, Consumer Protection in Cyberspace.

Unit-IV: E-Commerce Applications: EDI:Nature, Benefits of EDI, Demerits of EDI; Online Retailing; Online Content and Publishing; e-procurement and Supply Chain Management; Online auctions, e-commerce portals and Social networks.

Recommended Books:

1. Laudon, Kenneth C. and Traver, Carol G., E-commerce: Business, Technology, Society 4/e, Pearson Education.

Reference Books

1. Deitel H., Dietel P. and Steinbuhler K., e-Business and e-Commerce for Managers, Pearson Education
2. Chaffey, Dave, E-Business and E-Commerce Management, 3/e, Pearson Education
3. Rayport, J. F. and Jaworski, B. J., Introduction to e-commerce, Tata McGraw Hill

Note:*The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

INTERNATIONAL BUSINESS

BBA-310-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course objectives:

The objective is to impart knowledge and skill of analysis of operational processes of business between two or more nations.

Course Contents:

Unit-I: International Business – Introduction, Significance, Nature and Scope of International Business, Reasons to go for International Business, Modes of Global business, Global Business Environment- Social, Cultural, Economic, Political and Ecological factors.

Unit-II: Theories of International Trade- Classical country based theories: Mercantilism, Absolute advantage theory, Comparative cost advantage theory, Factor endowment theory; Modern firm based trade theories: Country similarity theory, Product life cycle theory, Global strategic rivalry theory & Porter’s national competitive advantage theory. International Trading Environment: Free Trade Vs Protection, Tariff and Non-tariff Barriers, Commodity agreements, Regional economic integration, Cartels.

Unit-III: Balance of Payment: Concept, Components of BOP, and Disequilibrium in BOP - Causes for disequilibrium and Methods to correct the disequilibrium in Balance of Payment. Foreign Exchange Market: Nature of transactions in foreign exchange market and types of players. Foreign direct investment: Types, reasons of increased FDI inflow in developing economies, impact of FDI in home and host country.

Unit-IV: International financial institutions and liquidity - IMF, IBRD, IFC. World Trade Organization - Objectives, Organization Structure and Functioning, WTO and India. International human resource management, International marketing management; Future of international business.

Recommended Books

1. Kumar Raj, Goel Nidhi, International Business-Text and Cases, UDH Publishers and Distributers Pvt. Ltd, New Delhi
2. Cherunilam Francis, International Business Environment, Himalaya Publishing House, New Delhi.
3. Aswathappa A., International Business, TMH, New Delhi.
4. Mahapatra S.N, Global Marketing Management, Galgotia Publishing Company, New Delhi.

Reference Books

1. Michael R. Czinkota, Iikka A. Ronkainen & Michael H. Moffett., International Business, Cengage.
2. Charles W. L. Hill, Irwin, International Business, TMH, New Delhi
3. Roger Benett, International Business, Pearson, New Delhi.
4. Shiva Ramu S., Globalisation and Indian Liberalisation, South Asia Publication, New Delhi.
5. Sundaram & Black, International Business Environment, The Text and Cases, PHI, New Delhi.
6. Gupta Sonia, International Business, Mc Graw Hill Education.

Note:*The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

International Logistics Management BBA-312-B

L T P
4 - -
Time: 3 hours

External Marks: 75
Internal Marks: 25
Total Marks: 100

Course Objective:

To give students proper understanding of logistic management in International Business.

Course Contents:

Unit-I: Marketing Logistics: Concept, objectives and scope; System elements; Relevance of logistics in international business; International supply chain management and logistics; Transportation activity – internal transportation, inter-state goods movement; Concept of customer service. Key Logistics Functions, Supply Chain Management: Principles of SCM; Difference between SCM and Logistics; SCM for Improved Customer Service and Enhanced global Competitiveness.

Unit- II: General Structure of Shipping: Characteristics, liner and tramp operations; Code of conduct for liner conferences; Freight structure and practices; Chartering principles and practices; UN convention on shipping. International Transportation: International Transport System, Choice of Mode – Rail, Road, Air and Sea – Evolution and Perspectives of Indian Shipping Industry; Problems UN Convention on Shipping, Freight Structure and Practices; Linear Operations; Tramp Operations Chartering Principles and Practices – Air Transportation Advantages; Carrier-consignee Liabilities, Total Cost Concept.

Unit- III: Developments in Ocean Transportation: Containerization; CFS and inland container depots; Dry ports; Multi-modal transportation and CONCOR; Role of intermediaries including freight booking, shipping agents, C&F agents, Ship owner and shipper consultation arrangements. Role of Ports: Port Organization and Management Responsibilities of Port Trust, Growth and Status of Ports in India, Carriage of Goods – Legal Aspects; Port Services Pricing.

Unit-IV: Ware Housing: Inventory Management – Concepts and Application; Significance and Types of Ware Housing Facilities; Total Cost Approach – Containerization: CPS and Inland Container Depots, Dry Ports, Multi Model Transportation and CONCOR; Problems and Prospects.

Recommended Books

1. Singh, Ram. "International Trade Logistics", Oxford University Press.
2. Douglas M. Lambert, James R. Stock, "Strategic Logistics Management", McGraw Hills.
3. Coyle, Bardi, Langley Jr. West, "The Management of Business Logistics", West Publishing Co.

Reference Books

1. Sahay, B.S. "Supply Chain Management in the Twenty First Century", Macmillan.
2. Sahay, B.S. "SCM for global Competitiveness", Macmillan.
3. Ram, M.S. "Shipping", Asia Publishing House.
4. J. Bes Baker & Howard Ltd., "Chartering and Shipping Terms", Volume I.
5. Desai, H.B. "Indian Shipping Perspectives", Anupama Publications.
6. Raghuram et.al. "Shipping Management: Cases and Concepts",
7. Alan M. Rugman – Oxford Handbook of International Business, Oxford University Press
8. Asopa, V.N. "Shipping Management: Cases and Concepts", Macmillan, New Delhi.
9. Desai, H.P. "Indian Shipping Perspectives", Anupam Publications, Delhi,
10. Khanna, K.K. "Physical Distribution", Himalaya Publishing, Delhi.
11. Shipping Documents and Reports, UNCTAD.
12. Use of Maritime Transport Volume one: ESCAP, UN.

Note:*The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

PERSONALITY AND SOFT SKILLS DEVELOPMENT

BBA-314-B

L T P
4 - -
Time: 3 hours

Internal Marks: 50
Practical Marks: 50
Total Marks: 100

Course Objective:

To provide students knowledge and skills required for making them an effective manager with adequate soft skills required for any organization.

Course Contents:

Unit-I: Personality Development, soft skills, identifying, improving and practicing soft skills, Self – discovery: SWOT Analysis, Self Confidence, Self Esteem.

Unit-II: Goal setting, life and career planning, Positive Attitude, Self-motivation, Creativity and problem solving.

Unit-III: Team building, Presentation skills, Interview skills, Group Discussion, Negotiation skills .

Unit-IV: Time management, Stress management, Business etiquettes, Body language.

Recommended Books:

1. Barun Mitra, Personality Development and Soft Skills, Oxford University Press, New Delhi.
2. K. Alex, Soft Skills, S.Chand & Company Pvt. Ltd., New Delhi.
3. Prashant Sharma, Soft Skills: Personality Development for Life Success, BPB Publications, New Delhi.

Reference Books:

1. Gajendra Singh Chauhan, Sangeeta Sharma, Soft Skills: An Integrated Approach to Maximise Personality, Wiley.
2. Peggy Klaus, The Hard Truth About Soft Skills: Workplace Lessons Smart People Wish They'd Learned Sooner, HarperBusiness.
3. T. KalyanaChakravarthi, T. LathaChakravarthi, Soft Skills for Managers, Dreamtech Press.
4. Meenakshi Raman, Shalini Upadhyay, Soft Skills: Key to Success in Workplace and Life, Cengage India Private Limited.
5. Elizabeth Hurlock. Personality Development. Mc Graw Hill New Delhi.

Note:*The list of cases and other specific reference material including recent articles will be given by the instructor at the time of launching the course.

COMPREHENSIVE VIVA-VOCE

BBA-316-B

External Marks: 100

Objective: The objective of the course is to assess the capacity of the student to articulate and comprehend what is being learned by him during full duration of the programme i.e., in all the sixth semesters of the course.

The Comprehensive Viva Voce shall carry 100 marks in total. The Comprehensive viva-voce shall be taken by an external expert appointed by the University on the recommendation of Chairman, PGBOS. Comprehensive viva-voce will include project Report vice-voce as well.