

Course Structure of B.B.A.
(Bachelor in Business Administration)
Semester System

SEMESTER: I

Paper Code	Paper Title	Internal Marks	External Marks	Total
BBA-101	Business Mathematics	20	80	100
BBA-102	Communicative English	20	80	100
BBA-103	Business Accounting	20	80	100
BBA-104	Business Economics	20	80	100
BBA-105	Business & Industrial Organisation	20	80	100
TOTAL		100	400	500

SEMESTER: -II

Paper Code	Paper Title	Internal Marks	External Marks	Total
BBA-201	Principles of Management	20	80	100
BBA-202	Organisational Behaviour	20	80	100
BBA-203	Business Communication	20	80	100
BBA-204	Business Statics	20	80	100
BBA-205	Fundamental of Computers	20	80	100
TOTAL		100	400	500

SEMESTER: -III

Paper Code	Paper Title	Internal Marks	External Marks	Total
BBA-301	Materials & Production Management	20	80	100
BBA-302	Human Resource Management	20	80	100
BBA-303	Marketing Management	20	80	100
BBA-304	Financial Management	20	80	100
BBA-305	Legal Aspects of Business	20	80	100
TOTAL		100	400	500

SEMESTER: -IV

Paper Code	Paper Title	Internal Marks	External Marks	Total
BBA-401	Computer Applications in Management	20	80	100
BBA-402	Research Methodology	20	80	100
BBA-403	Management & Control of Costs	20	80	100
BBA-404	Entrepreneurship	20	80	100
BBA-405	Business Environment	20	80	100
TOTAL		100	400	500

SEMESTER: -V

Paper Code	Paper Title	Internal Marks	External Marks	Total
BBA-501	Corporate Taxation	20	80	100
BBA-502	Business Values and Ethics	20	80	100
BBA-503	Fundamental of Operational Research	20	80	100
BBA-504	Management Control Techniques	20	80	100
BBA-505	Management Information Sysytem	20	80	100
TOTAL		100	400	500

SEMESTER: -VI

Candidates will be required to opt any one group comprising two papers in any group of the following:-

Group	Paper Code	Paper Title	Internal Marks	External Marks	Total
Marketing Management					
GROUP- A	601	Advertising and Sales Management	20	80	100
	602	Consumer Behaviour	20	80	100
Human Resource Management					
GROUP- B	601	Human Resource Development	20	80	100
	602	Industrial Relations	20	80	100
Financial Management					
GROUP- C	601	Securities and Securities market	20	80	100
	602	International Finance	20	80	100

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Information resource Management					
GROUP- D	601	E-Commerce	20	80	100
	602	Database Management	20	80	100
Managing Rural Change					
GROUP- E	601	NGO Management	20	80	100
	602	Management in Rural Development	20	80	100
International Trade Management					
GROUP- F	601	International Business	20	80	100
	602	Export Procedures & Documentation	20	80	100
Management of Services					
GROUP- G	601	Hospitality Management	20	80	100
	602	Insurance Management	20	80	100

*Compulsory Paper (Paper-III) for all the Students:-

Project Report - 50 Marks

Viva-Voce - 50 Marks (Based on Project report)

Total :- 300 Marks

TOTAL MARKS = 3200 (All Semester)

Pattern of Question Paper:

There will be ten long answer type questions out of which students will have to answer 5 questions. Each question will carry equal marks.

Duration of Exam:

3 Hours for each Theory and Practical Paper.

We expect you to follow the following Instructions, to make your academic pursuit more meaningful. Besides, It will also help us to serve you better.

1. The Institute lays extra emphasis on discipline. For us it is non- negotiable and sacrosanct. Every student is expected to behave in a way that adds to individual as well as Institute's image and prestige. Please always be polite and courteous to your teachers, Institute staffs, senior students and your batch mates.
2. Regular class room attendance is in your interest and hence you are expected to ensure it. Failure to do so, may lead to academic disruption as well as stiff penalties.
3. Impeccable classroom manners must be developed and maintained.
4. Every student is expected to abide by the rules and regulations of the library, which are listed separately.
5. The Institute, which includes the physical infrastructure and various facilities, are there to make your learning process easier and meaningful. So make every effort to protect and preserve it.
6. For matters related to academics, the students should seek help from the concerned teachers. For administrative matters, you should contact the Administrative Officer only.
7. Mobile phones, contrary to what you may think, may land you in a soup more often than not we do not encourage mobile usage in the Institute and in the classroom it is objectionable, to say the least. So Please be careful.
8. Your friends and relatives may meet you during regular working hours, subject to the approval of AO. Under no circumstances, can they be allowed beyond ground floor and reception area.
9. The Institute expects you to be free from obnoxious habits of chewing pan, gutka and cigarette smoking. It may attract penalties.
10. In all matters, pertaining to your behaviour and academic performance, the decision of the Institute will be final and binding.

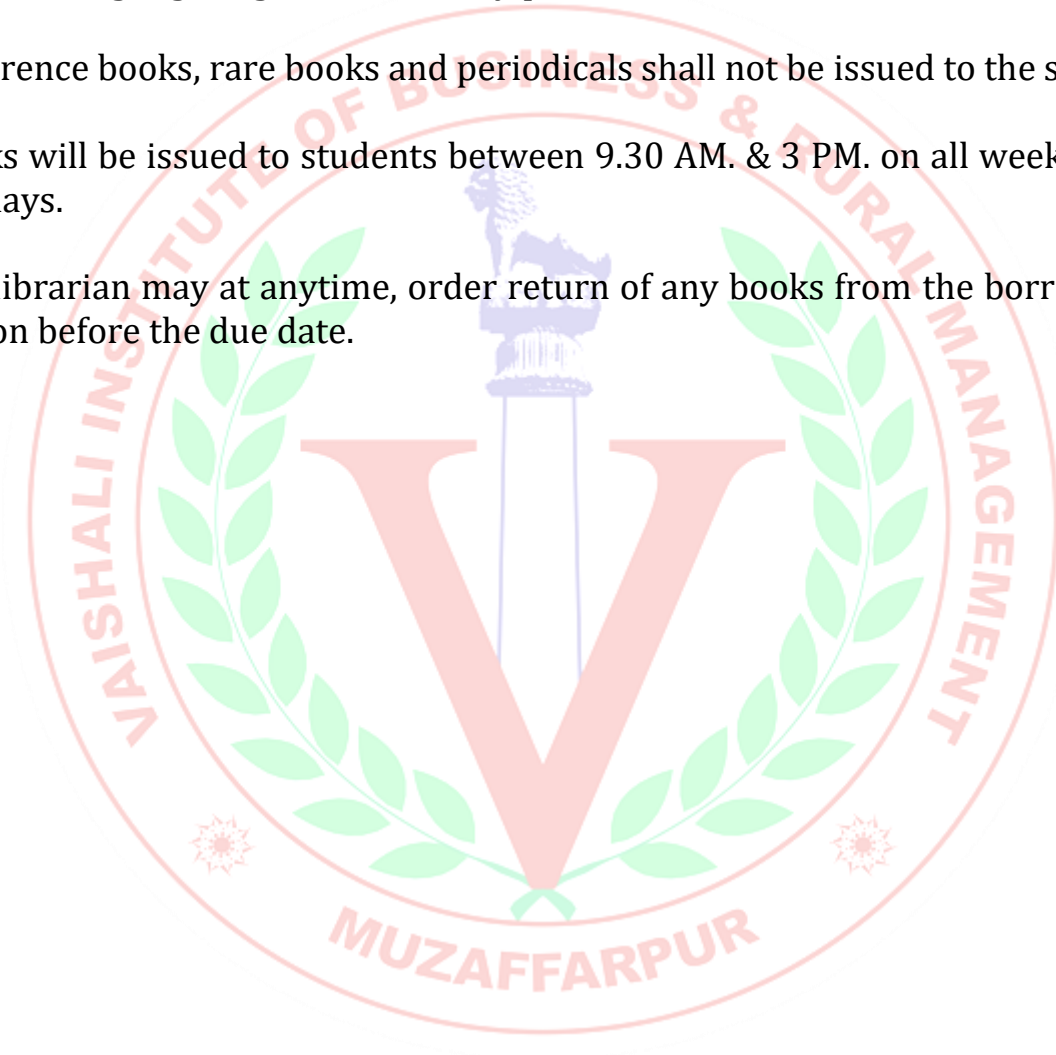
TIPS TO IMPROVE YOUR PERSONALITY

1. It is important that what you wear is appropriate, of good quality and in good taste. Your dress sense reflects the kind of person you are. It is important to be well groomed and neat in your appearance. It shows your attitude towards yourself and the kind of person you are.
2. The course you have chosen and the kind of career you aspire for, demands conservative and less than flashy style of dressing.
3. Do we need to tell you that personal hygiene and cleanliness add to your appeal and improve your acceptance? Little bit of good quality deodorant always makes you welcome everywhere.
4. Please do remember- managers and executives use Hawaii Chappals and cheap plastic sandals, only inside their homes.
5. Improve your communication skills. English language is a sine qua non for managers. So brush up your English. It's a must.

LIBRARY RULES AND REGULATIONS

1. Working hours: The Library shall remain open daily (except on National and Gazetted holidays) between 9.30 A.M. & 4 P.M.
2. Only the students and the teachers of the Institute have the privilege to use the library facility.
3. Every student who enters the library must sign on the Gate Register to record his entry into the library.
4. Tea or other eateries / snacks will not be served inside the library.
5. The readers must observe silence within the library premises.
6. Each student shall be provided only 5 (for BBA) & 6 (for BCA) & 6 (for MBA) books at a time, for a period of 35 days only. (including the books provided as book Bank) **[Subject to Librarian's Approval].**
7. The Books can be renewed before the due DATE.
8. If the book is not returned on the due date, a fine @ Rs. 2/- per day per book will be charged for the period beyond the due date. No book will be issued further unless the overdue charges are deposited.

9. In case any book is lost or damaged by the borrower, the student will have to pay double the cost of book. In case the book is not available or out of print, 4-times the original price will be charged. If a book is part of the volumes of a set, the borrower shall pay for or replace the whole set at double the cost.
10. In case of any chapter or pages are found damaged by the borrower at the time of issue it should immediately be brought to the notice of the librarian. Otherwise the borrower will be responsible for any type of damage of the book and he will be suitably fined by the authority. Any marks, striking, underlining or any type of such thing like highlighting etc. are strictly prohibited.
11. Reference books, rare books and periodicals shall not be issued to the students.
12. Books will be issued to students between 9.30 AM. & 3 PM. on all week days except holidays.
13. The librarian may at anytime, order return of any books from the borrower for any reason before the due date.



SEMESTER-I

BBA-101: MATHEMATICAL FOUNDATION

Total Lectures = 50

ALGEBRA	Theory of Indices, Quadratic Equations and Expressions. Progressions- Arithmetic and Geometric, Surds. Simple Permutations and combinations. Partial Fractions. Application to economic and business problems.
DIFFERENTIAL CALCULUS	Definition of limit & Continuity Differentiation and Partial differentiation with application to Economic and Business problems (only algebraic functions).
INTEGRAL CALCULUS	Integration of Standard forms, integration by Parts, integration by Substitution. Integration of Rational Numbers, Application to Economic and Business problems (only algebraic functions).
ELEMENTS OF MATRIX ALGEBRA	Elementary Operations, Inverse of a Matrix.
SET THEORY	Types of Sets, Venn Diagrams Application of Set Theory to Business Problems. Stress should be given on development of ideas, concepts and their applications to the Management area rather than solving difficult problems. Proofs of theorems and derivation of formula is not required.

TEXT BOOKS / REFERENCE BOOKS :

1. Saha, S.- Business Mathematics
2. Kapur & Sancheti- Business Mathematics
3. Zameeruddin & Others- Business Mathematics
4. Basu, K.P. : Algebra Part I & Part II
5. Sundaresan, V.& Jayaselan, S.K : An introduction to Business Mathematics
6. Jena, R.K. & Others : Fundamentals of Business Mathematics
7. Rao, V. Venkateswara & Others: Intermediate Mathematics
8. Sancheti, D.C. & Kapoor, V.K. : Business Mathematics
9. Bose, D.: Introduction to mathematical Economics
10. Nag, NK: Business Mathematics.

SEMESTER-I

BBA-102: COMMUNICATIVE ENGLISH

Total Lectures = 50

- ❖ Group Discussion
- ❖ Extempore Speeches
- ❖ Mock Interviews
- ❖ Debates
- ❖ Quizzes
- ❖ Paper presentation
- ❖ Guest Lectures and Experimental exercises by Communication experts
- ❖ Role playing



SEMESTER-I

BBA-103: BUSINESS ACCOUNTING

Total Lectures = 50

ACCOUNTING	Basics of Accounting, Accounting Machines- Double Entry System, Classification, Rules for Debit & Credit, Concepts & Conventions, Indian Accounting Standards.
JOURNAL, LEDGER & TRIAL BALANCE	Journal, Meaning of Journal, Advantages, Subdivision of Journal Ledger: Meaning, Subdivision, Mechanics of posting, balancing Ledger Accounts.
TRIAL BALANCE	Objectives, Defects of trial balance, errors disclosed by trial balance, preparation & locating errors. Cash Book and Subsidiary books of Accounting: Kinds of cash book, Purchase day book, Sales day book, Bills receivable book, Bills payable book.
FINANCE ACCOUNTS	Trading Account, Profit & Loss Account, Adjustments, Balance sheet, Form of Balance Sheet, Assets & their classification, liabilities and their classification, uses & limitations.
CAPITAL & REVENUE EXPENDITURE & RECEIPTS	Rules for determining capital expenditure & revenue expenditure, deferred revenue expenditure, capital & revenue receipts, Capital & Revenue Profits, Capital & Revenue Loss.
ACCOUNTING FOR NON-PROFIT ORGANISATION	Accounting Procedures, Receipts and Payment Accounts, Distinction between receipts and payment Accounts, Income and expenditure Account problems.
BILL OF EXCHANGE	Parties to a Bill of Exchange, Types, Promissory Notes, Distinction between Promissory Notes & Bill of Exchange, Dishonour of Dills, Effects of Insolvency of drawee, renewal of bills.
CONSIGNMENT ACCOUNTS	Economics of consignment, Distinction between sale & Consignment, Accounts Sales, Cost Price Method, Invoice Price Method, Invoice Price Memorandum Column Method.

TEXT BOOKS / REFERENCE BOOKS :

1. Advance Accountancy - J.R. Batliboi
2. Advance Accounting - Dr. S.M. Shukla
3. Modern Accountancy - A. Mukherjee & M. Hanif
4. New Perspectives in Management Accounting - S.K.Chakraborty
5. Financial Accounting Principles - Robert N. Anthony

SEMESTER-I

BBA-104: BUSINESS ECONOMICS

Total Lectures = 50

CONCEPT	Meaning, Nature, Scope & significance of Business Economics.
UTILITY APPROACH	Law of diminishing marginal utility, Law of utility.
DEMAND ANALYSIS & FORE CASTING	Demand Schedule & Demand curve, Significance of Demand Forecasting and Techniques.
PRODUCTION FUNCTION	Concept, Break Even Analysis, law of variable proportion.
COST REVENUE	Concept ,Short run & long run cost curves, concept of total, Marginal And average Revenues, relationships between Average Revenue, Marginal Revenues and Elasticity of Demand.
PRICING	Objectives of the firm - profit maximization / sales revenue maximization survival, pricing under different market structures - perfect competition, Monopoly, discriminating, Product - Line pricing, Joint product pricing.
PROFIT MANAGEMENT	Concept of profit management, profit planning & control.

TEXT BOOKS / REFERENCE BOOKS :

1. Managerial Economics- Varshney & Maheshwari
2. Managerial Economics - J.G.Verma
3. Economic Analysis for Management Decisions - T.W.Elliot
4. Business Economics - V.G. Mankar
5. Managerial Economics- N.F. Dufty

SEMESTER-I

BBA-105: BUSINESS & INDUSTRIAL ORGANISATIONS

Total Lectures = 50

1	Nature and Scope of Business. Business , Trade and Commerce Objectives of a Business . Problems before establishing a New Business Social Responsibility of Business.
2	Forms of Business Organisation - Sole Trader, Partner-ship and Joint company their characteristic features. Cooperatives. Suitability of a form of Organisation.
3	Public Enterprises and their Rationale. Public Enterprises in India and their main contributions, Causes of low productivity and efficiency in Public Enterprises.
4	Home Trade Transactions. Different Forms and Documents used in Home Trade
5	Functions and Organisation of Wholesale and Retail Trade; Departmental Stores and Multiple Shops. Super market Merchandise Agents and their functions.
6	Banking and Insurance Sectors and their functions.
7	Introduction to Business Combinations and their different forms.

TEXT BOOKS / REFERENCE BOOKS :

1. Arunahalam, P. :- Business Organisation and Management.
2. Tanna & Tanna : - A Text-book of Business Organisation.
3. Sharma & Gupta :- Business Organisation and Management.
4. Sherlekar & Janardanan :- Essentials of Business Organisation and Management.
5. Shukla, Madhukar :- Understanding Organisations.

SEMESTER-II

BBA-201: PRINCIPLES OF MANAGEMENT

Total Lectures = 50

CONCEPT	Nature, Functions of Managers, Management: Arts Vs science, Evolution of Management Thoughts.
PLANNING	Nature, Purpose, Importance of Planning, Types of Planning, Steps in Planning, Planning Barriers & Planning Hierarchy.
ORGANISING	Nature & Purpose, Basic Departmentation, Classification of Organisation Structure, Organisation Process and importance.
STAFFING	Definition, Steps involved in staffing Process, Human Resource Planning, Recruitment & Selection, Placement, Training & Development, Performance Appraisal.
DIRECTING	Concept of Motivation, Need for Motivation and Motivation Chain-Maslow, Herzberg, and the Sources of Motivation.
CONTROLLING	Nature & Purpose of Control, Types of control, Steps involved in Control Process.

TEXT BOOKS / REFERENCE BOOKS :

1. Principles & Practices of Management - L.M. Prasad.
2. Essentials of Management - Harold Koontz & O'donnel.
3. Organisation and Management - R.D. Agrawal.

SEMESTER-II

BBA-202: ORGANISATIONAL BEHAVIOUR

Total Lectures = 50

- ❖ Meaning and importance of the study of Organisational Behaviour
- ❖ Behaviours and its causation: Introduction to Personality, Perception, Learning and Attitude.
- ❖ Motivation: Definition and importance of psychological process of Motivation.
- ❖ Leadership and Group Dynamics Formal and Informal groups, Role Concept
- ❖ Improving Interpersonal effectiveness, Interpersonal Communication.
- ❖ Conflict Management and Team Building.
- ❖ Concepts of Organisational Culture and Organisational Development
- ❖ Moral, Job Satisfaction.

TEXT BOOKS / REFERENCE BOOKS :

1. Organisational Behaviour - Fred Luthens.
2. Management of Organisation Behaviour - Hershey & Blanchard.
3. Human Behaviour at work-Keith Davis.

SEMESTER-II

BBA-203: BUSINESS COMMUNICATION

Total Lectures = 50

1	Meaning and process of Communication and Barriers to Communication.
2	Verbal Communication and Non-Verbal Communication.
3	Business Communication and its importance in Business Organisation.
4	Principles of Letter Writing. Business Letters: Quotations, Orders, Tenders, Sales Letters, Claim and Adjustment Letters, Credit and Collection Letters, Social Correspondence Letters of Congratulation, Invitations, Introduction, Recommendation, Condolence, Conveying Acceptance and Regrets etc.
5	Drafting of Notices, Agenda and Minutes of Company Meeting.
6	Office Procedure : Receipt and Dispatch of Mail, Filing and Indexing Systems, Classification of Mail.
7	Electronic Communication System and Introduction to telegram, cablegram, telephone, telex, teleprinter, PBX, Fax, E-Mail, Internet.

TEXT BOOKS / REFERENCE BOOKS :

1. Business Communication - U.S.Rai and S.M.Rai
2. Communication - C.S.Rayudu
3. Communication Today - Reuben Ray
4. Essentials of Business Communication - Reddy, Apparnaiah, Rao
5. Essentials of Business Communication - R.Pal & J.S.Korlahalli
6. Business Communication - Theory and Application

SEMESTER-II

BBA-204: BUSINESS STATISTICS

Total Lectures = 50

INTRODUCTION	Definition of Statistics, Function & Scope of Statistics, Collection and Presentation of Data classification, frequency distribution, diagrammatic and Graphic presentation of Data.
MEASURES OF CENTRAL TENDENCY	Range, Inter Quartile Range, Quartile Deviation, Mean Deviation, Standard Deviation.
CORRELATION ANALYSIS	Correlation, Coefficient, Measurement by Karl Pearson's Method, Spearman's Rank correlation, Significance and limitation.
REGRESSION ANALYSIS	Equation of Regression lines and Regression Coefficients.
INDEX NUMBERS	Types of Index Number and methods of their construction, Base Shifting, Splicing and Deflating.
BUSINESS FORECASTING THROUGH TIME SERIES ANALYSIS	Time series and its components, Measurement of Trend.
BASIC CONCEPTS OF PROBABILITY	Dependant and Independent events, Addition and Multiplication rule of Probability.

TEXT BOOKS / REFERENCE BOOKS :

1. Business Statistics - Gupta & Gupta (Sultan Chand & Sons)
2. Statistics for Management (PHI) - R.I. Levin & D.S. Rubin
3. Statistical Analysis of Managerial Decisions (McGraw Hill)- E.B. COX and J.C. Boot
4. Business Mathematics: Zameeruddin et al. (Vani Educational Books Vikash)

SEMESTER-II

BBA-205: FUNDAMENTALS OF COMPUTER

Total Lectures = 50

INTRODUCTION TO COMPUTERS	Fundamentals of Computers, Types of Computers, Components of Computers, Hardware and Software Generation of Computers. Input/Devices-Keyboard, Light Pen, Mouse, Output-Printer. Concept of Operating System, Concept of Drive, Directory and Files - their naming convention, listing the contents of a Drive/Directory. Disk Operating System Boot Record, Formatting the Diskette, Internal and External commands, Protecting Files and undeleting files.
INTRODUCTION TO WINDOWS	NT. Concept of GUI, starting Windows and exiting Windows, Starting and Application, Running & Managing Multiple Applications, using the Explorer: Creating, deleting Folders, Moving Copying and Deleting Program Files. Tally - Concept and Applications.

TEXT BOOKS / REFERENCE BOOKS :

1. Fundamentals of Computer - V. Raja Raman
2. Computer Fundamentals - P.K. Sinha
3. Wordstar Professional 7.0-R.K. Taxali.
4. Illustrated MS-DOS 6.22 - Russel and Stultz

SEMESTER-III

BBA-301: MATERIALS & PRODUCTION MANAGEMENT

Total Lectures = 50

MATERIAL MANAGEMENT	<ul style="list-style-type: none">⇒ Nature, scope and Importance of Materials Management in the Business World.⇒ Concept of integrated approach of Materials Management and its advantages and limitations.⇒ Basic ideas of Purchasing and Purchasing functions.⇒ Basic principles of Inventory Control. Concepts of EOQ and ROP.⇒ ABC analysis. Its Importance.
PRODUCTION MANAGEMENT	<ul style="list-style-type: none">⇒ Design of Production Systems. Production Process Design.⇒ Deciding Location and Layout of production facilities for plants. Types of Layout⇒ Forecasting, Production Planning, Scheduling and Control.⇒ Maintenance of Plants and Production facilities. Types of maintenance.⇒ Material Handling Equipments. Its uses and importance.

SEMESTER-III

BBA-303: MARKETING MANAGEMENT

Total Lectures = 50

1	Nature & Scope of Marketing The core concepts of Marketing, Marketing Concept and Selling Concept.
2	The Marketing Environment. Introduction to the elements of the Macro and Micro Environment.
3	Market Segmentation & Targeting. Concept of Market Segments, Need for Segmentation, concept of Target Market.
4	Consumer Buying Behaviour: The Buying Decision Process and Buying Roles.
5	Product Management Product Forms, Concept of Product Line & Product Mix and Concept of Brand.
6	Pricing Decisions: An Overview of the Pricing process.
7	Channel Management: Need for Intermediaries, types of Intermediaries, Channel Design decisions.
8	Marketing Communication: Concept of Promotion Mix, Introduction to the elements of the Promotion Mix.

TEXT BOOKS / REFERENCE BOOKS :

1. Principles of Marketing - Philip Kotler.
2. Principles of Management - Ramaswamy and Namakumari.
3. Marketing Management - Rajan Saxena.

SEMESTER-III

BBA-304: FINANCIAL MANAGEMENT

Total Lectures = 50

1	Nature of Financial Management Scope of Finance Functions, a Finance Functions and job of Finance Manager, Organisation of Finance Functions.
2	Understanding of Financial Statements: Concept of Profit & Loss Account and Balance Sheet significance of their preparation.
3	Statement of changes of Financial Position: Definition of Funds, Fund Flow-statement, Cash flow statement.
4	Financial Analysis: Users of Financial Analysis, nature of Ratio Analysis, classification of Ratios.
5	Basic concept of Investment Decisions.
6	Concept of Working Capital Management.
7	Basic Concept of Financial Decision: Capital, Capitalisation, and Capital Structure, Introduction to Dividend Policy.

TEXT BOOKS / REFERENCE BOOKS :

1. Financial Management & Policy - Van Horne.
2. Theory of Financial Management - Soloman Ezra
3. Financial Management - Pandey IM.
4. Financial Management - Chandra Prasanna
5. LM. Pandey - Vikas
6. S.N. Maheswari - Sultan Chand
7. Prasanna Chandra -T.M.H.

SEMESTER-III

BBA-305: LEGAL ASPECTS OF BUSINESS

Total Lectures = 50

1	Indian Contract Act 1872, Formation of a Contract Essentials of a valid Contract. Void and Voidable Contracts. Capacity of the Parties of Contract. Position of the Minor to Contract. Free Consent Lawful Object and consideration. Breach of a Contract.
2	Indian Partnership Act, 1932. Nature of Partnership Rights, Duties and Liabilities of Partners, Minor Partner.
3	Sale of Goods Act, 1930 Sale and Agreement to sell. Conditions and warranties. Rights of an Unpaid Seller.
4	Companies Act, 1956. Provision relating to formation of Companies Memorandum and Articles of Association. Equity and Preference Shares, Debentures, Private Companies and their Privileges, Appointment, Power, Duties and Liabilities of Directors, Company Auditor, his rights, Duties and Liabilities.
5	Negotiable Instruments Act, 1949. Salient Features and Legal Presumptions of Negotiable Instruments, Bills, Notes and Cheques, Negotiation and Presentation, Parties to Negotiable Instrument and their discharge from Obligations, Bankers and Customers.

TEXT BOOKS / REFERENCE BOOKS :

1. Goel
2. A. Pathak - TMH
3. Business Law - P.C. Tulsian - TMH
4. Legal & Regulatory framework of Business - N.D. Kapoor - Sultan Chand

SEMESTER-IV

BBA-401: COMPUTER APPLICATION OF MANAGEMENT

Total Lectures = 50

MS-WORD	Opening, Creating, Saving a Document. Editing, Finding and Replacing Text. Using the Interface (Toolbars and Menus) Spell Check feature , Autocorrect Feature and Grammar facility. Formatting Text, Formatting a Document and Auto format feature. Adding Borders Headers and Footers.
MS-EXCEL	Concept of a Workbook, Creating, Opening and Saving a Workbook and organization of Worksheets in Workbook. Data entry in Cell, Selecting, Copying/Moving Data in a Worksheet or to different Worksheet. Using the Interface (Toolbars and Menus). Formatting & Calculations. Creating embedded charts using Chart Wizard.
POWER POINT	Business Presentations and their Advantages. Creating a Presentation, Enhancing a Presentation: Adding graphics and other objects, setting Transition.
FOXPRO PROGRAMMING	Concept of Programming and FOXPRO 9 command file, Creating & Editing a command file, Running a command file, Creating Report and Label.
INTRODUCTION TO NETWORK & INTERNET	Concept of Network and their types, Need and Advantages of Networking, Sending E-mail, Receiving E-mail, Web Surfing. The total marks of 80 will be divided into two parts as:- i) Theoretical Exam - 40 marks ii) Practical - 40 marks Practical exam will be conducted by two Examiners - one internal and the other external. External Examiners will be appointed from outside the University.

SEMESTER-IV

BBA-402: RESEARCH METHODOLOGY

Total Lectures = 50

1	Meaning Importance of Research in Management.
2	Defining the Research Problem and Research Objectives.
3	The basic Research Process - An Overview.
4	Exploratory & Conclusive Research.
5	Sources of Data: Primary & Secondary.
6	Sampling Techniques-use of Probability & Non-Probabilistic Samples.
7	Methods of Data Collection-Survey vs. Observation Method.
8	Process of Editing and Tabulation of Data.
9	Significance of Cross Tabulation
10	Report Writing-Report Format, characteristics of a good report

TEXT BOOKS / REFERENCE BOOKS :

1. Research Methodology Methods & Techniques-C.R.Kothari.
2. C.R. Kothari - New age.
3. P.C. Tripathi - Sultan Chand.

SEMESTER-IV

BBA-403: MANAGEMENT AND CONTROL OF COST

Total Lectures = 50

COST ACCOUNTING	Introduction, Cost Concepts and Cost Object, Cost classification, Cost Organisation and its relation with other Departments.
COST ACCOUNTING RECORDS	Elements of Cost and Cost determination. Cost Ledgers, Reconciliation of Cost and Financial Accounts and integrated accounts.
METHODS OF COSTING	Specific Order Costing-Job, Batch and Contract, determination of Cost Accounting in Job, Batch and Batch features of Contract Cost, Certification of Work Done, Profit on completed Contract.
PROCESS COSTING	Treatment of normal and abnormal losses and gains, Valuation of Work in progress, Accounting for Joint Products, Byproducts, Waste, Scrap. Spoilage and Defectives.
TECHNIQUES OF COSTING	<ul style="list-style-type: none">• Marginal Costing - Basic Concepts, Marginal Costing and Absorption Costing, Cost Volume Profit Analysis, Break Even Analysis, limitations of Break Even Analysis and its application for Management Decision Making.• Budgetary Control- Basic Concepts, Functional Budgets, Master Budgets, Flexible Budgets.• Standard Costing - Concepts and Uses, setting of Standard Cost, computation of variances relating to Material and Labour.

TEXT BOOKS / REFERENCE BOOKS :

1. Principles and Practices of Cost Accounting - N.K. Prasad.
2. Cost Accounting - Nigamanand Sharma.
3. Cost Accounting - M L Agrawal.
4. Cost Accounting - S.M. Shukla.
5. Legal Lekhankan - R.K. Gupta.

SEMESTER-IV

BBA-404: ENTREPRENEURSHIP

Total Lectures = 50

1	Concept of Entrepreneur and Entrepreneurship, Functions of an Entrepreneur, Characteristics and Qualities of an Entrepreneur, Entrepreneurial Skills, Classification of Entrepreneurs.
2	Entrepreneurial Environment Infrastructural facilities for the growth of Entrepreneurial Climate in India. Role of Entrepreneurship in Economic Development, Factors influencing Entrepreneurship. Supporting agencies for Entrepreneurship Development.
3	Entrepreneurship and Project Management: Project Identification, Selection, Formulation and Project Appraisal.
4	Entrepreneurial Development Programme in India: Need for EDP's, Objectives of EDP's, Curriculum of EDP's, Phase of EDP's, Institution Involved in EDP's, Evaluation of EDP's.

SEMESTER-IV

BBA-405: BUSINESS ENVIRONMENT

Total Lectures = 50

1	Nature and Significance of Business Environment. Salient features of Capitalism , Socialism and Mixed Economy. Private Sector and Public Sector.
2	Socio-Cultural Environment of Business in India-Social Forces, Demographic Profile, Concept of Reference Groups, Social Institutions, Culture. Meaning , Diversity and Role in Business Strategy Formulation.
3	Political Environment of Business in India - Political System, Ideologies and Impact of Political Environment on Business Strategies.
4	Economic and Industrial Environment in India - Economic Planning and Development, Recent Trends in Indian Economy, Industrial Profile Policy and Development in India.

REFERENCE :

1. Business Environment-Francis Cherunilam.
2. Business Environment for strategic Management-K. Aswathapa.
3. Business Policy and Environment-KG.Ghosh & GK Kapoor.
4. Economic Environment of Business-M.Adhikary.
5. Economic Environment of Business-V.R. Garg

BOOKS

1. C.B. Gupta - Sultan Chand
2. KASWATHAPPA – HPH

SEMESTER-V

BBA-501: CORPORATE TAXATION

Total Lectures = 50

1	Taxation and its implication for the growth of Business activities.
2	Types of Taxes and their main features. Direct and Indirect Taxes, Income Tax, Corporate Tax, Excise Duty, Custom Duly, Wealth Tax and Sales tax.
3	Taxation and choice of the form of Business Organisation.
4	Objectives of Tax Planning in Business.
5	Taxation and financial investment and Dividend Decisions of a firm.
6	Tax Incentive Schemes of the Government of India for growth of Business.

REFERENCE BOOKS:

1. Cost Accounting - S.M. Sukhla.

SEMESTER-V

BBA-502: BUSINESS VALUES AND ETHICS

Total Lectures = 50

- The need of discussion on Ethics and Morality in Organizational Context.
- Organizational Consciousness and Social consciousness.
- Ingraining Ethical Process in life and work.
- The philosophy of Decision Making and Profit in Business. Profit as a vehicle of Organic Growth.
- Leadership Character: Ethical Dimensions. Meaning and purpose of Leadership. Leadership Character with Leadership Behaviour. Attributes and Character flows of a Leader, Profile of a charismatic Leader - Overview.
- Character and Centered Leadership style: Indian insights.
- Ethical response to market reality. Passion for service to customers vs Organizational excellence.

REFERENCE BOOKS:

1. Business Ethics - David Stewart.
2. Ethics in Management - S.K.Chakraborty.

SEMESTER-IV

BBA-503: FUNDAMENTALS OF OPERATION RESEARCH

Total Lectures = 50

THEORY OF POTIMITISATION	
LINEAR PROGRAMMING	i) Formulation of Problems ii) Graphical method iii) Simplex Method-Maximisation and Minimization
TRANSPORTATION MODELS	i) Balanced and Unbalanced Models of Transportation ii) North-West corner Method iii) Row Minima Method iv) Column Minima Method v) Matrix Minima Method vi) Vogel Approximation Method vii) MODI Method
ASSIGNMENT MODELS	i) Balanced and Unbalanced Assignment Models ii) Hungarian Method

TEXT BOOKS / REFERENCE BOOKS :

1. Operations Research by Kanti Swarup-P.K.Gupta and Man Mohan
2. Operations Research and Statistical Analysis-P.K.Gupta & Man Mohan.

SEMESTER-V

BBA-504: MANAGEMENT CONTROL TECHNIQUES

Total Lectures = 50

1	Management by Objectives and Management by Exception.
2	Decision-Making under Certainty and Uncertainty. Role of Probability in Managerial Decisions.
3	Cost Control - Budgetary Control and Inventory Control.
4	Network Analysis -PERT and CPM.
5	Quality Control and Statistical Quality Control Techniques.

SEMESTER-V

BBA-505: MANAGEMENT INFORMATION SYSTEMS

Total Lectures = 50

- Concept, Role and Importance of Management Information System (MIS).
- MIS and Decision Making Concepts, Herbert Simon Model of Decision making.
- Concept of Information, classification of Information, Value of Information, MIS and Information Concepts.
- Concept of System Analysis and Design (SAD), need for System Analysis, the process of SAD, MIS and System Analysis.
- Planning, Designing and Implementation of MIS.
- Concept of Philosophy of DSS.
- Introduction to Enterprise Management System.
- The concept of DBMS and RDBMS.

TEXT BOOK:

1. Management Information System -W.S. Jawadakar

REFERENCE BOOKS:

1. Information System for Modern Management -Mudic, R.G& Ross J.E.
2. Management Information System - Bluementhal.

SEMESTER-VI

Candidates will be required to opt for any one group comprising two papers of the following:

GROUP- A : MARKETING MANAGEMENT

PAPER : I MARKETING MANAGEMENT	
1	Selling - Meaning and significance. Qualities of a successful Salesman.
2	Psychology in Selling. Selling process. Presentation and Demonstration. Overcoming Objections of the Customers.
3	Organisation of the Sales Department. Sales Manager and his Functions.
4	Recruitment, Selection and Training of Salesmen.
5	Sales Promotion - Objectives and Need.
6	Advertising - Meaning, Purpose and Functions of Advertising Media and their relative merits and demerits.
7	Preparation of Advertisement Copy and Layout

TEXT BOOKS / REFERENCE BOOKS :

1. Adv. Mgt. : Chunawala & Sethia - HPH
2. Adv. Mgt. : Batra/MYERS /AAKER - PNT
3. Adv. Mgt :U.C. Mathur
4. Adv. sales promotion mgt. - S.L. Gupta & V.V. Ratna - Sultan Chand
5. Sales Mgt - Still, Richard, R. Condiff. Giovani - PHI
6. Sales Mgt. - Remneek Kapoor - Macmillan
7. Sales & Adv. Mgt. - S. Rajkumar /V. Rajagopalan - S. Chand

PAPER : II CONSUMER BEHAVIOUR	
1	Meaning and significance of Consumer Behaviour. Consumer Behaviour as an Interdisciplinary science.
2	Consumer Decision-Making. Three views of Consumer Decision-Making Major components of a Decision-Making Model.
3	Influence of individual variables on Personality. Perception, Learning, Attitude and their Applications.
4	Influence of Environmental Variables on Consumer Behaviour.
5	Consumer Protection and Consumerism in India.

TEXT BOOKS / REFERENCE BOOKS :

1. Dr. S.L. Gupta & Sumitra Pal - Sultan Chand
2. Marketing Research & Consumer Behaviour - S. Sumathi Vikas
3. M.S. Raju and Dominique xardel – Vikas

GROUP- B : HUMAN RESOURCE MANAGEMENT

PAPER : I HUMAN RESOURCE MANAGEMENT	
1	Human Resource Development: Concept of Development, Meaning and concept of HRD, Understanding of the role of the HRD in Organizations.
2	Training & Development - Planning, Techniques, Evaluation of Training Effectiveness, Development Methods.
3	Appraising and Rewarding People: Difference between Merit Raing, Performance Appraisal Potential Appraisal, Latest Techniques of Appraisal, Self Appraisal, its nature, purpose and methods.
4	Designing Organisations: Structuring the Organisation, Restructuring, Downsizing, Multi skilling, Business Process Reengineering, Bench Marking, Introducing Change, Change Agents and their role Designing Jobs :Job Rotation, Job Enlargement, Job Enrichment, Job Analysis, Job Description.
5	Problems faced by the HR Managers: Methods for Motivating people. Retaining people and increasing the return and investment on employees.

TEXT BOOKS / REFERENCE BOOKS :

1. Mamoria and Mamoria
2. P.C. Tripathi - Sultan Chand
3. Santosh Gupta / Sachin Gupta - Deep & Deep
4. AM. Sheikh - S. Chand

PAPER : II INDUSTRIAL RE;ATIONS	
1	Concept and Scope of Industrial Relations, Major indicators of Industrial Relations Absenteeism, Grievance, Lockouts, Strikes, Turnover and Discipline.
2	Industrial Disputes in India-Meaning, Forms, Causes and Consequences of Disputes.
3	Grievances - Meaning Causes, Grievance Handling procedures.
4	Trade Unionism - Objectives, Problems of Trade Union, Concept of Collective Bargaining and its importance in Industrial Disputes.
5	Worker's participation in Management - Different Form of Worker's Participation and its significance.

GROUP- C : FINANCIAL MANAGEMENT

PAPER : I SECURITIES & SECURITIES MARKET	
FINANCE MARKET	Concept of Capital Market & Money Market and their Functions.
INSTRUMENT OF FINANCIAL MARKETS	Bonds, Stocks Convertible Securities, Organized Security Markets Over The Counter, Market Trading Arrangements, Efficient markets, Regulations of Securities Markets.
RISK AND RETURN	<p>Risk classification, systematic and unsystematic Risk measurement, standard deviation, variance, regression equation, correlation coefficients, probability distributions, statistical methods.</p> <ul style="list-style-type: none"> ➤ Bond Analysis, Bond Selection, Common Stock Analysis, Earnings Analysis. ➤ Technical Analysis, Fundamental Analysis, Efficient market Theory. ➤ Portfolio Management. <p>Diversified Portfolios, Investment Performance Evaluation, Mutual funds.</p>

REFERENCE BOOKS:

- | | |
|--------------------------|------------------------|
| 1. Investment Management | - Singh Preti |
| 2. Investment Management | - Bhalla, V.K. |
| 3. Security Analysis | - Graham Dodd, Cottle. |

PAPER : II INTERNATIONAL FINANCE	
INTRODUCTION	Nature and scope of International Finance, importance of the study of International Finance ,International Finance and Domestic Finance, an overview of International Trade and Finance.
INTERNATIONAL TRADE AND FINANCE	Modes of International Trade and Balance of Payments, Current Account Transactions, Capital Account Transactions, Official Reserve Account sectoral independence, International independence, Domestic and Foreign Trade Components of International Financial System, Foreign exchange Market, International Currency Market.
EXCHANGE RATE MECHANISM	Exchange Rate Quotation, Exchange Rate Determination in spot Market, Factors influencing Exchange Rate, Exchange Rate theories – Purchasing Power Parity (PPP), Interest Rate parity, method of forecasting Foreign Exchange Rate
INTERNATIONAL FINANCING DECISION	Overview of International Financial Market, Instruments, Cost of Capital and Financial structure.

REFERENCE BOOKS:

1. International Finance - Theory and Practice - V.A.Avadhani
2. International Financial Management -V. Sharan

GROUP- D : INFORMATION RESOURCE MANAGEMENT

PAPER : I E-COMMERCE	
INTRODUCTION	Conceptual Framework of E-Commerce, General Model of Business, Electronic means of doing Business-Defining E-Commerce – Emergence of E-Commerce on private networks, Forces affecting E-Commerce:- E-Commerce on private network, Forces affecting E-Commerce.
E.D.I.	E.D.I. - Its nature, Benefits of E.D.I., demerits of E.D.I.
TYPES OF E-COMMERCE	Inter Organization (B2B) E-Commerce Intra-Organizational E-Commerce Business to Consumer (B2C) E-Commerce
BUILDING ON E-COMMERCE ENTERPRISE	Ascertain the need for E-Commerce - Competition, Global Reach Customer service, Value Additions, Operations Oriented Process, products Setting up a Website, Domain Name Registration, Developing static Web page, Integration with Operational Database, Dynamic Websites, Registering the Website with Search Engines.
INTRODUCTION TO LEGAL AND SECURITY ISSUES IN E-COMMERCE	
ELECTRONIC PAYMENTS SYSTEM	Overview of the Electronic payment technology.
LEGAL ISSUES	Laws for E-Commerce, Issues of Trademarks & Domain Names.
E-COMMERCE IN INDIA	The Internet in India, Barriers to growth of e-Commerce in India

Evaluation will be made on the basis of theory and practical examinations carrying 40 marks each.

TEXT BOOKS / REFERENCE BOOKS :

1. E-Cornmerce -Agarwala & Agarwala
2. E-Business -Bajaj and Nag

PAPER : II DATABASE MANAGEMENT	
1	Purpose of Database System, Data Abstraction, Data Models, Instance and Schemes, Data independence, Database Manager, Database Administrator, Exercises.
2	Entity-Relationship Model-Entities and Entity Sets, Relationships and Relationship Sets, Mapping Constraints, Primary keys, Entity Relationship diagram, Reducing ER diagrams to tables, generalization and specialization, aggregation, exercises.
3	Relational Model - Structure of Relational Database, Formal query languages, commercial query language, modifying Database, view, exercises.
4	Relational Database Design - Pitfalls in Relational Database design, normalization using functional, multivalued and join dependencies, domain key normal form, atomic values, alternative approaches to Database Design, exercises.
5	Security, Integrity and Auditing - Security and Integrity Violations, authorization and views, integrity constants, encryption, statistical databases, auditing aspects, exercises.

Evaluation will be made on the basis of theory and practical examinations carrying 40 marks each.

TEXT BOOKS / REFERENCE BOOKS :

1. Database System Concepts - Korth, H.F. et al
2. An Introduction to Database System-Vol. I & Vol. II-Date C.J.
3. Principle of Database Systems, 2nd edition-Ullman Jeffrey, D.

GROUP- E : MANAGING RURAL CHANGE

PAPER : I NGO MANAGEMENT	
1	Introduction to NGO: Definition, Policy and practices of Non-Governmental Organization, Introduction to recent research on NGOs, Role of NGO in the development of any Country (In context of India)
2	<p>Mechanism of Formation of NGO, Role of Government, Voluntary Organization and Society in the formation & running of NGO, Funding Agency, Implementing Agency, Beneficiary, Legal framework of NGO.</p> <p>➤ Management of NGO: Organizational Structure, Role of HRM in NGO, Wage & Compensation Policy, Organization Behaviour for NGO, Interpersonal relation in NGO, Accounting Practices involved in NGO.</p>

PAPER : II DATABASE MANAGEMENT	
1	Introduction to Rural Social Development: Concept of Rural Social Development, Themes and Policies of Social Development, Rural Social Organization, Rural Extension System.
2	Rural Projects & Programmes: The role of NGO in Rural Development, Rural Education & Training, Design of Training Programme, the design and production of media for extension and Training.
3	Research Methodology : Social Research Method, Computer application and statistics for research and evaluation in Rural Development.
4	Concept of Rural Marketing.

GROUP- F : INTERNATIONAL TRADE MANAGEMENT

PAPER : I INTERNATIONAL BUSINESS

- ❖ The concept of International Trade, significance and benefits of International Trade and Business. Domestic Marketing versus International Marketing, Role of Multinational Corporations in International Marketing.
- ❖ International Business Environment- Economic, Demographic, Cultural, Political, Legal, Technological Environment.
- ❖ An overview of International Trade Barriers - Tariff and Non-Tariff.
- ❖ Role of WTO, GATT IMF and World Bank in regulating and promoting International Business.
- ❖ Introduction to Foreign Exchange Markets.

REFERENCE BOOKS:

1. Frenchis Cherunillam - HPH
2. Cateara Graham - TMH
3. Rajagopal - Vikas remo
4. PK Vasudeva - Excel Books
5. R.L. Varshney & B. Bhatta Charya - S. Chand & Sons.

PAPER : II EXPORT PROCEDURES AND DOCUMENTATION

- ❖ General Survey of Indian Imports and exports. Past Performance Current Trends and Exim Policy.
- ❖ Steps in Processing and Export Order.
- ❖ Foreign Exchange Regulation in Indian and International Trade.
- ❖ Procedures regarding Quality Control, Pre-Shipment Inspection, Central Excise and Custom clearance.
- ❖ Cargo Insurance and Role of E.C.G.C.
- ❖ Export Credit Guarantees and Forward Exchange Cover.
- ❖ Finance for Export Trade: Institutional Framework and Policies.
- ❖ Export Assistance and Incentives: Duty Drawback, Export Houses and Trading Houses, Export Promotion Controls and their Countries.
- ❖ Certificate of Origin.
- ❖ Documents prescribed by Importing Countries.

GROUP- F : INTERNATIONAL TRADE MANAGEMENT

PAPER : I HOSPITALITY MANAGEMENT

- ❖ Introduction to Hospitality Management, Definition, Concept and Practices of Hospitality Management, Different forms of Hospitality Management-Hotel, Tourism (including Aviation), Hospital etc.
- ❖ Need and importance of Hospitality Management, Emergence of thought in Hospitality Management, Challenges for Hospitality Management. Relevance of Hospitality Management in current Context.
- ❖ Analysis of Consumer, Analysing Consumer Markets and Buyer Behaviour, Segmentation, Targeting and Positioning.
- ❖ Marketing Mix Analysis of Hospitality Management.

PAPER : II INSURANCE MANAGEMENT

- ❖ Introduction to Insurance Management, Definition, Concept and Practices of Insurance Management.
- ❖ Need and importance of Insurance Management, Emergence of thoughts in Insurance management, Relevance of Insurance management in current context, challenges for Insurance Management.
- ❖ Different forms of Insurance Management: Life and Health Insurance, Property and Liability Insurance, Risk and Insurance, Surplus Lines and Reinsurance, Employees Benefits, Corporate Risk Management.

Paper - III FOR ALL GROUPS

Project Report 50 Marks

Viva-Voce 50 Marks (Based on Project Report)
