

ADMISSION & EXAMINATION  
BYE-LAWS  
AND  
SYLLABUS

FOR

Bachelors in Business Administration (BBA)



**DEPARTMENT OF MANAGEMENT**  
**School of Management & Business Studies**

**JAMIA HAMDARD**  
Hamdard Nagar, New Delhi-110062

# **Department of Management**

## **Vision**

To build and nurture an institute which excels in creation, dissemination and application of management knowledge and to shape individuals who are able to contribute to economy, humanity and society as a whole.

## **Mission**

- To transform young minds into future global leaders, managers and academicians in the field of management education, who strive towards achieving accountability, profitability, and sustainability.
- To develop and train, entrepreneurs, managers and professionals, to reach a global benchmark of excellence in their skill sets and competencies, while upholding the highest standards of morality and ethics.
- To create a diverse pool of managers and academicians, with a multi-cultural and multidisciplinary outlook; with a keen desire to learn and grow.

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ADMISSION AND EXAMINATION BYELAWS  
For

## Bachelors of Business Administration (BBA)

1. **Programme:** Bachelors of Business Administration (BBA)
2. **Duration:** Three years, each year having two semesters. It will be a fulltime programme
3. **Medium of Instruction and Examinations:** English
4. **Eligibility for Admission:**

A candidate seeking admission to the programme must have:

- Passed 10+2 examination or equivalent in any discipline from a recognized Board/Institution with at least 50% (fifty percent).
- The admission to the BBA Program will be on the basis of merit of the qualifying examination and/or interview to be conducted by Jamia Hamdard.
- For admission against the NRI/Industry sponsored seats admissions will be on the basis of merit of the qualifying examination and/or interview to be conducted by Jamia Hamdard.

### 5. Course structure

The course work shall be divided into two parts per year as given below:

1 <sup>st</sup> Year	Semester-I	July to December
	Semester-II	January to May
2 <sup>nd</sup> Year	Semester-III	July to December
	Semester-IV	January to May
3 <sup>rd</sup> Year	Semester-V	July to December
	Semester-VI	January to May

During an academic year, a candidate shall be enrolled only for one course of study and shall not appear for any other examination of this or any other University.

The semester-wise course outline, total marks allocated to each course, internal assessment and semester examinations marks for all specialization are listed in Annexure as syllabus. Detailed course content of the syllabus shall be prescribed by the Board of Studies (BOS) and shall be reviewed periodically.

**NOTE: Depending on circumstances prevailing in the market, the University/BOS reserves the right to change any paper/update the syllabus and to increase or decrease the number of optional papers.**

### 6. Attendance

- a) All students must attend every lecture delivered. However, to account for the late joining or other such contingencies, the attendance requirement for appearing in the semester examinations shall be a minimum of 75% of the total classes actually held.
- b) In order to maintain the attendance record of a course, a roll call will be taken by the subject teacher in every scheduled lecture.
- c) Attendance on account of participation in the prescribed functions of NCC, NSS, Inter-University sports, educational tours/field work assigned by the university to students shall be credited to the aggregate, provided the attendance record, duly counter signed by the officer in-charge, is sent to the Head of Department within two weeks' time after the function/activity.
- d) The subject teacher will consolidate the attendance record for the lectures for each student. The subject teacher will submit the consolidated attendance to the Course coordinator. The course coordinator will prepare a list of short attendance based on all the consolidated attendance received from the subject teachers. This will further be submitted to the Head of the Department. The statements of attendance of students shall be displayed on the Department's Notice Board at the beginning of the following month and consolidated attendance before the conclusion of each semester as given in the University Calendar.  
**Notices displayed on the Notice Board shall be deemed to be a proper notification, and no individual notice shall be sent to students.**
- e) If a student is found to be continuously absent from the classes without information for a period of 30 days, the teacher in charge shall report it to the Head of Department, who will inform the Registrar through the Dean. Registrar will issue a notice to such student, as to why his/ her admission should not be cancelled. The Registrar will take a decision on cancellation of admission within 30 days of issue of

the notice. A copy of the order shall be communicated to the student.

- f) A student with less than 75% attendance of the lectures in each course shall be detained from appearing in the semester examination of that course. The Dean of Faculty concerned may consider application for the condonation of shortage of attendance up to 5% on account of sickness or any other extra ordinary circumstances, provided the medical certificate duly certified by registered Medical Practitioner, had been submitted within 7 days of the recovery from the illness.

A student detained on account of attendance will be re-admitted to the same class in the next academic year on payment of current fees except Enrolment and identity card fees

## **7. Scheme of Examination**

Each paper shall carry 100 marks. Of these, 75 marks shall be for semester examination and 25 marks for internal assessment.

## **8. Internal Assessment**

Internal assessment for 25 marks in respect of theory papers will be based on written tests, case discussions, assignments, quizzes, marks for presentations, viva-voice etc. The breakup is as follows: 10marks for Sessional (two sessionals of 5 marks each). 5 for class participation (attendance), 10 for assignments/presentations.

- The evaluation shall be done by the subject teacher and marks will be notified.
- There shall be two to three written tests in each course in a semester. The test will be conducted as per the academic calendar. Individual faculty member to announce the date for tests or conduct them as per academic calendar.
- Internal assessment for 05 marks shall be done by the subject teacher based on the class room performance of the student including class attendance and class participation.
- The teacher concerned shall maintain records of marks of various components of evaluation for each student and the same will be notified at the end of the semester.
- The internal assessment marks shall be submitted by Head of the Department to the Assistant Registrar, Examinations at the end of the semester.
- A candidate who has to reappear (as an ex-student) in the semester examination of a course will retain the marks of internal assessment.
- A student who will be required to seek re-admission, for whatever reason, will have to appear for internal assessment and tests afresh.

**\* Overall participation in other programs of the University will carry suitable weight in internal assessment.**

## **9. Semester Examinations**

- a) The Semester examinations shall be held at the end of each semester as notified in the academic calendar. There shall be supplementary examination followed by result declaration of main examination. Candidates shall appear in the examination of their uncleared papers of the supplementary examination in the next semester examination of the same paper along with other students of junior batch. Thus, the uncleared papers of Semester - I shall be cleared in Semester- III and those of Semester - II in Semester-IV. Semester-III and any backlog of Semester I in Semester-V and Semester-IV and any backlog of semester II in Semester-VI. Likewise, the examination of uncleared papers of semester V and VI would be taken up by the student next year along with the junior batch.
- b) A student who cleared all the papers of a semester/annual examination of a programme/course will be eligible for improvement examination. Supplementary/Improvement Examinations will be held within one month of declaration of results.
- c) A student shall be eligible to appear at the improvement examination if he/she secures "C" and "P"

grade in any course

- d) For the purpose of determining SGPA/CGPA, the better of the two performances (regular and improvement) in the examination shall be taken into consideration.
- e) The improvement examination will be allowed only once within 1 year of the date of original examination.
- f) The Improvement examination shall be conducted along with the supplementary examination within one month of declaration of result.
- g) The marks/grades scored by the students in the improvement examination shall not be considered for award of medals, prizes and ranks. Etc.
- h) The students those who will repeat/supplementary examination, will not be entitled to be considered for the award of medal, prizes, etc.
- i) Students may be allowed to seek re-evaluation of his/her answer book by submitting a written application, alongwith necessary fee, within one week of declaration of results.
- j) Upon written request, the answer books of students can be shown to them within one week after declaration of its result. For this, a fee of Rs. 2,000/- per paper will have to be paid in advance. Students will also be allowed to compare his/her marks with the highest scorer for which a fee of Rs. 4,000/- will have to be paid.
- k) The duration of semester examinations of each theory paper will be 3 hours.
- l) The question papers shall be set by either an external or an internal examiner duly appointed by the Superintendent of Examinations.
- m) The papers set by the examiners shall be moderated by a panel of moderators constituted by the Superintendent of Examinations at the time of approving the panel of examiners.
- n) A student has to undergo a 6-8 weeks Project work after 4<sup>th</sup> semester. The Project work presentation and report will be given in 5<sup>th</sup> semester.
- o) A student shall be required to maintain record of periodic progress of the project. He / she should be in constant touch with his/her supervisor. There would be continuous appraisal of the project which will carry' 40 marks as a part of internal assessment (presentation) and 60 marks for external assessment (project report).
- p) The minimum pass marks shall be 40 Percent in each theory and viva-voce Examination.

## 10. Promotion Criteria

A student will be required to clear minimum 40% his/her papers in a semester/annual examination to be eligible for promotion to the next semester/year. A student may appear in the supplementary examination after each semester/annual examination and can have a choice to appear in the backlog papers in the supplementary examination or in the subsequent regular semester/annual examination. A student detained due to shortage of attendance will repeat his/her paper in the subsequent semester concerned (even/odd).

In addition to the above if a student is unable to clear 40% of the subjects in a particular semester or has been detained for whatever reason will seek re-admission in the same semester in next academic year.

Any student who has completed all the six semesters but has some backlogs will appear in the subsequent backlog papers as an ex-student during the span period. After expiry of the span period he/she has to get approval by the Competent Authority for appearing in backlog papers.

## 11. Span Period

A student must complete all the requirements of BBA degree within a period of five years from his/ her admission. In a genuine case, permission may be granted even beyond the period of five years with prior approval of the Vice Chancellor.

## 12. Credit System

Credits are a value allocated course units to describe the student workload required to complete them. They reflect the quantity of work each course requires in relation to total quantity of work required to complete a full semester/ year of academic study at the institution i.e. lectures, practical work, seminars, private work in the laboratory, library or at home and examination or other assessment activities. The following is the list of subjects, wherein the core subjects are compulsory. The students are given choice to choose minor subjects and SEC (Skill Enhancement Course) subject and specialization according to his preference.

**Name of the Academic Program: Bachelor of Business Administration (BBA)**

### **PROGRAM LEARNING OUTCOMES (PLOs) ( 12)**

After completing this course, the students should be able to:

PLO – 1 - Exhibit a coherent understanding and application of the principles of Accountancy, Finance, Marketing, Human Resource Management, Law, Services Management, International Business, and Business Strategy in Business Administration

PLO – 2 - Demonstrate procedural knowledge expected of an Accounting, finance, marketing, Human resource, legal, services management & International Business professional, including professionals engaged in research and development, teaching, and government / public service.

PLO - 3 - Demonstrate skills in the areas related to their specialization in Business Administration & emerging developments in Business Administration.

PLO - 4 – Use accounting, financial, marketing, human resource, and other management-related skills to formulate and tackle business administration-related problems and identify and apply Business Administration principles and methodologies to solve a wide range of problems associated with Business Administration.

PLO - 5 – Communicate the results of studies undertaken in Business Administration in a range of different contexts using the main concepts, constructs, and techniques of Accounting, Finance, Marketing, Human Resource Management, and other related disciplines.

PLO - 6 – Understand their own areas of interest and meet their own learning needs by drawing on a range of current research and development work and professional materials

PLO – 7 – Identify and analyze problems and issues in a given unfamiliar context and apply their disciplinary knowledge and transferable skills to solve complex problems with well-defined solutions

PLO – 8 – Demonstrate accounting, finance, and other management-related and soft skills that are relevant to accountants, finance professionals & management professionals.

PLO – 9 – Demonstrate ICT Skills

PLO – 10 – Demonstrate personal skills such as the ability to work both independently and in a group

PLO – 11 – Demonstrate professionalism by identifying potential ethical issues in work-related situations and being objective, truthful, unbiased, and ethical in all aspects of work.

PLO – 12 – Demonstrate appreciation of intellectual property, environmental & sustainability issues and promote a safe learning and working environment.

### IMPLEMENTATION OF UGC CBCS PROGRAMME STRUCTURE BBA

#### Semester-1

Paper Code	Subject	Discipline	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-F-01	Principles of Management	Core	25	75	100	3-1	4
BBA-F-02	Business Communication	Core	25	75	100	3-1	4
BBA-F-03	Marketing Management – 1	Core	25	75	100	3-1	4
BBA-F-04	Business Economics	Core	25	75	100	3-1	4
	Any one from elective-2	Generic	25	75	100	3-1	4
	Any one from elective -3	SEC	25	75	100	3-1	4
<b>Total</b>						<b>18-6</b>	<b>24</b>

#### Semester-2

Paper Code	Subject	Discipline	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-F-05	Business Statistics	Core	25	75	100	3-1	4
BBA-F-06	Business Law	Core	25	75	100	3-1	4
BBA-F-07	Organizational Behaviour	Core	25	75	100	3-1	4
BBA-F-08	Cost Accounting	Core	25	75	100	3-1	4
	Any one from elective-2	Generic	25	75	100	3-1	4
	Any one from elective-3	SEC	25	75	100	3-1	4
<b>Total</b>						<b>18-6</b>	<b>24</b>

#### Semester-3

Paper Code	Subject	Discipline	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-F-09	Human Resource	Core	25	75	100	3-1	4

	Management						
BBA-F-10	Business Environment	Core	25	75	100	3-1	4
BBA-F-11	MIS	Core	25	75	100	3-1	4
BBA-F-12	Business Ethics and Corporate Governance	Core	25	75	100	3-1	4
	Any one from elective-1	Generic	25	75	100	3-1	4
	Any one from elective-2	Minor	25	75	100	3-1	4
<b>Total</b>						<b>18-6</b>	<b>24</b>

#### Semester-4

Paper Code	Subject	Discipline	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-F-13	Business Research Methods	Core	25	75	100	3-1	4
BBA-F-14	Financial Management	Core	25	75	100	3-1	4
BBA-F-15	International Business Environment	Core	25	75	100	3-1	4
BBA-F-16	Marketing Management - 2	Core	25	75	100	3-1	4
	Any one from elective-1	Generic	25	75	100	3-1	4
	Any one from elective-2	Minor	25	75	100	3-1	4
<b>Total</b>						<b>18-6</b>	<b>24</b>

#### Semester-5

Paper Code	Subject	Discipline	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-F-17	Quantitative Techniques for Managers	Core	25	75	100	3-1	4
BBA-F-18	Income Tax	Core	25	75	100	3-1	4
BBA-F-19	Production and Operations Management	Core	25	75	100	3-1	4
BBA-F-20	Project Work	Core	40	60	100	N/A	4
	Any one from elective-1	Generic	25	75	100	3-1	4
	Any one from elective-3	SEC	25	75	100	3-1	4
<b>Total</b>						<b>15-5</b>	<b>24</b>

#### Semester-6

Paper Code	Subject	Discipline	Marks Internal	Marks Semester	Total	L-T	Credits
BBA-F-21	Business Policy and strategy	Core	25	75	100	3-1	4
BBA-F-22	Project Management	Core	25	75	100	3-1	4



BBA-F-23	Personality Development	Core	25	75	100	3-1	4
BBA-F-24	Grand Viva	Core	00	100	100	N/A	4
	Any one from elective-1	Generic	25	75	100	3-1	4
	Any one from elective-3	SEC	25	75	100	3-1	4
<b>Total</b>						<b>15-5</b>	<b>24</b>

### ELECTIVE- 1 -Discipline Specific

BBA-DM-102	Sales and Distribution	25	75	100	3-1	4
BBA-DM-109	Consumer Behaviour	25	75	100	3-1	4
BBA- DH-101	Performance Management	25	75	100	3-1	4
BBA-DH-102	Maintenance of Human Resources	25	75	100	3-1	4
BBA-DS-102	Managing Tourism Services	25	75	100	3-1	4

### ELECTIVE-2 Generic Course

Paper Code	Subject	Marks	Marks	Total	L-T	Credits
		Internal	Semester			
BBA-G-01	Small Business and Entrepreneurship	25	75	100	3-1	4
BBA-G-02	Goods and Services Tax	25	75	100	3-1	4
BBA-G-04	Environment Management	25	75	100	3-1	4
BBA-G-05	Indian Economy	25	75	100	3-1	4
MOOCs/SW AYAM	Challenges to Sustainable Development*					
MOOCs/SW AYAM	Introduction to Information Technology*					

**\*SEMESTER 1/2**

MSD-017: Challenges to Sustainable Development By Dr. Deeksha Dave; Dr. Y.S.C. Khuman | Indira Gandhi National Open University. At present no student has been offered MOOCs / SWAYAM

**\*SEMESTER ¾**

CIT-002: Introduction to Information Technology By Shri. Akshay Kumar | Indira Gandhi National Open University

### Elective-3 Skill Enhancement Course

Paper Code	Subject	Marks	Marks	Total	L-T	Credits
		Internal	Semester			
BBA-S-01	Business Mathematics	25	75	100	3-1	4
BBA-S-02	Basics of Computers and Office Management	25	75	100	3-1	4
BBA-S-05	Social Media Ethics	25	75	100	3-1	4

BBA-S-06	Communicative English	25	75	100	3-1	4
BBA-S-07	E-Commerce	25	75	100	3-1	4

### Grading System

The grade awarded to a student in any particular course will be based on his/her performance in sessional and final examinations. The letter grades and their equivalent numerical points are listed below.

Letter Grade	Grade Point	Range of Percentage of Marks
O (Outstanding)	10	90 and above to 100 (90-100)
A+ (Excellent)	9	80 and above and Less than 90 (80<90)
A (Very Good)	8	70 and above and Less than 80 (70<80)
B+ (Good)	7	65 and above and Less than 70 (65<70)
B (Above average)	6	55 and above and Less than 65 (55<65)
C (Average)	5	50 and above and Less than 55 (50<55)
P (Pass)	4	40 and above and Less than 50 (40<50)
F (Fail)	0	00 and above and Less than 40 (00<40)
Ab (Absent)	0	

If a candidate does not write a paper, he/ she will be awarded I grade.

Adoption of the UGC grading system and evolve a conversion formula from CGPA to percentage of marks and vice versa

Letter Grade*	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

### Earned Credit (E C)

The credit for the course in which a student has obtained “C” or a higher grade will be counted as credits earned by him/ her. Any course in which a student has obtained “F” grade will not be counted towards his/ her earned credits

### Evaluation of Performances

- SGPA (Semester Grade Point Average) will be awarded on successful completion of each semester
- CGPA (Cumulative Grade Point Average) which is the grade point average for all the completed semester at any point in time, which will be awarded in each semester on successful completion of the current semester as well as all of the previous semester. CGPA is not applicable in semester I.

### Calculation of SGPA and CGPA in a semester

$$\text{SGPA} = \frac{\sum (\text{Earned Credits X Grade Point})}{\sum (\text{Course Credits Registered})}$$

$$\text{CGPA} = \frac{\sum_{J=1}^m (\text{Earned Credits X Grade Point})}{\sum (\text{Course Credits Registered})}$$

Where m is the number of semester passed

### Classification of Results.

The result of successful candidates who fulfill the criteria for the award of BBA shall be classified at the end of last semester, on the basis of his/her CGPA.

### Formula for Conversion of CGPA into percentage of Marks.

The percentage equivalent to the CGPA shall be obtained by using the following formula:

$$\text{Equivalent percentage of CGPA} = \text{CGPA} \times 10$$

Classification shall be done on the basis following criteria: -

- He/ she shall be awarded “I Division with Distinction” if her/ his final CGPA is 7.5 and above and upto 10.
- He/ she shall be awarded “First Division” if her/ his final CGPA is 6.00 and above and less than 7.50.
- He/ she shall be awarded “Second Division” if her/ his final CGPA is 5.00 and above and less than 6.00.
- He/ she shall be awarded “Third Division” if her/ his final CGPA is 4.00 and above and less than 5.00.

# SYLLABUS

## **BBA: Semester- I**

### **Paper BBA-F-01 Principles of Management**

#### **Course Objectives:**

- To acquire knowledge on principles of management
- To understand the corporate strategic planning techniques
- To acquire the knowledge on organization structure
- To familiarize with the different types of leadership

#### **Course Learning Outcomes CLOs:**

- After completion of this course students will be able to understand the concept & functions and importance of management and its application.
- It will also make the student understand principles, functions and different management theories.
- Students will be adept with various the techniques of controlling and co-ordination management techniques like Quality Circle, TQM, BPR and Six Sigma.
- After completion of this course students will have basic understanding of concepts like Leadership, Planning, Decision-Making, Organizing, Communication, Selection and Training, Controlling, Motivation and Direction.

#### **UNIT 1: Business Organization**

**(Sessions : 8)**

Introduction to business, Forms of organizations, Objectives of business, Social responsibilities of business, Business risks, Business systems and environment.

#### **UNIT 2: Finance**

**(Sessions : 8)**

Methods of raising finance, Sources of long term finance.

#### **UNIT 3: Marketing and Advertising**

**(Sessions : 8)**

Nature and functions of marketing, Advertising, Channels of Distribution.

#### **UNIT 4: Management**

**(Sessions : 8)**

Nature of management, Development of management thought.

#### **UNIT 5: Functions of Management**

**(Sessions : 8)**

Leadership, Planning, Decision-Making, Organizing, Communication, Selection and Training, Controlling, Motivation and Direction.

#### **Suggested Readings:**

1. Basu. Business Organization and Management Tata McGraw Hill, New Delhi.
2. Gupta, C.B. Modern Business Organisation. Mayur Paper Backs, New Delhi.
3. Lele, R.K. and J.P. Mahajan. Business Organisation. Pitamber Publishing, New Delhi.
4. Mishra, N. Modern Business Organisation. SahityaBhawan, New Delhi.
5. Prasad, Lallan and S.S. Gulshan. Management Principles and Practices. S. Chand & Co. Ltd., New Delhi.
6. Chhabra, T.N. Principles and Practice of Management. DhanpatRai& Co., Delhi.
7. Singh, B.P. and T.N. Chhabra. Business Organisation and Management. DhanpatRai& Co., Delhi.

**References:**

1. T Ramaswamy.Principles of Management
2. R.C. Bhatia, Business Organization and Management
3. Jim, Barry, John Chandler, Heather Clark. Organisation and Management. Thomson Learning.
4. Bushkirk R.H. et al Concepts of Business: An Introduction to Business System.Dryden Press, New York.
5. Bowen, H.R. Social Responsibilities of Business. Harper and Row, New York.
  
6. Allen L.A. Management and Organisation. McGraw Hill, New York.
7. Ansoff, H.J. Corporate Strategy. John Wiley, New York.
8. Burton Gene and Manab Thakur. Management Today Principles and Practice. TataMcGraw Hill, New Delhi.

**Note: Latest edition of text book may be used.**

**BBA: Semester- I****Paper BBA-F-02  
Business Communication****Course Objectives**

- To provide understanding about the nature and importance of different forms of communication
- To develop communication skills for organising their jobs

**Course Learning Outcomes CLOs**

On completion of this course, the students will be able to

**CO1.** To be familiar with Communication as a process in an organization and understand the principles of effective communication.

**CO2.** To demonstrate his/her verbal and non-verbal communication ability and will be able to distinguish among various levels of organizational communication and communication barriers.

**CO3.** To demonstrate his/her ability to write without error while making an optimum use of correct Business Vocabulary & Grammar in group discussions, and arguments.

**CO4.** To develop listening skills and overcome various listening barriers and showcase spoken skills.

**CO5.** To stimulate their Critical thinking by designing and developing clean and lucid writing skills.

#### **UNIT-I**

(Sessions 8)

Business Communication- Defining communication, Process of communication, Objectives of communication, Principles of effective communication, Importance of Business communication, Importance of Feedback.

#### **UNIT- II**

(Sessions 8)

Channels of communication, Types of communication, Barriers of communication and ways to overcome them, Intrapersonal and Interpersonal Communication.

#### **UNIT –III**

(Sessions 8)

Non-Verbal Communication Skill- Types, Body Language, kinetics, proxemics, para-language.

#### **UNIT- IV**

(Sessions 8)

Listening-Importance of Listening, Barriers to Listening and overcoming them, Developing Listening Skills, Spoken skills, Presentation skills, Debates, Interview, Group Discussion.

#### **Unit-V**

(Sessions 8)

Written Communication- Types of written communication, business letters, complaint letters, employment letters, writing memo, notice, writing effective business reports and recording of minutes of meetings.

#### **Reference book**

1. Kumar V and Raj,B. Business Communication , Kalyani Publishers
- 2.Kaul, Asha,Effective Business Communication,PHI publications
3. Herta A Murphy, Herbert W Hildebrandt and Jane P Thomas” Effective BusinessCommunication”, Tata McGraw Hill Publishing Company Limited, New Delhi 1997
5. Dalmar Fisher “Communication in Organizations”, JaicoPublishing House, Mumbai, 1999

**Note: Latest edition of text books may be used.**

## **BBA: Semester- I**

### **Paper BBA-F-03 Marketing Management-I**

#### **Objectives:**

*The objective of this paper is to acquaint the students with the marketing principles and practices; thereby impart understanding about the process of marketing in a business firm.*

## Course Learning Outcomes CLOs

**CO1:** Keeping in mind the ever changing market, this course is meant to enable the students in understanding the various strategies and principles necessary for the business world.

**CO2:** This course will help the students in understanding the fundamentals of marketing and the nitty-gritty of its relevance in businesses.

**CO3:** The Students will be able to exhibit and relate their conceptual knowledge in the functional area of marketing management.

**CO4:** Students will be able to demonstrate effective understanding of relevant functional areas of marketing management as well as their application.

**CO5:** Students will be able to relate their understanding of the different concepts with the marketing strategies they encounter in their day to day life.

**CO6:** The students will be capable of exploring themselves by placing selves in various roles of the corporate world and to realize the challenges they might have to face.

### Unit I

(Sessions : 8)

**Marketing:** nature and scope of marketing; marketing concepts- traditional and modern; selling and marketing; marketing mix; marketing environment; service marketing- characteristics of service.

### Unit II

(Sessions : 8)

**Consumer behavior** and market segmentation: nature, scope and significance of consumer behavior; market segmentation- concept and importance; bases for market segmentation.

### Unit III

(Sessions : 8)

**Product:** concept of product; consumer and industrial goods; product planning and development; packaging- role and functions;

### Unit-IV

(Sessions : 8)

**Branding:** brand name and trade mark; product life cycle; after sales service.

### Unit-V

(Sessions : 8)

**Price:** importance of price in marketing mix; factors affecting price; discounts and rebates; pricing strategies.

### Reference Books:

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Education
2. Cundiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hall of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.
4. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. (Special Indian Edition). McGraw Hill Education
4. Rorsiter Johan R, Percy Larry: Advertising and Promotion Management; McGraw Hill, New York
5. Aaker, David and Myers Johan G, et. al.; Advertising Management; Prentice Hall of India; New Delhi

**Note: Latest edition of text books may be used.**

## BBA: Semester- I

**Paper BBA-F-04**  
**Business Economics**

**Course Objective:**

*To acquaint the students with the basic concepts of microeconomics dealing with consumer behaviour and behaviour of firms under different market structures; thus, enabling them to obtain managerial problem-solving skills and execute managerial functions through application of economic theories and models.*

**Course Learning Outcomes CLOs**

1. Apply the micro economic concepts and techniques in evaluating business decisions taken by firms
2. Understand the concept of demand analysis and forecasting
3. Comprehend the concepts of cost, nature of production and its relationship to business operations.
4. Understand the four basic market models of perfect competition, monopoly, monopolistic and oligopoly competition.
5. Integrate the concept of price and output decisions of firms under various market structure

**Unit-I**

**(Sessions : 8)**

**Meaning and scope of Managerial Economics** - Relationship between managerial economics and other subjects - Role and Responsibilities of Managerial Economists.

**Unit-II**

**(Sessions : 8)**

**Demand Analysis and Forecasting:** Types of demand - Determinants of demand - Demand function - Elasticity's of demand - Its importance - Demand forecasting Techniques.

**Unit-III**

**(Sessions : 8)**

**Production Analysis :** Production function - Law of diminishing return - Isoquants - Marginal rate of Substitutions - Elasticity of substitution - Laws of returns to scale - Economies and diseconomies of scale

**Unit-IV**

**(Sessions : 8)**

**Cost Analysis:** Cost concepts - Short run cost - output relations - Long run cost - output relations - Cost control and cost reduction - Break - Even Analysis.

**Unit-V**

**(Sessions : 8)**

**Market Structure and Pricing:** Features, Price and output decisions under perfect competition, Monopoly, Monopolistic Competition, Oligopoly - Pricing methods.

**References:**

1. AHUJA .H.L. –Business Economics: Recommended by UGC in its Model Curriculum, S.Chand& Co, New Delhi. S. Chand & Company Ltd, 2013, Revised edition.
2. Ferguson, Charles E.(1972), Microeconomic theory"Cambridge University press.
3. R.R.Barthwal, Microeconomic Analysis (3<sup>rd</sup>ed), Wiley Eastern Ltd.
4. W.J.Baumol, Economic Theory and Operational Analysis, Prentice Hall.
5. A.Koutsyanni's, Modern Microeconomics, Macmillan.
6. M.L.Trivedi, Managerial Economics – Theory and Applications, Tata McGraw Hill

**Suggested Readings:**

1. Pindyck, R.S., D. L. Rubinfeld and Mehta, P. L. Microeconomics, Pearson Education.
2. Gould, J.P., and Lazear, E.P. Microeconomic Theory, All India Traveller Bookseller, New Delhi.
3. Salvatore, D. Schaum's. Outline of Theory and Problems of Microeconomic Theory, McGraw-Hill International Edition.
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed ). Pearson.



**Note: Latest edition of text books may be used.**

## **BBA: Semester- II**

### **Paper BBA-F-05 Business Statistics**

#### **Course Objectives:**

Students would be able to understand the basic statistical techniques to analyze, interpret and forecast the business data and would also be able to understand the optimum utilization of resources through operation research methods which ultimately helps in business decision making.

#### **Course Learning Outcomes CLOs**

CO-1: Learn to calculate the measures of central tendency and measures of dispersion and their application in business

CO-2: To examine the association and causal relationship among variables

CO-3: Describe the concept of operation research and linear programming

CO-4: To understand the application of probability distributions to various business problems.

CO-5: To apply the Z –test and t-test for mean comparison and perform hypothesis testing

#### **Unit – I: Statistical Data and Descriptive Statistics**

**(Sessions : 8)**

Measures of Central Tendency Mean, median and mode, Measures of Variation: absolute and relative. Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance

#### **Unit - II: Simple Correlation, Regression Analysis and Time Series Analysis (Sessions : 8)**

Correlation Analysis. Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's coefficient of correlation; calculation and properties (proofs not required). Correlation and Probable error; Rank Correlation, Regression Analysis. Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate, Introduction to Time Series Analysis.

#### **Unit – III: Linear Programming Problem**

**(Sessions : 8)**

Introduction to OR, Linear Programming - Graphical and Algebraic Solution (maximization and minimization).

#### **Unit – IV: Probability and Probability Distributions**

**(Sessions : 8)**

Introduction to Probability, Normal Probability Distribution, Standardized Normal Distribution

#### **Unit - V: Theory of Estimation and Hypothesis Testing**

**(Sessions : 8)**

Hypothesis testing: Concept; Level of Significance; Process of testing; Test of hypothesis concerning Mean; Test of hypothesis Normal Z test & t test for single mean.

#### **Suggested Readings:**

1. R.P. Hooda, Statistics for business and Economics.
2. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
3. Richard Levin & David Rubin: Statistics for management, Prentice Hall.
4. Tondan, Ravi: Business Statistics.
5. Ken Black, Business Statistics.

**Note: Latest edition of text books may be used.**

## **BBA: Semester- II**

### **Paper BBA-F-06 Business Law**

#### **Course Objectives:**

*The objective of this paper is to impart basic knowledge of the important business legislation and provisions of the Companies Act 2013 along with relevant case law.*

#### **Course Learning Outcomes CLOs**

Upon successful completion of this course students will be able to:

- ❖ Understand the legal environment of business and get a basic and broad understanding of business laws.
- ❖ Learn about the discharge and remedies for breach of legal contracts.
- ❖ Acquire knowledge of sale of goods act which governs the contract relating to sale of goods.
- ❖ Have a basic understanding of Memorandum of Association (MoA) and Article of Association (AoA) which define a company's scope of work, objectives, rules and internal management.
- ❖ Learn the basics of Annual General Meetings and Statutory meetings and legal process of resolution.

#### **Unit – I (Sessions :10)**

**Indian Contract Act** - Formation - Terms of contract - Forms of contract - Offer and Acceptance Considerations. Capacity - Flaw in consent, Void agreements

#### **Unit - II (Sessions :10)**

**Contracts:** Performance - Tender - Quasi contract - Discharge - Remedies for breach of contract. Contract of Agency - Types, creation, duties, rights of principal and agent - Termination of agency.

#### **Unit - III (Sessions : 8)**

**Sale of Goods Act** - Sale and agreement to sell - Formation - Caveat emptor - Implied conditions and warranty. Definition of Joint Stock Company - Kinds

#### **Unit - IV (Sessions : 6)**

Memorandum of Association - Contents - Doctrine of Ultra Vires - Articles of Association – Contents - Distinction between the Two - Doctrine of Indoor Management - Prospectus - Contents

#### **Unit – V (Sessions : 6)**

Meetings and Resolutions - Statutory Meeting - Annual General Meeting - Extra - Ordinary General Meeting - Resolutions - Ordinary & Special. Winding up of a company-Types

## Suggested Readings:

1. N.D. Kapoor, Business Laws, Sultan Chand and Sons, New Delhi 2004
2. MC Kuchhal, Modern Indian Company Law, Shri Mahaveer Book Depot (Publishers), Delhi.
3. Chadha, P.R, Business Law, Galgotia Publishing Company, New Delhi
4. Maheshwari&Maheshwari, Business Law, National Publishing House, New Delhi.
5. M.R. Sreenivasan, Business Laws, Margam Publications.
6. M.V. Dhandapani, Business Laws, Sultan Chand and Sons.
7. S. Badre Alam and P. Saravanel, Mercantile Law

**Note: Latest edition of text books may be used.**

## BBA: Semester- II

### Paper BBA-F-07 Organizational Behaviour

#### Course Objective:

*To acquaint students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.*

#### Course Learning Outcomes CLOs

**CO1:** Analyze the organizational behaviour concepts, and correlate organizational behaviour concepts with individual and group behaviour.

**CO2:** Evaluate personality types, perception and learning process on human behaviour. In addition to this, Analysis and implications of values and attitude in the corporate world.

**CO3:** Recognize the importance of group and group formation stages in the organisation. Implications of various decision-making approaches in the organisation.

**CO4:** Evaluation and analysis how the study of organizational behaviour can aid in improving the various management processes and practices such as controlling etc.

**CO5:** Identify the critical issues organizational culture and organizational climate and factors influencing organizational culture.

#### Unit I

(Sessions: 8)

**Organizational behavior:** Meaning, importance, historical development of organizational behavior. → Nature and models of Organization Behavior. Concept of Individual Behavior, Determinants of Individual behavior.

#### Unit II

(Sessions: 8)

**Personality** - Concept , Nature, determinants of personality, stages of personality development. Various theories of personality, Learning and Behavior modification.

Perception – Nature and meaning of Perception, perceptual errors, Values and different types of values. Attitude – concept and different forms of attitude.

### Unit III

(Sessions: 8)

**Nature of group dynamics**, reasons for the formation of groups, characteristics of groups, theories of group formation, Importance of groups to the organization, Problems created by small groups, Team building, group decision making.

### Unit IV

(Sessions : 8)

**Importance to organizations**, Process of controlling, some important management tools as means of controlling, Management of change: meaning, importance, resistance to change, factors contributing to organizational change, introducing change in large organizations, change agents.

### Unit-V

(Sessions : 8)

**Organizational culture and effectiveness**; concept, distinction between organizational culture and organizational climate, factors influencing organizational culture. Organizational effectiveness indicators, achieving organizational effectiveness.

#### Suggested Readings:

1. Rao, VSP and Narayana, P.S. ↯ Organization Theory & Behavior ↯ Konark Publishers Pvt. Ltd., Delhi, 1987.
2. Prasad, L.M ↯ Organizational Theory & Behavior ↯ Sultan Chand & Sons, New Delhi, 1988.
3. Sekaran, Uma ↯ Organizational Behavior↯ text & cases ↯Tata McGraw Hill Pub Ltd., New Delhi, 1989.
4. Robbins, P.Stephen ↯ Organizational Behavior↯ concepts, controversies & Applications ↯ Prentice Hall of India Ltd., New Delhi, 1988.
5. Chhabra T.N. &Taneja P.L. Organizational Behaviour, DhanpatRai and Company (P) Ltd., Delhi, India,2003

**Note: Latest edition of text books may be used.**

## BBA: Semester- II

### Paper BBA-F-08 Cost Accounting

#### Objective:

*To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.*

#### Course Outcome:

Upon successful completion, students will have the knowledge and skills to:

1. Understand the important concepts and principles related to cost accounting and a basic distinction of cost accounting with other branches of accounting.
2. Develop an understanding of the various elements of cost in order to control and reduce costs.
3. Learn the need of various types costing including job costing, activity costing and process costing to help businesses keep track of all the costs they have to pay to produce a product or deliver a service.
4. Demonstrate mastery over budgetary control system and performance measurement systems;
5. Understand the importance of break-even analysis which is key to analyze the profit structure of an enterprise

### Unit 1: Introduction.

(Sessions : 8)

Concept of cost, costing, cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and objectives of cost Accounting, Advantages and Limitations of Cost Accounting Difference between Financial and Cost Accounting, Cost Unit & Cost Centre

**Unit 2: Elements of cost**

(Sessions : 8)

Classification of cost & Types of Costs, Preparation of Cost Sheet; Material, Labour and overhead cost,

**Unit 3: Methods of Costing**

(Sessions : 8)

Job Costing – Meaning, Features, Advantages and Limitation, Contract Costing – Basic Concepts, Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains, Operating Costing – Meaning, Features & Objectives Techniques of Costing

**Unit 4: Budget and Budgetary Control-**

(Sessions : 8)

Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budgets

**Unit 5. Cost Accounting techniques**

(Sessions : 8)

Marginal Costing; Meaning of Marginal Cost and Marginal Costing; Absorption Costing vs. Marginal Costing; Break-even analysis; Margin of safety and Application of Marginal Costing for decision making

**Books Recommended: -**

1. Advanced cost Accounting by Saxena and Vasistha.
2. Jain S.P., Narang K.L., AggrawalSimmi, Cost Accounting Principles and Practice, Paperback, 2016
3. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, Shree Mahavir Book Depot (Publishers)
4. Shukla, M.C., T.S. Grewal and M.P. Gupta. Cost Accounting: Text and Problems. S. Chand & Co. Ltd., New Delhi
5. Arora, M.N. Cost Accounting – Principles and Practice. Vikas Publishing House, New Delhi.
6. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. Prentice Hall of India, New Delhi
7. Cost Accounting by Ratnam.

**Note: Latest edition of text books may be used.**

**BBA: Semester- III**

**Paper BBA-F-09**

**Human Resource Management**

**Objective:**

*To acquaint students with the techniques and principles to manage human resource of an organisation.*

**Course Learning Outcomes CLOs**

**CO 1:** Explain the importance of human resources and their effective management in Organizations and management, structure of human resource development in the organisation.

**CO2:** Identify the best corporate policies and strategies along with the different strategic and operational control strategies.

**CO3:** It provides a basic understanding of human capital requirement and its planning. It also highlights the different tools used in forecasting and planning of human resource.

**CO4:** State the significance of competitive compensation, employee benefits to both employers and employees. It also appraise a job-based compensation scheme that is consistent

with organizational goals, mission and values, and at the same time linked to the labour market.

**CO5:** Identify the critical issues in the implementation of disciplines, grievances and trade union.

**Unit I** (Sessions : 8)

**Introduction to HRM & HRD:**

Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

**Unit II** (Sessions : 8)

**Human Resource Policies & Strategies**

Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme, developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.

**Unit III** (Sessions : 8)

**Manpower planning:**

Human Resource Procurement & Mobility, Productivity & improvement job analysis & Job design, work measurement, ergonomics' Human Resource planning-objectives, activities, manpower requirement process Recruitment & Selection, Career planning & development, training methods, basic concept of performance appraisal. Promotion & Transfer.

**Unit IV** (Sessions : 8)

**Compensation:**

Employee Compensation, Wage policy, Wage determination, and Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965.

**Unit V** (Sessions : 8)

**Employee relations:**

Discipline & Grievance handling types of trade unions, problems of trade unions

**Books:**

1. Mondy, A. W. and Noe, R. M., Human Resource Management, Pearson Education.
2. Decenzo, D.A. and Robbins, S. P., Fundamentals of Human Resource Management, Wiley, India.
3. TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi
4. Dessler, G. and Varkkey, B., Human Resource Management, Pearson Education, Delhi.
5. Dipak Kumar Bhattacharya, Human Resource Management, Excel Books, 2009, 2<sup>nd</sup>ed
6. Arun Monappa, Managing Human Resource,
7. Essential of HRM and Industrial Relations-P. Subba Rao
8. C.B. Memoria, Personnel Management

**Note: Latest edition of text books may be used.**

**BBA: Semester- III**

**Paper BBA-F-10  
Business Environment**

**Objective:**

To impart students understanding about the basic concepts of Business Environment, trade and industry in modern business world to prepare them face emerging challenge of managing business.

**Course Learning Outcomes CLOs**

CO1. The concept and of Business Environment. Globalization and its importance and impact on world trade. Analyse various types of environment.

CO2. Analyse different kind of Business sectors along with its advantages and disadvantages.

CO3. The concept of merger and acquisition. Explore M & A in Indian corporate scenario.

CO4. Give exposure how to set new enterprise? How to prepare business plan?

CO5. Understand various forms of trade format and its impact on economy.

**Unit1.****(Sessions : 8)****Unit I Introduction to Business Environment**

- a) Business – Meaning, Definition, Nature & Scope, Types of Business Organizations.
- b) Business Environment- Meaning, Characteristics, Scope and Significance, Components of Business Environment.
- c) Micro and Macro Environment – Definition, Differentiation, Analysis of Business Environment, SWOT Analysis.
- d) Introduction to Micro-Environment –  
Internal Environment: Value system, Mission, Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity  
External Environment: Firm, customers, suppliers, distributors, Competitors, Society
- e) Introduction to Macro Components – Demographic, Natural, Political, Social, Cultural Economic, Technological, International and Legal)

**Unit II Political Economic and Legal environment**

- a) Political Institutions- Legislature, Executive, Judiciary, Role of government in Business, Legal framework in India.
- b) Economic environment- economic system and economic policies. Concept of Capitalism, Socialism and Mixed Economy
- c) Impact of business on Private sector, Public sector and Joint sector
- d) Sun-rise sectors of India Economy. Challenges of Indian economy.

**Unit III Social and Cultural Environment –**

Nature, Impact of foreign culture on Business, Traditional Values and its Impact, Social Audit – Meaning and Importance of Corporate Governance and Social Responsibility of Business.

**Unit IV Technological environment -Features, impact of technology on Business**

Competitive Environment – Meaning, Michael Porter’s Five Forces Analysis, Competitive Strategies

**Unit V International Environment –**

GATT/ WTO: Objective and Evolution of GATT, Uruguay round, GATT v/s WTO, Globalization – Meaning, Nature and stages of Globalization, features of Globalization, Foreign Market entry strategies, LPG model.

MNCs – Definition, meaning, merits, demerits, MNCs in India

FDI – Meaning, FDI concepts and functions, Need for FDI in developing countries, Factors influencing FDI, FDI operations



in India,

Recommended:

Cherunilam Francis: Business Environment: Himalaya Publishing House

Sherlekar S A, Modern Business Organisation and Management System Approach

Justin Paul: Business Environment-Text and Cases, McGrawHill.

Sengupta: Government and Business, Vikas Publishing House, New Delhi.

Misra&Puri: Economic Environment of Business, Himalaya Publishing House

Morrison J, The International Business Environment, Palgrave

Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi

MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi

Business Environment Raj Aggarwal Excel Books, Delhi

Strategic Planning for Corporate Ramaswamy V McMillan, New Delhi

Business and society – Lokanathan and Lakshmi Rajan, Emerald Publishers.

Economic Environment of Business – M. Adhikary, Sultan Chand & Sons.

## **BBA: Semester- III**

### **Paper BBA-F-11**

#### **Management Information System**

#### ***Course Objectives-***

The Objective of this paper is to provide students understanding about usage of Information Systems for competitive advantage; the use of decision support system and other decision making concepts of MIS

#### **Course Learning Outcomes CLOs**

Upon successful completion of this course students will be able to:

- Evaluate the major role played by information systems in today's changing business environment, where we are using IT enabled services (ITES)
- Define an information system from both a technical and a business perspective since they are going to lead digital business and managing a digital economy.
- Identify the major management challenges and their resolution by application of Information system & technology.
- Able to correlate industrial and technological relationship as we are in Technology 4.0 and approaching Technology 5.0,
- Able to identify the role of Information in decision making process which is the back bone of any organization.
- Understand the concept of Business Process Re-engineering (BPR) and their relationship with technology



## Unit I

(Sessions : 8)

**Introduction to MIS:** Concept, Definition, Role of MIS, Impact of MIS, MIS and user, Management effectiveness and MIS.

Strategic Management of Business: Types of strategies, MIS and Strategic Business Planning

Communication Networks-Concept, Network Topologies, LAN, WAN, TCP/IP

## Unit II

(Sessions : 8)

**MIS and Decision Making-** Concepts, Process, MIS and Security challenges, MIS and Information and Knowledge, Database Management Systems: Introduction, Hierarchical Database Model, Network Database Model, Relational Database Model

## Unit III

(Sessions : 8)

**Business Process Re-Engineering-** Concept, MIS and BPR, Decision Support Systems (DSS) - Concept, Application, Knowledge Management Systems, MIS and Benefits of DSS.

## Unit IV

(Sessions : 8)

**Enterprise Management Systems** –Concept, Enterprise Resource Planning System, EMS and MIS, E-Business Enterprise – E-Business, E-Commerce, E-Communication, E-Collaboration

## Unit V

(Sessions : 8)

**Applications of MIS in Manufacturing Sector-**Personnel Management, Financial Management, Production Management, Marketing Management, MIS applications in Service Industry, Management Ethics and Governance

## Reference Book

1. Waman S Jawadekar, MIS. McGraw Hill Publications.
2. Kenneth C Laudon and Jane P Laudon, “Management Information Systems- Managing the Digital Firm”, Pearson Education, 2/e, 2009.
3. CSV Murthy, “Management Information Systems- Text & Applications”, Himalaya Publishing House, 3/e, 2011
4. Gordon B. Davis, Magrethe H. Olson, “Management Information Systems, Conceptual Foundations Development”, Tata McGraw Hill, 2008.
5. Satyasekhar. GV, “Management Information Systems”, Excel Books, 2007.

**Note: Latest edition of text books may be used.**

## BBA: Semester- III

### Paper BBA-F-12

### Business Ethics and Corporate Governance

**Objective:** To inculcate the understanding of business ethics and corporate governance among learners which includes the concept building, practical implication and challenges faced by practitioners.

### Course Learning Outcomes CLOs

**CO 1:** To develop understanding of basics of ethics, values and Morals

**CO 2:** To provide an insight upon the evolution of different ethical theories & its impact on business

**CO 3:** To aware the financial complications in business and human resource issues

**CO 4:** To provide an overview of origin and development of corporate governance in India

**CO 5:** To elaborate the role of different authorities in the corporate governance

**Unit-1**

**(Sessions : 8)**

**Introduction:** What is Ethics, Nature and scope of Ethics, Facts and value, Ethical subjectivism and Relativism, Moral Development (Kohlberg's 6 stages of Moral Development), Ethics and Business, Myth of a moral business

**Unit-2**

**(Sessions : 8)**

**Decision making (Normal Dilemmas and Problems):** Application of Ethical theories in Business: Utilitarianism. Economic Justice: Distributive Justice, Ethical Issues in Functional Areas of Business. Marketing: Characteristics of Free and Perfect competitive market, Monopoly oligopoly, Ethics in Advertising (Truth in Advertising).

**Unit-3**

**(Sessions : 8)**

**Finance:** Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Goldenparachute. HR: Workers Right and Duties: Work place safety, sexual harassment, whistleblowing.

**Unit-4**

**(Sessions : 8)**

**Origin and Development of Corporate governance,** Theories underlying Corporate Governance, Agency theory, Separation of ownership and control, Ethics and Governance, Process and Corporate Governance (Transparency Accountability and Empowerment).

**Unit-5**

**(Sessions : 8)**

**Role of Board of Directors and Board Structure,** Role of Board of Directors, Role of the Non-executive Director, Role of Auditors, SEBI Growth of Corporate Governance. Role of Government, Corporate governance in India.

CASE ANALYSIS COMPULSORY

**Recommended Books:**

1. C.S.V. Murthy, Business Ethics and Corporate Governance, HPH
2. Francis & Mishra, Business Ethics, TMH
3. Fernando, Corporate governance, Pearson
4. S. Prabakaran, Business Ethics & Corporate Governance, EB
5. Mallin, Corporate Governance, Oxford
6. U.C.Mathur, Corporate Governance & Business Ethics, MacMillan

**Note:** Latest edition of text books may be used.

**BBA: Semester- IV**

**Paper BBA-F-13  
Business Research Methods**

**Objectives:**

*To enable students for acquiring basic knowledge in business research methods and to develop basic skills in them to conduct survey researches and case studies*

**Course Learning Outcomes CLOs**

**After the completion of the course, the students will be able to**

**CLO1:** Understand the concepts of business research, identify critical business research problems, key variables and frame research questions-cum-hypotheses.

**CLO2:** Explore and apply research design techniques to solve specific business problems.

**CLO3:** Comprehend on the sampling design and sampling error for its application in research.

**CLO4:** Understand different measurement scales and be able to create questionnaire for conducting the research.

**CO5:** Develop various techniques of coding and editing of data for statistical analysis.

### **Unit I**

**(Sessions : 8)**

**Business research:** meaning and definition – features of business research, Business Research Process, Ethical issues in Research, process of problem definition – understanding background of the problem - determination of unit of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

### **Unit II**

**(Sessions : 6)**

**Research Design:** Meaning and Types. Exploratory research- objectives & methods, experience survey, secondary data analysis, case study, pilot study by focus group interview, Descriptive and Causal research – survey, experiments, secondary data studies and observation

### **Unit III**

**(Sessions : 10)**

**Sampling Design:** simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non-sampling error.

### **Unit IV**

**(Sessions : 8)**

**Measurement and scaling:** nominal - ordinal – interval and ratio scale, designing questionnaire, Survey methods

### **Unit V**

**(Sessions : 8)**

**Data processing:** processing stages, editing, coding and data entry, descriptive analysis under different types of measurements – percentages frequency table, measures of central tendency.

### **Reference Books:**

1. Donald R. Cooper and Pamela S. Schindler: Business Research Methods, Latest edition, Irwin McGraw-Hill International Editions, New Delhi.
2. John Adams, Hafiz T.A. Khan, Robert Raeside, David White: Research Methods for graduate business and social science students, Response Books, New Delhi – 110044.
3. Naresh K. Malhotra: Marketing research, latest edition, Pearson Education.
4. William G. Zikmund, Business Research methods, Thomson
5. Wilkinson T.S. and Bhandarkar P.L.: Methodology and Techniques of social research, Himalaya Publishing House.

**Note: Latest edition of text books may be used.**

## **BBA: Semester- IV**

### **Paper BBA-F-14 Financial Management**

#### **Objective:**

*To familiarize the students with the concepts, tools and practices, decision and process of financial management in a business firm.*

#### **COURSE LEARNING OUTCOMES (CLOs)**

After completing this course, the students should be able to:

CLO-1: Discuss the meaning, the nature, and the scope of corporate finance (Understand Level)

CLO-2: Discuss the goals of financial management & the organization of finance function in a typical company (Understand Level)

CLO-3: Apply the concepts of present value, future value, and the value of an annuity to solve simple corporate finance problems. (Apply Level)

CLO-4: Describe the capital budgeting process and techniques. (Understand Level)

CLO-5: Appraise capital budgeting projects using various capital budgeting techniques. (Analyze Level)

CLO-6: Contrast various capital budgeting techniques (Analyze Level)

CLO-8: Recognize the importance, components, and methods of working capital management (Understand Level)

CLO-9: Describe various capital structure theories and principles of dividend policy. (Understand Level)

#### **UNIT 1 Introduction**

**(Sessions : 8)**

Meaning, nature and scope of finance, financial goals, finance functions

#### **UNIT II Time Value of Money**

**(Sessions : 6)**

Concepts of Present Value, Future Value, Value of Annuity

#### **UNIT III Capital Budgeting**

**(Sessions : 10)**

The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital rationing

#### **UNIT IV Working Capital Decisions**

**(Sessions : 8)**

Meaning, significance and types of working capital, Financing of working capital, Management of Inventor, management of cash; management of account receivables

#### **UNIT V Capital structure and Dividend Decisions**

**(Sessions : 8)**

Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure, determining capital structure in practice, Cost of capital, Principles of Dividend Policy

## Books:

1. Chandra, P. Financial Management-Theory and Practice, Tata McGraw Hill
2. Pandey, I M. Financial Management, Vikas Publications UNCTAD Reports
3. Khan, M.Y. and P.K. Jain, Financial Management: Text and Problems, Tata McGraw Hill
4. Vanhorne, J.C.: Financial Management and Policy; Prentice Hall of India, New Delhi.
5. Ravi M kishore: Fundamentals of Financial Management Books:
6. Rustagi, R.P., Financial Management, Galgotia Publishing Company

**Note: Latest edition of text books may be used.**

## BBA: Semester- IV

### Paper BBA-F-15 International Business Environment

#### Objectives:

*The purpose of the course is to familiarize students with various environmental factors and forces that affect a firm's overseas operations and learn to manage international business.*

#### Course Learning Outcomes CLOs

CO1- The students would be able to identify and describe factors and forces that affect an organization's decision to internationalize its business.

CO2- The student would be able to define international business and describe how it differs from domestic business with respect to laws, regulations and taxation.

CO3- The students would be able to identify and analyze challenges in working, communicating, and negotiating in a cross-cultural context.

CO4- To be able to understand the relevance and role played by the international institutions in supporting international business.

#### Unit I

(Sessions : 8)

**International Business and Environment:** World Trade in Goods and Services – Major Trends and Developments; Framework for Understanding International Business Environment: Analysis of Economic, Socio-cultural, Political, Legal and Technological Environment of a Foreign Country

#### Unit-II

(Sessions : 8)

**Cultural Environment:** Elements of Culture, Cultural Models- Hofstede's Cultural Dimensions, Managing across cultures- Strategies for dealing with cultural differences

#### Unit III

(Sessions : 8)

**Global Trading Environment:** Liberalization of World Trade. FDI and their Impact on the Economy, Impact of Technology on international business, Technology Transfer – Importance and Types, Issues in Transfer of Technology to Developing Countries.

#### Unit IV

(Sessions : 6)

**International Financial Environment:** Foreign Investment – Types and Flows; Monetary System-Exchange Rate Mechanism and Arrangements

**Unit V**

**(Sessions :10)**

**International Economic Institutions and Regional Economic Groups:** IMF, World Bank- It's affiliates, UNCTAD and WTO; International Commodity Agreements. Multilateralism vs. Regionalism; EU, NAFTA, ASEAN, SAFTA

**Text Books**

1. Daniels, John D. and Radebaugh, Lee H. and PrashantSalwan (2010). International Business: Environment and Operations, 8th Edition, Pearson Education.
2. Charles, W. L. Hill (5 th Edition, 2005). International Business: Competing in the Global Marketplace, Tata McGraw Hill.

**Reference Books**

1. Deresky (2003). International Management: Managing Across Borders and Culture, Pearson Education.
2. Paul, J (2004). International Business, Prentice-Hall.
3. Aswathappa (2005). International Business, Tata McGraw Hill

**Note: Latest edition of text books may be used**

**BBA: Semester- IV**

**Paper BBA-F-16  
Marketing Management-2**

**Objectives:**

*To make the student understand the marketing concepts and major decisions involved in marketing management; thereby develop necessary skills in analyzing marketing problems and situations.*

**Course Learning Outcomes CLOs**

CO 1: Students would be able to understand the importance of promotions. How it is important for marketers to be continuously in touch with buyers through advertisements. The students would be able to understand the importance of selling and its various forms.

CO 2: The students would be able to thoroughly understand the importance of distribution, its emergence as supply chain management and how distribution has revolutionized the product delivery.

CO 3: Students would be able to sense the importance of advertisement around them. How their shopping and purchase is being affected through advertisement. Students would be able to recognize what are the different media available around them. Students can evaluate various outcome of advertisement, their characteristics and effectiveness.

CO 4: Students can relate how media planning and scheduling is done. Students would also be able to understand the limitation of advertisements, ethical aspects and legal aspect of it.

CO 5: Students would be able to understand the impact and purpose of various promotional strategy i.e. sales promotion through coupon, price off, etc. students can also understand the importance of discount for consumers and also for traders/retailers

**Unit-I**

**(Sessions : 8)**

**Promotion:** promotion mix; methods of promotion; advertising; personal selling; selling as a career.

**Unit-II**

**(Sessions : 8)**

**Distribution:** physical distribution; channels of distribution-concept and role; types of channels; factors affecting choice of a particular channel; physical distribution of goods;

**Unit III**

(Sessions : 8)

**Advertising:** functions of advertising; advertising media; different types of media; relative merits and demerits; characteristics of effective advertisement;

**Unit-IV**

(Sessions : 8)

**Media:** measuring media effectiveness; media planning and scheduling; Legal and ethical aspects of advertising.

**Unit V**

(Sessions : 8)

**Sales promotion:** meaning, nature and functions; limitations of sales promotion; sales promotion schemes: sample; coupon; price off; premium plan; consumer contests and sweep stakes; POP displays; demonstration; trade fairs and exhibitions; sales promotion techniques and sales force.

**Reference Books:**

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Cundiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hal of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.

**Note: Latest edition of text books may be used.**

**BBA: Semester- V**  
**Paper BBA-F-17**  
**Quantitative Techniques for Managers**

**Course Objective:**

- To familiarize the students with the quantitative techniques with emphasis on applications to business and economic situations.

**Course Learning Outcomes CLOs**

On completion of this course, the students will be able to

- Understand various quantitative & statistical methods
- Understand data and draw inference from data
- Calculate and interpret statistical values by using statistical tool (correlation & regression)
- Demonstrate an ability to apply various statistical tool to solve business problem

**Unit I**

(Sessions : 8)

**Theory of probability:** Probability rules – Bayes theorem - Probability distribution - Binomial, Poisson and Normal.

**Unit II**

(Sessions : 8)



**Statistical decision theory:** Decision environment - decision making under certainty and uncertainty and risk conditions - EMV, EOL and marginal analysis - value of perfect information - decision tree analysis - simulation and sensitivity analysis.

### Unit III

(Sessions : 8)

**Sampling theory:** meaning of sampling - random sample - characteristics of random sampling method - non random sampling methods and their uses - determining sample size - sampling error and standard error.

### Unit IV

(Sessions : 8)

**Sampling distribution:** Features central limit theorem - uses of sampling distribution - estimation - estimating population parameters - point and interval estimates - estimating proportion, percentage and mean of population from large sample and small sample. Testing of hypothesis - testing of proportions and means of large samples - through small samples - one tailed and two tailed tests - testing differences P between two samples for mean and proportions - errors in hypothesis testing

### Unit V

(Sessions : 8)

**Chi square distribute [Pon:** characteristics – applications - tests of independence and tests of goodness of fit - test of association - F distribution - testing of population variance - analysis of variance - one way and two way analysis.

Correlation and regression analysis - simple, partial and multiple correlation - computation methods - simple, partial and multiple regressions - computation methods - estimating values using regression equation - standard error of estimate - testing significance of correlation and regression coefficients - interpreting correlation - explained variation and unexplained variation - coefficient of determination.

### Reference Books:

1. N.D.Vohra, “Quantitative Techniques in Management”, Tata McGraw Hill, 3<sup>rd</sup> edition.
2. Anderson, D. R., D. J. Sweeney and T. A. Williams. 2003. *Quantitative Methods for Business*. South-Western Educational Publishing.
3. Anderson, D. R., D. J. Sweeney, T. A. Williams and J. D. Camm. 2009. *Quantitative Methods for Business*. South-Western College Publishing.

**Note: Latest edition of text books may be used.**

## BBA: Semester- V

### Paper BBA-F-18

### Income Tax

### Objectives:

*The course aims to help students to comprehend the basic principles of the laws governing Direct and Indirect taxes. Students are expected to have only elementary knowledge of the topics specified in the syllabus.*

### Course Learning Outcomes CLOs

On successful completion of this course, the student will be able to

CO-1: Demonstrate knowledge of direct taxes and identify the technical terms related to Income Tax.

CO-2: Students would determine the residential status of an individual and scope of total income.

CO-3: Students would compute income from salaries, house property, business/profession, capital gains and income from other sources.

CO-4: Discuss the various benefits/ deductions under Chapter VI-A of the Income tax act, 1961

CO-5: Compute the net total income of an individual.



**Unit -1:** (Sessions: 6)

**Introduction of Income Tax Act 1961**

Charge of Income tax, person, assessment year, previous year, Maximum amount which is not chargeable to income tax, Assesses, Rounding off of total income tax, Scope of total income, residential status.

**Unit -2:**

**Income Under the head –salary** (Sessions: 10)

Meaning of salary, Taxability of component of salary, perquisites, Perquisites where taxable only in the case of specified employees, tax free perquisites (for all employees), Treatment of leave travel concession or assistance(LTC/LTA), treatment of provident fund for income-tax purposes, Gratuity, uncommitted and Commuted pension leave encashment, deduction from salary. Problems on salary computation and taxability.

**Unit-3:**

**Income under the head- Income From House Property** (Sessions: 9)

Meaning of house property, ownership, use of the house property, Computation of net annual value of a property, treatment of unrealised, deductions from net annual value of property, computation of income of a property which is self-occupied, interest when not detectable, unrealised rent received charges, Practical problems under this head.

**Unit- 4:**

(Sessions: 9)

**Income under the head – Profit and Gain of Business or Profession**

Meaning of P&G of business or profession, study of deductions under this head, Depreciation, assets installation, manufacture incomes, site restoration funds, expenditure on Scientific research, Time of payment of fees, Amortisation of preliminary expenses, Specified expenditure, deemed profit chargeable to tax, practical Problems under this head.

**Unit-5:**

(Sessions: 9)

**Income under the head Capital Gain, Income from other sources, TDS & PAT**

Computation of income under the head ‘Capital Gain’ from investment and Income from other sources. Income which do not form part of Total income. Deduction u/s 80A to 80U, Practical problem under this heading, Deduction of tax at sources, Payment of advance tax.

**Text Books**

1. Lal, B.B., (2009), Income Tax and Central Sales tax Law and Practice, 30th edition, Pearson Education.
2. Singhanian, V. K and Singhanian, Monica, Students Guide to Income Tax, latest edition, Taxman Publications.

**Reference Books:**

1. Ahuja, Girish and Gupta, Ravi, Systematic Approach to Income Tax, Latest Edition, Bharat Law House.
2. Datey, V.S., Indirect Taxes-Law and Practice, latest edition, Taxmann Publications.
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs)
4. Vashisht, Nitin and Lal, B.B., (2009), Direct Taxes: Income Tax, Wealth Tax and Tax Planning, 30<sup>th</sup> edition, Pearson Education.

**Note: Latest edition of text books may be used.**

# **BBA: Semester- V**

## **Paper BBA-F-19 Production and Operations Management**

### **Objectives-**

*This subject will develop students' knowledge in operations management in an organization, its strategies and priorities; product design, various layouts and work study techniques used in operations; various process technologies including, project, job shop, batch, assembly line and continuous flow; inventory control, statistical quality control and total quality management.*

### **Course Learning Outcomes CLOs**

1. The students will be able to develop a vast understanding of the concepts of Production and Operations Management.
2. The students have developed an understanding of the application-oriented approach in operations management.
3. The ability to grasp the latest developments in operations management spanning the international arena.
4. The ability to comprehend the role of operations in an organization during strategic decision making, planning and operational control.
5. The students would be well acquainted with the mechanics that come into play while delivering high-quality, cost-competitive products and service.

### **UNIT 1**

**(Sessions: 8)**

#### **Introduction**

Meaning and Functions of Production Management, Role and Responsibility of Production Function in Organization, Types of Production System- Continuous Intermittent, Joblotsetc Plant Layout- Objectives, Types, Materials Flow, Pattern. Safety Considerations and Environmental Aspects.

### **UNIT II**

**(Sessions: 6)**

#### **Production Design**

Definition, Importance, Factors affecting product Design, Product Policy-Standardization, Simplification. Production Development-Meaning, Importance, Factors Responsible for Development, Techniques of Product Development.

### **UNIT III**

**(Sessions: 9)**

#### **Production Planning and Control**

Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control-Meaning, objectives, Factors affecting Production Control.

### **UNIT IV**

**(Sessions: 9)**

#### **Methods Study, Work Study and Time Study**

Methods Study- Concept, Questioning Techniques, Principles of Motion Economy, flow Process Chart, Multiple Activity Chart, SIMO Chart, Travel Chart. Work Study- Concepts, Scope and Applications, Work Study and Production Improvement.

Time Study –Routing Concepts, Stopwatch Study, Allowance, PMTS Systems (Concepts Only) Quality Control, Quality Circles, Effects of Globalization on Business.

## UNIT V

(Sessions: 8)

### Ergonomics

Definition, Importance, Work and Rest Cycles, Biomechanical Factors, Effects of Factors such as Light, Ventilation, Noise, Heat on Performance. Importance, Safe Practices in handling Chemicals, Gases, Bulk Materials, Safety with cargo handling equipment, Safetyequipment's and Devices, Statutes Governing Safety.

### Recommended Books:

1. James Apple & John, Plant Layout and Material Handling, Wileysons
2. Aswathappa, K & Shridhara Bhat, K. "Production and Operations Management", Himalaya Publishing House Mumbai, 2/e, 2009
3. R S Goel, Production & Operations Management, Pragati Prakashan
4. Chunawalla & Patel, "Production and Operations Management", Himalaya Publishing House, Mumbai, 2009.
5. Chavy, SN. Production & Operation Management, TMH Delhi
6. Elwood S Butta, Modern Production and Operation Management

**Note: Latest edition of text books may be used.**

# **BBA: Semester- VI**

## **Paper BBA-F-21 Business Policy and Strategy**

### **Objectives:**

The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

### **Course Learning Outcomes CLOs**

After the completion of the intended course of Business Policy and Strategy, students should be able to:

1. To understand and explain business policy and strategy, long-range planning, strategic planning, etc.
2. To understand and explain the strategic management process and various factors affecting it like environmental factors, organizational factors, etc.
3. To understand and explain the environmental scanning process via discussion of various socio-cultural, economic, legal, and political factors.
4. To understand and explain the process of internal analysis of any business by using various tools like swot analysis, functional area profile and resource and development matrix, etc.
5. To understand and explain various strategy formulation approaches via strategy options like growth and expansion, diversification, retrenchment, BCG Model, stop-light strategy model etc.

### **Unit I**

**(Sessions : 8)**

Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course – Forecasting, Long-range planning, strategic planning and strategic management.

### **Unit II**

**(Sessions : 8)**

Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.

### **Unit III**

**(Sessions : 9)**

Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.

### **Unit IV**

**(Sessions : 8)**

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource, Deployment Matrix, Strategic Advantage Profile; SWOT analysis.

### **Unit V**

**(Sessions : 8)**

Formulation of Strategy: Approaches to Strategy formation; major strategy options –Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model

### **Text Books**

1. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi
2. Kazmi, Azhar; Business Policy, Tata McGraw-Hill, New Delhi
3. Suri R.K.; Business Policy & Strategic Management, Brijwasi Publisher & Distributor.

**Note: Latest edition of text books may be used.**

## **BBA: Semester- VI**

### **Paper BBA-F-22**

### **Project Management**

Objective: To enable the student to evolve a suitable framework for the preparation, appraisal, monitoring and control and hedge risk of industrial project.

#### **Course Learning Outcomes CLOs**

To enable the students to;

- i. Memorise and to understand the basic concepts of project management.
- ii. Apply these concepts in industrial projects or any other projects.
- iii. To analyse the role of administrative agencies and Project Life Cycle in Project Management.
- iv. Evaluate the projects on the grounds of project formulation, feasibility study and detailed project report etc.
- v. Design the project timeline, work break down structure using the techniques and tools of project management, to achieve the objectives of the project effectively and efficiently.

#### **UNIT-I**

**(Sessions : 8)**

Concepts of project management - concept of a project categories of projects - project life -cycle phases - project management concepts - tools and techniques for project management. The project manager - roles and responsibilities of project manager.

#### **UNIT-II**

**(Sessions : 8)**

Project formulation - formulation stages - bottlenecks - feasibility report –financing arrangements - finalization of project implementation schedule.

#### **UNIT-III**

**(Sessions : 8)**

Administrative agencies for project approval Ministry of Finance - Bureau of public enterprises planning commission public investment board. Organizing human resources and contracting - delegation project manager's authority -project organization - accountability in project execution - contracts - 'R' of contracting - tendering and selection of contractors - team building.

#### **UNIT-IV**

**(Sessions : 8)**

Organizing systems and procedures - working of systems - design of systems - project work system' design - work break down structure - project execution plan - project procedure manual project control system - planning scheduling and monitoring - monitoring contracts and project diary.

#### **UNIT-V**

**(Sessions : 8)**

Project implementation stages project direction - communications in a project -coordination guidelines for effective implementation reporting in project management -project evaluation and its objectives, types and methods.

## Text and Reference Books:

1. Project Management - Choudhary–TataMcGraw Hill Pub.
2. Project Management: The Managerial Process (Special Indian Edit.) -Clifford F Gray, Oregon State University.
3. Chandra. Prasanna, Project Preparation Appraisal and Implementation. Tata McGraw Hill.

**Note: Latest edition of text books may be used.**

## **BBA: Semester- VI** **Paper BBA-F-23** **Personality Development**

### **Objectives:**

*To make the students aware about dimensions of personality; personality traits and its application in corporate sector; aware about the importance of communication in personality development.*

### **Course Learning Outcomes CLOs**

- The student will be able to understand, analyze develop and exhibit accurate sense of self.
- Think critically.
- Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.
- Learn to balance confidence with humility and overcome problems associated with personality.

### **UNIT I**

**Introduction:** Define personality, perception- personality, Man-personal personality, Personality Factors- Factors of association Personality Relationship at home-friends-environment educational factor- Situational Factors- Conditional Genetic-- spiritual-public relations factors

### **UNIT II**

**Trait Personification/ Personality Traits:** Personality Traits-personality person- formation- factors influencing person habits of highly effective people & personality habits- Be proactive—Begin with the end in mind—Put first things first—Think win- Seek first to understand then to be understood – Synergize- body language.

### **UNIT III**

**Five Pillars of Personality Development:** Introspection – Self Assessment – Self Appraisal – Self Development- Self Introduction.

### **UNIT IV**

**Self Esteem** - Term of self-esteem- symptoms- advantages- Do's and don'ts to develop positive – Positive self-esteem& negative self esteem

### **UNIT V**

**Personality Formation Structure:** Mind mapping, Competency mapping& 360\* assessment & development, Types of persons – Extrovert- Introvert, Ambivert person

## Recommended Books:

1. 7 Habits of highly effective people-Stephen Covey
2. You can win-Shiv Khera –McMillan India ltd.
3. Basic Managerial Skill for all-Prentice –Hall of India Pvt ltd, New Delhi.
4. 8 th Habit-Stephen covey
5. Management thoughts-PramodBatra.

**Note: Latest edition of text book may be used.**

## ELECTIVE I-DISCIPLINE SPECIFIC (MARKETING)

### Paper BBA-DM-102 Sales and Distribution Management

#### Objective:

*To familiarize the students with the fundamentals of personal selling and distribution. By the end of the subject the students should be aware of sales force planning and execution.*

#### Course learning Outcome

1. At the end of the course, the students will be able to understand the role that the sales and distribution department, plays for the overall growth of the enterprise.
2. The students will also be able to decipher the demanding role of a salespersonas well as the essential requirements to handle the dynamic environment faced daily.
3. Finally, the grassroot network of distribution as well as the evolving networks will be clearer to them

#### Unit I

(Session 8)

**Sales Management;** Objectives and Functions, Setting up a sales organization, Personal Selling, Management of Sales force, Recruitment & Selection, Training, Motivation and Evaluation, Compensating Sales Force

#### Unit II

(Session 8)

**Theories of Selling:** AIDAS, Right Set of circumstances, Buying formula theory. Sale forecasting, Territory Management, Sales Budget, Sales Quota.

#### Unit III

(Session 8)

**Distribution Management,** Design of Distribution Channel, Channel Conflict, Co-operation & Competition

#### Unit IV

(Session 8)

**Vertical marketing system,** Horizontal Marketing system, Designing Customer Oriented Marketing Channels: Wholesaling, Retailing.

#### Unit V

(Session 8)

**Transportation,** Warehousing, Inventory, Order Processing, Market Logistics Decision, SCM, Emerging Trends. Case analysis compulsory

## Recommended Books:

1. Havaldar, Cavale, Sales & Distribution Management Tata McGraw Hill.
2. Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, Tata McGraw Hill.
3. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.
4. S.L. Gupta, Sales & Distribution Management, Excel Books
5. Chunnwala, Sales & Distribution Management, –HPH
6. Salesmanship & Sales Management – Sahu&Raut – Vikas
7. Sales & Distribution Management, Panda and Sahadev, Oxford
8. Charles Futrell: Fundamentals of Selling, McGrawHill

**Note: Latest edition of the readings may be used.**

## **ELECTIVE I-DISCIPLINE SPECIFIC**

### **Paper BBA-DM-109 Consumer Behaviour**

**Objectives:** This course is meant to help students understand the basics of how consumers make decisions and how the related information impacts their buying decisions.

#### **Course Learning Outcomes CLOs**

CO-1 Conceptualization of marketing and consumer behaviour basics

CO-2 To develop consumer decision making insights and theoretical understanding of personality

CO-3: To discuss the rationality involved in consumer purchase decisions

CO-4: To elaborate the consumer learning, influencers and theories

CO-5: To provide an understanding of consumption externalities involved in consumer buying decisions

#### **Unit I (Sessions 8)**

Meaning, relevance and importance of consumer behavior, Relationship between consumer behaviour and marketing strategy, Market segmentation, Profiling consumers, Notion of psychographics and life-style.

#### **Unit – II (Sessions 8)**

Consumer involvement and decision-making; Consumer decision-making process; Information search process; Evaluative criteria and decision rules. Personality Meaning and nature of personality, Theories of personality: Freudian Theory, Carl Jung Personality Types, Neo- Freudian Personality Theory, and Trait Theory.

#### **Unit III (Sessions 8)**

Consumer as an individual; Motivation for purchase; Needs and goals; Rational and emotional motives; Concept of consumer frustration; Maslow's theory applied to consumer behavior.

#### **Unit – IV (Sessions 10)**

What is learning? How consumers learn, Elements of learning, Classical conditioning theory of learning, Reference group influence, Opinion leadership.

#### **Unit V (Sessions 8)**

Role of culture in consumer buying behavior, Profile of Indian consumers, Behavioural patterns of Indian consumers, Problems faced by Indian consumers, Consumer protection in India.



### **Suggested Readings:**

1. Leon G. Schiffman and Leslie Lazar Kanuk; Consumer Behaviour, Pearson Education.
2. S Sumathi and P Saravanel; Marketing Research and Consumer Behaviour, Vikas Publishing House Pvt. Ltd.
3. Satish K Batra and Kazmi S H H: Consumer Behaviour, Text and Cases; Excel Books, New Delhi.
4. M S Raju and Dominique Xardel: Consumer Behaviour, Concepts and Applications, Vikas Publishing House Pvt. Ltd.
5. Loudon and Della Bitta: Consumer Behaviour, Concepts and Applications; Tata Mc-GrawHill.

**Note: Latest edition of text book may be used**

## **ELECTIVE I-DECIPLINE SPECIFIC**

### **Paper BBA-DH-101**

### **Performance Management**

**Objective:** To enable the students to understand meaning of performance management and develop a sense of its importance for the success of an organization. It is also important for the students to understand and design performance management process and perform effective performance counselling session.

#### **Course Learning Outcomes CLOs**

- CO 1** Discuss the difference between performance management and performance appraisal.
- CO 2** Identify the necessary characteristics of accurate performance management tools.
- CO 3** List and briefly discuss the purposes for performance appraisals
- CO 4** Identify and briefly discuss the options for “what” is evaluated in performance appraisal
- CO 5** Briefly discuss the commonly used performance measurement methods and forms
- CO 6** Identify and briefly discuss available options for the rater/evaluator
- CO 7** Briefly discuss the value and the drawbacks of a 360° evaluation.
- CO 8** Identify some of the common problems with the performance appraisal process.

#### **Unit I**

**(Sessions : 8)**

Performance Management (PM) Conceptual Frame Work: Introduction to Performance Management, importance, process of Performance Management, link between Performance Management and Performance Appraisal, Benefits of Performance Management

#### **Unit II**

**(Sessions : 8)**

Performance Planning, Role Analysis and Evaluating Performance Management. Performance Appraisal, Meaning of Performance appraisal, methods and approaches to performance appraisal, Obstacles in appraisal, Designing appraisal for better results.

#### **Unit III**

**(Sessions : 8)**

360° feedback, Assessment centres, Performance reviews, Coaching and Counselling, Performance Management in Manufacturing, Services and IT Sector, Strategies for improving performance. Performance Management and development, Performance Management and pay.

#### **Unit IV**

**(Sessions : 8)**

Performance Management Application & Improvement: Performance Management for Teams, Performance Management in practice, Analysing Performance problems. Performance counselling- Concept, Principles and Skills competency based Performance Management.

#### **Unit V**

**(Sessions : 8)**

Performance Management linked Reward Systems: Reward Management, Objectives, Components of Reward System, Linkage of Performance Management to Reward and Compensation Systems “Do only what you get paid for” Syndrome, Types of pay for Performance Plans – Individual based, Team Based, Plant Wide Plans and Corporate Wide Plans.

**Recommended Books:**

- (1.) Armstrong, M. & Hellen Murlis. Reward Management. A handbook of Remuneration Strategy.
- (2.) Dwivedi, R.S. Managing Human Resources; Personnel Management in the Indian Enterprises. Galgotia Publishing Co.
- (3.) Venkataratnam, C.S., & B. K. Srivastava. Personnel Management and Human Resources. Tata McGraw Hill.
- (4.) Thomas, J. Bergman, V.G. Scarpello and F.S. Hills. Compensation Decision Making. Dryden Press.
- (5.) Dunn, J.D. and F. M. Rachal. Wage and Salary Administration: Total Compensation System. McGraw Hill, New York.
- (6.) Human Resource Management; Sharon Pande, Swapnalekha Basak, Pearson

**ELECTIVE I-DECIPLINE SPECIFIC**

**Paper BBA-DH-102  
Maintenance of Human Resources**

**Objective:**

To familiarize the students with the understanding about their potential, growth and maintenance in the Organization and also make them aware about the provisions related to employee’s welfare, health, safety and social security.

**Course Learning Outcomes CLOs**

CO 1 Understand and explain the career management process of employees and the role of HR management in career development. They will also be able to explain the concept of the psychosocial work environment.

CO 2 Understand and explain the concept of high potential employees and how these employees can be identified, attracted, and retained in the organization.

CO 3 To understand and explain various principles of labour welfare. Also will be having a good understanding of existing labour laws like factories Act, mines act, contract labour act, etc.

CO 4 To understand and explain the importance of healthy working conditions in factories and what labour managers can do to elevate the levels of hygiene and safety within a factory unit.

CO5 To understand and explain the concept of social security in India and various government policies which exist to support these policies.

**Unit I (Sessions : 8)**

Career Management: Understanding Careers, Career planning and Management, Career paths, Career development, the role of HR department in Career management of Employees. The psychosocial work environment.

**Unit II (Sessions : 8)**

High potential employees: Definition and categories of high potential (HipO) employees; characteristics of high -potential employees; Identification and development of high potential employees; Retention of high potential employees.

**Unit III (Sessions : 8)**

Labour Welfare: Need for labour welfare, Principles of Labour Welfare, Types of Labour welfare, Classification of labour welfare, Administration of welfare facilities. Welfare Provisions under Factories Act, 1948, Mines Act 1952, Contract Labour (Regulation and Abolition) Act, 1970.

#### **Unit IV**

(Sessions : 8)

Health and Safety: Healthy working Environment, Occupational Health Hazards, Safety of workers, Industrial Accidents, Industrial Safety programmes

#### **Unit V**

(Sessions : 8)

Social Security Measures: Nature of social security, methods of social, social security in India

#### **Recommended Books:**

- (1.) A.M. Sharma, Industrial Jurisprudence & Labour Legislation, HPH
- (2.) Industrial and Labour Legislations, L.M. Porwal and Sanjeev Kumar - Vrinda
- (3.) Human Resource Management, Principles and practice, P.G' Aquinas
- (4.) Human Resource management, A.K.Singh, B.R.Duggal, Puneet Mohan, Sun India Publications
- (5.) Human Resource Management; Sharon Pande, SwapnalekhaBasak, Pearson

**Note: Latest edition of text book may be used.**

### **ELECTIVE I-DESCIPLINE SPECIFIC**

#### **Paper BBA-DS-102 Managing Tourism Services**

#### **Objectives-**

*This Subject intends to acquaint students with the basics of tourism service management and role of various tourism management organizations.*

#### **Course Learning Outcome**

After completing this course, the students will be able to

CO-1. Understand the concepts of tourism and its classification to resolve practical problems.

CO-2. Apply and contextualize Tourism organization for the growth of tourism .

CO-3. Analyze the role of Ministry of Tourism and the Tourist Destination Life Cycle in solving complex Management problems.

CO-4. Evaluate the concept of Tourism product and understands its different forms and characteristics.

CO-5. Create Tourist Resources strategies and understand the Role of Travel Agencies in Tourism.

#### **Unit I**

(Sessions : 8)

Concepts, definitions, origin and development of Tourism Industry, Types of tourism, domestic, international, regional, inbound, outbound, components of tourism. Nature, characteristics, significance and scope of tourism.

#### **Unit II**

(Sessions :

8)Growth and development of tourism, Components & typology of tourism. Tourism organizations: World

Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council, (WTTC)

### **Unit III**

**(Sessions : 8)**

Role and function of Ministry of Tourism, Govt. of India, ITDC, visitor, tourist, traveler, excursionist. Tourist Destination Life Cycle.

### **Unit IV**

**(Sessions : 8)**

Concept of tourism product. Characteristics of Tourism Product, forms of tourism product both natural & man-made. Heritage Monuments, arts, craft, Flora, Fauna Environmental Ecology.

### **Unit V**

**(Sessions : 8)**

Tourist Resources -- Definition & Differentiation, Types, religious & spiritual centers, fairs & Festivals. Yoga meditation & others centers. Role of Travel Agencies in Tourism, MICE Tourism

### **Suggested Readings**

1. Introduction to Tourism & Hotel Industry, Zulfikar, SPD
2. Marketing Mgmt. for Travel & Tourism, Nelson Thrones
3. Marketing of Hospitality ---- Kotler , Bowen , Makens.
4. Event Management in leisure & tourism – David Watt
5. Tourism Development Principles and Practices, A K Bhatia
6. Travel and Tourism Manohar Puri , Gian Chand

**Note: Latest edition of text book may be used.**

## **ELECTIVE 2 GENERIC COURSE**

### **Paper BBA-G-01 Small Business and Entrepreneurship**

#### **Objectives:**

This subject intends to create entrepreneurial awareness among the students and develop Knowledge and understanding in creating and managing new Venture.

#### **Course Learning Outcomes CLOs**

: After the completion of the course the students will be able to

1. To identify and develop entrepreneurial competencies and apply enterprising behaviors in work situations
2. To classify environmental forces and recognize opportunities that could be pursued and will conduct the chosen idea's feasibility analysis.
3. To analyse market trends and competitive intelligence of various sectors within the country as well as global opportunities for the country's export promotion.
4. To interpret the entrepreneurial ecosystem as well as the institutional support for various activities. Will be able to critically examine different sources of finances, banks, venture capitalists and the idea of bootstrapping.
5. To create a business project plan for their ideas after synthesizing sector specific knowledge, once they decide to start their own venture.

### **Unit I**

**(Sessions 8)**

Entrepreneurship-Enterprise: Conceptual issues. Entrepreneurship vs. Management. Roles and functions of manager in relation to the enterprise and in relation to the economy. Entrepreneurship is an interactive process between the individual and the environment. Small business as seedbed of Entrepreneurship. Entrepreneur competencies, Entrepreneur motivation, performance and rewards

### **Unit II**

**(Sessions 8)**

Opportunity scouting and idea generation: role of creativity and innovation and business research. Sources of business ideas. Entrepreneur opportunities in contemporary business environment, for example opportunities in net-work marketing, franchising, business process outsourcing in the early 21 century.

### **Unit III**

**(Sessions 8)**

The process of setting up a small business: Preliminary screening and aspects of the detailed study of the feasibility of the business idea and financing/non-financing support; Preparation of Project Report and Report on Experiential Learning of successful and unsuccessful entrepreneurs.

### **Unit IV**

**(Sessions 8)**

Management roles and functions in a small business. Designing and re-designing business process, location, layout, operations planning and control. Basic awareness on the issues impinging on quality, productivity and environment. Managing business growth. [The pros and cons of alternative growth options: internal expansion, acquisitions and mergers, integration and diversification. Crisis in business growth.

### **Unit-V**

**(Sessions 8)**

Issues in small business marketing. The contemporary perspectives on Infrastructure Development, Product and Procurement Reservation, Marketing Assistance, Subsidies and other Fiscal and Monetary Incentives. National state level and grass-root level financial and non-financial institutions in support of small business development.

### **Reference Books:**

1. Brandt, Steven C., The 10 Commandments for Building a Growth Company, Third Edition, Macmillan Business Books, Delhi, 1977
2. Bhide, Amar V., The Origin and Evolution of New Business, Oxford University Press, New York, 2000.
3. Dollinger M.J., 'Entrepreneurship strategies and Resources', 3rd edition, Pearson Education, New Delhi 2006.
4. Desai, Vasant Dr. (2004) Management of small scale enterprises New Delhi: Himalaya Publishing House,
5. Taneja, Gupta, Entrepreneur Development New Venture Creation.,: 2nd ed. Galgotia Publishing Company
6. Holt, David H., Entrepreneurship: Strategies and Resources, Illinois, Irwin, 1955

**Note: Latest edition of text book may be used.**

## **ELECTIVE 2 GENERIC COURSE**

### **Paper BBA-G-02 Goods and Services Tax**

### **Objectives:**

*The aim is to provide an understanding regarding the existence of Goods & Service Tax (GST) & Customs law.*

## Course Learning Outcomes CLOs

After completion of this course the student would be able

CO-1: learn the concepts indirect tax and GST from the pre-GST period to post-GST period

CO-2: To understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development

CO-3: To comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market oriented economy.

CO-4: To understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.

CO-5: To make them a tax consultant in preparing the tax planning, tax management. Payment of tax and filing of tax returns.

### Unit 1

(Sessions 8)

Basic Concept of Indirect Taxes and Introduction of GST, Supply, Levy and collection Under GST

### Unit 2

(Sessions 8)

Exemption from GST, Taxability of Composite and Mixed supply, Location of the suppliers and place of supply of Goods and services under GST

### Unit 3

(Sessions 8)

Composition Levy (Composition Scheme), Time of supply and valuation of supply in GST,

### Unit 4

(Sessions 8)

Input tax credit and its utilization, Tax invoice, Credit & Debit Notes, Registration, payment of tax and Returns under GST.

### Unit-5

(Sessions 8)

Customs Law: Basic concepts, Territorial water, High Seas, Types of custom duties, valuation, Baggage Rule & Exemptions.

### Suggested Readings:

1. GST and Customs- Law & Practices- V.S. Datey, Taxmann
2. Indirect Taxes-Snowwhite Publications.
3. GST Ready Reacnor- Saxena
4. Elements of Indirect Taxes- Law & Practices- V.S. Datey, Taxmann

**Note: Latest edition of text book may be used.**

## ELECTIVE 2 GENERIC COURSE

**Paper BBA-G-04  
Environment Management**

### Objectives:

*The core module syllabus for Environment Management includes class room teaching and field work. The objective of this paper is to aware students about variety of environmental concerns and thereby creating a pro-environmental attitude and a behavioral pattern.*

### **Course Learning Outcomes CLOs:**

- i) The students should be able to understand the implication of environment concerns on business
- ii) The students should be able to develop organizational goals with sustainable attitude
- iii) The students should be able to analyze the impact of human intervention on the environment and will be able to provide for solution to decrease or eliminate the same
- iv) The students will be able to understand the impact of pollution and various methods that can be adopted to mitigate the same

### **Unit-I: Introduction to Environmental Sciences: Natural Resources: (Sessions :6)**

Environmental Sciences - Significance - Public awareness – Natural Resources- Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing –

### **Unit-II: Ecosystem, Biodiversity and Its Conservation: (Sessions : 8)**

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - Types - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - conservation of biodiversity – In-situ & Ex-situ.

### **Unit-III: Environmental Pollution And Management (Sessions : 8)**

Environmental Pollution - Causes - Effects and control measures of Air, Water, Soil, Noise, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Landslides. Role of individuals in prevention of pollution - pollution case studies.

### **Unit-IV: Social Issues - Human Population (Sessions :10)**

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental protection Act. 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment - Case studies.

### **UNIT-V: FIELD WORK (Sessions : 8)**

Visit to a local area / local polluted site / local simple ecosystem - Report submission and presentation

### **References**

1. A Text Book Of Environmental, Agarwal, K.M., Sikdar, P.K., Deb, S.C. (2002) published by Macmillan India Ltd. Kolkata, India.
2. Uberoi, N. K. (2002). Environmental Management. Excel Books.
3. Environment management by Dr. Swapan Deb”, published by Jaico Publishing House.
4. Environmental Management by S K Agrawal”, published by A.P.H. publishing Corporation.

### **Readings**

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480
4. Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, 2001. Environmental Encyclopedia, Jaico Publishing House, Mumbai, 1196.

**Note: Latest edition of text book may be used.**



## **ELECTIVE 2 GENERIC COURSE**

### **Paper BBA-G-05 Indian Economy**

<b>COURSE OUTCOMES (COs):</b>	
After completing the Course the student shall be able to:	
<b>CO-1</b>	Explain the dynamics of Economic Development and issues related with environment and development ( <b>Level 2-Understand</b> )
<b>CO-2</b>	Understand the structure and conditions of Indian economy Pre & Post Independence ( <b>Level 2-Understand</b> )
<b>CO-3</b>	Demonstrate an understanding of growth and contribution of Indian Agriculture sector and its related policies ( <b>Level 3-Apply</b> )
<b>CO-4</b>	Analyse the impacts of the plannings and schemes undertaken by the Indian government for economic developments ( <b>Level 3-Apply</b> )
<b>CO-5</b>	Develop an understanding of Economic planning and Policies and their impact on growth and development of the country ( <b>Level 3-Apply</b> )

#### **UNIT I**

(Sessions 8)

Economic Growth, Development and Underdevelopment Economic Growth, Development and Underdevelopment, Economic and Human Development, The environment and development.

#### **UNIT II**

(Sessions 8)

Structure of Indian Economy; Colonialism and underdevelopment of the Indian Economy, Nature of the Indian Economy, Natural resources, Infrastructure, Human Resource Development.

#### **UNIT III**

(Sessions 9)

Basic Issues in Agriculture; Indian Agriculture: Role, nature and cropping pattern, Issues in Indian Agricultural Policy and Rural development, Agricultural production and productivity trends, Land reforms.

#### **UNIT IV**

(Sessions 8)

The Industrial Sector and Services In Indian Economy; Industrial development during the planning period, Some major Industries of India, Industrial Policy, Labour relations, social security and exit policy, Services sector in Indian economy.

#### **UNIT V**

(Sessions 8)

Economic Planning and Policy; Economic planning-Rationale, features and objectives, Economic reforms and liberalization.

#### **References:**

1. Todaro, Michael P. and Stephen C. Smith. Economic Development. Eighth edition.
2. Bettelheim. Charles India Independent.
3. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP,



4. Patnaik, Prabhat. Some Indian Debates on Planning. T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
5. Dandekar, V. M. Forty Years After Independence in BimalJalan. (ed.). The Indian Economy: Problems and Prospects, Viking, New Delhi.
6. Ahluwalia, Montek S. State-level Performance under Economic Reforms in India in A. O. Krueger. (ed.). Economic Policy Reforms and the Indian Economy, The University of Chicago Press.
7. Nagaraj, R. Indian Economy since 1980: Vitrious Growth or Polarisation? Economic and Political Weekly. pp. 2831-39.
8. Ray, S. K. Land Systems and its Reforms In India. Sections II & III, Indian Journal of Agricultural Economics. Vol. 51. Nos. 1 & 2.
9. Visaria, Pravin. Demographic Aspects of Development: The Indian Experience. Indian Journal of Social Sciences. Vol. 6. No. 3.
10. Deepashree, "Indian Economics, Performance and Polices", ANE Books Pvt. Ltd. New Delhi

**Note: Latest edition of text book may be used.**

**ELECTIVE-3**  
**(Skill Enhancement Course)**

**Paper BBA-S-01**  
**Business Mathematics**

**COURSE LEARNING OUTCOMES (CLOs) (5 TO 8)**

After completing this Course, the students should be able to:

CLO-1: Identify different types of matrices (Understand Level)

CLO-2: Compute the sum, the difference, the product, the inverse and the determinant of matrices (Apply Level)

CLO-3: Solve a system of simultaneous linear equations using Matrix inversion and Gaussian Elimination Method (Apply Level)

CLO-4: Manipulate percentages, ratios & proportions and averages to solve simple business problems (Apply Level)

CLO-5: Manipulate mathematical series to solve simple business problems (Apply Level)

CLO-6: Manipulate Simple Interest & Compound Interest concepts to make profitable financial decisions (Apply Level)

CLO-7: Apply the rules of set theory & Permutations & Combinations for counting (Apply Level)

CLO-8: Employ the rules of differentiation, integration, maxima & minima to solve simple business problems (Apply level)

### **Unit I**

**(Sessions 8)**

Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction.

### **Unit II**

**(Sessions 10)**

Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Gaussian Elimination Method.

### **Unit III**

**(Sessions 8)**

Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.

### **Unit IV**

**(Sessions 8)**

Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination.

### **Unit V**

**(Sessions 8)**

Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems.Etc)

### **Suggested Books:**

- 1.Mehta&Madnani, Mathematics for Economics
- 2.Mongia, Mathematics for Economics
- 3.Zamiruddin, Business Mathematics
- 4.Raghavachari, Mathematics for Management

**Note: Latest edition of text book may be used.**

**ELECTIVE-3**  
**(Skill Enhancement Course)**

**Paper BBA-S-02**  
**Basics of Computers and Office Management**

**Objective:**

*The purpose of this course is to familiarize the students with the activities in a modern office. Smooth functioning of any organization depends upon the way various activities are organized, facilities provided to the staff working in the office, the working environment and the tools and equipment used in office. To provide basic knowledge of computer application and utilizing the skill in managing smart offices so that the student is well equipped in this area and is able to smart working*

**Course Learning Outcomes CLOs:**

- Learning Outcomes:
- Identify skills and competencies of an office manager.
- Describe different forms of organizations.
- Develop processes for office operations.
- Identify components of office management roles and procedures and team dynamics.
- Communicate finding using business software applications (MS Office: Word, Excel, and PowerPoint).

**Unit I: Office Management and IT**

**(Sessions: 10)**

Role of Computer in modern business and in various functional areas of business and its applications  
Introduction to office organization and management, Forms and Types of organization, Objectives and Principles of Office Management, Functions of Office Manager, Qualities required for Office Manager..

Filing and Indexing

Filing and Indexing – Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, concept of paperless office methods of filing, Digitalization and retrieval of records, Managing old records, meaning and need for indexing, various types of indexing.

**Unit II: Mailing Procedures and understanding different applications**

**(Sessions: 8)**

Mailing Procedures – meaning and importance of mail, centralization of mail handling work, office equipment and accessories, Inward and outward mail, courier services, Operating Systems: Functions, Process Management: Multi-programming, Multi-processing, Multi-tasking, Multi-threading, Real time OS; Memory Management: virtual memory; User Interface: GUI, File system

**Unit III: Understanding setting up of Modern Office**

**(Sessions: 6)**

Modern Office Equipment Introduction, meaning and Importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization. Kind of office machines. Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting.

**Unit IV: Setting and Managing Budgets and Expenses through IT systems**

**(Sessions: 12)**

Budget - Annual, revised and estimated. Recurring and non-recurring heads of expenditure; Audit process- Vouching and verification of Assets & Liabilities. Consumables/ Stock register and Asset register; Procedure for disposal of records and assets. Managing Online platforms for office meetings and protocols

**Unit V: Changing facets of Office Management and Security Issues**

**(Session 8)**

Introduction to Co-working spaces. Advantages and disadvantages of co-working spaces. Use of Modern technology in business functions like data analytics, Artificial intelligence etc. Modern office equipments like Alexa, Biometric machines, AI enabled spaces, IOT devices etc.  
Internet Security: Types of attacks, DOS attacks, Viruses and Worms, Identity Theft, Snooping and Sniffing.  
Cyber Law and Internet security Legislation

#### **Recommended Books:**

1. Information Technology for Managers, Sudalaimuthu & Hariharan, HPH
2. Understanding Computers Today & Tomorrow, D. Monley & CS Parker,
3. Cengage/Thomson
4. Introduction to Computer Science, ITL Education Solutions Ltd, Pearson
5. Information Technology, Dr. Sushila Madan, Taxmann
6. Computer Fundamentals by P K Sinha
7. Ghosh, P. K. Office Management, Sultan Chand & Sons, New Delhi
8. Duggal, B, Office Management & Commercial Correspondence, Kitab Mahal, New Delhi
9. Pillai, R.S.N and Bagavathi, Office Management, S. Chand & Company Ltd, New Delhi
10. Chopra R. K., Office Management, Himalaya Publishing House.
11. Bhatia, R.C. Office Management - Galgotia Publishers, New Delhi
12. Kuchhal M.C. Secretarial practice, Vikas Publishing House, Paperback, New Delhi.
13. Publications of the Institute of Company Secretaries of India.
14. Sinha, K.K., Business Communication, Galgotia and Sons, New Delhi.
15. Ghosh, P.K & Balachandra, V., Company Secretarial Practice, Sultan Chand & Sons, New Delhi.
16. Manual of Company's Act, 2013 by Bharat Law House. Note: Latest edition of text books may be used

**Note: Latest edition of text book may be used.**

### **ELECTIVE-3** (Skill Enhancement Course)

#### **Paper BBA-S-05** **Social Media Ethics**

#### **Objectives:**

*There is a strong need for marketing professionals who are attuned to the digital world and the myriad options that interactive social media represents for engaging customers. This subject will provide students with the background needed to successfully and ethically undertake subsequent courses in the Social Media Marketing*

After the completion of the intended course of Social Media Ethics, students should be able to:

1. To be able to understand and explain the 5 Ps of marketing operations and discuss various career options in social media marketing.
2. To understand and explain the complete campaigning process in social media marketing.
3. To understand and explain the concepts of social community, social publishing and social entertainment as well as emerging concepts if social commerce.
4. To understand and explain the concepts of social media metrics and measurements.
5. To understand and explain the importance of data mining in marketing research.
6. To understand and explain the concept of social media ethics, defamation, cyberbullying, cyberstalking etc in detail.

#### **Unit I Social Media Concepts**

**(6 Sessions)**

Social media sites and monetization; 4 Zones of social media introduced; 5<sup>th</sup> P of marketing (participation); Careers in social media marketing

**Unit II Strategic social media marketing**

**(8 Sessions)**

Overview; planning process introduced; Campaigns (tactics and results), Steps in social media marketing planning.

**Unit III Zones of social media**

**(10 Sessions)**

**Social Community:** Participation in social networks, Diffusion of digital innovation, Roger's diffusion theory of innovation, Characteristics of social media sites, Audience engagement, Brand Fans, Marketing applications of social publishing zone. **Social Publishing:** Types of content, Channels of content distribution, Social media publishing strategies, Search Engine optimization, social media optimization. **Social Entertainment:** Social Entertainment as play, elements of social gaming. **Social Commerce:** Social Commerce and customer decision making process, Social commerce tools for decision stages, Best practices to leverage social ratings. Benefits of Social Commerce.

**Unit IV Social media measurement and metric**

**(8 Sessions)**

Quantifying success; Data mining and social media; Role of social media in marketing research

**Unit V Social media and privacy/ethics**

**(8 Sessions)**

Introduction to Social Media Ethics, Defamation on Social media platforms, Cyberbullying, forms of Cyberbullying, Cyberstalking

**Recommended Books:**

1. Tuten, T. & Solomon, M. (2013). *Social Media Marketing*. Boston, MA: Pearson.
2. Van Dijck, J. (2013). *The Culture of Connectivity*. New York, NY: Oxford University Press.

**Note: Latest edition of text book may be used.**

**ELECTIVE-3**  
**(Skill Enhancement Course)**

**Paper BBA-S-06**  
**Communicative English**

**Objective:**

*This course will be able to develop and integrate students knowledge to use the four language skills i.e. Reading, Listening, Speaking, Writing in their day to day life. So they can communicate effectively and appropriately in real-life situation.*

## Course Learning Outcome

**CO1:** Students will be able to demonstrate a solid understanding of grammatical and structural aspects of the language. The better understanding of this will enable them to communicate without any error. They will further be able to analyze and restate the meaning of a text in English.

**CO2:** Students will have an understanding of the importance of semantics in any language. They will have an idea of the relevance of vocabulary in helping them out in better understanding of the language.

**CO3:** Students will be able to realize the relevance of both the reading as well as writing skills. They will find it easy to comprehend going through any text, charts, graph and get the meaning. They will also have an idea about different forms of written communication they might encounter and must have an understanding of like letters, applications, memos, notices etc.

**CO4:** Students will develop better vocabulary, pronunciation in their use of the language. They will know the role listening which plays a relevant role in making of an effective communicator. The course will enable the students to express their views with confidence.

### UNIT I

(Session 10)

**Grammar;** Grammatical & Structural Aspects: Parts of Speech, Types of Sentences, Tense, Voice, Clause, Preposition, Degrees of Comparison, Subject Verb Agreement, Modals or Auxiliaries Simple/Compound/Complex Sentences and Transformation of Sentences, Narration.

### UNIT II

(Session 6)

**Vocabulary;** Synonyms, Antonyms, Homonyms, Homophones, Idioms, Phrasal verbs, One Word Substitution

Error Correction : Identifying & Analyzing Grammatical Errors Pertaining to Usage of Verbs, Adjectives, Adverbs, Pronouns and Errors in Spelling & Punctuation

### UNIT III

(Session 8)

**Reading Skills;** Comprehension: Unseen passages, Contextual Meaning of Words, Précis

Interpretation & Summarizing: Interpretation of Visual Data in the Form of Tables, Graphs, Charts, Pie Charts and so on. Speed Reading, Understanding and Interpreting Business-Related Correspondences

### UNIT IV

(Session 8)

**Writing Skills;** Formal and Informal Letters, Business Letters, Letter to the Editor, Complaint Letter, Invitation Letters - Accepting & Declining Invitations, Making Enquiries, Placing Orders, Asking & Giving Information, Registering Complaints, Handling Complaints, Drafting Notices, Drafting Advertisements; Job Applications.

Paragraph and Essay Writing on Recent Topics, Report Writing

### UNIT V

(Session 8)

**Listening and Speaking;** Interactive Communication: Introducing Self, Greetings, Conversations, etc.

Pronunciation: Appropriate Stress, Intonation, Clarity, Business Etiquettes, Impromptu Speech, Debate, Role Play, Group Discussion, Presentation, Listening and Understanding Spoken and Formal English.

### Suggested Readings:

1. A. Ashley: A Handbook of Commercial Correspondence, OUP
2. M. Monipatty: The Craft of Business Letter Writing, Tata McGraw Hill

3. N. Gupta (Ed.): English for All, Macmillan
4. English Vocabulary Made Easy: The Complete Vocabulary Build Up for Improving English by ShrikantPrasoon
5. J. C. Nesfield : Manual of English Grammar and Composition

**Note: Latest edition of readings may be used.**

## **ELECTIVE-3** (Skill Enhancement Course)

### **Paper BBA-S-07** **E-Commerce**

#### **Course Objective:**

*This course imparts understanding of the concepts and various application issues of e-commerce like Internet, infrastructure, security over internet, payment systems and various online strategies for e-commerce.*

#### **Course Outcome:**

CO-1: Analyze the impact of E-commerce on business models and strategy.

CO-2: Describe the major types of E-commerce.

CO-3: Explain the process that should be followed in building an E-commerce presence.

CO-4: Identify the key security threats in the E-commerce environment.

CO-5: Describe how procurement and supply chains relate to B2B E-commerce.

#### **Unit 1: Introduction:**

**L-08**

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction , key elements of a business model and categorizing major E-commerce business models), forces behind ecommerce. Technology used in E-commerce: The dynamics of world wide web and internet( meaning, evolution and features) ; Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

#### **Unit II: Security and Encryption:**

**L-08** Need and

concepts, the e-commerce security environment: (dimension, definition and scope of esecurity), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients),

#### **Unit III: IT Act 2000 and Cyber Crimes**

**L-08**

IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

#### **Unit IV: E-payment System:**

**L-08**

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

**Unit V: On-line Business Transactions:****L-08**

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

**Website designing:** Introduction to HTML; tags and attributes: Text Formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets.

**Suggested Books**

1. Kenneth C. Laudon and Carlo GuercioTraver, E-Commerce, Pearson Education.
2. David Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education
3. Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4th Ed., McGraw Hill Education
4. PT Joseph, E-Commerce: An Indian Perspective, PHI Learning
5. KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education
6. TN Chhabra, E-Commerce, DhanpatRai& Co.
7. SushilaMadan, E-Commerce, Taxmann 8. TN Chhabra, Hem Chand Jain, and Aruna Jain, An Introduction to HTML, DhanpatRai& Co.

**Note: Latest edition of text book may be used.**