

Study & Evaluation Scheme

Of

Bachelor of Business Administration

[Applicable w.e.f. Academic Session 2017-18 till revised]



TEERTHANKER MAHAVEER UNIVERSITY

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

Website: www.tmu.ac.in





TEERTHANKER MAHAVEER UNIVERSITY

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

Delhi Road, Bagarpur, Moradabad (U.P.)

Study & Evaluation Scheme Of Bachelor of Business Administration

SUMMARY

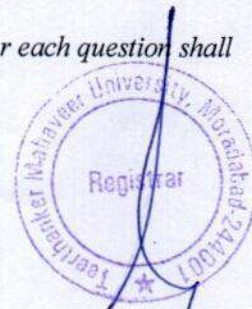
Programme	: BBA
Duration	: Three Years full time (Six Semesters)
Medium	: English
Minimum Required Attendance	: 75%
Credits:	
Maximum Credits	164
Minimum Credits Required for Degree	160
Assessment:	

Evaluation			Internal	External	Total
Theory			40	60	100
Practical/ Dissertations/ Project Reports			50	50	100
Class Test-1	Class Test-2	Class Test-3	Assignment(s)	Attendance	Total
Best two out of three					
10	10	10			
			10	10	40
Duration of Examination			External	Internal	
			3 Hours	1.5 Hours	

To qualify the course a student is required to secure a minimum of 45% marks in aggregate including the semester end examination and teachers continuous evaluation.(i.e. both internal and external).A candidate who secures less than 45% of marks in a course shall be deemed to have failed in that course. The student should have at least 45% marks in aggregate to clear the semester

Question Paper Structure

1. The question paper shall consist of SIX questions.
Out of which first question shall be of short answer type (not exceeding 50 words) and will be compulsory. Question No. 1 shall contain 8 parts representing all units of the syllabus and students shall have to answer any five (weight age 2 marks each)
2. The remaining five questions shall have internal choice. The weight age for each question shall be 10 marks.



Study & Evaluation Scheme

Programme: BBA Semester I

S. No.	Course Code	Subject	Periods			Credit	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA101	Business & Management	4	0	0	4	40	60	100
2	BBA103	Managerial Economics	4	0	0	4	40	60	100
3	BBA111/ BBA401	Business Values and Ethics	4	0	0	4	40	60	100
4	BBA112 /BBA202	Business Law	4	0	0	4	40	60	100
5	BBA199	English Communication & Soft Skills-I	3	0	2	4	50	50	100
6	BBA151	Comprehensive Viva-Voce	0	0	0	4	50	50	100
Total			19	0	2	24	260	340	600

Semester II

S. No.	Course Code	Subject	Periods			Credit	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA201	Business Environment	4	0	0	4	40	60	100
2	BBA231	Computer Fundamentals, Internet & MS-Office	3	2	0	4	40	60	100
3	BBA217/ BBA105	Organizational Behavior	4	0	0	4	40	60	100
4	BBA216/ BBA104	Fundamentals of Accounting	3	2	0	4	40	60	100
5	BBA215/ BBA102	Quantitative Techniques -I	3	2	0	4	40	60	100
6	BBA251	Computer Fundamentals(P)	0	0	4	2	50	50	100
7	BBA252	Comprehensive Viva-Voce	0	0	0	4	50	50	100
8	BBA299	English Communication & Soft Skills-II	3	0	2	4	50	50	100
Total			20	6	6	30	350	450	800

Highlighted courses deleted w.e.f. 2019-20



Semester III

S. No.	Course Code	Subject	Periods			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	TMU301	Environmental Studies	4	0	0	4	40	60	100
2	BBA302	Human Resource Management	4	0	0	4	40	60	100
3	BBA303	Marketing Management	4	0	0	4	40	60	100
4	BBA305	Management Accounting	3	2	0	4	40	60	100
5	BBA315	Quantitative Techniques -II	3	2	0	4	40	60	100
6	BBA399	English Communication & Soft Skills-III	3	0	2	4	50	50	100
7	BBA351	Comprehensive Viva-Voce	0	0	0	4	50	50	100
Total			21	4	2	28	300	400	700

Semester IV

S. No.	Course Code	Subject	Periods			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA402	Management Information System	4	0	0	4	40	60	100
2	BBA403	Financial Management	3	2	0	4	40	60	100
3	BBA404	Business Research	3	2	0	4	40	60	100
4	BBA405	Company Law	4	0	0	4	40	60	100
5	BBA415/ BBA304	Operation Research	3	2	0	4	40	60	100
6	BBA451	Term Paper	0	0	0	4	50	50	100
7	BBA499	English Communication & Soft Skills-IV	3	0	2	4	50	50	100
Total			20	6	2	28	300	400	700



Semester V

S. No.	Course Code	Subject	Periods			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA501	Entrepreneurship Development	4	0	0	4	40	60	100
2	BBA502	Materials & Production Management	3	2	0	4	40	60	100
3	BBA511	Introduction to Goods & Service Tax.	3	2	0	4	40	60	100
4		Specialization Paper –I	4	0	0	4	40	60	100
5		Specialization Paper –II	4	0	0	4	40	60	100
6	BBA599	Professional Communication	3	0	2	4	50	50	100
7	BBA551	Market Survey Report	0	0	0	4	50	50	100
Total			21	4	2	28	300	400	700

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

Semester VI

S. No.	Course Code	Subjects	Periods			Credits	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA601	Indian Economy	4	0	0	4	40	60	100
2	BBA602	Strategic Management	4	0	0	4	40	60	100
3		Specialization Paper –III	4	0	0	4	40	60	100
4	BBA610/ BBA203	Cost Accounting	3	2	0	4	40	60	100
5	BBA651	Dissertation Report	0	0	0	4	50	50	100
6	BBA652	Comprehensive Viva-Voce	0	0	0	4	50	50	100
7	BBA699	Language Lab	0	0	4	2	50	50	100
Total			15	2	4	26	310	390	700

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

Note:

L – lecture T – Tutorial

P – Practical

C-Credit

1 L – 1 Hr 1T – 1 Hr

1P – 1 Hr

1C – 1 Hr Lecture / 2 Hr Practical



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Of

Bachelor of Business Administration

(BBA)

{Specialization in Marketing/Accounting & Finance/ Human Resource Management / International Business}

[Applicable w.e.f. Academic Session 2019-20 till revised]

[As per CBCS guidelines of UGC]



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Study & Evaluation Scheme

Programme: BBA

Semester I

S.N	Category	Course Code	Course	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-1	BBACC101	Principles of Management	4	0	0	4	40	60	100
2	CC-2	BBACC102	Fundamentals of Organizational Behavior	4	0	0	4	40	60	100
3	CC-3	BBACC103	Business Economics	4	0	0	4	40	60	100
4	AECC-1	TMUGE101	English Communication-I	3	0	2	4	40	60	100
5	AECC-2	BBAAE102	Environmental Studies	4	0	0	4	40	60	100
6	GEC-1	-	Any 1 from the GEC Group	4	0	0	4	40	60	100
7	SEC-1	-	Any 1 from the SEC Group	3	0	2	4	40	60	100
Total				26	0	4	28	280	420	700

Semester II

S.N	Category	Course	Course	Periods			Credit	Evaluation Scheme		
		Code		L	T	P		Internal	External	Total
1	CC-4	BBACC201	Fundamentals of Accounting	4	0	0	4	40	60	100
2	CC-5	BBACC202	Management Information System	4	0	0	4	40	60	100
3	CC-6	BBACC203	Business Environment	4	0	0	4	40	60	100
4	AECC-3	TMUGE201	English Communication-II	3	0	2	4	40	60	100
5	GEC-2	-----	Any 1 from the GEC Group	4	0	0	4	40	60	100
6	SEC-2	-----	Any 2 from the SEC Group	4	0	0	4	40	60	100
7	SEC-3	-----		4	0	0	4	40	60	100
Total				27	0	2	28	280	420	700



Semester III

S.N	Category	Course Code	Course	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-7	BBACC301	Business Statistics	4	0	0	4	40	60	100
2	CC-8	BBACC302	Fundamentals of Human Resource Management	4	0	0	4	40	60	100
3	CC-9	BBACC303	Principles of Marketing	4	0	0	4	40	60	100
4	CC-10	BBACC304	Entrepreneurship Development	4	0	0	4	40	60	100
5	AECC-4	TMUGE301	English Communication-III	3	0	2	4	40	60	100
6	GEC-3	-----	Any 1 from the GEC Group	4	0	0	4	40	60	100
7	AECC-5	BBAAE301	Human Values & Professional Ethics	4	0	0	4	40	60	100
Total				27	0	2	28	280	420	700

Semester IV

S.N	Category	Course Code	Course	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-11	BBACC401	Introduction of Financial Management	4	0	0	4	40	60	100
2	CC-12	BBACC402	Business Policy and Strategy	4	0	0	4	40	60	100
3	AECC-6	TMUGE401	English Communication-IV	3	0	2	4	40	60	100
4	GEC-4	---	Any 1 from the GEC Group	4	0	0	4	40	60	100
5	SEC-4	---	Any 2 from the SEC Group	4	0	0	4	40	60	100
6	SEC-5	---		4	0	0	4	40	60	100
7	OE-1	-----	Open Elective -1	3	0	0	3	40	60	100
Total				26	0	2	27	280	420	700

Value added audit course: However students has to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI.

VAC-1	TMUGS401	Managing Self	2	0	0	0	50	50	100
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Semester V

S.N	Category	Course Code	Course	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-13	BBACC501	Management Accounting	4	0	0	4	40	60	100
2	OE-2	-----	Open Elective -2	3	0	0	3	40	60	100
3	DSE-1	-----	Select 2 courses from any DSE Groups A/B/C/D	4	0	0	4	40	60	100
4	DSE-2	-----		4	0	0	4	40	60	100
5	VV-1	BBAVV551	Summer Training Report Evaluation	0	0	0	4	50	50	100
Total				15	0	0	19	210	290	500

Value added audit course: However students has to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI.

VAC-2	TMUGS501	Managing Work and Others	2	0	0	0	50	50	100
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Semester VI

S.N	Category	Course Code	Course	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	DSE-3	-----	Select 2 courses from the corresponding DSE Group	4	0	0	4	40	60	100
2	DSE-4	-----		4	0	0	4	40	60	100
3	VV-2	BBAVV651	Dissertation Report Evaluation (Field Work/MSR)	0	0	8	4	50	50	100
Total				8	0	8	12	130	170	300

Note:-

C-Credits

1C = 1 Hour of Lecture /Tutorial

1C = 2 Hour of Practical

Generic Elective Courses (GEC- Group)

S.No	Code	Course	L	T	P	Credit
Semester I						
(Choose any one course)						
1	BBAGE101	Business Law	4	0	0	4
2	BBAGE102	Indian Economy	4	0	0	4
Semester II						
(Choose any one course)						
3	BBAGE201	Company law	4	0	0	4
4	BBAGE202	Macro Economics	4	0	0	4
Semester III						
(Choose any one course)						
5	BBAGE301	Cost Accounting	4	0	0	4
6	BBAGE302	Advance Accounting	4	0	0	4
Semester IV						
(Choose any one course)						
7	BBAGE401	Material and Production Management	4	0	0	4
8	BBAGE402	Goods and Service Tax	4	0	0	4
Open Electives						
Semester IV (Any one from the open elective list)						
9	-	Open Elective -1	-	-	-	3
Semester V (Any one from the open elective list)						
10	-	Open Elective -2	-	-	-	3

Skill Enhancement Course (SEC- Group)

S.No	Code	Course	L	T	P	Credit
Semester I						
(Choose any one course)						
1	BBASE101	Computer Fundamentals	3	0	2	4
2	BBASE102	Advance Excel	3	0	2	4
Semester II						
(Choose any Two course)						
3	BBASE201	Quantitative Techniques	4	0	0	4
4	BBASE202	Business Communication	4	0	0	4
5	BBASE203	Personal Selling and Salesmanship	4	0	0	4
Semester IV						
(Choose any Two course)						
6	BBASE401	Business Research	4	0	0	4
7	BBASE402	Operation Research	4	0	0	4
8	BBASE403	E-Commerce / E - Business	4	0	0	4

Discipline Specific Electives (DSE-Group)

V Semester

(Choose any two courses from any one Group)

Group-A

(Marketing Management)

S.No	Code	Course	L	T	P	C
1	BBAM501	Consumer Behaviour	4	0	0	4
2	BBAM502	Sales and Distribution Management	4	0	0	4
3	BBAM503	Service Marketing	4	0	0	4

Group - B

(Finance)

1	BBAF501	Indian Financial Systems	4	0	0	4
2	BBAF502	Security Analysis and Portfolio Management	4	0	0	4
3	BBAF503	Project Management	4	0	0	4

Group-C

(Human Resource Management)

1	BBAH501	Human Resource Development	4	0	0	4
2	BBAH502	Industrial Law	4	0	0	4
3	BBAH503	Performance Management	4	0	0	4

Group-D

(International Business)

1	BBAI501	International Business Management	4	0	0	4
2	BBAI502	Export & Import Policy and Documentation	4	0	0	4
3	BBAI503	International Marketing Management	4	0	0	4

V Semester

(Choose any two courses from any one Group)

Group-A

(Marketing Management)

S.No	Code	Course	L	T	P	C
4	BBAM601	Advertising Management	4	0	0	4
5	BBAM602	Retail Management	4	0	0	4
6	BBAM603	Brand Management	4	0	0	4

Group - B

(Finance)

4	BBAF601	Working Capital Management	4	0	0	4
5	BBAF602	Banking and Insurance	4	0	0	4
6	BBAF603	Income Tax	4	0	0	4

Group-C

(Human Resource Management)

4	BBAH601	Negotiation & Conflict Management	4	0	0	4
5	BBAH602	Team Building, Training & Development	4	0	0	4
6	BBAH603	Organization Design and Development	4	0	0	4

Group-D

(International Business)

4	BBAI601	Forex Management	4	0	0	4
5	BBAI602	International Business Environment	4	0	0	4
6	BBAI603	International Trade Laws	4	0	0	4

New course
Added

Course Code: BBACC101	Core Course -1 BBA-Semester-I Principles of Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concepts, theories, processes, functions and techniques of business management.	
CO2.	Understanding the levels of management for planning ,organizing directing and controlling human resources	
CO3.	Demonstrating the roles and skills of a good manager.	
CO4.	Applying and demonstrating decision making skills.	
CO5.	Analyzing theories of motivation for motivating employees to perform better and maintain a quality life.	
Course Content:		
Unit-1:	Introduction: Management-Meaning, Nature & Significance-Combination of Art & Science, Management as a Profession, Management Vs Administration. Levels of Management-Elements of managerial processes-Styles & Roles of Managers in Organizations. Contributions of Taylor and Fayol.	8 Hours
Unit-2:	Planning: Planning-Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning- Decision Making-Stages in Decision Making.	8 Hours
Unit-3:	Organizing: Nature and purpose of organizing -Organization structure -Formal and informal groups organization -Line and Staff authority -Departmentation - Span of control -Centralization and Decentralization -Delegation of authority -Staffing -Selection and Recruitment -Orientation -Career Development -Career stages -Training --Performance Appraisal.	8 Hours
Unit-4:	Directing: Motivation: Theories of Motivation - Theory X, Theory Y, Theory Z and Maslow's need hierarchy; Leadership: Leadership Styles and Theories.	8 Hours
Unit-5:	Controlling: Process of controlling -Types of control -Budgetary and non-budgetary control Q techniques -Managing Productivity -Cost Control -Purchase Control -Maintenance Control -Quality Control -Planning operations.	8 Hours
Text Books:	1. Stoner, Freeman and Gilbert Jr, Management, Prentice Hall of India.	
Reference Books:	1. Robbins S.P. &Decenzo David A., Fundamentals of Management: Essential Concepts and Applications, Pearson Education. 2. Hillier Frederick S. & Hillier Mark S., Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets, McGraw-Hill. 3. Koontz, Principles of Management, McGraw Hill	



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|--|--|--|
| | <ol style="list-style-type: none">4. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India.5. Charles W L Hill, Steven L McShane, &#39;Principles of Management&#39; McGraw Hill. | |
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*** Latest editions of all the suggested books are recommended.**



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New Course Added

Course Code: BBACC102	Core Course – 2 BBA- Semester-I Fundamentals of Organizational Behavior	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the theories of organizational behavior for better learning of human resources.	
CO2.	Analyzing issues of organizational behavior in organizations	
CO3.	Developing strategies of learning as per the need of organizations.	
CO4.	Analyzing different types of personality traits to manage human resources better.	
CO5.	Developing the values and behaviors necessary to build high-performance organization	
Course Content:		
Unit-1:	Understanding Organizational Behavior: Organisation: Meaning & Definition of Organisation; Organisation Behaviour(OB): Meaning and Concept of Organisational Behavior; Historical background for organizational behaviour: Scientific Management Approach, Bureaucratic Approach & Hawthorne Studies; Nature of OB; OB –as an interdisciplinary approach; Importance and scope of organizational behaviour; Models of OrganisationBehaviour- Autocratic model, Custodial model, Supportive model & Collegial model; Limitations of organizational behaviour.	8 Hours
Unit-2:	Individual Behaviour: Nature of Individual Differences; Important dimensions of individual differences: Self-concept, Personality dimensions, Abilities, and Personal values and ethics. Psychological Process of behaviour: SR Model (Stimulus- Response model), S.O.B.A Model: (Stimulus –organism- Behavior-Accomplishment Model); Factors Influencing Individual Behaviour.	8 Hours
Unit-3:	Personality: Meaning and definition; Personality Traits – Extroversion, Agreeableness, Conscientiousness, Emotional Stability & Openness to Experience; Personality formation- Determinants, Stage & Traits; Determinants of personality: cultural, family, social & situational; Personality factors in organization- Need Pattern, Locus of Control, Introversion and Extroversion, Tolerance for Ambiguity, Self-Esteem and Self-Concept, Authoritarianism and Dogmatism, Risk Propensity, Machiavellianism, Type A and B Personalities & Work-Ethic Orientation.	8 Hours



Unit-4:	Attitude and Perception: Attitude: Meaning & Definition; Components of Attitude - Affective component, Cognitive component & Intentional component; Attitude Formation and Change - Work-Related Attitudes, Job Satisfaction, Organizational Commitment and Involvement; Measurement of Attitude - Opinion survey, Interviews & Scaling Techniques; Sources of attitude. Perception: Meaning & Definition; Basic Perceptual Process; Factors Affecting perception – external & internal.	8 Hours
Unit-5:	Learning: Meaning & Definition; Components of the learning process; Learning Theories: Classical Conditioning, Operant Conditioning, Observational learning, Cognitive Learning & Social Learning; Learning theory and organizational behaviour. Group Behaviour: Group: Definition of a Group; Need and importance for a Group; Types of Groups – Functional group, Task group & Informal group; Group formation and development; Stages of development of group; Group Norms: Meaning & Definition; Types of Group Norm; Group Cohesiveness: Meaning & definition; Advantages & Factors of Group Cohesiveness.	8 Hours
<u>Text Books:</u>	1. Robbins, Stephen P, Organizational Behavior, New Delhi, Prentice Hall.	
<u>Reference Books:</u>	<ol style="list-style-type: none"> 1. Luthans Fred, Organizational Behavior, New Delhi: McGraw Hill. 2. Chandran J.S., Organization Behavior, New Delhi: Vikas Publishing House. 3. Fred Luthans: Organizational Behaviour, New Delhi: Tata McGraw-Hill Publications. 4. Griffin, Ricky W: Organisational Behaviour, Boston: Houghton Mifflin Co. 5. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: Organizational Behavior, Ohio: South Western College Publishing 6. Davis Keith, Human Behavior at Works, Organizational Behaviors, New Delhi: McGraw- Hill,. 7. Pareek Udai, Behavioral Process in Organizations, New Delhi: Oxford and IBH. 8. Robbins S.P., Organizational Behavior, New Delhi: Pearson Education. <p>* Latest editions of all the suggested books are recommended</p>	



New course
Added

Course Code: BBACC103	Core Course – 3 BBA- Semester-I Business Economics	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concept of cost, nature of production and its relationship with business operations.	
CO2.	Understanding the concepts of markets and different market structures in economy.	
CO3.	Determining the price and output equilibrium under different market structures.	
CO4.	Analyzing the causes and consequences of different market conditions.	
CO5.	Analyzing real-world business problems with a systematic theoretical framework by studying the demand analysis, elasticity of demand and demand forecasting	
Course Content:		
Unit-1:	Economics: Meaning, positive and normative economics, significance, macro and micro economics. Economic Problem: Scarcity, What to produce? How to produce? & For whom to produce? Production Possibility Curve. Business Economics: Meaning, Significance. Role and Responsibilities of Business Economists. Steps of Decision Making in Business Economics.	8 Hours
Unit-2:	Cardinal Utility Theory: Utility: Meaning, definition, measurement, and types of utility. Relationship between TU, MU and AU. The law of diminishing marginal utility: Meaning, definition, assumptions, limitation and importance. Law of Equi-Marginal Utility: Meaning, definition, limitation and importance. Ordinal Utility Theory: Indifference Curves: Meaning, Definition, indifference schedule, indifference map, assumptions, properties of indifference curves, exceptional shapes of indifference curves and budget line.	8 Hours
Unit-3:	Demand Analysis: Meaning of Demand, Demand Schedule, Demand Function, and Law of Demand: Meaning, definition, diagram and explanation of law of demand. Reasons for downward slopes in demand curve, Exceptions to Law of Demand, Change in Demand Curve (Movement along demand curve and Shift in demand curve). Elasticity of Demand: Meaning, definition, Measurement of elasticity of demand: Percentage Method, Total Outlay Method, Point Method and Arc Method. Factors affecting elasticity of demand, Types of elasticity: Price, Income and Cross. Demand Forecasting: Meaning, definition, objective (short and long) and Methods of demand	8 Hours



	forecasting.	
Unit-4:	<p>Theory of Production: Meaning and concept of production, Production function (Short run and Long Run), Relationship between TP, MP and AP. Law of Variable Proportion, Law of returns to scale. Law of Supply.</p> <p>Theory of Cost: Concept of Cost, Different types Cost, Cost Function (Short Run and Long Run); Relationship between TFC, TVC and TC. Relationship between TC, TFC, TVC, AC, MC, AVC and AFC and Relationship between AC and MC.</p> <p>Theory of Revenue: Concept of Revenue, Relationship between TR, MR and AR.</p>	8 Hours
Unit-5:	<p>Market and Market Structure: Concept and Different types of Market and their characteristics.</p> <p>Determination of price and output equilibrium under different market structure: Perfect Competition: Features, Determination of price and output equilibrium under long run & short run. Monopoly: Features, Determination of price and output equilibrium under long run & short run. Monopolistic: Features, Determination of price and output equilibrium under long run & short run. Oligopoly Features, Determination of price and output equilibrium under long run & short run.</p>	8 Hours
<u>Text Books:</u>	1. Jhingan M. L, Micro Economics, New Delhi, Vrinda Publications.	
<u>Reference Books:</u>	<ol style="list-style-type: none"> 1. Andrew Mas-Colell, Michael D. Whinston and Jerry R. Green:- Micro Economic Theory, New York: Oxford University Press. 2. Henderson J.M. and Richard E. Quandt., Micro economic Theory, New York: McGraw Hill Company. 3. Jhingan M.L.:- Micro Economic Theory, New Delhi :Vikas Publication. 4. Gupta G.S. :- Managerial Economics, McGraw Hill Publishing Company, Ltd. , New Delhi. 5. Stonier and Hague, Textbook of Economic Theory, New Delhi: Longman Green and Co., London. 6. Dr. Girijashankar, Business Economics (Micro) , Pune: Atharva Prakashan. <p>* Latest editions of all the suggested books are recommended.</p>	



New course
Added

Course Code: TMUGE101	Ability-Enhancement Compulsory Course - 1 BBA – Semester - I English Communication – I	L-3 T-0 P-2 C-4
Course Outcomes:	Indian On completion of the course, the students will be :	
CO1.	Identifying their strengths and weakness, reasons of fear and failure that would enable them to improve their communications skills.	
CO2.	Understanding the importance of English Language in business world.	
CO3.	Developing self confidence .	
CO4.	Develop the ability to speak in English and become articulate.	
CO5.	Applying the basics of English grammar to enhance the language skills.	
CO6.	Developing both verbal and non verbal communication for enhanced Body Language and communication.	
Course Content:		
Unit-1:	Introductory Sessions Self-Introduction Building Self Confidence: Identifying strengths and weakness, reasons of Fear of Failure, strategies to overcome Fear of Failure Importance of English Language in present scenario (Practice: Self-introduction session)	06 Hours
Unit-2:	Basics of Grammar Parts of Speech Tense Subject and Predicate Vocabulary: Synonym and Antonym (Practice: Conversation Practice)	12 Hours
Unit-3:	Basics of Communication Communication : Process, Types, 7Cs of Communication, Importance & Barrier Language as a tool of communication Non-verbal communication: Body Language Etiquette & Manners Basic Problem Sounds (Practice : Pronunciation drill and building positive body language)	10Hours
Unit-4:	Application writing Format & Style of Application Writing Practice of Application writing on common issues.	8 Hours
Unit-5:	Value based text reading: Short Story (Non- detailed study) Gift of Magi – O. Henry	4 Hours
Text Books:	1. Singh R.P.: An Anthology of Short stories: New Delhi: O.U.P.	
Reference Books:	1. Kumar, Sanjay. & Pushp Lata. "Communication Skills" New	



	Delhi: Oxford University Press.			
	2. Carnegie Dale. "How to win Friends and Influence People" New York: Simon & Schuster.			
	3. Harris, Thomas. A. "I am ok, You are ok" New York: Harper and Row.			
	4. Goleman, Daniel. "Emotional Intelligence" Bantam Book.			
<u>Methodology:</u>				
1	Language Lab software.			
2	The content will be conveyed through Real life situations, Pair Conversation, Group Talk and Class Discussion.			
3	Conversational Practice will be effectively carried out by Face to Face & Via Media (Telephone, Audio-Video Clips)			
4	Modern Teaching tools (PPT Presentation, Tongue-Twisters & Motivational videos with sub-titles) will be utilized			
<u>Note:</u>				
1	Class (above 30 students) will be divided in to two groups for effective teaching.			
2	For effective conversation practice, groups will be changed weekly			
<u>Evaluation Scheme</u>				
Internal Evaluation		External Evaluation		
40 Marks		60 Marks		
3 Class Test (from Unit: II, IV & V)	Oral Assignment (from Unit: I & III)	Attendance	External Written Examination (from Unit: II, IV & V)	External Viva - Voce Examination (from Unit: I & III)
20 Marks (from best 2 CT's out of 3	10 Marks	10 Marks	40 Marks	20 Marks
Parameters of External Viva				
Content	Body Language	Confidence	Question Responsiveness	Total
5 Marks	5 Marks	5 Marks	5 Marks	20 Marks
Note: External Viva will be conducted by 2-member committee comprising				
a	One Faculty teaching the class			
b	One examiner nominated by University Examination cell			
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students			



New course
Added

Course Code: BBAAE102	Ability-Enhancement Compulsory Course - 2 BBA - Semester-I Environmental Studies	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding ecology and environment for promoting sustainable development.	
CO2.	Understanding environmental policies, practices and Acts and its application in industries.	
CO3.	Applying the measures to control pollution.	
CO4.	Analyzing the opportunities to make optimum use of natural resources and biodiversity.	
CO5.	Applying the disaster management skills in case of disaster.	
Course Content:		
Unit-1:	Introduction to Environmental Studies: Definition and Scope of environmental studies, multidisciplinary nature of environmental studies, concept of sustainability & sustainable development. Ecology and Environment: Concept of an Ecosystem- its structure and functions, Energy Flow in an Ecosystem, Food Chain, Food Web, Ecological Pyramid & Ecological succession, Study of following ecosystems: Forest Ecosystem, Grass land Ecosystem & Aquatic Ecosystem & Desert Ecosystem.	4 Hours
Unit-2:	Natural Resources: Renewable & Non-Renewable resources; Land resources and land use change; Land degradation, Soil erosion & desertification, Deforestation: Causes & impacts due to mining, Dam building on forest biodiversity & tribal population. Energy Resources: Renewable & Non-Renewable resources, Energy scenario & use of alternate energy sources, Case studies. Biodiversity: Hot Spots of Biodiversity in India and World, Conservation, Importance and Factors Responsible for Loss of Biodiversity, Bio-geographical Classification of India.	4 Hours
Unit-3:	Environmental Pollutions: Types, Causes, Effects & control; Air, Water, soil & noise pollution, Nuclear hazards & human health risks, Solid waste Management; Control measures of urban & industrial wastes, pollution case studies.	4 Hours
Unit-4:	Environmental policies & practices: Climate change & Global Warming (Greenhouse Effect), Ozone Layer - Its Depletion and Control Measures, Photochemical Smog, Acid Rain Environmental laws: Environment protection Act; air prevention & control of pollution act, Water Prevention & Control of Pollution Act, Wild Life Protection Act, Forest Conservation Acts, International Acts; Montreal & Kyoto Protocols & Convention on biological diversity, Nature reserves, tribal population & Rights & human wild life conflicts in Indian context.	4 Hours
Unit-5:	Human Communities & Environment: Human population growth; impacts on environment, human health & welfare, Resettlement & rehabilitation of projects affected person: A case	4 Hours



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New Course
Added

Course Code: TMUGE201	Ability-Enhancement Compulsory Course-3 BBA - Semester-II English Communication - II	L-3 T-0 P-2 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the basics of functional grammar.	
CO2.	Understanding the barriers to communication, importance of listening skills and & effective oral presentations.	
CO3.	Applying the various techniques of verbal and non verbal communication at workplace.	
CO4.	Understanding concepts of written communication and letter writing formats and principles.	
CO5.	Applying variety of reading strategies to foster comprehension.	
CO6.	Analyzing literary work using appropriate critical vocabulary.	
Course Content:		
Unit-1:	Functional Grammar: Prefix, suffix and One words substitution Modals Concord	10 Hours
Unit-2:	Listening Skills: Difference between listening & hearing, Process and Types of Listening Importance and Barriers to listening	4 Hours
Unit-3:	Writing Skills: Official letter and email writing Essentials of a paragraph, Developing a paragraph: Structure and methods Paragraph writing (100-120 words)	12 Hours
Unit-4:	Strategies & Structure of Oral Presentation: Purpose, Organizing content, Audience & Locale, Audio-visual aids, Body language Voice dynamics: Five P's - Pace, Power, Pronunciation, Pause, and Pitch. Modes of speech delivery and 5 W's of presentation	8 Hours
Unit-5:	Value based text reading: Short Essay (Non- detailed study) How should one Read a book? – Virginia Woolf	6 Hours
Text Books:	Singh R.P.: An Anthology of English Essay: New Delhi: O.U.P.	
Reference Books	Reference Books: Nesfield J.C. :“English Grammar Composition & Usage” :Macmillan Publishers. Sood Madan: “The Business letters” :New Delhi:Goodwill Publishing House. Kumar Sanjay & Pushplata :“Communication Skills” ;New Delhi:Oxford University Pres.	
Methodology:		
1	Words and exercises, usage in sentences.	
2	Language Lab software.	



3	Sentence construction on daily activities and conversations.
4	Format and layout to be taught with the help of samples and preparing letters on different subjects.
5	JAM sessions and Picture presentation.
6	Tongue twisters, Newspaper reading and short movies.
7	Modern Teaching tools (PPT Presentation, Tongue-Twisters & Motivational videos with sub- titles) will be utilized.
8	Text reading: discussion in detail, critical appreciation by reading the text to develop students' reading habits with voice modulation

Note:

1	Class (above 30 students) will be divided in to two groups for effective teaching.
2	For effective conversation practice, groups will be changed weekly

Evaluation Scheme

Internal Evaluation 40 Marks			External Evaluation 60 Marks	
3 Class Test (from Unit: I, III & V)	Oral Assignment (from Unit: II & IV)	Attendance	External Written Examination (from Unit: I, III & V)	External Viva - Voce Examination (from Unit: II & IV)
20 Marks (from best 2 CT's out of 3)	10 Marks	10 Marks	40 Marks	20 Marks

Parameters of External Viva

Content	Body Language	Confidence	Question Responsiveness	Total
5 Marks	5 Marks	5 Marks	5 Marks	20 Marks

Note: External Viva will be conducted by 2-member committee comprising

a	One Faculty teaching the class
b	One examiner nominated by University Examination cell
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students



Course Code: BBACC301	Core Course -7 BBA- Semester-III Business Statistics	L-4 T-0 P-0 C-4
Course Content:		
Unit-1:	Introduction: Statistics: Definition, Phases, Scope & Limitations; Applications of Statistics in Various Disciplines; Statistical Techniques and Their Applications; Data: Meaning, Types of Data, Collection of Primary and Secondary Data; Presentation of Data: Arrangement, Classification and Tabulation of data, Diagrammatic & Graphical Presentation.	8 Hours
Unit-2:	Measures of Central Tendency: Mean: Arithmetic Mean, Harmonic Mean & Geometric Mean: advantages and disadvantages; Median: Meaning, Quartiles, Percentiles & Deciles, advantages & disadvantages. Mode; Meaning, advantages & disadvantages. <i>Numerical: Arithmetic Mean, Median and Mode</i>	8 Hours
Unit-3:	Measures of Dispersion: Dispersion; Meaning, Measures of Variations/Dispersion. Range, Quartile deviation, Mean deviation & Standard deviation. Skewness and Kurtosis: Meaning and characteristics. <i>Numerical: Quartile Deviation, Mean Deviation and Standard Deviation</i>	8 Hours
Unit-4:	Correlation: Correlation; Meaning, Definition, Utility & Importance, Types and Methods of Determining Correlations; Scatter Diagram, Correlation Graph, Karl Pearson's Coefficient of Correlation, Spearman's Rank Coefficient of Correlation and Concurrent Deviation Method. Merits and Demerits of all methods. <i>Numerical: Karl Pearson Coefficient and Spearman's rank method</i>	8 Hours
Unit-5:	Regression: Regression: Meaning, Definitions and Utility. Difference between Correlation & Regression, Regression lines: Meaning & Functions. Regression Equations (x on y & y on x) and Regression coefficients. <i>Numerical: Regression Equations</i>	8 Hours
Numerical Problems to be asked in external examination	1. Arithmetic Mean, Median & Mode. 2. Quartile Deviation and Standard Deviation. 3. Correlation: Karl Pearson and Spearman's. 4. Regression Equations.	
Text Books:	1. Gupta C.B., An Introduction to Statistical Methods, New Delhi: Vikas Publications.	
Reference Books:	1. Levin Rubin, Statistics for Management, New Delhi: Pearson. 2. Eashot L, Essential Quantitative Methods for Business Management and Finance, New Delhi: Palgrave. 3. Beri, Statistics for Management, New Delhi: McGraw-Hill.. 4. Chandran J.S., Statistics for Business and Economics, New Delhi: Vikas Publication.	

Course Code: BBACC-302	Core Course – 8 BBA - Semester-III Fundamentals of Human Resource Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concepts of HRM and HRD	
CO2.	Understanding the human resources and their effective management in organizations.	
CO3.	Assessing the human resources needs of an organization and a department.	
CO4.	Evaluating the procedures and practices of recruitment and selection.	
CO5.	Assessing training needs and developing training & development programs.	
CO6.	Developing skills and knowledge required for resolving human resources issues and problems.	
Course Content:		
Unit-1:	Introduction to HRM: HRM: Meaning, Definition, Nature, Objectives, scope & functions of HRM; HRD Vs HRM; Evolution of HRM.	8 Hours
Unit-2:	Human Resource Planning & Job Analysis : HRP: Meaning, Objectives, process; Job Analysis: Meaning, process, results of Job Analysis – job description, job specification, job enlargement, Job enrichment.	8 Hours
Unit-3:	Recruitment & Selection: Recruitment & selection: Meaning, process, sources of recruitment & factors affecting; Difference between recruitment & selection.	8 Hours
Unit-4:	Training & Development: Training & Development: purpose, methods (on the job & off the job) & issues of training & development programmes	8 Hours
Unit-5:	Performance Appraisal & compensation management: Definition, purpose of appraisal, appraisal techniques - 360 degree appraisal, checklist, rating scale & comparison method; Employee compensation: incentives, wages, salary, executive compensation & elements of compensation.	8 Hours
Text Books:	1. P.Subba Rao, Essentials of HRM & IR, New Delhi: Himalaya Publication House.	
Reference Books:	1. Aswathappa, Human Resource management, New Delhi : McGraw- Hill. 2. Dessler, Human Resource Management, New Delhi : Prentice – Hall. 3. T.N Chabbra, Human Resource Management, New Delhi: Dhanpat Rai & Co. 4. Bratton J.& Gold J., Human Resource management: Theory & Practice, New Delhi : Palgrave. 5. Gomez Mejia et.al, managing Human Resource, New Delhi: Pearson Education * Latest editions of all the suggested books are recommended	



Course Code: BBACC-303	Core Course – 9 BBA- Semester-III Principles of Marketing	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding marketing terminology, concepts and individual components of a marketing mix.	
CO2.	Identifying the marketing segments and targets Customers.	
CO3.	Analysing the product mix and product life cycle in Formulating marketing strategy.	
CO4.	Understanding different marketing channels for developing distribution strategies	
CO5.	Applying the strategies of advertising, public relations and sales promotion for marketing of product & service.	
Course Content:		
Unit-1:	Basics of Marketing: Marketing: Introduction, Definition, Importance, Functions and Scope of Marketing; Core marketing concepts; Elements of Marketing - Needs, Wants, Demands, Consumer, Markets and Marketers; Marketing Vs Selling; Marketing – Mix.	8 Hours
Unit-2:	Segmenting Targeting Positioning (STP): Segmenting the Market; Benefits of Market Segmentations; Bases for Consumer Market Segmentation; Market Targeting; Product Positioning; Consumer behaviour: factors influencing consumer behaviour	8 Hours
Unit-3:	Product: New Product Development: New Product Planning, Development Process and Failure of New Products; Product-Mix; Branding & Packaging Decisions; Product Life cycle (PLC): Stages and Strategies for Different Stages of PLC.	8 Hours
Unit-4:	Price and Place: Price: Pricing Objectives, Policies and Pricing Strategies. Place: Channels of Distribution for Consumer Products and Factors Affecting Channel Distribution.	8 Hours
Unit-5:	Promotion: Promotion Mix: Advertising, Publicity, Sales Promotion, Public Relations and Personal selling.	8 Hours
Text Books:	1. Marketing Management, Student Value Edition, New Delhi : Kotler & Keller.	
Reference Books:	1. Neelamegham S., Indian Cases in Marketing, New Delhi: Vikas Publication. 2. Bull Victor P., Marketing Management: A Strategic Planning Approach, New Delhi : McGraw Hill. 3. Czinkota M.R., Marketing Management, New Delhi : Pearson Education Asia.	



New course
Added

	<ol style="list-style-type: none">4. Kotler Philip & Armstrong Graw, Principles of Marketing, New Delhi: Pearson Education.5. Stanton William J., Fundamentals of Marketing, New Delhi : McGraw Hill <p>* Latest editions of all the suggested books are recommended.</p>	
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New course
Added

Course Code: BBACC304	Core Course – 10 BBA- Semester-III Entrepreneurship Development	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the basic concepts, role and importance of entrepreneurship for the economic development	
CO2.	Understanding the systematic process of selecting and screening of a business idea.	
CO3.	Developing personal creativity and entrepreneurial initiative.	
CO4.	Understanding the concepts and schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFC. etc.	
CO5.	Analyzing business environment in order to identify business opportunities.	
Course Content:		
Unit-1:	Concepts of Entrepreneurship Development: Evolution of the concept of Entrepreneur, Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Attributes and Characteristics of a successful Entrepreneur.	8 Hours
Unit-2:	Creating Entrepreneurial Venture: Business Planning Process, Environmental Analysis - Search and Scanning, Identifying problems and opportunities, Defining Business Idea.	8 Hours
Unit-3:	Project Management: Technical, Financial, Marketing, Personnel and Management Feasibility, Estimating and Financing funds requirement - Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs.	8 Hours
Unit-4:	Entrepreneur Development Programmes (EDP'S): Types, 7S Model, History of entrepreneurship development in India, Current Status of Entrepreneurship development in India.	8 Hours
Unit-5:	Entrepreneurship Development and Government: Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available.	8 Hours
Text Books:	1. Entrepreneurship: New Venture Creation - David H. Holt	
Reference Books:	1. Thought Leaders – ShrinivasPandit 2. Entrepreneurship - Steven Brandt 3. Business Gurus Speak - S.N.Chary 4. Entrepreneurship - Hisrich Peters 5. The Culture of Entrepreneurship - Brigitte Berger 6. Project Management - K. Nagarajan 7. Dynamics of Entrepreneurship Development - Vasant Desai 8. Entrepreneurship Development - Dr. P.C.Shejwalkar. * Latest editions of all the suggested books are recommended.	



New Course
Added

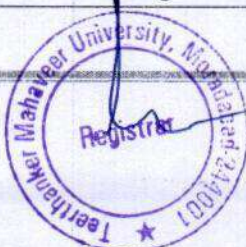
Course Code: TMUGE301	Ability-Enhancement Compulsory Course-4 BBA - Semester-III English Communication - III	L-3 T-0 P-2 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the grammar and its rules for sentence construction.	
CO2.	Understanding the concepts, strategies & structure for public speaking, extempore speeches and Power point presentation.	
CO3.	Applying professional writing skills while drafting minutes of meeting, agenda and notices.	
CO4.	Applying variety of reading strategies to foster comprehension.	
CO5.	Analyzing literary work and value based text to enhance thought process and ethical conduct.	
CO6.	Demonstrating the ability to write clear sentences, construct paragraphs and essays with the use of details, examples and evidences.	
Course Content:		
Unit-1:	English Grammar & Vocabulary: Correction of Common Errors (with recap of English Grammar with its usage in practical context.) Synthesis : Simple, complex and compound sentence Commonly used Idioms & phrases (Progressive learning whole semester)	14 Hours
Unit-2:	Speaking Skills Art of public speaking Common conversation Extempore Power Point Presentation (PPT) Skills: Nuances of presenting PPTs	10 Hours
Unit-3:	Comprehension Skills: Strategies of Reading comprehension: Four S's How to solve a Comprehension (Short unseen passage: 150-200 words)	6 Hours
Unit-4:	Professional Writing: Preparing Notice, Agenda & Minutes of the Meeting	3 Hours
Unit-5:	Value based text reading: Short story The Barber's Trade Union – Mulk Raj Anand	7 Hours
Text Books:	1. Singh R.P., An Anthology of Short stories, New Delhi: Oxford University Press.	
Reference Books	1. Allen. W, <i>Living English Structure</i> , New Delhi : Pearson Education. 2. Joseph, C.J. & Myall E.G. <i>A Comprehensive Grammar of Current English</i> , Delhi: Inter University Press. 3. Wren & Martin, <i>High School English Grammar and Composition</i> , New Delhi: S. Chand & Co. Ltd. 4. Norman Lewis, <i>Word Power Made Easy</i> , New Delhi: Goyal Publications & Distributors. 5. Chaudhary Sarla, <i>Basic Concept of Professional Communication</i> , New Delhi: Dhanpat Rai Publication. 6. Kumar Sanjay & Pushplata, <i>Communication Skills</i> , New Delhi: Oxford University Press.	

Agrawal, Malti, <i>Professional Communication</i> , Meerut: KrishanaPrakashan Media (P) Ltd.																
Methodology:																
1	Idiom & Phrases and exercises, usage in sentences.															
2	Language Lab software.															
3	Power Point presentation.															
4	Newspaper reading, short articles from newspaper to comprehend and short movies.															
5	Modern Teaching tools (PPT Presentation & Motivational videos with sub-titles) will beutilized.															
6	Text reading: discussion in detail, Critical appreciation by reading the text to develop students' reading habits with voice modulation.															
Note:																
1	Class (above 30 students) will be divided in to two groups for effective teaching.															
2	For effective conversation practice, groups will be changed weekly															
Evaluation Scheme																
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20 Marks (from best 2 CT's out of 3	10 Marks	10 Marks	40 Marks	20 Marks												
Parameters of External Viva																
Content	Body Language	Confidence	Question Responsiveness	Total												
5 Marks	5 Marks	5 Marks	5 Marks	20 Marks												
Note: External Viva will be conducted by 2-member committee comprising																
a	One Faculty teaching the class															
b	One examiner nominated by University Examination cell															
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students															



New course
Added

Course Code: BBAAE301	Ability-Enhancement Compulsory Course-5 BBA-Semester-III Human Values and Professional Ethics	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the core values that shape the ethical behavior of a manager in functional areas of an organization.	
CO2.	Understanding the morals & values that ought to guide the management and resolve the moral issues in the profession	
CO3.	Analyzing the role of morals and values in technological development and its challenges.	
CO4.	Developing value based management system and work environment in organization.	
CO5.	Developing framework for management ethics and human Values.	
Course Content:		
Unit-1:	Values: Values: Introduction, sources of value system, Types of values, Significance of values, Indian value system, values of Indian manager, Teaching from Indian scriptures like Mahabharata, BhagwadGita, Ramayana, Quran and its applications in management.	8 Hours
Unit-2:	Business Ethics: Definition of Ethics, nature of ethics, types of ethics, Ethics and morality, Need and significance of business Ethics, code of conduct and Ethics for manager.-	8 Hours
Unit-3:	Ethical Dilemmas: Ethical Dilemmas- sources and their resolutions. Ethical decision making, Work ethics, Ethical and unethical practices in India.	8 Hours
Unit-4:	Impact of Ethics: Ethical issues related with marketing, Human resource management, Finance, Intellectual property rights. Environmental ethics.	8 Hours
Unit-5:	Understanding Harmony in the Family and Society –harmony in Human -Human Relationship and Gender issues: Understanding Harmony in the Family and Society-Harmony in Human-Human Relationship; Understanding harmony in the Family-the basic unit of human interaction; Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay - tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship. Gender Issues and Biases: Gender Stereotyping and Gender Discrimination, Male Gaze and Objectivity, Remedial measures of gender biasness.	8 Hours



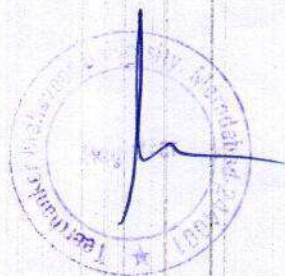
<u>Text Books:</u>	Bhatia S.K., Business Ethics and managerial values, New Delhi: Deep and Deep publications Pvt. Ltd.	
<u>Reference Books:</u>	<p>Velasquez, Business Ethics – Concepts and Cases, New Delhi: Prentice Hall.</p> <p>Mathur U.C., Corporate Governance & Business Ethics, New Delhi: McMillan.</p> <p>Govindarajan M., professional ethics and Human values, New Delhi: PHI learning pvt ltd.</p> <p>Hartman Laura P & Abha Chatterjee, Business Ethics, New Delhi: McGraw Hill.</p> <p>R. K Sharma, puneetagoel, Corporate governance, values and ethics, New kalyani publication</p> <p>* Latest editions of all the suggested books are recommended.</p>	



New Course Added

Course Code: BBACC401	Core Course – 11 BBA- Semester-IV Introduction to Financial Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the use of finance and its various tools used in decision making.	
CO2.	Understanding time value of money, preparation and appraisal of projects.	
CO3.	Applying capital requirements for starting a business & management of working capital.	
CO4.	Analyzing a company's performance for making appropriate recommendations on whether and why an investment should be accepted or rejected.	
CO5.	Identifying and analyzing issues related to investment decisions	
CO6.	Analyzing the financial objectives of various types of organizations and the respective requirements of stakeholders.	
Course Content:		
Unit-1:	Introduction to Financial Management: Finance: Meaning, Types –Public Finance, Corporate Finance & Personal Finance; Features of Finance; Aims of Finance Function; Organization structure of finance; Financial Management: Meaning, Definition, Scope, Objective and Importance ; Role of a Financial Manager; Financial Planning: Steps in Financial Planning and Principles of a Sound Financial Planning.	8 Hours
Unit-2:	Time Value of Money: Time Value of Money: Meaning, Definition and Need; Future Value: Single Flow, Uneven Flow & Annuity; Present Value: Single Flow, Uneven Flow & Annuity; Doubling of Period; Valuation: Concept of Valuation; Valuation of Bonds & Debentures, Preference Shares and Equity Shares. <i>Numerical: Time value of Money (Future Value and Present Value) and Valuation of Bond and Debentures.</i>	8 Hours
Unit-3:	Financing Decision: Capital structure: Meaning, Definition, Objective, Forms, Factors influencing Capital Structure; Theories of Capital Structure: Net Income Approach, Net Operating Income Approach and Modigliani & Miller Approach, Optimum Capital Structure; Cost of Capital: Meaning, Definition, Importance and Computation(K_e , K_d , K_p and K_o after tax and before tax); Leverages: Meaning, Definition and Types of Leverages. <i>Numerical: Capital structure (NI & NOI), Cost of Capital (K_e, K_d, K_p & K_o)</i>	8 Hours
Unit-4:	Investment Decision: Capital Budgeting: Meaning, Definition, Features, Significance and Factors; Techniques: Payback Period (PBP), Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR) and Profitability Index. <i>Numerical: Pay Back Period, NPV and IRR.</i>	8 Hours

Unit-5:	Dividend Decision: Dividend: Meaning, Definition, Determinants of Dividend Policy, Types of Dividends and Models (Walter, Gordon and MM)	8 Hours
<u>Text Books:</u>	1. Reddy G. Sudarsana, Financial Management Principles & Practice, New Delhi : Himalaya Publishing House.	
<u>Reference Books:</u>	1. Rustagi, R.P. Financial Management: Theory, Concepts and Problems, New Delhi: Galgotia Publishing Company. 2. Chandra Prasanna, Fundamentals of Financial Management, New Delhi: McGraw Hill. 3. Van Horne, Financial Management and Policy, New Delhi, Pearson Education. 4. Pandey I.M., Financial Management, Vikas Publications, New Delhi. 5. Khan & Jain, Financial Management, Tata McGraw-Hill, New Delhi. * Latest edition of all books is recommended.	



New course
Added

Course Code: BBACC-402	Core Course -12 BBA- Semester-IV Business Policy and Strategy	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the strategic issues and policy decisions of a business and how current management concepts address these issues.	
CO2.	Understanding the strategic management process and the difference between strategic analysis, strategy formulation and strategy implementation.	
CO3.	Applying credible business analysis in a team setting.	
CO4.	Developing critical thinking skills needed to perform external analysis of organizations and their competitive environment.	
CO5.	Applying the concepts and analytical tools for conducting a strategic and competitive analysis of a company.	
CO6.	Analyzing the use of various tools (e.g., five forces model, SWOT analysis, Portfolio matrix models) in a variety of industries.	
Course Content:		
Unit-1	Business Policies: Introduction, Overview of Business Policies, Importance of Business Policies, Definitions of Policy, Procedures, Process and Programmes, Types of Policies, Business Policy Statements, Corporate Culture.	8 Hours
Unit-2	Business Policy and Decision Making: Introduction, Factors Considered Before Framing Business Policies, Steps Involved in Framing Business Policies, Policy Cycle and its Stages, Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making.	8 Hours
Unit-3	Business Continuity Plan: Introduction, Concepts of Business Continuity Plan (BCP), Relevance and Importance of BCP, Steps in Business Continuity Plan, Business Impact Areas, BCP and its Influence on Strategic Management, BCP and its Influence on Policy Making, Contingency Planning.	8 Hours
Unit-4	Introduction to Strategies: Introduction, Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies, Purpose of Business, Difference between Goals and Objectives of Business, Strategic Intent through Vision and Mission Statements, Core Competencies of Business.	8 Hours
Unit-5	Strategic Management: Introduction, Strategic Management, Need, scope, key features and importance of strategic management, Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies, Limitations of Strategic Management.	8 Hours
Text Books:	1. G. V. Satya Sekhar, The Art of Competition by Business Policy and Strategic Management, New Delhi: K. International Pvt Ltd.	
Reference Books:	1. Srinivasan, Strategic Management, New Delhi: PHI	

New course
Added.

Course Code: TMUGE401	Ability-Enhancement Compulsory Course-6 BBA- Semester-IV English Communication – IV	L-3 T-0 P-2 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Applying the knowledge of grammar, rules of translation, phrases and idioms.	
CO2.	Analyzing the compound and complex sentences for effective speaking and good English writing.	
CO3.	Applying the rules of grammar to solve a comprehension problems and professional writing.	
CO4.	Applying the rules of grammar for writing small stories.	
CO5.	Participating in mock interview conducting in class and working on communication and writing skills.	
Course Content:		
Unit-1:	Vocabulary & Grammar Homophones and Homonyms Correction of Common Errors (with recap of English Grammar with its usage in practical context.) Transformation of sentences	12Hours
Unit-2:	Essence of Effective listening & speaking Listening short conversation/ recording (TED talks / Speeches by eminent personalities) <i>Critical Review of these abovementioned</i> Impromptu	5 Hours
Unit-3:	Professional Writing: Proposal: Significance, Types, Structure & AIDA Report Writing: Significance ,Types, Structure& Steps towards Report writing	8 Hours
Unit-4:	Job Oriented Skills: Cover Letter Preparing Resume and Curriculum-Vitae Interview: Types of Interview, Tips for preparing for Interview and Mock Interview Corporate Expectation & Professional ethics: Skills expected in corporate world.	10 Hours
Unit-5:	Value based text reading: Short story A Bookish Topic – R.K. Narayan	5 Hours
Text Books:	Singh R.P., An Anthology of Short stories, New Delhi: Oxford University Press.	
Reference Books:	<ol style="list-style-type: none"> 1. Raman Meenakshi & Sharma Sangeeta, Technical Communication-Principles & Practice, New Delhi: Oxford For Undergraduate University Press. 2. Mohan K. & Sharma R.C., Business Correspondence of Report Writing, New Delhi: McGraw Hill. 3. Chaudhary Sarla, Basic Concept of Professional Communication, New Delhi: Dhanpat Rai Publication. 	



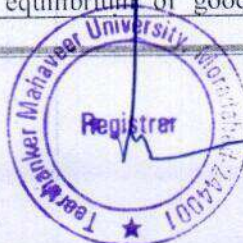
4. Kumar Sanjay & Pushplata, Communication Skills, New Delhi: Oxford University Press. Agrawal Malti, Professional Communication, Meerut, KrishanaPrakashan Media (P) Ltd.				
Methodology:				
1	The content will be conveyed through Real life situations, Pair Conversation, Group Talk and Class Discussion.			
2	Language Lab software.			
3	Sentence transformation on daily activities and conversations.			
4	Conversational Practice will be effectively carried out by Face to Face & Via Media (Audio-Video Clips)			
5	Modern Teaching tools (PPT Presentation & Motivational videos with sub-titles) will be utilized			
Note:				
1	Class (above 30 students) will be divided in to two groups for effective teaching.			
2	For effective conversation practice, groups will be changed weekly			
Evaluation Scheme				
Internal Evaluation 40 Marks		External Evaluation 60 Marks		
3 Class Test (from Unit: I,III, IV & V)	Oral Assignment (from Unit: II)	Attendance	External Written Examination (from Unit: I, III, IV & V)	External Viva - Voce Examination (from Unit: II)
20 Marks (from best 2 CT's out of 3	10 Marks	10 Marks	40 Marks	20 Marks
Parameters of External Viva				
Content	Body Language	Confidence	Question Responsiveness	Total
5 Marks	5 Marks	5 Marks	5 Marks	20 Marks
Note: External Viva will be conducted by 2-member committee comprising				
a	One Faculty teaching the class			
b	One examiner nominated by University Examination cell			
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students			



Reference Books:	1. Institute of Chartered Accountants of India: Corporate and Allied Laws: New Delhi: ICAI. 2. Gogna, P.P.S.: A Text Book of Company Law: New Delhi: Sultan Chand Publications. 3. Avtar Singh: Company Law: New Delhi: Eastern Publications.	
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New course Added

Course Code: BBAGE202	Generic Elective Course – 4 BBA-Semester-II Macro Economics		L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :		
CO1.	Understanding the concepts of Macroeconomics and its interrelations with Microeconomics.		
CO2.	Understanding how the economy is regulated through monetary and fiscal policies.		
CO3.	Analyzing the income determination through classical and Keynesian economics.		
CO4.	Analyze different phases of trade cycle, demonstrate various trade cycle theories, understand the impact of cyclical fluctuation on the growth of business, and lay policies to control trade cycle		
CO5.	Applying simple models of international trade to study the flow of goods between countries and discuss the costs of protectionism within the context of such models		
Course Content:			
Unit-1:	Introduction: Macro Economics; Meaning, definition & importance. National Income: Meaning, Concept of National Income, Measurement of National Income. Circular Flow of Income- two sector economy, three sector economy and four sector economy.		8 Hours
Unit-2:	Classical Theory of Employment; Says law and Wage- price flexibility: The Classical Theory of Employment and output (Income) - A formal full employment model- determination of income and employment where there is no saving & investment, with saving & investment and with role of money, prices & inflation, Classical theory of output and employment: complete classical model. Keynes critique of classical model. Keynes Theory of Employment.		8 Hours
Unit-3:	Consumption Function: Concept, Average & Marginal propensity to consume, Importance of Consumption Function. Saving Function: Concept, Average & Marginal propensity to save. Keynes theory of Consumption- determinants of propensity to consume, objective factors and Importance.		8 Hours
Unit-4:	Investment Function: Meaning of Investment, Types of Investment: (Business fixed investment, Residential investment and Inventory investment), and Autonomous Investment & Induced Investment. Keynes Theory of Investment, factors causing shift in investment demand curve. Accelerator theory of investment. Impact of Inflation, Monetary policy and Fiscal Policy on investment.		8 Hours
Unit-5:	Theory of Multiplier; Concept, Derivation of investment multipliers, Assumptions, Leakages in multiplier process, importance. IS-LM Analysis; Derivation and shifts of IS and LM curves. Intersection of IS and LM Curves (Simultaneous equilibrium of goods and money markets), Role of		8 Hours



	monetary and fiscal policy by using IS-LM curves.	
<u>Text Books:</u>	Ahuja H.L., Macroeconomics Theory and Policy, New Delhi : S.Chand.	
<u>Reference Books:</u>	<ol style="list-style-type: none"> 1. Mishra S. K. & Puri V. K., Modern Macro Economic Theory, New Delhi: Himalayan Publishing House. 2. Edward Shapiro, Macro Economic Analysis, New Delhi : Mc Graw Hill,. 3. Jhigam M.L. & Stephen J.K. Managerial Economics, New Delhi: Vrinda Publications. 4. Vaish M.C., Macro Economic Theory, New Delhi: Vikas Publishing House Pvt. L. <p>* Latest editions of all the suggested books are recommended.</p>	



New Course
Added

Course Code: BBAGE302	Generic Elective Course – 6 BBA-Semester-III Advance Accounting	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the various accounting concepts and standards.	
CO2.	Analyzing the working of non-profit organization and their accounting procedures.	
CO3.	Applying the concept of accounting in various other formats of working like , royalty accounting, branch accounting, and hire purchase etc.	
CO4.	Evaluating the profit and loss from working in partnership with the accounting information developed.	
CO5.	Developing the accounting procedure to cope up with any format and type of business transaction.	
Course Content:		
Unit-1:	Accounting Standards: Meaning, need and importance. Concept of GAAP, Difference between Indian and International Accounting Standards. Various Indian Accounting standards (A brief description).	8 Hours
Unit-2:	Accounts of Non-Profit Organization: Preparation of Income and Expenditure Account, Receipts and Payment Method and Balance Sheet.	8 Hours
Unit-3:	Branch Accounting: Branch Accounting, Departmental Accounting, Installment Payment System and Hire Purchase System.	8 Hours
Unit-4:	Royalty Account: Royalty Account, Joint Venture and Consignment.	8 Hours
Unit-5:	Accounting for Partnership Firms: Including Admissions, Retirement, Death and Dissolution of partnership.	8 Hours
Text Books:	2. Maheshwari S.N., Maheshwari S.K.: Financial Accounting;New Delhi: Vikas Publishing House Pvt. Ltd	
Reference Books:	1. Shukla, M.C. Grewal, S.P:AdvancedAccounts:New Delhi: S.Chand. 2. Jain, S.P., Narang. K.N.: Advanced Accountancy:New Delhi: Kalyani Publishers. 3. Gupta, R.L., Radhaswamy,M: Advanced Accountancy:NewDelhi:S.Chand. • Latest editions of all the suggested books are recommended.	



New course
Added.

Course Code: BBASE102	Skill Enhancement Course - 2 BBA-Semester-I Advance Excel	L-3 T-0 P-2 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding and modifying Excel options.	
CO2.	Developing the skills of working in MS excel.	
CO3.	Applying the data consolidation feature to combine data from several workbooks into one.	
CO4.	Applying a variety of data validation techniques.	
CO5.	Applying the data consolidation feature to combine data from several workbooks into one	
Course Content:		
Unit-1:	Basics of Excel - Data Formatting in Excel like colors, fonts, Bullets etc, Basic Sorting and Filtering, Basic Formulae like SUM,AVERAGE,COUNT,MAX,MIN etc, Spreadsheet Basics, Creating, Editing, saving and Printing spreadsheets.	8 Hours
Unit-2:	Getting Advance in excel - Sorting Data by values, colors , etc, Filtering by numbers , text , values , logical functions ,colors , Using Filters to Sort Data, Using Auto filter, Creating a custom AutoFilter, advance Filtering Options.	8 Hours
Unit-3:	Custom and Conditional Formats - Creating a custom format, Create a custom number format, Conditional Formatting, Creating Conditional Formatting, Editing Conditional Formatting, Adding Conditional Formatting, Deleting Conditional Formatting from the selected range	8 Hours
Unit-4:	Data Validation - Specifying a valid range of value of a cell, specifying a valid value for a cell, Specifying custom validation based on formula for a cell.	8 Hours
Unit-5:	Working with Range Names - Using Range names, creating range names, Using range names in formulas, Creating range names from headings, Deleting range names.	8 Hours
Text Books:	1. Excel 2010 Bible by John Walkenbach, John Wiley	
Reference Books:	1. Excel 2007 & 2010 for Dummies by Greg Harvey, Willey. 2. Software: Microsoft Excel 2018 Latest Version of excel software 3. New perspective on Microsoft Office Excel 2007 & 2010. * Latest editions of all the suggested books and latest software are recommended.	



New course Added

Course Code: BBASE202	Skill Enhancement Course -4 BBA - Semester-II Business Communication	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the barriers to effective communication and ways to overcome them.	
CO2.	Utilizing analytical and problem solving skills appropriate to business communication..	
CO3.	Applying business communication strategies and principles for effective communication in group discussions , presentations and in any domestic and international business situations..	
CO4.	Demonstrating effective oral and writing business presentation skills during mock assumed situation.	
CO5.	Applying communication skills in international context by presetting report .	
Course Content:		
Unit-1:	Introduction: Business Communication: Definition, Process, Model, Objectives, Principles, Importance, Channels ,Types Dimensions & Barriers.	8 Hours
Unit-2:	Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Preparation of quotation cover letter.	8 Hours
Unit-3:	Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing	8 Hours
Unit-4:	Conduct of Meeting, communicating agenda of meeting, preparation of minutes of meeting, office order writing, press release preparation, excel business report preparation and presentation, office memorandum.	8 Hours
Unit-5:	Modern forms of communication (Face book, blog writing, what's up broadcast etc.), cultural sensitiveness and cultural context, writing and presenting in international situations. Factors affecting international presentation.	8 Hours
Text Books:	1. Sinha K. K. ,Business Communication , New Delhi : Galgotia Publishing Company.	
Reference Books:	1. Sharma R. C. & Krishna Mohan, Business Correspondence and Report Writing, New Delhi: McGraw-Hill Publishing Company Limited. 2. Balasubrahmanyam M., Business Communication, Chennai:Vani Educational Books. 3. Siman Howard, Creating a Successful CV , New York: Dorling Kindersley. 4. Rayudu C.S., Media and Communication Management , Mumbai: Himalaya Publishing House. 5. Pal Rajendra and Korhalli J. S. ,Essentials of Business Communication, New Delhi: Sultan Chand & Sons.	



New course added

Course Code: BBASE203	Skill Enhancement Course – 5 BBA-Semester-II Personal Selling and Salesmanship	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the role of a sales force in marketing strategies.	
CO2.	Understanding the role of a salesman in today's market place and the importance of building partnerships.	
CO3.	Designing and demonstrating sales presentation that is tailored to a potential buyer's needs..	
CO4.	Demonstrating personal selling skills to enhance personal and business growth.	
CO5.	Evaluating the success of a sales force, based on sales force objectives.	
Course Content:		
Unit-1:	Introduction to Personal Selling & Salesmanship: Defining Personal selling and salesmanship, Selling as a profession, Objectives and importance of personal selling, Essentials of Personal Selling, Traditional & Modern Selling Approach, Ethics in Selling, Role of Selling in Marketing, Types of selling, Qualities of Winning Sales Professionals-Physical, Mental, Social and Character Traits.	8 Hours
Unit-2:	Introduction to Theories of Selling: AIDA, Right set of circumstances theory of selling, Buying Formula theory of selling, Behavioral Equation theory.	8 Hours
Unit-3:	Personal Selling Process-I: Prospecting- objectives, sources and methods, Lead Generation, Getting appointment, Sales Responsibilities and Preparation; Pre approach-step toward sales planning-elements of sales call planning; Customer need discovery & Analysis; Approach- sales presentation/ demonstration-selection of appropriate presentation method, essentials of presentation, sales presentation mix- persuasive communication, visual presentation and dramatization, Use of questions- Direct questions, nondirective questions, rephrasing, redirect questions.	8 Hours
Unit-4:	Personal Selling Process-II: Handling objection- hidden, stalling, no need, money objection, etc., objection handling techniques, Closing the sale- reading buying signals, closing techniques- the alternative choice, assumptive, the compliment, the summary, the continuous, the minor point, the tea account, the standing room and the probability; Follow up after sales- Discuss service requirements, handling complaints, Key Account Management.	8 Hours
Unit-5:	Personal Selling Skills: Negotiation, Communication, Listening Skills, Presentation and Demonstration, Body Language- Space, Moments, Eye Contacts & Postures, Follow up Calls, Writing Effective Sales Letters and emails, Positive Mental Attitude, Goal Setting, Effective Dressing, Managing Yourself and Time, Cold Call Mechanism.	8 Hours
Text Books:	1. Fundamentals of Selling, New Delhi: Tata McGraw Hill	



	Futrell Charles M., A B C's of Selling, New Delhi: AITBS.	
<u>Reference Books:</u>	<ol style="list-style-type: none"> 1. Clay Julian, Successful Selling Solutions, New Delhi: Viva Books. 2. Reilly Tom, Value Added Selling, New Delhi: McGraw Hill. 3. Stevens Howard, Achieving Sales Excellence, New Delhi :Viva Books Pvt. Ltd. 4. Schiffman Stephan, Power Sales Presentation, New Delhi: Adams Media Corporations. 5. Chitwood Roy, World Class Selling , New Delhi: JAICO Publishing House./ <p>* Latest editions of all the suggested books are recommended.</p>	

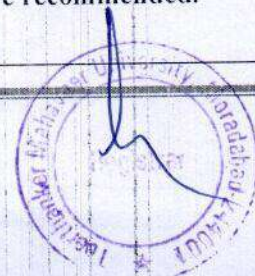
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Course Code: BBAGE402	Generic Elective Course – 8 BBA-Semester-IV Goods & Service Tax	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the principles and benefits of corporate income tax.	
CO2.	Analyzing the earlier indirect tax system and present indirect tax system	
CO3.	Understanding the structure, types, basic terms, concepts, various provisions, advantages and disadvantages of GST.	
CO4.	Understanding and applying various laws of GST and their implications.	
CO5.	Understanding and analyzing the importance and benefits of Input Tax Credit.	
Course Content:		
Unit-1:	Introduction Overview of GST, Implementation of GST, Liability of the Tax Payer, GST Network GST Council, Levy of GST – Introduction, Composition Scheme, Remission of Tax/ Duty, Registration Procedure, Special Persons, Amendments / Cancellation.	8 Hours
Unit-2:	Meaning and Scope of Supply Taxable Supply, Supply of Goods and Supply of Services, Course or Furtherance of Business, Special Transactions, Time of Supply – Goods, Time of Supply –Services, Valuation in GST, Transaction Value, Valuation Rules.	8 Hours
Unit-3:	Payment of GST Introduction, Time of GST payment, Process to make payment, Challan Generation & PIN, TDS & TCS, Procedures for E-commerce Operator.	8 Hours
Unit-4:	Input Tax Credit Introduction, Job Worker, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Matching of Input Tax Credit, Returns, GSTR-2, Other Taxable Persons, Annual Return.	8 Hours
Unit-5:	GST Portal Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices.	8 Hours
Text Books:	1. Mehrotra H.C. & Agarwal V.P. :Goods and Services Tax- GST:Agra:Sahitya Bhawan Publications.	
Reference Books:	1. Gupta N K & Bhatia Sunaina:Goods& Service Tax:NewDelhi:Bharat Law house. 2. Guide to the Goods and Services Tax:CA Farooq Haque:NewDelhi:Bharat law House. 3. Mohan Rajat (C.A.) & Vardhan Harsh :Illustrated Guide to Goods & Service Tax:NewDelhi:Bharat Law House. Latest editions of all the suggested books are recommended.	

New course
Added

Course Code: BBASE403	Skill Enhancement Course-7 BBA-Semester-IV E- Commerce/ E-Business	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the role and significance of E-Commerce / E-Business in present scenario.	
CO2.	Analyzing the suitability of E-Commerce for different variety of business organization and finding out the dynamics of internet in growing them.	
CO3.	Applying the tools to promote business with the help of website etc. and take benefit out of that.	
CO4.	Understanding about the various laws related to E-Commerce business and different payment option available for online trading.	
CO5.	Analyzing about the significance and benefits and limitation of E-Commerce in Indian Perspective.	
Course Content:		
Unit-1:	Introduction: Meaning, Nature, Concepts, advantages & Categories of E-Business. Framework of e-business, Concept of I-way E- Commerce Process Models.	8 Hours
Unit-2:	Planning online business: Nature & dynamics of the internet, pure online Vs. Brick & click business; assessing requirements for an online business designing, Developing & deploying the system tools for promoting websites, Olx, Amazon, Snapdeal.	8 Hours
Unit-3:	Mechanics of making payment through internet: Online payment mechanics, Electronic payment system; Electronic payment system; Electronic Fund transfer, Payment gateways, plastic money, debit card, credit card, smart card, E-cash, E-cheque, Electronic Data Interchange EDI.	8 Hours
Unit-4:	Laws relating to online transaction: Salient features, security in e-commerce:- Digital signature, Network security, data encryption, firewall, e-commerce application in manufacturing, wholesale, retail & service sector.	8 Hours
Unit-5:	Indian perspective: Benefits of ecommerce, drawbacks and limitations of e commerce, Major requirements e- commerce, Emerging trends and technologies of ecommerce, from e-commerce to e-business. Web Security: Introduction, firewalls and transaction security.	8 Hours
Text Books:	1. Kalakota and whinstone, frontiers of Electronic commerce, New Delhi: Pearson education.	
Reference Books:	1. Bhaskar, E commerce, New Delhi: Mc Graw Hill. 2. Krishnamurty, E commerce Management, New Delhi: Vikas Publishing House. 3. Kalakota R, Electronic commerce a guide for manager, New Delhi: Pearson Education. * Latest editions of all the suggested books are recommended.	



New course
Added

Course Code: BBAM502	Discipline Specific Elective - 2 Marketing BBA-Semester-V Sales & Distribution Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the roles and responsibilities of the sales managers	
CO2.	Understanding the marketing channels, retailing and sales planning process and apply control on sales plans.	
CO3.	Applying and enhance the sales force productivity and performance	
CO4.	Developing effective sales strategy for organizations.	
CO5.	Applying distribution channel strategy for sales and distribution of goods and services.	
CO6.	Developing decision making skills of future sales and distribution managers.	
Course Content:		
Unit-1:	Introduction to Sales and Distribution Management: Sales Management: Objectives, Nature & Scope, Sales Environment, Sales Planning, Strategic role of sales management. Marketing Channels: Functions and Significance, Structure - Vertical and Horizontal, Symbiotic, Role of marketing channels in the dynamic market place, Designing the Market Channel system, Channels for Consumer goods, Industrial goods, and Inter dependency of Sales & Distribution.	8 Hours
Unit-2:	Organizing the Sales Force: Objectives & Structure of Sales Organization, Organizing the Sales Force, Recruitment, selection and training the sales force, Field Sales Planning, Compensation and Evaluation of Sales Force.	8 Hours
Unit-3:	Sales Planning & Control: Sales Planning: Sales Forecasting & Budgeting, Sales Quotas and Targets. Sales Control: Reporting Formats, Monthly Sales Plan, Territory Sales, Daily Sales Call Report, Expired Goods and Breakage Return Report, Fortnightly Sales Review Report, Order Booking Report, Monthly and Quarterly Sales Report. Sales Audit: Sales Force Productivity Indicators (Value and Volume) - Territory Productivity.	8 Hours
Unit-4:	Marketing Channels: Significance and role of channels, C&F Agents, Types of the Wholesalers and Franchisee. Specialized Techniques in Selling: Tele / Mobile Marketing, Online Marketing, E Commerce.	8 Hours
Unit-5:	Retailing: Nature and Importance of Retailing, Types of Retailers, Organized & Unorganized Retailing Formats, Retail Merchandising, Retail Decision. Location and Size. Retailer Promotion: Advertising, Sales Promotion and POP Promotion, Shelf Management.	8 Hours



<u>Text Books:</u>	1. Havaladar&Cavale, Sales and Distribution Management, New Delhi: Mc. Graw Hills.	
<u>Reference Books:</u>	1. Michael Levy & Barton Weitz, Retailing Management, New Delhi: Mc. Graw Hills. 2. Cundiff & Govani, Sales Management, New Delhi: Pearson Education. 3. Gupta S. L. Sales and Distribution Management, New Delhi : Excel books 4. * Latest editions of all the suggested books are recommended.	



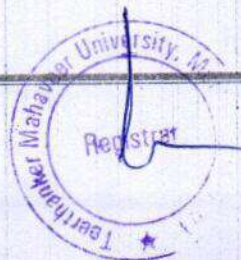
New course
Added

Course Code: BBAF503	Discipline Specific Elective-3 Accounting & Finance BBA -Semester-V Project Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concepts, techniques and models of project management.	
CO2.	Understanding the concepts and techniques of project appraisal.	
CO3.	Developing project report and formulating product ,price, HR, finance, technology needs.	
CO4.	Developing execution plan, monitoring and control procedure.	
CO5.	Understanding the project control techniques ,cost benefit analysis, project implementation & project financing.	
Course Content:		
Unit-1:	Meaning and types of projects, Project Development Cycle, Project Identification, Project Formulation.	8 Hours
Unit-2:	Types & Techniques of project appraisals, Market Feasibility, Market & Demand Analysis, Technical Feasibility, Financial Feasibility, Economic Feasibility.	8 Hours
Unit-3:	Project Design & Network Analysis, Project Review & Control (PERT, CPM), Social Cost benefits Analysis.	8 Hours
Unit-4:	Systems & Procedures for Project Implementation, Project Finance, Process of Setting up of the project.	8 Hours
Unit-5:	Project Management, MIS & Computers, International Project Management, Human Aspects of Project Planning Implementation & Management, Project Report.	8 Hours
Text Books:	1. Chandra Prasanna, Project Management, New Delhi : McGraw Hill.	
Reference Books:	1. Frigenti and Comninos, The Practice of Project Management – A guide to business focused approach, New Delhi: Kogan Page. 2. Choudhary ,Project Management, New Delhi : McGraw Hill. 3. Vasant Desai, Project Management, New Delhi: Himalaya Publishing House. 4. Clifford Gray and Erik Larson, Project Management: The Managerial Process, New Delhi : McGraw Hill. 5. Clements and Gido, Effective Project Management, New Delhi: Cengage, India.	
* Latest editions of all the suggested books are recommended.		



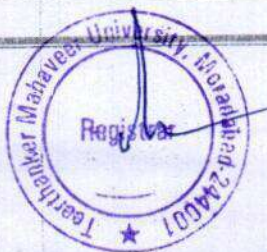
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| | <ol style="list-style-type: none">2. Gupta, Kamal & Arora, Ashok, Fundamentals of Auditing, New Delhi: Mc-Graw Hill Publishing Co. Ltd.3. Ghatalia, S. V., Practical Auditing, New Delhi: Allied Publishers Private Ltd.4. Basu, S. K., Auditing-Principles and Techniques, New Delhi : Pearson Education. | |
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Latest editions of all the suggested books are recommended.



New Course
Added -

Course Code: BBA1503	Discipline Specific Elective-3 International Business BBA -Semester-V International Marketing Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concepts ,nature, growth and major issues related to international marketing.	
CO2.	Understanding the role of marketing as a fundamental organizational policy process.	
CO3.	Developing skills in research and analysis trends in global markets and in modern marketing practice.	
CO4.	Assessing an organization's ability to enter and compete in international markets.	
CO5.	Analysing and evaluating data, information, and evidence related to international marketing opportunities and threats relevant in the current world	
CO6.	Developing creative international market entry strategies.	
Course Content:		
Unit-1:	International Marketing: Meaning, Nature, Importance and Scope of International Marketing; International market orientation and EPRG framework; International Market Entry Strategies.	8 Hours
Unit-2:	International Marketing Environment and market selection: International Marketing Environment; International Market Segmentation, Positioning and targeting.	8 Hours
Unit-3:	International Product and Pricing Strategies: Product mix, branding, Managing Product Line, International Trade Product Life Cycle, New Product Development; Pricing for International Markets and pricing strategies. Process of price determination.	8 Hours
Unit-4:	Managing International Distribution and Promotion: International Distribution Channels-Types, Role and Functions, International Distribution Logistics decisions; International Promotion Mix – Advertising, Trade fairs and Exhibitions.	8 Hours
Unit-5:	Consumer behavior & Marketing research: Factors Influencing Consumer Behavior, Marketing Research for Identifying Opportunities in International Markets. Role and functions of WTO and IMF.	8 Hours
Text Books:	Cateora, Philip C., Gilly, Mary C. and Graham, John L. International Marketing, New Delhi: McGraw-Hill. R.L. Varshney & Bhattacharya: International Marketing Management, New Delhi: Sultan Chand.	
Reference Books:	Keegan Warren J. Global Marketing Management, New Delhi: Pearson Education. Kotabe Masaaki & Helsen Kristiaan, Global Marketing Management, New Delhi: John Wiley & Sons Asia.	



Onkvisit, Sak & Shaw, John J., International Marketing: Analysis and Strategy, New Delhi: Prentice Hall.
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* Latest editions of all the suggested books are recommended.



Course Code: BBAM 601	Discipline Specific Elective - 4 Marketing BBA -Semester-VI Advertising Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the theories ,concepts and techniques of integrated marketing communications.	
CO2.	Understanding the key principles and tools of media planning.	
CO3.	Applying various research techniques to measure the effectiveness of integrated advertising and marketing communication initiatives.	
CO4.	Developing advertisement plans for achieving advertising objectives.	
CO5.	Analyzing brand positioning & customer preferences for developing marketing situation analysis.	
CO6.	Developing ethical creative solutions to address advertising and marketing communication challenges.	
Course Content:		
Unit-1:	Advertising Role in the Marketing Process: Legal Ethical and social Aspects of Advertising. Functions and types of advertising. Integrated Marketing communication, Cultural differences and values in advertising.	8 Hours
Unit-2:	The major players in advertising. Advertising agency, Brand manager, market research firms, Media. Type of agencies. Structure of an agency and its functions. The process of developing an advertisement.	8 Hours
Unit-3:	Objective Setting and market Positioning; Dagmar Approach, Determination of Target Audience and understanding them. Assumptions about consumer behavior an advertiser makes.	8 Hours
Unit-4:	Building of Advertising Programme-Message, Headlines, Copy, Logo, Illustration, Appeal, layout Campaign Planning. Creative Strategies. Production and execution of TVCs and print ads.	8 Hours
Unit-5:	Media Planning, Budgeting; Evaluation- Methods. Media buying. Emerging medias and trends – Social Media, Internet, and Mobile.	8 Hours
Text Books:	1. Kotler Philip & Armstrong Graw, Principles of Marketing, New Delhi: Pearson Education,...	
Reference Books:	1. Neelamegham S., Indian Cases in Marketing, New Delhi: Vikas Publication. 2. Bull Victor P., Marketing Management: A Strategic Planning Approach, New York: McGraw Hill. 3. Czinkota M.R., Marketing Management, New Delhi: Pearson Education Asia. 4. Larry Percy, Richard Rosenbaum, Elliot, Strategic Advertising Management, New Delhi: oxford university press. a. Latest editions of all the suggested books are recommended.	



New course
Added

Course Code: BBAM 602	Discipline Specific Elective-5 Marketing BBA -Semester-VI Retail Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concepts ,theories ,and techniques of retail management ,store design ,merchandising & integrated marketing channel.	
CO2.	Understating the ways that retailers use marketing tools and techniques to influence the customers.	
CO3.	Evaluating the effectiveness of merchandising decisions in the retail stores.	
CO4.	Understanding and demonstrating good customer service in a retail environment.	
CO5.	Evaluating marketing channels & technology for decision making about choice of a channel & technology to fit the product category(ies)&store format(s).	
CO6.	Analyzing impact of technology on retailing and recognizing the major elements of the retailing process applied to actual retailing situations.	
Course Content:		
Unit-1:	Wholeselling: Concept, Importance, Functions –Wholesaler Marketing Decisions – Trends in Wholesaling& Retailing: Concept, Importance, Functions - Indian Vs. Global Scenario.	8 Hours
Unit-2:	Retail formats: Store & Non Store Retailing --FranchisingUnconventional channels, Retail Location: Factors affecting location decision – Site Selection – 36 Location based retail Strategies, Customer Service: Concepts, aspects, technology & strategies.	8 Hours
Unit-3:	Store Design: Interiors and Exteriors - Store layout – Types of layouts – Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management–Managing store inventories and display.	8 Hours
Unit-4:	Merchandising: Concept, Importance, Functions – Steps in merchandising planning – Category management: Definition and process – Introduction to Private label brands, Retail Communication Mix: Planning retail communication - Managing in-store promotions and events.	8 Hours
Unit-5:	Integrated Marketing Channels: Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems, Technology in distribution: Bar-coding – RFID – Electronic payment systems.	8 Hours
Text Books:	1. Jha, Aruna, A Student's Guide to Auditing, New Delhi: Taxmann.	
Reference Books:	1. Institute of Chartered Accountants of India, Auditing and Assurance Standards, New Delhi: ICAI.	



Course Code: BBAM603	Discipline Specific Elective-6 Marketing BBA -Semester-VI Brand Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding branding concepts, theories, methodology, processes and models of brand management.	
CO2.	Differentiating among brand equity, brand architecture & brand identity.	
CO3.	Differentiating & relating brand positioning, brand extension & co-branding.	
CO4.	Analyzing brand popularity & suggest steps for building brands.	
CO5.	Analyzing contemporary brand related problems and develop appropriate strategies and initiatives for brand promotion.	
Course Content:		
Unit-1:	Basics of Branding: Basic understanding of brands - concepts and process - significance of a brand - History of Branding - Brand Essence - Elements of a Brand- Brand Management versus Product Management - Brand Terminology - brand mark and trade mark - different types of brand - family brand, individual brand, private brand - Basic Approaches of Branding - (Video Case Studies - Fast Moving Consumer Goods (FMCG) Brands Commodities - Luxury Brands - Business to Business (B2B) - Brands Pharmaceutical Brands - Service Brands E-Brands - Country Brands).	8 Hours
Unit-2:	Brand Equity & Its Models: Brand Equity - Brand Decay - Brand Equity Models - Aaker's Brand Equity Model - Keller's Brand Equity Model - BrandZ - Brand Asset Valuation.	8 Hours
Unit-3:	Brand Architecture: Brand Architecture & its types - Product Brand Architecture - Source Brand Architecture - Line Brand Architecture - Masterbrand or Monolithic or Umbrella Architecture - Nomenclature of a New Product - Group and Corporate Brands - Corporate Brands over Product Brands.	8 Hours
Unit-4:	Brand Identity and Positioning: Six Faces of Brand Identity and Image - Brand Knowledge - Brand Portfolios and Market Segmentation General Steps of Brand Building - Identifying and Establishing Brand Positioning - Defining and Establishing Brand Values.	8 Hours
Unit-5:	Brand Promotion, Extension & Co-branding - Brand Promotion Methods - Role of Brand Ambassadors and Celebrities Online Brand Promotions - Brand Extension - Brand Adaption Process & Practices - Factors that Influence Brand Extension - Rebranding - Relaunching - Co-branding & its types - Situations for Co-branding - Points to Note before Co-branding - Co-branding for Business Growth - Celebrity Endorsement.	8 Hours
Text Books:	1. Kevin Lane Keller, Strategic Brand Management, New Delhi: Prentice-Hall.	
Reference Books:	1. Varley R. & Rafiq M., Principles of Retail Management, New Delhi: Palgrave. 2. Lamba, The Art of Retailing, New Delhi: McGraw-Hill. 3. Harsh V. Verma, Brand Management, New Delhi: Excel Books. 4. Lan BateyAsiar, Branding- "A great way to fly" New Delhi:	



Prentice Hall of India.

* Latest editions of all the suggested books are recommended.

Discipline Specific Elective

Finance



New Course
Added

Course Code: BBAF601	Discipline Specific Elective-4 Accounting & Finance BBA -Semester-VI Working Capital Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the theories & concepts of the Working Capital management.	
CO2.	Understanding the importance of financing the working capital management.	
CO3.	Applying corporate cash management, accounts receivable management ,bank relations ,and inventory management techniques to maximize the share holders' value.	
CO4.	Analyzing the relative merits of alternative working capital sources and the likely short term and long term impact on the firm.	
CO5.	Analyzing comparative working capital management policies and their impact on the firm's profitability ,liquidity, risk and operating flexibility.	
CO6.	Analyzing the choices of short -term funding available to a company and recommend financing options.	
Course Content:		
Unit-1:	Financing for Working Capital: Working capital management – Determination of level of current assets. Sources for financing working capital. Bank finance for working capital. Working capital financing: Short term financing of working capital, long term financing of working capital.	8 Hours
Unit-2:	Cash and Receivables Management: Cash Management – Forecasting cash flows – Cash budgets, long-term cash forecasting, monitoring collections and receivables, optimal cash balances – Baumol model, Miller-orr model, stone model. Strategies for managing surplus fund. Receivables Management.	8 Hours
Unit-3:	Inventory Management: Inventory Management: Determinations of inventory control levels,ordering, reordering, danger level. EOQ model. Pricing of raw material. Monitoring and control of inventories, ABC Analysis.	8 Hours
Unit-4:	Capital Structure of Firm: Capital structure decisions – capital structure & market value of a firm. Theories and approaches of capital structure (with numerical), Capital structure policy.	8 Hours
Unit-5:	Dividend Policy: Dividend policy – Theories of dividend policy: relevance and irrelevancedividend decision. Walter's & Gordon's model, Modigliani & Miller approach. Economic Value Added (EVA) – concept, components of EVA. Market Value Added (MVA)- concepts and components. Dividend Policy: Dividend policy – Theories of dividend policy: relevance and irrelevancedividend decision. Walter's & Gordon's model, Modigliani & Miller approach. Economic Value Added (EVA) – concept, components of EVA. Market Value Added (MVA)- concepts and components.	8 Hours
Text Books:	Pandey I. M. , Financial Management , New Delhi: Vikas Publications. Van Horne Knott G., Financial Management, New Delhi: Palgrave.	
Reference Books:	Khan and Jain, Financial Management, New Delhi: McGraw Hill.	



Prasanna Chandra, Fundamentals of Financial Management, New Delhi: McGraw Hill. Van Horne Knott G., Financial Management, New Delhi: Palgrave. * Latest editions of all the suggested books are recommended.
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Course Code: BBAF602	Discipline Specific Elective-5 Accounting & Finance BBA -Semester-VI Banking & Insurance	L-4 T-0 P-0 C-1
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the various concepts banking services and risks faced by banks.	U
CO2.	Understanding the banking innovations and overview about insurance industry.	U
CO3.	Understanding the various principles ,provisions that govern the life and general insurance contracts.	U
CO4.	Preparing bank reconciliation statement ,insurance claims and depreciation accounting.	AP
CO5.	Understanding the techniques of analyzing banking and insurance risks	U
Course Content:		
Unit-1:	Origin of banking: Definition, banker and customer relationship, General and special types of customers, Types of deposits, Origin and growth of commercial banks in India, India's approach to banking Sector reforms, International security standards in banking, Global financial crisis and India's banking Sector, Achievement of financial sector reforms and areas of concern.	8 Hours
Unit-2:	Commercial Banks: Credit Allocation Policies, Credit Market Reforms, Flow of Credit to Agriculture and Allied Activities, Credit Flow to Micro, Small and Medium Enterprises, Technological Channels for the Delivery of Financial Services, Customer Services in banking, Role of Foreign Banks, Advantages and Disadvantages of Foreign Banks, Road Map for Foreign Banks in India	8 Hours
Unit-3:	Operations of Banking: Cheques crossing & endorsement, types and rules of crossing, Principles of sound lending, Secured vs. unsecured advance, Types of advances Advance against various securities, Securitization of Standard Assets, Anti-money Laundering Guidelines, Credit Information Bureau of India Ltd.(CIBIL); Balance Sheet of a Bank; special items, off balance sheet items, Basel I, Basel II, Migration methods and e-banking	8 Hours
Unit-4:	Life Insurance: Organizations, Regulatory framework, Management of Life insurance business, Nature & types of Life Insurance Policies, Operating Aspects of Life Insurance Companies.	8 Hours
Unit-5:	General Insurance Organizations: Regulatory Framework , Management of General Insurance Business, Nature & types of General Insurance Policies, Operating Aspects of General Insurance Companies	8 Hours
Text Books:	Agarwal, O.P., Banking and Insurance, New Delhi: Himalya Publication House.	
Reference Books:	Suneja, H.R. Practical and Law of Banking, New Delhi: Himalaya Publication House.	



Gupta, P.K. ,Insurance and Risk Management, New Delhi: Himalya Publication House.

Vaughan, E.J. and Vaughan T. ,Fundamental of Risk and Insurance, New Delhi: Wiley & Sons.

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



New course
Added

Course Code: BBAF 603	Discipline Specific Elective-6 Accounting & Finance BBA -Semester-VI Income Tax	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the basic concepts and terminologies of income tax and various provisions of Income Tax Act.	
CO2.	Applying the various tax provisions to resolve income tax issues of gross & taxable incomes and tax liability.	
CO3.	Understanding the filing of returns and the procedures of handling and clarifying tax notices.	
CO4.	Understanding and applying the concepts of set offs and carry forward to calculate current tax liability.	
CO5.	Developing an overview of various provisions of incomes under the head house property, profit and gains of business or profession capital gains and other sources.	
Course Content:		
Unit-1:	Basic Concepts: Basic concepts of Income tax income, Agricultural income, Person, Assesses, Assessment year, Previous year, Gross total income, Total income, Tax Rates, maximum marginal rate of tax.	8 Hours
Unit-2:	Residential Status: Residential Status of an Individual, Company, Firm, Conditions to calculate Residential Status, Incidence of tax. Exempted income under section 10. <i>Numerical: Residential Status of an Individual.</i>	8 Hours
Unit-3:	Salary Income: Income from Salaries, Allowances and Perquisites, Computation of salary income. <i>Numerical: Calculation of Taxable Salary</i>	8 Hours
Unit-4:	Other Heads of Income: Overview of Income from House Property Profit and Gains of Business or Profession, , Income from Capital Gains, & Income from Other sources. Deductions from Gross Total Income with special reference to Individuals. <i>Numerical: Income of House Property/ Capital Gains.</i>	8 Hours
Unit-5:	Computation of Total Income & Filing of Returns: Set off & Carry Forward of Losses, Computation of Total Income, Net Income, Gross Tax payable. Filing of Returns, Preparation of return of income manually, through software. <i>Numerical: Set off and carry forward of losses/ Assessment of Individuals</i>	8 Hours
Text Books:	Mehrotra H.C., Income tax Law and Accounting, New Delhi: Sahitya Bhawan Publications.	
Reference Books:	Singhanian V.K. Income Tax Law and Practice, , New Delhi: Taxmann. * Latest editions of all the suggested books applicable for latest relevant Assessment Year are recommended.	

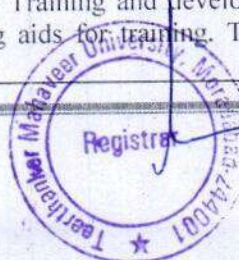
New course
Added.

Course Code: BBAH601	Discipline Specific Elective-4 Human Resource Management BBA -Semester-VI Negotiation & Conflict Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the main concept of negotiation & its important in maintaining the peaceful environment at work place..	
CO2.	Applying the techniques of negotiation for achieving favorable outcomes.	
CO3.	Applying negotiation skills to be more effective while managing conflict within an organization.	
CO4.	Demonstrating an understanding of how to manage conflicts and lead to constructive outcomes.	
CO5.	Preparing a negotiation plan by analyzing information about self, other(s), and negotiation situations.	
CO6.	Evaluating the different types of strategies to be employed for effective negotiation and conflict resolution.	
Course Content:		
Unit-1:	Introduction: Meaning, Nature, importance history of collective bargaining & negotiation. Strategy of distributive bargaining, strategy of integrative negotiation. Strategy & planning for negotiation, essential conditions for collective bargaining, functions of collective bargaining. Case Study: Maruti Manesar Plant Case Study	8 Hours
Unit-2:	Negotiation sub processes & persuasion: Negotiation process, levels of negotiation, preparations for negotiations, ethics in negotiation, essential communication techniques in negotiations, role of negotiator, Negotiation as persuasion, negotiation challenges in future.	8 Hours
Unit-3:	Negotiation skills & Practices: Fundamental Structure of Negotiation, BATNA. Negotiation skills, presentation of demand & tactics used, closing of negotiation & drafting the agreement (MOU), break down of negotiation: causes & consequences. Third party Intervention, mutual trust & understanding in negotiation, impact of cross cultural differences. Case Study: Role of Negotiation at Bokaro steel Plant.	8 Hours
Unit-4:	Introduction to conflict: Meaning, definition, features. Causes of conflicts, types of conflicts: Industrial conflicts & disputes (strikes & lock outs). Settlement of conflicts & prevention of conflicts.	8 Hours
Unit-5:	Counseling: Meaning & emergence of counseling, counseling process, role of counselor, model of counseling, approaches of counseling, modern trend in counseling.	8 Hours
Text Books:	P.Subba Rao, Essentials of HRM & IR, New Delhi: Himalaya Publication House	
Reference Books:	Aswathappa, Human Resource management, New Delhi : McGraw- Hill Dessler, Human Resource Management, New Delhi : Prentice Hall India. * Latest editions of all the suggested books are recommended.	



New course
Added

Course Code: BBAH602	Discipline Specific Elective-5	L-4 T-0 P-0 C-4
	Human Resource Management	
	BBA -Semester-VI	
	Team Building, Training & Development	
Course Outcomes:		
CO1.	Understanding the concepts, theories, models & techniques and rationale of training and development.	
CO2.	Assessing training needs at different levels of an organization.	
CO3.	Applying the methodologies & techniques of team building & training to develop a training plan for individuals and teams.	
CO4.	Designing training programs for enhancing organization's effectiveness.	
CO5.	Evaluating training and development programs and various problems of measurement for training effectiveness of individuals and teams.	
Course Content:		
Unit-1:	Understanding Teambuilding: Overview of groups: Formation of group; Group dynamics; Group structure and Group cohesiveness; managing group and inter-group dynamics in organization. Difference between group and team	8 Hours
Unit-2:	Team Building Process: Overview of teams: definition, types, and stages of team development: Teambuilding techniques, need of team, Purpose of teams, Quality circles and self managed teams; evaluating team's performance; teams and high performing organizations.	8 Hours
Unit-3:	Intra Team Dynamics: Goal setting for team: Defining roles; Responsibilities of team members, initiating interpersonal skills; Interpersonal communication barriers and gateways to communication. Leadership and management of team: Sources of powers and influence; Leadership models and styles in teams: Contingency approach to effective leadership; Situational leadership in teams; Transformational leadership; Leadership in decision-making process. Leadership in times of change in the team.	8 Hours
Unit-4:	Concept of Training and Development: Definition; Aim and philosophy of training; Trainers, Consultant and Organizational Climate for training; Component of training; Training skills, Learning and training: Learning theories; Organizational learning and Learning Organization; Conditions for effective learning; Continuous learning and development, Principles of learning, Differences between training and development.	8 Hours
Unit-5:	Training Need Identification and Training Method: Identifying and analyzing training needs: Types of training, Induction training, skill oriented training, orientation training, training development, Identifying various stages of training benefits and disadvantages of training Planning and designing: Training and development programmes planning and designing; Teaching aids for training. Training methods; On-the-job training; Off-the-job	8 Hours

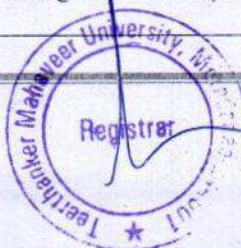


	training. Monitoring and evaluation of training programme; Follow up, Economics and effectiveness of training programme.	
<u>Text Books:</u>	Gold N., Teamwork, Multi-Professional Perspective, New Delhi : Palgrave.	
<u>Reference Books:</u>	Yukl, Leadership in Organisations, New Delhi : Pearson. Hersey P., Blanchard K. & Johnson D., Management of Organizational Behavior, New Delhi : Prentice Hall. Ray D., <i>Teaming Up</i> , New Delhi : McGraw-Hill * Latest editions of all the suggested books are recommended.	



New course
Added

Course Code: BBAH603	Discipline Specific Elective-6 Human Resource Management BBA -Semester-VI Organization Design & Development	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concepts, theories, and techniques of organization change, design and development.	
CO2.	Analyzing the relationship among organizational change, redesign, and organizational effectiveness.	
CO3.	Analyzing the organization situation & business context and preparing the plan for initiating change interventions for effective functioning.	
CO4.	Applying organizational design techniques to develop the appropriate organizational structure for better results.	
CO5.	Evaluating the impact of changing technology and business environment structures and design.	
Course Content:		
Unit-1:	Organizations and Organizational Theory: Definition, Prospective Dimensions, Strategy, Organization design & effectiveness	8 Hours
Unit-2:	Organizational Purpose & Structural Design: Basic challenges of organizational Design - Fundamentals of Organizational structure, Internal Design Elements. Organization size & life cycle.	8 Hours
Unit-3:	Organizational Culture & Ethics : Innovation & change, Decision making processes & organizational learning.	8 Hours
Unit-4:	Managing Innovation & Change Individually: Process of OD, Individual and Interpersonal Interventions.	8 Hours
Unit-5:	Managing Innovation & Change in Organization: Team / Group Interventions, Intergroup Interventions, Techno Structural Interventions, Strategic Change.	8 Hours
Text Books	Thomas G. Cummings and Christopher G. Worley, Organization Development and Change, New Delhi: Thomson South-Western.	
Reference Books:	Richard L. Daft, Organization theory & Design , New Delhi: Cengage Press. Thomas G. Cummings and Christopher G. Worley, Organization Development and Change, New Delhi: Thomson South-Western. Cummings & Worely, Organization Development & Change, New Delhi: Cengage Learning's India Ltd. Nilkant&Ramnarayan, Managing Organizational Change, New Delhi: Response Books. Singh Kavita, Organization Change & Development, New Delhi: Excel Books.	



Tsoukas & Knudsen, The Oxford Handbook of Organizational Theory,
New Delhi : Oxford University Press.

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



Course Code: BBAI601	Discipline Specific Elective-4 International Business BBA -Semester-VI Forex Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the forex market and the underlying macroeconomic fundamentals concepts that drive the financial markets.	
CO2.	Understanding the various financial institutions involved in Foreign Exchange Market.	
CO3.	Developing numerical skills to be able to forecast future trends.	
CO4.	Analyzing various management situations in a comparative manner.	
CO5.	Developing knowledge of forex markets and interest rates.	
Course Content:		
Unit-1:	Introduction: Meaning of the term "Foreign Exchange", Exchange Market, Statutory basis of Foreign Exchange, Evolution of Exchange Control, Outline of Exchange Rate and Types, Import Export Overview	8 Hours
Unit-2:	India's Forex Scenario: Balance Of Payment (BOP) crisis of 1990, LOERMS, Convertibility, External commercial Borrowings.	8 Hours
Unit-3:	Introduction to International Monetary Developments: Gold standard, Bretton Woods's system, Fixed-Flexible Exchange Rate Systems, Euro market. Finance Function: Financial Institutions in International Trade.	8 Hours
Unit-4:	Methods of IN Trade Settlement: Open Account, Clean Advance, Documentary Credit, Documentary Collection. Documentary Credits (Letter of Credit): Types of LC – Parties, INCOTERMS: C.I.F., F.O.B., C.I.P.	8 Hours
Unit-5:	Introduction to Exchange Rate Mechanism: Spot- Forward Rate, Exchange Arithmetic. Deriving the Actual Exchange Rate: Forwards, Swaps, Futures and Options. Guarantees in Trade: Performance, Bid Bond etc.	8 Hours
Text Books:	1. Fabozzi, Foundations of Financial Markets and Institutions, New Delhi: Pearson Education, .	
Reference Books:	1. Bhole L.M., Financial Institutions and Markets, New Delhi: McGraw-Hill. 2. Srivastava, R.M & Nigam Divya, Management of Financial Institutions, New Delhi: Himalaya. 3. Khan M.Y., Financial Services, New Delhi: Mc Graw Hill. * Latest editions of all the suggested books are recommended.	



New course
Added

Course Code: BBAI602	Discipline Specific Elective-5 International Business BBA -Semester-VI International Business Environment	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding various concepts and strategies of International business, trade theories, trade blocks and international economic institutions.	
CO2.	Applying the environmental analysis techniques to evaluate the global business environment in terms of economic, social and legal aspects.	
CO3.	Analyzing the international business concepts with functioning of global trade.	
CO4.	Understanding the impact of regional trade blocks, foreign exchange & interest rates and International economic institutions & agreements on the operation of a multinational corporation.	
CO5.	Analyzing the international business and strategies adopted by firms to expand globally.	
Course Content:		
Unit-1:	Environmental of International Business: Framework for analyzing international business environment – Domestic, foreign and global environments and their impact on international business decisions. Global Trading Environment.	8 Hours
Unit-2:	International Financial Environment: Foreign investments -Pattern, Structure and effects; Movements in foreign exchange and interest rates.	8 Hours
Unit-3:	International Economic Institutions and Agreements: WTO, IMF, World Bank UNCTAD, International commodity trading and agreements.	8 Hours
Unit-4:	Multinational Corporations and their involvement in International Business: Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances.	8 Hours
Unit-5:	Regional Economic Groupings in Practice: Regionalism vs. multilateralism, Structure and functioning of EC and NAFTA; Regional economic cooperation. Emerging Developments and Other Issues: Growing concern for ecology.	8 Hours
Text Books:	1. Bennet, Roger, International Business, Financial Times, London: Pitman Publishing, London.	
Reference Books:	1. Danoes, John D. and Radebaugh, Lee H., International Business: Environment and Operations, New Delhi: Addison Wesley, Readings. 2. Griffin, Ricky W. and Pustay, Michael W, International Business: A Managerial Perspective, New Delhi: Addison Wesley, Readings. 3. Hill, Charles W. L., International Business, New York:	



	<p>McGraw Hill. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, New Delhi: Wheeler Publishing.</p> <p>4. Czinkota, Michael R., et. al., International Business, New Delhi: the Dryden Press, Fortworth.</p> <p>* Latest editions of all the suggested books are recommended.</p>	
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Course Code: BBAI603	Discipline Specific Elective Course-6 International Business BBA -Semester-VI International Trade Practices and Procedures	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concept of international business environment and its impact on businesses.	
CO2.	Developing international business plans.	
CO3.	Applying export compliance policies and procedures by way of company-wide training programs.	
CO4.	Understanding logistics engineering and customer service staff on customs export compliance requirements.	
CO5.	Developing techniques for negotiating effectively within various cultural environments to increase market access for exports	
Course Content:		
Unit-1:	EXIM Operations and Documentation: Trade operations and documentation; Documentation areas and dimensions; Nature and characteristic features of Exim documents; EDI and documentation.	8 Hours
Unit-2:	EXIM Policy Framework: Legal framework, Objective of EXIM policy; Policy overview – Facilities and restrictions; Getting started in export business.	8 Hours
Unit-3:	International Trade Terms: Trade contract and trade terms; Trade terms and need for standardization; INCO terms.	8 Hours
Unit-4:	Export Payment Terms: Credit risk management and payment terms; Main features of payment terms -Advance payment, open account, documentary collection, documentary credit -Documentary collection –DP and DA process and operation; Letter of credit and parties involved; Process of opening and advising LC, Types of LC; Process and operation; UCPDC - Major clauses; Consignment sale.	8 Hours
Unit-5:	Transit Risk Management: Nature of transit risk; Contract of cargo insurance Parties involved – Insurer/assured, Indemnity and insurable value; Perils and losses; Insurance policy and certificate; Cargo loss claims – Procedure and documentation. Credit Risk Management: Export credit insurance – Concept and importance; Role of Export Credit Guarantee Corporation (ECGC); Covers issued by ECGC.	8 Hours
Text Books:	1. Khurana P.K., Export management, New Delhi: Cyber Tech Publication.	
Reference Books:	1. Varshney R.L., Bhattacharya B, International Marketing Management, New Delhi: S. Chand. 2. Daniels, International Business, New Delhi: Pearson Education. 3. Export-Import Policy; Ministry of Commerce, Government	



	<p>of India, New Delhi.</p> <p>4. Gupta Parul, Export Import management, New Delhi: Mc Draw Hill.</p> <p>5. Cherunilam F., International Trade and Export Management, New Delhi: Himalaya Publication House.</p> <p>* Latest editions of all the suggested books are recommended.</p>	
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Post Revised

New Syllabus.

Course Code: BBACC201	Core Course -4 BBA- Semester-II Fundamentals of Accounting	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the principles and theories of accounting and identifying financial transactions that need to be recorded in accounting.	
CO2.	Developing writing skills for recording financial transactions and preparing reports in accordance with GAAP.	
CO3.	Analyzing the role of accounting information and its limitations.	
CO4.	Analyzing increased exposure to errors and frauds.	
CO5.	Analyzing the differences between cashbooks and passbooks.	
Course Content:		
Unit-1:	Introduction of Accounting: Need of Accounting, Meaning of Accounting, Characteristics of Accounting, Stages of Accounting, Objectives of Accounting, Difference between Accounting, Accountancy and Book Keeping. Basis of Accounting, Functions of Accounting, Branches of Accounting, Advantages or Role of Accounting, Limitations of Accounting. Basic Terminology. Generally Accepted Accounting Principles: Meaning, Classifications & Limitations.	8 Hours
Unit-2:	Accounting Standards and Recording of Transactions: Accounting Standards of India (only overview). Accounting Equations: Meaning and Calculations. Double Entry System: Meaning, Classifications, Rules of Debit and Credit. Analysis of Transactions, Advantages and Disadvantages. Journal: Meaning, Objectives, Rules of Journalizing, Advantages and Limitations; Sub- Division of Journal: Journal Proper and Special Journal (Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Bills Payable Books & Bills Receivable Books.) Numerical: Accounting Equations & Journal Entries.	8 Hours
Unit-3:	Preparation of Cash Book, Classifications & Summarization of Transactions: Cash Book: Meaning, Types of Cash Book (Simple, Double Column and Triple Column) and Petty Cash Book. Ledger: Meaning, Format, Ledger Posting, Balancing of Accounts, Difference between Journal & Ledger and Advantages. Trial Balance: Meaning, Objectives, Methods of preparing Trial Balance, Advantages and Limitations. Numerical: Trial Balance (Preparation of Trial Balance or Rectification of Trial Balance and Cash Book (Triple Column).	8 Hours
Unit-4:	Analysis and Interpretation of Transactions: Final Accounts: Meaning, Ascertainment of Income, Trading and Profit & Loss Accounts, Balance Sheet, Limitations, Precautions while preparing	8 Hours

	<p>Final Accounts and Manufacturing Accounts. Final Accounts with Adjustments : Meaning of Adjustments, Accounting of Adjustments: Closing Stock, Outstanding Expenses, Prepaid Expenses, Accrued Income, Unearned Income, Depreciations, Bad Debts, Provision for Bad Debts and Doubtful Debts, Provision for Discounts on Debtors, Reserve for Creditors, Interest on Capital, Interest on Loan & Interest on Loan.</p> <p>Numerical: Preparation of Final Accounts with Adjustments</p>	
Unit-5:	<p>Understanding the Concept of Rectification of Errors and BRS: Rectification of Errors: Meaning, Methods, Types of Errors from the point of view of Rectifications. Bank Reconciliation Statement (BRS): Meaning, Need, Objectives, Importance, Steps of Preparing the Bank Reconciliation Statement, Methods or Techniques of preparing BRS.</p> <p>Numerical: Preparation of BRS.</p>	8 Hours
Numerical Problems to be ask in external examination	<ol style="list-style-type: none"> 1. Accounting Equations and Journal Entries. 2. Trial Balance (Preparation of Trial Balance & Rectification of Trial Balance. 3. Preparation of Cash Book (Triple Column only). 4. Preparation of Final Accounts with Adjustments. 5. Preparation of BRS. 	
<u>Text Books:</u>	<ol style="list-style-type: none"> 1. Ramachandran & Kakani, Financial Accounting for Management, New Delhi: McGraw Hill. 	
<u>Reference Books:</u>	<ol style="list-style-type: none"> 1. Bhattacharya. S.K, Accounting for Management: Text and Cases, New Delhi: Vikas Publishing House. 2. Bhattacharya, How to Read a Balance Sheet; Adapted to Indian laws & requirements, New Delhi: Oxford and IBH Publishing Company Pvt. Ltd. 3. Grewal T. S. ,Introduction to Accounting, New Delhi : S. Chand & Company. 4. Horngren, Charles T., Sundem, Gary L., Elliott John.A and Philbrick, Donna, Englewood Cliffs: Introduction to Financial Accounting, Prentice Hall International. 5. Maheswari&Maheswari, Accounting for Managers, New Delhi : Vikas Publishing House. Banerjee Ashok, Financial Accounting, New Delhi : Excel Books. 6. Goyal V.K. & Goyal Ruchi, Financial Accounting, New Delhi: PHI. 7. Juneja, Jain, & Chawla, Fundamentals of Accounting, New Delhi: Kalyani Publisher. <p>* Latest editions of all the suggested books are recommended</p>	



Old Syllabus.
Pre Revised

BBA-Semester II
FUNDAMENTALS OF ACCOUNTING

Course Code: BBA216/BBA104

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

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

Unit-wise Course Contents:

1. **Accounting - Meaning and Concepts:** Difference between accounting and book keeping, Importance and Limitations of Accounting, Users of Accounting information, Accounting Principles, Conventions and Concepts.
(8 Hours)
2. **Subsidiary Books:** Recording of transactions in Subsidiary Books of Accounts, Preparation of Journal, Ledger and Trial balance.
(8 Hours)
3. **Preparation of Final Accounts:** Preparation of final accounts with adjustments (including manufacturing account), Depreciation Accounting.
(8 Hours)
4. **Valuation of Stock:** Accounting for Negotiable Instruments, Reserve and provision.
(8 Hours)
5. **Accounting Errors and Rectification:** Preparation of Bank Reconciliation Statement
(8 Hours)

Text Books:

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

Reference Books:

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

* Latest editions of all the suggested books are recommended.



Post Revised
New syllabus.

Course Code: BBACC203	Core Course -6 BBA- Semester-II Business Environment	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the business concept and theories of the various constituents of environment and their impact on businesses.	
CO2.	Understanding the economic, socio cultural, political and technological environment and its impact on business forecasting.	
CO3.	Applying the environmental analysis techniques in practice.	
CO4.	Analyzing the impact of technology on society and economy both.	
CO5.	Analyzing GATT/ WTO and Global Liberalization for globalization of Indian Business.	
Course Content:		
Unit-1:	An Overview of Business Environment: Meaning of Business Environment, Types of Environment- External and Internal. Business- Meaning, Nature/Characteristics, Scope, Classification of Business, and Objective of Business.	8 Hours
Unit-2:	Environmental Analysis and Forecasting: Environmental Analysis: Stages of Environmental Analysis, Approaches to Environmental Analysis, Techniques for Environmental Analysis and Benefits. Environmental Forecasting: Steps, Types, Techniques and Limitations Economic Environment: Nature of Economy, Structure of Economy, Economic Policies and Economic Conditions	8 Hours
Unit-3:	Political and Government Environment: Functions to State, Government and Legal Environment, Economic Role of Government in India. Natural & Technological Environment: Concept of Natural Environment, Concept of Technological Environment, Innovation, Technological Leadership & Fellowship, Technology & Competitive Advantages, Sources of Technological Dynamics, Time Lags in Technology Introduction, Impact of Technology on Globalization and Transfer in Technology.	8 Hours
Unit-4:	Societal Environment: Business and Society, Professionalization, Business Ethics, Business & Culture, Technological Developments and Social Change. Social Responsibility of Business: Classical & Contemporary Views, Social Orientation of Business, factors affecting social orientation responsibilities to different sections, the Indian	8 Hours



	situations.	
Unit-5:	GATT/ WTO and Global Liberalization: Objectives, an evaluation of GATT, the Uruguay Round Agreement, GATT & WTO, functions of WTO, salient features UR agreement. Globalization: Globalization of World Economy, , essential conditions of globalizations, foreign market entry strategies, pros & cons of globalizations and globalization of Indian Business.	8 Hours
<u>Text Books:</u>	1.Francis Cherunilam, Business Environment Text & Cases, New Delhi; Himalayan Publishing House..	
<u>Reference Books:</u>	1.Sundaram & Black: International Business Environment Text and Cases, New Delhi; PHI. 2. Avid W. Conklin, Cases in Environment of Business, New Delhi; Sage Response Books. 3. Czinkota, Ronkainen, Moffett, New Delhi ; International Business, Cengage. 4. Mark Hirschey, Economics for Managers, New Delhi; Cengage. 5. Palwar, Economic Environment of Business, New Delhi; PHI. 6. Justin Paul, Business Environment: Text & Cases, New Delhi, McGraw Hill. D.N. Dwivedi, Managerial Economics, New Delhi ;Vikas Publishing House. * Latest editions of all the suggested books are recommended	



Old Syllabus.
Pre Revised

BBA-Semester II
BUSINESS ENVIRONMENT

Course Code: BBA201

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

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

Unit-wise Course Contents:

1. **Basic Concepts of Business Environment:** Concept, Significance, Factors affecting Business Environment, Interaction Matrix, Process of Environmental Scanning, Social Responsibility of Business, Barriers, Arguments (For & Against).
(8 Hours)
2. **Types of Economic Environment:** Economic System- Capitalism (Features, Merits and Demerits) and Socialism (Features, Merits & Demerits), Mixed Economy (Features, Merits and Demerits) Public Sector and Private Sector with their changing roles.
(8 Hours)
3. **Economic Policy and Business:** Industrial Policy in India , Its historical perspective, Industrial Sickness, IRD Act 1851, MNC- as a source of technology, Collaboration and Joint Venture.
(8 Hours)
4. **Government and Business:** Role of government in regulation and development of business, Monetary Policy, Fiscal policy, MRTP, FERA & FEMA. Consumerism, Consumer Protection Act 1986.
(8 Hours)
5. **Economic Environment after Globalization:** The New Economic Policy, GATT and WTO-Objectives, Function and Principles of Globalization.
(8 Hours)

Text Books:

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

Reference Books:

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

* Latest editions of all the suggested books are recommended.

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Post Revised.
New Syllabus.

Course Code: BBACC501	Core Course -13 BBA-Semester-V Management Accounting	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the basic concepts and processes used to determine product costs.	
CO2.	Understanding the concept and importance of ratio analysis and cash flow analysis.	
CO3.	Applying cost -volume profit analysis techniques to calculate break even point .	
CO4.	Applying various techniques of financial analysis to assess financial position of a firm.	
CO5.	Analyzing financial information for cost ascertainment, planning ,control and decision making.	
CO6.	Developing standards and budgets for planning and controlling cost.	
Course Content:		
Unit-1:	Introduction to Management Accounting: Meaning and concept of management accounting, nature, scope, objectives and limitations of Management Accounting. Distinction between Management accounting, Financial accounting and Cost accounting. Tools and techniques of Management accounting.	8 Hours
Unit-2:	Financial Analysis : Meaning, objectives and limitations, Techniques of Financial Analysis - Comparative analysis, Common size statement, Trend analysis.	8 Hours
Unit-3:	Ratio analysis: Meaning and importance of Ratio analysis, Profitability ratios- Gross profit & Net Profit Ratios, Activity ratios-Stock, Debtors, Creditors & Capital turnover ratio, Liquidity ratios-Current and Quick Ratio, Solvency ratios – Debt equity ratio, Capital gearing ratio & interest coverage ratio.	8 Hours
Unit-4:	Cash Flow Analysis: Meaning of cash flow statement, Difference between funds flow and cash flow statement, Utility of Cash Flow statement, Limitations of Cash Flow statement, Presentation of format of cash flow statement as per AS-3. (Format only, No numerical)	8 Hours
Unit-5:	Cost- Volume- Profit Analysis: Meaning of Marginal Costing, Fixed and variable elements of cost. Concept of contribution, Cost-Volume-Profit Analysis, Profit-volume-Ratio (P/V Ratio) and Break-even analysis, Margin of Safety, Importance of CVP, P/V and Break even analysis.	8 Hours
Text Books:	1. Agarwal B.K., Agarwal Rajeev, Cost and Management Accounting, New Delhi : Nirupam Sahitya Sadan.	
Reference Books:	1. M.N. Arora, A Text book of Cost & Management Accounting, New Delhi : Vikas Publishing House.	



	<ol style="list-style-type: none"> 2. Pandey, I.M., Management Accounting, New Delhi : Vikas Publication 3. Kishore Ravi M., Advanced Management Accounting, New Delhi : Taxmann. 4. Khan & Jain, Management Accounting, New Delhi : McGraw-Hill. <p>* Latest editions of all the suggested books are recommended.</p>	
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Post Revised.
Old syllabus.

BBA-Semester III
MANAGEMENT ACCOUNTING

Course Code: BBA305

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

Objective: The basic objective of this course management accounting.

Unit-wise Course Contents: is to provide fundamental knowledge about

1. **Introduction to Management Accounting:** meaning, nature, scope, advantages and limitations. Relationship of Management Accounting with other disciplines. Difference between cost accounting and managerial accounting. (8 Hours)
2. **Marginal Costing:** Concept, Difference between absorption costing and managerial costing, Advantages and limitations of marginal costing, Break Even Point P/V ratio, CVP analysis. (8 Hours)
3. **Financial Analysis:** Meaning, objectives and limitations, Techniques of Financial Analysis (Comparative analysis, Common size statement, Trend analysis). (8 Hours)
4. **Concept of Standard Costing:** Standard cost and estimated costs. Advantages and limitations of standard costing. Calculation of Material variance, Labor variance and Overhead variance. (8 Hours)
5. **Responsibility Accounting:** Concept of Responsibility accounting and Types of Responsibility Center (8 Hours)

Text Books:

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

Reference Books:

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

* Latest editions of all the suggested books are recommended.

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New syllabus.
Post Revised.

Course Code: BBAGE101	Generic Elective Course – 1 BBA-Semester-I Business Law	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the basics and essentials of having a valid contract.	
CO2.	Understanding the difference between valid and void contract and their related consequences.	
CO3.	Understanding about the essentials of having contract of agencies, rights and duties of agent etc.	
CO4.	Understanding the concept of negotiable instrument and their utility in normal business operations.	
CO5.	Analyzing the contract of Bailment and Pledge.	
Course Content:		
Course Outcomes:	Indian Contract Act 1872: Contract – Meaning, Characteristics and Kinds; Essentials of valid contract. Offer and acceptance: Valid offer, Acceptance. Communication of offer and acceptance, Revocation of offer and acceptance, Lapse of an offer. Capacity of Parties: Who is Competent to contract, Position of Agreements with a Minor, Position of persons of Unsound Mind, Persons disqualified by Law; Consideration: Meaning, Essential Elements of Valid Consideration, Stranger to Contract, Contract without Consideration; Free Consent- Meaning of Consent, Meaning of Free Consent, Meaning Coercion and its effect, Meaning of Undue influence and its effects, Meaning of Fraud and its effects, Meaning of Misrepresentation and its effects and Meaning of Mistake and its effects.	8 Hours
Unit-2:	Void Agreement: Meaning of Void Agreements, Agreements in restraint of marriage, trade & legal proceedings, Uncertain Agreements, Wagering Agreements, Distinction between contracts of insurance and wagering agreements, Agreements Contingent on Impossible Events, Agreements to do Impossible Acts, Restitution. Contingents Contract: Meaning, Essential Features and Rules. Performance of a Contracts- Meaning and Types. Discharge of Contracts- Meaning and Modes. Remedies for Breach of Contracts- Meaning, Anticipatory, Actual Breach of Contracts, and Remedies. Quasi – contracts- Meaning and Features.	8 Hours
Unit-3:	Special Contracts: Contract of Indemnity and Guarantee: Introduction, Contract of Indemnity, Contracts of Guarantee, Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety. Contract of Bailment and Pledge: Meaning, Kinds, Duties & Rights of Bailer, Duties & Rights of Bailee; Lien- Meaning & Types; Finder of Goods- Meaning and Rights; Termination of Bailment; Pledge- Meaning of pledge, pledgor & pledgee, Rights & duties of pledge, pledgor & pledgee.	8 Hours

Unit-4:	Contract of Agency: Meaning, Creation of Agency, Termination of Agency, Irrevocable Agency; Agent- Meaning, Who may be Agent, Agent vs. Servant, Agent vs. Independent Contractor, classification of Agents, Extent of Agent Authority, Delegation of Authority of Agent, Meaning & Appointment of Sub- Agent, Meaning of Substituted Agent, Rights and Duties of Agent, Principal- Meaning and Position of Principal.	8 Hours
Unit-5:	The Negotiable Instruments Act, 1881: Negotiable Instruments- Meaning, Characteristics, Presumptions, Types, Promissory Note- Meaning and Characteristics, Bills of Exchange- Meaning and Essential Characteristics, acceptance- Meaning and Characteristics, Cheque- Meaning and Characteristics, , Crossing of Cheque, Holder and Holder in due course, Endorsement, Dishonor of Bill, Noting, Protesting and Hundies.	8 Hours
<u>Text Books:</u>	1. Kuchhal M C, Business Laws, New Delhi: Vikas Publishing House.	
<u>Reference Books:</u>	<ol style="list-style-type: none"> 1. Sharma, J.P. and SunainaKanojia, Business Laws, New Delhi: Ane Books Pvt. Ltd. 2. Chadha P R Business Law, Galgotia, New Delhi: Publishing Company. 3. Maheshwari & Maheshwari, Business Law, New Delhi: National Publishing House. 4. Singh. Avtar, The Principles of Mercantile Law, Lucknow: Eastern Book Company.. 5. Tulsian P.C., Business Law, New Delhi: McGraw Hill. <p>* Latest editions of all the suggested books are recommended.</p>	



Re Revised-
Old syllabus

BBA- Semester I BUSINESS LAW

Course Code: BBA112/BBA202

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

Objective: The basic objective of this course is to provide knowledge about the Business Laws. **Unit-wise Course**

Contents:

1. **Indian Contract Act:** Definition and Essentials, Contracts agreements, Offer & Acceptance, Consideration, Capacity of Parties, Free consent, Performance of Contracts. Termination of contract, Consequences and Remedies of contract termination. (8 Hours)
2. **Contingent Contract:** Implied, Quasi contract, Indemnity Contract, Guaranteed contract, Bailment, Lien, Pledge contract, Agency contract. (8 Hours)
3. **Sales of Goods Act:** Sales contract- Definition, Feature, Formation of contract, Contents of sales contract- Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sales contract, Delivery, Rights of unpaid sellers, Auction sale. (8 Hours)
4. **Indian Partnership Act:** Definition and Nature of Partnership, Partnership deed registration of firms and consequences of non registration. Mutual and Third parties relation of partnership, Dissolution of partnership. (8 Hours)
5. **Negotiable Instruments:** Definition, Features, Types, Recognition And Endorsement of Negotiable Instruments (8 Hours)

Text Books:

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

Reference Books:

1. Avtar Singh, *Principles of Mercantile Law*, Eastern Book Company, 7th Edition.
2. Dr. B.N. Agarwal- *Business Law*- Navyug Publications, Agra
3. Relevant Acts

* Latest editions of all the suggested books are recommended.

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Post Revised
New Syllabus

Course Code: BBAGE102	Generic Elective Course – 2 BBA-Semester-I Indian Economy	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the basic characteristics of Indian economy, its potential on natural resources in order to relate them with economic development.	
CO2.	Understanding agricultural foundation, economic growth and development and its contribution to the economy as a whole.	
CO3.	Analyzing the progress and nature of agricultural sector and its contribution to the economy as a whole.	
CO4.	Developing plans to promote small scale industries in India and enhance overall performance of domestic sector.	
CO5.	Developing a perspective on the different problems and approaches to economic planning and development in India.	
CO6.	Assessing the planning undertaken by the government of India in order to have knowledge and lay them as foundation of the ongoing planning and economic reforms.	
CO7.	Analyzing issues and challenges of Indian Economy and make plans and to curb poverty, inequality, unemployment and inflation.	
Course Content:		
Unit-1:	Structure Of The Indian Economy: India As A Developing Economy; Indian Economy On The Eve Of Independence; National Income Of India: Trends And Levels; Human Resources And Economic Development; Human Development In India; Occupational Structure And Economic Development; Natural Resources, Economic Development And Environmental Degradation; Infrastructure In The Indian Economy; Social Infrastructure And Social Sector.	8 Hours
Unit-2:	Planning And Economic Development: Objectives And Strategy Of Economic Planning In India; Approach To The Ongoing Five Year Plan. Regional Planning In India. Financing Of The Plans. Economic Reforms In India – Main Features And Achievements.	8 Hours
Unit-3:	Domestic Sector: Institutional And Technological Reforms In Indian Agriculture; Agricultural Finance And Marketing; Agricultural Prices And Policy; Industrial Policy; Sources Of Industrial Finance; Role Of Small Scale And Cottage Industries In Indian Economy.	8 Hours
Unit-4:	External Sector of The Economy: India's Balance Of Payments – Problems And Solutions; Trends, Composition And Direction Of India's Foreign Trade; New Trade Policy; WTO And Indian Economy; Foreign Investment Inflows; India's Exchange Rate Policy.	8 Hours
Unit-5:	Issues And Challenges Of Indian Economy: Problems Of Poverty; Inequality; Unemployment And Inflation - Strategy And Policy Of The Government; Food Security And Public Distribution System; Salient Features Of The Relevant Union Budget.	8 Hours



Text Books:	1 Datt&Sundharam, Indian Economy, New Delhi: S Chand.	
Reference Books:	1. Uma Kapila, India's Economic Development Since 1947. 2. Misra&Puri, Indian Economy, New Delhi: Himalaya Publishing House.	
* Latest editions of all the suggested books are recommended.		



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Old syllabus
Pre Revised.

**BBA-Semester VI
INDIAN ECONOMY**

Course Code: BBA601

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

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

Unit-wise Course Contents:

1. **Introduction to Indian Economy:** Meaning of Economy, Economic Growth and Development, Characteristic of Indian Economy, Factor affecting Economic Development. Resources in India-(Natural & Infrastructural). **(8 Hours)**
2. **Population & Employment Control Policy in India:** Human Resource Development, Population Policy in India, Poverty & Unemployment in India, Programmes & Policy. **(8 Hours)**
3. **Economic Policy And Industrial Sector:** Economic planning-Objectives, Characteristics, Need & Importance, Current Five Year Plan, Planning Commission, Private Sector, Public Sector & Joint Sector, Co-operative Sector. **(8 Hours)**
4. **Indian Agricultural Sector:** Problems and prospects of Indian Agriculture, Development during Plan Period, Land Reforms-Need & Scope, Position, Problems and prospects of large scale industries (Iron & Steel, Sugar, Cotton), Green Revolution. **(8 Hours)**
5. **Financial Institution In India:** Role of commercial bank and Financial Institutions, Small Scale Industry, Role of small Industries in Indian Economy, SSI Policy. **(8 Hours)**

Text Book:

1. DuttRuddarSundaram, Indian Economy, S. Chand & Company Ltd.
2. Puri & Mishra, Indian Economy, Himalaya Publishing House.
3. Khan M.Y., Indian Financial System, Tata McGraw-Hill.

* Latest editions of all the suggested books are recommended.

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Post Revised.
New syllabus.

CourseCode: BBAGE201	Generic Elective Course - 3 BBA-Semester-II Company Law	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concepts and provisions of company law.	
CO2.	Understanding the concepts of share capital and the difference between a member and a share holder.	
CO3.	Understanding the various concepts and procedures for effective management of a company.	
CO4.	Understanding the legal procedure and provision of winding up a company.	
CO5.	Understanding the various concepts borrowing power and charges on assets.	
Course Content:		
Unit-1:	Introduction: Company – Definition, types, features, Privileges of private company, Conversion of private company into public company, Incorporation of company, Promoters, Preliminary or pre incorporation contracts, Certificate of incorporation, Prospectus, Commencement of business, Doctrine of Indoor management, Concept of lifting of corporate veil. Comparison between private and public company.	8 Hours
Unit-2:	Share Capital & Membership: Memorandum of association, Articles of association and difference between them. Meaning, kinds, alteration and reduction of share capital. Share certificate, Share warrant, Transfer and transmission of shares. Member Vs. Shareholder, Who can be a member, Modes of acquiring membership, Cessation of membership. Rights & liability of a member and register of members.	8 Hours
Unit-3:	Company Management: Types of meeting, Essential and legal rules for a valid meeting, Voting rights and proxies. Principle of majority rule and its exceptions and protection of minority. Types and circulation of resolution, minutes of meeting and adjournment of meeting. Meaning, types, appointment, retirement, removal, powers and liabilities of directors. Directors identification number.	8 Hours
Unit-4:	Borrowing Powers and charges on Assets: Extent, types and methods of borrowing. Concept of ultra-vires and intra-vires borrowings. Creation and types of charges on assets. Concept of crystallization of floating charge. Priorities and differences between fixed and floating charges. Registration of charges and its legality. Consequences of non-registration of charges	8 Hours
Unit-5:	Winding Up: Meaning and modes of winding up. Winding up by Court, voluntary winding up and winding up subject o supervision of court. Winding up of unregistered companies.	8 Hours
Text Books:	1. Kapoor,N.D.:Elements of Mercantile Law:NewDelhi:Sultan Chand Publications.	



Re Revised.
Old Syllabus

BBA-Semester IV COMPANY LAW

Course Code: BBA405

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

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

Unit-wise Course Contents:

1. **Introduction:** Company- Definition, Characteristics, Lifting of corporate veil.
(8 Hours)
2. **Formation of Company:** Types of company, formation of company, Memorandum of Association, Article of Association.
(8 Hours)
3. **Issues Related To Shares of Company:** Prospectus, Share capital- Issue, forfeiture and surrender of shares & allotment, SEBI guidelines on allotment. Transfer and Transmission of Shares, Debenture.
(8 Hours)
4. **Management of Company:** Directors. Appointment and tenure, executive and non-executive directors, remuneration, duties. Principle of majority rule and protection of minorities at common law and under statute.
(8 Hours)
5. **Capital Management:** Borrowing Powers, Winding up, Meeting.
(8 Hours)

Text Books:

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

Reference Books:

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

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* Latest editions of all the suggested books are recommended.



New Syllabus
Post Revised

Course Code: BBAGE301	Generic Elective Course – 5 BBA-Semester-III Cost Accounting	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the various accounting concepts and standards.	
CO2.	Analyzing the working of non-profit organization and their accounting procedures.	
CO3.	Applying the concept of accounting in various other formats of working like, royalty accounting, branch accounting, and hire purchase etc.	
CO4.	Analyzing the profit and loss from working in partnership with the accounting information developed.	
CO5.	Developing the accounting procedure to cope up with any format and type of business transaction.	
Course Content:		
Unit-1:	Introduction of Cost Accounting: Meaning & Definition of Cost Accounting, Difference between Cost, Costing, Cost Accounting and Cost Accountancy. Nature of Cost Accounting, Scope of Cost Accounting, Principles of Cost Accounting, Functions of Cost Accounting, Types and Techniques of Cost Accounting, Methods of Cost Accounting and Importance of Cost Accounting. Cost: Elements, Concepts and Classification (As Per CAS-1) - Element of Cost (Material, Labor and Expenses), Overheads, Classification of Overheads, Preparation of Cost Sheet.	8 Hours
Unit-2:	Cost Audit: Definition, Concept, Functions and Advantages. Material Control: Concept, Meaning, Advantage, Objective and Methods & Techniques of Material Control (ABC Analysis, VED Analysis, and EOQ Analysis), Determination of Stock Levels (Maximum Level, Minimum level, Danger level and Average Level. Pricing of Material Issued: LIFO, FIFO & HIFO. Numerical: EOQ & FIFO/LIFO/HIFO.	8 Hours
Unit-3:	Labour Cost Accounting: Labour Turnover, Idle Time and Overtime. Methods of Wage Payments: Time Rate System, Piece Rate System & Incentive Scheme (Premium Bonus Method, Combination of Piece and Time, Group Bonus Payment) merits and demerits of all methods. Accounting of Overheads: Classification (as per Elements, Functions, Behavior & Controllability) and Treatment of different overhead items, Distribution Scheme of Production Overhead: Allocation, Apportionment and Absorption of Overheads. Numerical: Time Rate System, Piece Rate System & Incentive Scheme.	8 Hours
Unit-4:	Unit or Output Costing: Meaning, Definitions and Preparation of Cost Sheet. Items excluded from Cost Sheet. Contract Costing: Meaning, Features & Preparation of Contract Account (Treatment of Material & Plant), Determination of Profit / Loss on Contract- Completed Contracts & Incomplete Contracts. Numerical: Preparation of Cost Sheet and Preparation of Contract Accounts (Complete only)	8 Hours



Unit-5:	Process Costing: Meaning, Characteristics and Preparation of Process Cost Account (without process loss and with process loss), Treatment of Normal Wastage, Abnormal Loss and Abnormal Gain. Standard Costing: Meaning, Advantages and Types of Variance (Material Variance & Labour Variance only) Numerical: Standard Costing (Material or Labour Variance)	8 Hours
<u>Text Books:</u>	1. Maheshwari S.N., Maheshwari S.K.: Financial Accounting; New Delhi: Vikas Publishing House Pvt. Ltd	
<u>Reference Books:</u>	1. Shukla, M.C. Grewal, S.P.: Advanced Accounts; New Delhi: S.Chand. 2. Jain, S.P., Narang, K.N.: Advanced Accountancy; New Delhi: Kalyani Publishers. 3. Gupta, R.L., Radhaswamy, M.: Advanced Accountancy; New Delhi: S.Chand. 4. Tulsian, P.C. : Financial Accounting; New Delhi: McGraw-Hill Publishing Co.Ltd. 5. Mukharji A. Hanif M: Financial Accountin; New Delhi: McGraw-Hill Publishing Co.Ltd. * Latest editions of all the suggested books are recommended.	



Pre Revised
Old Syllabus

BBA-Semester VI COST ACCOUNTING

Course Code: BBA610/BBA203

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

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

Unit-wise Course Contents:

1. **Cost Accounting:** Meaning, nature and scope Cost Concepts and Classifications, Distinction between Financial and Cost Accounting, Elements of Cost and preparation of cost sheet.
(8 Hours)
2. **Accounting for Material and Labor:** Accounting for material and labor in manufacturing and service sector.
(8 Hours)
3. **Accounting for Overheads:** Allocation, apportionment and absorption
(8 Hours)
4. **Costing Methods:** Single Unit Costing, Operating costing, Job, batch and contract costing, process costing, service costing, reconciliation of cost and financial accounts.
(8 Hours)
5. **Budgeting:** Meaning, Significance, and Limitations of budgetary control, various types of Budgets and their preparation.
(8 Hours)

Text Books:

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

Reference Books:

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

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* Latest editions of all the suggested books are recommended.



New Syllabus
Post Revised,

Course Code: BBAGE401	Generic Elective Course – 7 BBA-Semester-IV Material and Production Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concepts of production and material management, maintenance methods of manufacturing functions, location and plant layout.	
CO2.	Analyzing the facilities and location layout in different organizational contexts.	
CO3.	Understanding methods of statistical quality control to solve various problems faced during business operations.	
CO4.	Understanding and analyzing existing store management and purchase policy of and organization.	
CO5.	Understanding and analyzing policy of material and store management system so as to get the maximum out of it.	
Course Content:		
Unit-1:	Introduction: Nature of Production – Production as a system, organizational function – Decision making in production–Characteristics of modern production and operations functions organization of production function – Recent trends in Production and Operation function-Methods of Manufacturing – Intermittent, Continuous, Flexible Manufacturing systems – Comparison of various manufacturing system – Characteristics of Modern Manufacturing – Operations in the Service sector- Manufacturing Vs Service operations	8 Hours
Unit-2:	Facilities Location and Layout: Introduction to plant location – Location need analysis – Factors affecting plant Location decision – Comparison of site location area – Introduction to Plant layout –Essentials of good plant Layout – Types of Layout – Process, Product, Fixed Position, Group and Cell Layout.	8 Hours
Unit-3:	Materials Handling System and Design of Work System: Introduction -Elements of Material Handling System – Principles of Material Handling System, Unit Load Concept – Selection of Material Handling System – Types of Material Handling Equipment – Work study Method study and Work Measurement Numerical Problems	8 Hours
Unit-4:	Maintenance Management and Statistical Quality Control: Introduction – Areas of Maintenance – Types of Maintenances – Planning and scheduling of Maintenance – Control of Maintenance – Introduction to SQC – Inspection and Quality Control – Statistical Quality Control – Types of Control Charts for Variables and Attributes – Numerical Problems	8 Hours
Unit-5:	Purchase and Stores Management: Objectives, Functions, Purchasing cycle and Purchase Policies – Vendor rating – Vendor Rating Methods – Numerical Problems in Vendor Rating – Introduction to stores management – Stores Location – Stores Layout – Stock Verification and Documents pertaining to purchase and stores management.	8 Hours
Text Books:	1. Aswathappa K., K.Shridhara Bhat ., "Production and Operations, Management", New Delhi ; Himalaya Publishing House.	
Reference Books:	1. Paneerselvam R., "Production and Operations Management", New Delhi; PHI Learning Private limited.	

	<p>2. Saravana Vel P., "Production and Operations Management", New Delhi: Margam publishers.</p> <p>* Latest editions of all the suggested books are recommended.</p>	
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Pre Revised,
Old Syllabus.

MATERIALS AND PRODUCTION MANAGEMENT

Course Code: BBA502

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

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

Unit-wise Course Contents:

1. **Introduction:** Meaning, Nature, Scope and Major decision areas of production management, production system, Facilities location, Facility layout, Line balancing.
(8 Hours)
2. **Production Planning and Control:** Capacity Planning, Aggregate planning, Planning and control in Mass Production, Shop Floor and Batch Production.
(8 Hours)
3. **Method Study & Work Measurement:** Work Study, Time Study, Method Study- Objectives, Pre-requisites and procedures, Productivity measures.
(8 Hours)
4. **Materials Management:** Materials Management: Materials Handling, Material Requirement Planning Meaning, Importance, purchases management, Store management and Inventory Management.
(8 Hours)
5. **Quality Assurance:** Acceptance Sampling, Statistical Quality Control, Maintenance Management, Total Quality Management, Concept of JIT, Six- Sigma.
(8 Hours)

Text Books:

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

Reference Books:

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

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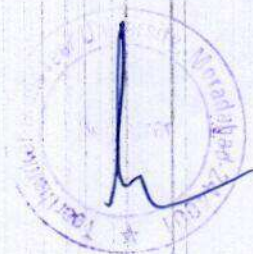
* Latest editions of all the suggested books are recommended.



Post Revised -
New Syllabus.

Course Code: BBASE101	Skill-Enhancement Course -1 BBA-Semester-I Computer Fundamentals	L-3 T-0 P-2 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the basic components of a computer system, its classification and application.	
CO2.	Understanding the concept of Data Communication, its modes, its forms and Data Communication Channels.	
CO3.	Applying word-processing software (MS-Word) to solve basic information system.	
CO4.	Applying the knowledge of Microsoft Office programs to create professional and academic documents.	
CO5.	Creating and designing a word document for general office use.	
Course Content:		
Unit-1:	Computer Hardware and Number System: Computer Fundamentals ,Computer History and evaluations, Computer Classifications, Anatomy of Computer System, Input and Output technologies, Memory and Storage Devices, Applications of information technology in Business.	8 Hours
Unit-2:	MS-Word: Uses and Components of MS-Word, Working with Tables, Preparations of Documents, Editing and Formatting in MS-Word, Short Cut keys ,Mail Merge, Alignments, Types of Charts, Hyperlinks, Print layout, Page Orientations , Preparations of CV. in MS-Word.	8 Hours
Unit-3:	MS-Excel: Uses and Components of MS-Excel, Working with Workbook and Worksheet, Working with Rows and Columns, Editing and Formatting in MS-Excel, Different Formulas in Excel, Uses of different tools, Types of charts, Sorting of Data in MS-Excel	8 Hours
Unit-4:	MS-PowerPoint: Uses and Components of MS-PowerPoint, Inserting Pictures and Objects in PowerPoint , Working with Slides ,Prepare Slides using Animations in PowerPoint, Editing and Formatting in PowerPoint, Header and Footer, Inserting Sounds, Custom Animation, Slide show and Transitions	8 Hours
Unit-5:	Internet and Social Media: Internet, Search Engine, E-Mail, Uploading and Downloading of files, saving and making new folders. Creating page on face book, creating profile on LinkedIn, Creating profile on twitter and handling twitter.	8 Hours
Text Books	Cyganski, Information Technology: Inside and Outside, New Delhi: Pearson Education. Basandra S.K., Computers Today, New Delhi: Galgotia Publications. Sinha Pradeep K., Computer Fundamentals, 6th Edition, New Delhi: BPB Publications.	

Reference Books:	<p>Leon A. & Leon M., Introduction to Computers, New Delhi: Vikas Publications.</p> <p>Leon, Fundamentals of Information Technology, New Delhi: Vikas Publications.</p> <p>Kakkar D.N., Goyal R., Computer Applications in Management, New Delhi: New Age.</p> <p>* Latest editions of all the suggested books are recommended.</p>	
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Pre Revised
Old Syllabus.

BBA-Semester II
Computer Fundamentals, Internet & MS-Office

Course Code: BBA231

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

Objective: To give the basic knowledge of Computer hardware, Internet and application software with DOS keys to the students.

Course Contents

Unit I:

Introduction and Definition of Computer: Computer Generation, Characteristics of Computer, Advantages and Limitations of a computer, Classification of computers, Functional components of a computer system (Input, CPU, Storage and Output Unit), Types of memory (Primary and Secondary) Memory Hierarchy. **Hardware:** a) Input Devices- Keyboard, Mouse, Scanner, Bar Code Reader b) Output Devices – Visual Display Unit (VDU), Printers, Plotters etc. **Software:** Introduction, types of software with examples, Introduction to languages, Compiler, Interpreter and Assembler. **Number System:** Decimal, Octal, Binary and Hexadecimal Conversions, BCD, ASCII and EBCDIC Codes. **(8 Hours)**

Unit II:

MS – DOS: Getting Started on DOS with Booting the System, Internal Commands: CHDIR(CD), CLS, COPY, DATE, DEL(ERASE), DIR, CHARACTER, EXIT, MKDIR(MD), REM, RENAME(REN), RMDIR(RD), TIME, TYPE, VER, VOL, External Commands: ATTRIB, CHKDSK, COMMAND, DOSKEY, EDIT, FORMAT, HELP, LABEL, MORE, REPLACE, RESTORE, SORT, TREE, UNDELETE, UNFORMAT, XCOPY. **Introduction of Internet:** History of internet, Web Browsers, Searching and Surfing, Creating an E-Mail account, sending and receiving E-Mails. **(8 Hours)**

Unit III:

MS Word: Starting MS WORD, Creating and formatting a document, Changing fonts and point size, Table Creation and operations, Autocorrect, Auto text, spell Check, Word Art, Inserting objects, Page setup, Page Preview, Printing a document, Mail Merge. **(8 Hours)**

Unit IV:

MS Excel: Starting Excel, Work sheet, cell inserting Data into Rows/ Columns, Alignment, Text wrapping, Sorting data, Auto Sum, Use of functions, Cell Referencing form, Generating graphs, Worksheet data and charts with WORD, Creating Hyperlink to a WORD document, Page set up, Print Preview, Printing Worksheets. **(8 Hours)**

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Unit V:

MS-POWERPOINT: Starting MS–Power Point,, Creating a presentation using auto content Wizard, Blank Presentation, creating, saving and printing a presentation, Adding a slide to presentation, Navigating through a presentation, slide sorter, slide show, editing slides, Using Clipart, Word art gallery, Adding Transition and Animation effects, setting timings for slide show, preparing note pages, preparing audience handouts, printing presentation documents.

(8 Hours)

Course outcomes:

After studying this course, you should be able to:

- Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components
- Understand the difference between an operating system and an application program, and what each is used for in a computer
- Describe some examples of computers and state the effect that the use of computer technology has had on some common products
- Be familiar with software applications
- Understand file management
- Accomplish creating basic documents, worksheets, presentations with their properties.
- Experience working with email and recognize email netiquette.

Text Books:

1. Sinha P.K., Computer Fundamentals, BPB Publishing.
2. Bill Bruck., The Essentials Office 2000 Book, BPB Publishing.
3. Leon A. & Leon M., Introductions to Computers, Vikas Publications.

Reference Books:

1. Peter Norton_s, Introductions to Computers, Tata McGraw Hill.
2. Price Michael, Office in Easy Steps,TMH Publication.

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

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Course Code: BBASE201	Skill Enhancement Course - 3 BBA-Semester-II Quantitative Techniques	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the role of business Mathematics in the field of business/industry.	
CO2.	Understanding the role of business mathematics in the field of business/industry.	
CO3.	Applying matrix operation, minors, cofactors, use cofactor method to find inverse of a matrix, use Cramer's rule to solve systems of equations	
CO4.	Applying statistical knowledge so as to make statistical analysis in business which thereby help them in further studies in management.	
CO5.	Evaluating the underlying assumptions of analysis tools in business.	
Course Content:		
Unit-1:	Matrix: Introduction: Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtractions & Multiplication of Matrix.	8 Hours
Unit-2:	Minors, Co-factor and Determinant of matrix, Inverse of Matrix: Rank of Matrix, Use of Matrix in Business.	8 Hours
Unit-3:	Solution to a system of equation by the Adjoint Matrix method & Gaussian Elimination Method.	8 Hours
Unit-4:	Percentage, Ratio and Proportion: Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.	8 Hours
Unit-5:	Set-Theory: Notation of Sets, Singleton Set, finite Set, Infinite Set, Equal Set, Null Set, Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business.	8 Hours
Text Books:	1. Render & Stair Jr, Quantitative Analysis for Management, Prentice-Hall.	
Reference Books:	1. Gupta C B, An Introduction to Quantitative Methods, Vikas Publishers. 2. Earshot L, Essential Quantitative Methods for Business Management and Finance, Palgrave. 3. Levin Rubin, Mathematics for Management, New Delhi ; Pearson. a. Latest editions of all the suggested books are recommended.	



Old Syllabus
Pre revised.

BBA-Semester II
QUANTITATIVE TECHNIQUES-I

Course Code: BBA215/BBA102

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

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

Unit-wise Course Contents:

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

Text Books:

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

Reference Books:

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

* Latest editions of all the suggested books are recommended.



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New Syllabus.
Post Revised.

Course Code: BBASE401	Skill-Enhancement Course – 5 BBA-Semester-IV Business Research	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	
CO2.	Acquiring knowledge on qualitative research techniques.	
CO3.	Developing knowledge on measurement & scaling techniques as well as the quantitative data analysis.	
CO4.	Developing necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.	
CO5.	Apply the understanding of feasibility and practicality of research methodology for a proposed project.	
CO6.	Develop strategies for the operation management in the organization and help management to get optimum results out of limited resources.	
Course Content:		
Unit-1	Introduction: Research Methodology: Meaning, Objectives, Categories of Research, Features of good research, Types of Research, Scientific & non scientific methods, Importance of Research in Management Decisions.	8 Hours
Unit-2	Process of Research: Defining Research Problems; Research design: Meaning and Types of Research design. Review of Literature.	8 Hours
Unit-3	Types of Data: Types of data collection, Methods used for collection of different types of data. Sampling: Meaning, Types, Importance and Methods of Sampling, Sampling errors and non sampling errors.	8 Hours
Unit-4	Hypothesis Testing and Data Analysis: Hypothesis: Meaning, Formulation and Testing (t –test, f-test, z-test and chi-square test); type-I and type-II error; Data Analysis, Classification, Coding & tabulation and Interpretation of Results.	8 Hours
Unit-5	Report Preparation: Writing & formatting of Reports, Graphical Representation, Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report.	8 Hours
Text Books:	1. Cooper & Schindler, Business Research Methods, New Delhi: Mc Graw Hill..	

Old syllabus.
Pre Revised

BBA-Semester IV
BUSINESS RESEARCH

Course Code: BBA404

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

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

Unit-wise Course Contents:

1. **Introduction:** Concept of Research and Its Application, Types of Research, Types of Business Problems, Problems and Precautions to the Researchers. (8 Hours)
2. **Process of Research:** Steps Involved in Research Process. Research Design : Various Methods of Research Design. (8 Hours)
3. **Collection of Data:** Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member. Types of Data: Secondary and Primary, Various Methods of Collection and Data. (8 Hours)
4. **Analysis of Data:** Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis. (8 Hours)
5. **Report Preparation:** Types and Layout of Research Report, Precautions in Preparing the Research Report. (8 Hours)

Text Books:

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

Reference Books:

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

* Latest editions of all the suggested books are recommended.

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<u>Reference Books:</u>	<ol style="list-style-type: none"> 1. Gravetter, Research Method for Behavioral Sciences, New Delhi: Cengage Learning. 2. Beri G.C., Marketing Research, New Delhi: Mc Graw Hill. 3. Kothari C.R., Research Methodology Methods and Techniques, New Delhi: New Age International. 4. Saunders Research Methods for Business students, New Delhi: Pearson Education. 5. Malhotra Naresh K., Marketing Research, New Delhi: Pearson Education. <p>* Latest editions of all the suggested books are recommended</p>	
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*Post Revised
New Syllabus*

<u>Course Code:</u> BBASE402	Skill Enhancement Course-6 BBA-Semester-IV Operations Research	L-4 T-0 P-0 C-4
<u>Course Outcomes:</u>	On completion of the course, the students will be :	
CO1.	Understanding about the concept of operation research, various techniques and theories.	
CO2.	Analyzing the mathematical formulation in solving the various operation related issues.	
CO3.	Applying the linear programming and transportation technique to optimize rather minimize the cost of transportation.	
CO4.	Applying the technique of job sequencing to streamline the operation within the organization and get maximum results.	
CO5.	Understanding the significance of game theory and find its role in strategy formulation in the organization.	
CO6.	Developing strategies for the operation management in the organization and help management to get optimum results out of limited resources.	
<u>Course Content:</u>		
Unit-1:	Linear Programming Problem: Nature and scope of Operation Research, Formulation and testing OR models. Mathematical formulations of LP Models for product-mix problems, graphical and simplex method.	8 Hours
Unit-2:	Transportation Problems: Initial basic feasible solution of transportation problem using North-West Corner Rule, Least Cost Method, Column Minima Method, Row Minima Method and Vogel's Approximation Method, Testing optimality using MODI Method, Unbalanced problems and degeneracy, Solution of problems with the 'maximization' objective.	8 Hours
Unit-3:	Assignment Problems: Assignment Problem using Hungarian Method, Solution of unbalanced Assignment Problem, Problems of Assignment with maximization objective.	8 Hours
Unit-4:	Theory of Games: Two person zero - sum games, Games of pure strategies and of mixed strategies, Rule of dominance, Graphical solution to games.	8 Hours

Unit-5:	Job Sequence: Johnsons Algorithm for n Jobs and Two machines, n-Jobs and three machines, Two Jobs and m-Machines, n-Job and m-Machines.	8 Hours
<u>Text Books:</u>	1. Kothari, Quantitative Techniques, Vikas Publications	
<u>Reference Books:</u>	1. Akhilesh K. B. & Subramanyam Bala S., <i>Quantitative Techniques</i> , Vikas Publications 2. Taha Hamdy, <i>Operations Research an Introduction</i> , Prentice-Hall, 7th edition, 1996. 3. Sharma J.K., <i>Operations Research</i> , Pearson. 4. Vohra, <i>Quantitative Techniques in Management</i> , Tata McGraw-Hill. 5. Peter C. Bell, <i>Management Science/ Operations Research</i> , Vikas Publications. * Latest editions of all the suggested books are recommended.	



Revised
Old syllabus.

BBA-Semester IV OPERATIONS RESEARCH

Course Code: BBA415/BBA304

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

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

Unit-wise Course Contents:

1. **Introduction:** Nature: Definition, Scope, Nature & Characteristics, Methodology, Models in OR; OR & managerial Decision making, OR techniques.
(8 Hours)
2. **Linear Programming:** Introduction, mathematical formulation, graphical method and simplex method of solving LPP.
(8 Hours)
3. **Transportation:** Initial basic feasible solution methods optimality test- stepping stone, MODI method, Degeneracy and maximization case. Assignment Problems - Hungarian method.
(8 Hours)
4. **Job Sequence:** Introduction, Johnsons rule for n jobs through two machines, n jobs through three machines, 2 jobs with K machines.
(8 Hours)
5. **Game Theory:** characteristics, Two person Zero sum game, pure and mixed strategy, Dominance and graphical method of solving game.
(8 Hours)

Text Books:

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

Reference Books:

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

* Latest editions of all the suggested books are recommended.

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Course Code: BBAM501	Discipline Specific Elective -1 Marketing BBA-Semester-V Consumer Behavior	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding consumer behaviour in an informed and systematic way.	
CO2.	Understanding the application of market research in framing effective marketing strategies.	
CO3.	Applying appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.	
CO4.	Assessing the dynamics of human behaviour and the basic factors that influence the consumers decision process.	
CO5.	Developing marketing strategies that are consumer based and create and enhance customer value.	
CO6.	Analyzing the factors internally and externally in order to understand consumer behaviour.	
Course Content:		
Unit-1:	Introduction: Defining Consumer Behavior, Reasons for Studying Consumer Behavior, Understanding Consumer and Total product concept.	8 Hours
Unit-2:	Environmental Influences on Consumer Behavior: Cultural Influence, Cross Cultural and Sub cultural Segmentation, Social Class and Reference Group Influences, Families and Households, Personal Influences.	8 Hours
Unit-3:	Psychological Influences: Lifestyles and Psychographics – Time Research Memory, Learning and Perception, Motivation & Mood.	8 Hours
Unit-4:	Psychological Persuasion: Involvement, Beliefs, Affect, Attitude Formation & Change and Intention Communication & Persuasion.	8 Hours
Unit-5:	Decision Process and Consumer Behavior Models: Decision Process, Problem Recognition, Search and Evaluation, Purchasing Processes, Post-Purchase Behavior, Consumer Behavior Models.	8 Hours
Text Books:	1. Del L Hawkins, Consumer Behavior Building Marketing Strategy, New Delhi: Mcgraw Hill Education..	
Reference Books:	1. Blackwell et al, Consumer Behavior, New Delhi: Vikas Publication. 2. Schiffman and Wisenblit, Consumer Behavior, New Delhi : Pearson 3. Leon G Schiffman, Consumer Behavior, New Delhi : Mcgraw Hill Education. a. Latest editions of all the suggested books are recommended.	



Old Syllabus
Pre Revised

BBA-Semester V
Specialization: Marketing Paper-II
CONSUMER BEHAVIOUR

Course Code: BBM1

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

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

Course Contents:

1. **Introduction:** Defining Consumer Behavior, Reasons for Studying Consumer Behavior, Understanding Consumer, Market Segments. (8 Hours)
2. **Environmental Influences on Consumer Behaviour:** Cultural, Social Class and Reference Group Influences, Families, Personal Influences and Diffusions of Innovations. (8 Hours)
3. **Consumer Behaviour:** Memory, Learning, Perception, Motivation, and Involvement, Beliefs, Attitude Formation and Change Consumer Decision Making Process: Problem Recognition, Search and Evaluation, Purchasing Processes, Post-Purchase Behavior. (8 Hours)
4. **Consumer Behaviour Models:** Economic models, Psychoanalytical model, sociological model, Howard & Seth model, Nicosia model, Engel - Kollat - Blackwell model (8 Hours)
5. **Organization Buying Behaviour:** Consumerism. (8 Hours)

Text Books:

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

Reference Books:

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

* Latest editions of all the suggested books are recommended.

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New Syllabus.
Post Revised

Course Code: BBAM503	Discipline Specific Elective – 3 Marketing BBA -Semester-V Service Marketing	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the importance of segment and target research to service companies.	
CO2.	Understanding the roles of relationship marketing and customer service in adding value to the customer's perception of a service.	
CO3.	Demonstrating knowledge of extended marketing mix for services.	
CO4.	Developing marketing plans and control systems specific to service based activities.	
CO5.	Applying relevant services marketing theory research and analysis to relevant case studies	
Course Content:		
Unit-1:	Foundation of services marketing: Introduction - The services concept- Service Industry –Nature of Services, Characteristics of Services, Classification of Services – Importance of Services Marketing. E-services – online Consumer Behavior – Self service technologies. <i>One relevant Case Study/ Case let from the unit.</i>	8 Hours
Unit-2:	Distinctive Characteristics of Services: Four I's of services - Intangibility, Inconsistency, Inseparability and Inventory. Distribution Strategies for Services – Challenges in Distribution of Services. <i>One relevant Case Study/ Case let from the unit.</i>	8 Hours
Unit-3:	Services Market Segmentation: Positioning and Differentiation of Services. Issues in Marketing of services – Extended Services Marketing Mix: Going Beyond the 4 Ps. (7 Ps of Services Marketing) <i>One relevant Case Study/ Case let from the unit.</i>	8 Hours
Unit-4:	Concepts of service quality: Introduction to quality management. Definitions of service quality and its significance. Measuring service quality. Service quality Gap Model. Service quality standards. Strategies for improving service quality. Concepts of quality circle. Japanese 5S principles applicable to services. <i>One relevant Case Study/ Case let from the unit.</i>	8 Hours
Unit-5:	Services Operations Management: Introduction to operations management. Service facility- design, nature and objectives. Service facility layout. Service facility location. Facility location techniques- metropolitan, metric, Euclidean, center of gravity. <i>One relevant Case Study/ Case let from the unit.</i>	8 Hours
Text Books:	1. Kotler Philip & Armstrong Graw, Principles of Marketing, New Delhi: Pearson Education.	



New
~~Old~~ Syllabus.

Reference Books:

1. Neelamegham S., Indian Cases in Marketing, New Delhi: Vikas Publication.
2. Bull Victor P., Marketing Management: A Strategic Planning Approach, New York : McGraw Hill.
3. Czinkota M.R., Marketing Management, New Delhi: Pearson Education Asia.
4. Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler and Ajay Pandit, Services Marketing: Integrating Customer Focus Across the Firm, New Delhi : McGraw Hill.
5. * Latest editions of all the suggested books are recommended.



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Old Syllabus.
Pre Revised

BBA-Semester V
Specialization: Marketing Paper-
SERVICE MARKETING

Course Code: BBM2

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

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

Unit wise Course Contents:

1. **Introduction:** Difference between Product and Services Marketing, Characteristics of Services Classification of Services, Paradigms in Services Marketing Service. (8 Hours)
2. **Marketing System:** Service Quality, Understanding Customer Expectations and Zone of Tolerance, Segmentation and Zone of Tolerance, Targeting and Positioning of Services. (8 Hours)
3. **Service Marketing Mix:** Augmented Marketing Mix, Developing the Service Product/ Intangible Product. (8 Hours)
4. **Service Product Planning:** Service Pricing Strategy, Services Promotions, Services Distributions. (8 Hours)
5. **Services in Global Perspective:** International Marketing of Services Recent Trends. (8 Hours)

Text Books:

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

Reference Books:

1. Rama MohanaRaok, *Services Marketing*, Pearson Education.
2. ApteGovind, *Services Marketing*, Oxford University Press.

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* Latest editions of all the suggested books are recommended.



New syllabus
Post Revised

Course Code: BBAF501	Discipline Specific Elective-1 Accounting & Finance BBA-Semester-V Indian Financial System	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding concepts of Indian financial system, financial markets, banking and insurance sector in India	
CO2.	Understanding the role of banks & applicability of RBI regulations, determination of interest rates, banking sector reforms & concepts of insurance.	
CO3.	Understanding the legal and financial evaluation for concepts of leasing.	
CO4.	Analyzing the recent developments in the Indian financial system.	
CO5.	Understanding the concepts of mutual funds ,credit rating &NBFCs.	
Course Content:		
Unit-1:	Financial System and Markets: Constituents and functioning of Financial System; Role and functions of RBI. Regulation of money and credit.	8 Hours
Unit-2:	Management of Commercial Banks & Insurance Sector Banking Industry in India, Constituents, Banking sector reforms, Determination of commercial interest rates: fixed and floating, Insurance industry in India. General Insurance and Life Insurance.	8 Hours
Unit-3:	Mutual Funds, and Credit Rating: The concept & Role of Mutual Funds, Types of Mutual Funds, Mutual Fund Structure & constituent, Concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.	8 Hours
Unit-4:	NBFCs: Their status and types, working and strategies for commercial viability of NBFCs.	8 Hours
Unit-5:	Leasing: Meaning, Types, Financial evaluation, Legal Aspects, Concept of Forfeiting-Features Merits and Demerits. Factoring - Features Merits and Demerits.	8 Hours
Text Books:	1. Fabozzi, Foundations of Financial Markets and Institutions, New Delhi: Pearson Education.	
Reference Books:	1. Khan M.Y., Financial Services, New Delhi: Mc Graw Hill 2. Bhole L.M., Financial Institutions and Markets, New Delhi: McGraw-Hill. 3. Gurusamy R., Financial Services & Markets, New Delhi: Thomson Publication. * Latest editions of all the suggested books are recommended.	



Old syllabus
Pre Revised

BBA-Semester V
Specialization: Finance
Paper-I
INDIAN FINANCIAL SYSTEM

Course Code: BBF1

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

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

Unit wise Course Contents:

1. **Financial System and Markets:** Constituents and functioning; Role and functions of RBI. Regulation of money and credit. (8 Hours)
2. **Management of Commercial Banks:** Banking Industry in India, Constituents, Banking sector reforms, Determination of commercial interest rates: fixed and floating. (8 Hours)
3. **Securitization:** Concept, Nature, and Scope of securitization, Securitization of Auto loans and housing loans, Securitization in India. (8 Hours)
4. **NBFCs:** Their status and Types, working and strategies for commercial viability of NBFCs (8 Hours)
5. **Leasing:** Meaning, Types, Financial evaluation, Legal Aspects, Concept of Forfeiting and factoring. (8 Hours)

Text Books

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

Reference Books

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

* Latest editions of all the suggested books are recommended.

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Course Code: BBAF502	Discipline Specific Elective-2 Accounting & Finance BBA -Semester-V Security Analysis & Portfolio Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concepts of investments ,alternative investment & evaluation, stock exchange & SEBI.	
CO2.	Understanding the relationship between risk and return in investment decisions & fundamental analysis.	
CO3.	Understanding the concept of portfolio management ,portfolio selection& portfolio evaluation & revision.	
CO4.	Applying the techniques ,theories & principles for security analysis and portfolio management.	
CO5.	Analyzing and evaluating investment portfolio management.	
Course Content:		
Unit-1:	Investments: Investment versus Speculation, Investment Alternatives and Their Evaluation Stock exchange and New Issue Market- Their nature, structure, functioning and limitations, SEBI and their guidelines for equity market.	8 Hours
Unit-2:	Valuation of Equity, Bond & Derivatives: Equity valuation models-discounted cash flow technique, dividend discount model, P/E ratio model. Bonds: nature, valuation, YTM.	8 Hours
Unit-3:	Risk and Return: Measuring Historical Return, Measuring Historical Risk, Measuring Expected (Ex Ante) Return and Risk, trade off, systematic and unsystematic risk. Fundamental analysis- Company, Industry and Economy analysis.	8 Hours
Unit-4:	Portfolio Selection: The Benefits of Diversification, Concept, risk and return of portfolios. Beta as a measure of risk and its calculation. Selection of portfolios; Markowitz Model and Efficient Frontier, Capital market theorem and Arbitrage pricing theory.	8 Hours
Unit-5:	Portfolio Performance Evaluation & Revision: Performance evaluation of existing portfolio; Sharpe and Treynor measures. Revision of portfolio.	8 Hours
Text Books:	1. Chandra P, Investment Analysis and Portfolio Management, New Delhi : Mc Graw-Hill.	
Reference Books:	1. Stephen H.Penman: Financial Statement Analysis and Security Valuation, New Delhi : McGraw Hill, 2. William F. Sharpe, Gordon J.Alexander and Jeffery V.Bailey, Investments, New Delhi: Prentice Hall. 3. Edwin J. Elton, Martin J. Gruber: Modern Portfolio Theory and Investment Analysis, New Delhi: John Wiley & Sons.	

	* Latest editions of all the suggested books are recommended.	
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Old syllabus.
Pre Revised.

BBA-Semester V
Specialization: Finance
Paper-II

SECURITY ANALYSIS AND INVESTMENT MANAGEMENT

Course Code: BBF2

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

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

Unit-wise Course Contents:

1. **Meaning, Nature and Scope of Investment:** Approaches to investment. Stock Exchange and New Issue Markets: Their nature, structure, functioning and limitations.
(8 Hours)
2. **Valuation of Securities:** Bonds, Preference shares and Equity Shares.
(8 Hours)
3. **Risk and Return:** Concept of Risk and Types, Measures of risk and return, Systematic and unsystematic, Company and Industry Analysis.
(8 Hours)
4. **Portfolio Analysis and Selection:** Concept of Portfolio, Portfolio risk and return; Beta as a measure of risk; CAPM and Arbitrage pricing theory.
(8 Hours)
5. **Portfolio Management Performance Evaluation of Existing Portfolio:** Sharpe and Treynor measure; Finding alternatives and revision of portfolio.
(8 Hours)

Text Books:

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

Reference Books:

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

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* Latest editions of all the suggested books are recommended.



Allego Syllabus
Post Revised

Course Code: BBAH501	Discipline Specific Elective-I Human Resource Management BBA-Semester-V Human Resource Development	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concept, theories & techniques of human resource development and its relevance to the organization.	
CO2.	Understanding the concepts of assessing development needs, developing HRD programs & evaluating effectiveness of HRD programs.	
CO3.	Analyzing the techniques of HRD & influence of motivation on development activities.	
CO4.	Understanding & differentiating among coaching, mentoring, competency mapping & talent management.	
CO5.	Analyzing technology application in HRD & HRD practices in organization.	
CO6.	Understanding & analyzing key HRD issues: Training and Development centres, career management and employee improvement.	
Course Content:		
Unit-1:	Introduction Concept, Meaning, Nature, objectives of HRD difference between HRM & HRD, process, role of HRD manager, challenges in HRD.	8 Hours
Unit-2:	HRD Framework Assessing development needs, developing HRD program, evaluating the effectiveness of HRD programs.	8 Hours
Unit-3:	Techniques of HRD Techniques of HRD influence of motivation on development activities, HRD for workers.	8 Hours
Unit-4:	HRD Trends Coaching, mentoring, competency mapping, balance scorecard integrating HRD with technology, other modern methods, like talent management.	8 Hours
Unit-5:	Key issues of development Training & development centers, career management, manpower empowerment, HRD practices in organization.	8 Hours
Text Books:	P. Subba Rao, Essentials of HRM & IR, New Delhi: Himalaya Publication House.	
Reference Books:	Aswathappa, Human Resource management, New Delhi: McGraw-Hill. Dessler, Human Resource Management, New Delhi: Prentice Hall. Pareek Udai, Understanding Organizational Behavior, New Delhi: Oxford University Press. Taylor B. & Lippitt G., Management Development & Training handbook, New Delhi: McGraw Hill. Mankin, D., Human Resource Development, New Delhi: Oxford University Press India. Rao T.V., Future of HRD, New Delhi: Macmillan Publishers * Latest editions of all the suggested books are recommended.	



Old Syllabus

Pre Revised.

BBA-Semester V
Specialization: HUMAN RESOURCE
Paper-II

HUMAN RESOURCE DEVELOPMENT

Course Code: BBH2

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

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

Unit-wise Course Contents:

1. **Learning & Teaching:** Learning Objectives - Domains of learning, Methods of learning, Importance of teaching Techniques, Instruction technology, Instructor behaviour, Attention versus involvement. (8 Hours)
2. **Key Players In Training & Development:** Need for Training and Development - Role of Development offices - Administrators, Consultants, Designers and Instructors - Determining training needs (8 Hours)
3. **Training Techniques:** Methods of training - On the job training - Of the job training. (8 Hours)
4. **Understanding Development Needs:** Need for development - Methods of Development, Differences between Training and Development - Management Development Programs (8 Hours)
5. **Elements For Wages & Salary Decisions:** Components of Wage and Salary packages -Methods of wage fixation, Fringe benefits, other monetary allowances, Wage and Salary administration in India. (8 Hours)

Text Books:

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

Reference Books:

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

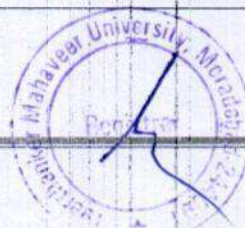
* Latest editions of all the suggested books are recommended.

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New
Post Revised

Course Code: BBAH503	Discipline Specific Elective-3 Human Resource Management BBA -Semester-V Performance Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the performance appraisal methods and various other dimensions with respect to employee potential and performance.	
CO2.	Understanding job evaluation and compensation management .	
CO3.	Apply reward techniques for rewards to develop recommendation.	
CO4.	Analyzing various organizational performance management programs and best practices for effective performance management systems.	
CO5.	Analyzing career path and resources available to support individual development.	
Course Content:		
Unit-1:	Performance Management: Quality Performance Management - Concept -Dimensions - Mechanics - Features of Facilitating Organizations for Performance - Organizational Dynamics and Employee Performance.	8 Hours
Unit-2:	Management of Employee Performance: Performance appraisal methods, Effectiveness and Empowerment, Potential measurement. Performance v/s Potential assessment.	8 Hours
Unit-3:	Performance Management Techniques: Quality Performance Management – techniques of quality management- fishbone, statistical control charts, PDCA cycle.	8 Hours
Unit-4:	Employees Efficiency and Reward system: Quality Circle - Features - Process - Pre-requisites for their Efficiency. Industrial Restructuring - Reward System & its types, and Employee Productivity.	8 Hours
Unit-5:	Job Evaluation: Job Evaluation - Definition - Traditional and new Techniques, Compensation - Definition - classification -, Job worth, Job evaluation of global position and compensation management.	8 Hours
Text Books	William G. Dyer, Team Building: Issues and Alternatives, New Delhi: Addison-Wesley Publishing Company.	
Reference Books:	Chakravarthy S.K., Managerial Effectiveness and Quality of Work Life - Indian Insights, New Delhi : McGraw Hill Publishing Co. Ltd. Suri G.C. & Mmga R.C., Living Wages and Productivity, New Delhi: National Productivity Council. * Latest editions of all the suggested books are recommended.	



Old
Pre Revised.

BBA-Semester V
Specialization: HUMAN RESOURCE
Paper-I

PERFORMANCE MANAGEMENT

Course Code: BBH1

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

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

Unit-wise Course Contents:

1. **Performance and Potential:** Quality Performance Management - Concept - Dimensions, Features of Facilitating Organisations for Performance, Employees potential, Potential development. (8 Hours)
2. **Work Place Management:** Work Place and Its Improvement through 5S - Modern Management Techniques (such as KAIZEN) and Management of Employee Performance. (8 Hours)
3. **Employee Profile & Organization Effectiveness:** Organizational Structure and Employee; Quality Circle, Features, Process, Pre-requisites for their Efficiency. (8 Hours)
4. **Employee Productivity & Compensation:** Industrial Restructuring - Reward System and Employee Productivity. (8 Hours)
5. **Performance Management:** Quality Performance Management - Indian and Western Thought in a Market era. (8 Hours)

Text Books:

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

Reference Books:

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

* Latest editions of all the suggested books are recommended.

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New Syllabus
Post Revised

Course Code: BBA1501	Discipline Specific Elective-I International Business BBA-Semester-V International Business Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the concepts of international business management for developing a knowhow of how business organizations operate in an international environment.	
CO2.	Developing and presenting international business plan.	
CO3.	Applying current technologies to support an organization's integrative trade initiatives.	
CO4.	Evaluating the impact of statutory and regulatory challenges.	
CO5.	Understanding balance of payments and balance of trade.	
Course Content:		
Unit-1:	Growth of International Business: International Business, Difference between international business and domestic business, Globalization, its Effects & Benefits, Multinational companies, advantages, disadvantages Role of MNC's in developing countries. Environment of international business-economic, political, legal and cultural environment.	8 Hours
Unit-2:	International Business Competitive Strategies, International Organization and Control: Porter's model; Foreign Direct investment, Strategies, advantages, disadvantages, Joint Ventures, Foreign Institutional Investment. Organizational structures, Control procedures, Location of decision-making, Organizational Control, Bartlett & Ghoshal's Model.	8 Hours
Unit-3:	Global Human Resource Management: Selection, Development, Performance Appraisal and compensation. Motivating employees in the global context and managing groups across cultures, Multicultural management.	8 Hours
Unit-4:	International Trade Theories: Theories of International Trade- Absolute Advantage Theory, Comparative Cost Theory, Opportunity Cost Theory, Heckscher-Ohlin Theory., Vernon's Theory of International Product Life Cycle.	8 Hours
Unit-5:	Balance of Trade and Balance of Payments: Constituents of Capital Account and Current Account, Reasons and remedies for Adverse Balance of Payment. Convertibility of Capital Account. Role of World business Bodies like IMF, World Bank, etc.	8 Hours
Text Books:	Aswathappa, International Business, New Delhi : McGraw-Hill.	
Reference Books:	Deresky H, International Business, New Delhi: Prentice Hall. Hill C W, International Business, New Delhi: McGraw-Hill. Varma M L, International Trade, New Delhi: Vikas Publications. Taggart, The Essence of International Business, New Delhi: PHI. Bhalla V.K, International Business, New Delhi : S.Chand and company. Daniels, International Business, New Delhi : Pearson Education. Paul J, International Business, New Delhi : Prentice Hall. Rao, P. Subba; International Business, New Delhi: Himalaya Publishing House.	

Old Syllabus.
Pre Revised

BBA-Semester V
Specialization: INTERNATIONAL BUSINESS Paper-I

INTERNATIONAL BUSINESS MANAGEMENT

Course Code: BBII

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

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

Unit-wise Course Contents:

1. **Growth of International Business:** Globalization, its Effects, Benefits & Costs, Multinational companies, advantages, disadvantages Role of MNC's in developing countries. Environment of international business: economic, political, legal and cultural environment
(8 Hours)
2. **International Business Competitive Strategies:** Porter's model; Foreign Direct investment, Strategies, advantages, disadvantages, Joint Ventures, Foreign Institutional Investment.
(8 Hours)
3. **International Organization and Control:** Organizational structures; Control procedures; Location of decision-making, Role of Subsidiaries, Organizational Control, Bartlett & Ghoshal's Model of TNCs.
(8 Hours)
4. **International Trade:** Theories of International Trade- Absolute Advantage Theory, Comparative Cost Theory, Opportunity Cost Theory, Hecksher-Ohlin Theory., Vernon's Theory of International Product Life Cycle.
(8 Hours)
5. **Balance of Trade and Balance of Payments:** Constituents of Capital Account and Current Account, Reasons and remedies for Adverse Balance of Payment. Convertibility of Capital Account. Role of World business Bodies like IMF, World Bank, etc..
(8 Hours)

Text Books:

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

Reference Books:

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

* Latest editions of all the suggested books are recommended.

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Course Code: BBA1502	Discipline Specific Elective-2 International Business BBA -Semester-V Export Import Policy and Documentation	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the process of export procedures & documentation.	
CO2.	Understanding foreign trade policy.	
CO3.	Applying knowledge and skills for development of marketing plans tied to global business activity and country-specific business conditions.	
CO4.	Developing communication skills and effectively using basic international business vocabulary for international trade and import / export operations	
CO5.	Analyzing export opportunities and undertaking export marketing in countries offering export potential for wide ranging products of Indian origin.	
CO6.	Analyzing the various terms and conditions of export and import finance.	
Course Content:		
Unit-1:	Introduction to Export Management: Introduction, Definition of Export, Features of export management, Process of export management, Functions of an export manager. Benefits arising from Export, Export Prospect for Small Firms, Importance of Exports to India.	8 Hours
Unit-2:	Formalities of Registration: Naming the Enterprise, form of Ownership, Organization structure of an export firm Opening a Bank Account, General Registrations, Registration with Licensing Authorities, Registration with Appropriate EPC's /CB's.	8 Hours
Unit-3:	Product Selection & International Channels of Distribution: Criteria for selection of products for exports, Steps in new product development process, identifying foreign markets for export of products, Product Life Cycle, Product mix, Branding, Packaging and labeling. Modes of entry in foreign markets, International Channels Distribution.	8 Hours
Unit-4:	Export Finance and Pricing: Export Finance – Types of export finance, Pre-shipment Finance, Post-shipment Finance, Special Financial Facilities, Export Import Bank of India, E.C.G.C, Export Pricing.	8 Hours
Unit-5:	Export Documentation: Main Commercial Documents, Additional Commercial Documents, and Statutory Documents for Export's Country, Statutory Documents for Imports Country and Documents for Claiming Export Benefits.	8 Hours
Text Books:	Khurana P.K., Export management, New Delhi: Cyber Tech Publication. Cherunilam F., International Trade and Export Management, New Delhi: Himalaya Publication House.	
Reference Books:	Varshney R.L., Bhattacharya B, International Marketing Management, New Delhi: S. Chand. Black J., International Business Environment, New Delhi: Prentice Hall. * Latest editions of all the suggested books are recommended.	



Old
Pre Revision

BBA-Semester VI
Specialization: INTERNATIONAL BUSINESS
Paper III

EXPORT IMPORT - POLICY & DOCUMENTATION

Course Code: BBI3

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

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

Unit-wise Course Contents:

1. **Introduction to Export Management:** Introduction, Definition of Export, Benefits arising from Export, Export Prospect for Small Firms, Importance of Exports to India.
(8 Hours)
2. **Concepts of Distribution Channels:** International Channels Distribution.
(8 Hours)
3. **Export Finance and Pricing:** Pre-shipment Finance, Post-shipment Finance, Special Financial Facilities, Export Import Bank of India, E.C.G.C. Export Pricing.
(8 Hours)
4. **Formalities of registration and Export Documentation:** Naming the Enterprise, form of Ownership, Opening a Bank Account, General Registrations, Registrations with RBI, Registration with Licensing Authorities, Registration with Appropriate EPC' /CB's.
(8 Hours)
5. **Defining Export Documentation:** Main Commercial Documents, Additional Commercial Documents, and Statutory Documents for Export's Country, Statutory Documents for Imports Country and Documents for Claiming Export Benefits.
(8 Hours)

Text Books

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

Reference Books

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

* Latest editions of all the suggested books are recommended.



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Post Revision
New Syllabus

Course Code: BBAH502	Discipline Specific Elective-2 Human Resource Management BBA -Semester-V Industrial Law	L-4 T-0 P-0 C-4
Course Outcomes:		
CO1.	Understanding the concepts, theories and policies of Industrial relations and labour law.	
CO2.	Understanding the various processes of handling employee relations.	
CO3.	Understanding aspects of employment laws to real workplace situations.	
CO4.	Analyzing the dynamic legal context in which employment relationships are enacted.	
CO5.	Analyzing strategies for resolving industrial conflicts.	
Course Content:		
Unit-1:	Introduction to Industrial Relation : Overview, Concept, Nature and Objectives. Role of State; Trade Union; Employers' Organization; ILO in IR; Industrial Relations machinery in India.	8 Hours
Unit-2:	Trade Union: Trade Unionism: Trade Union: origin and growth, unions after independence, unions in the era of liberalization; Concept, objectives, functions and role of Trade Unions in collective bargaining; Problems of Trade Unions.	8 Hours
Unit-3:	Industrial Conflict and Accident Management : Labour problems: Discipline and misconduct; Grievance handling procedure; Labour turnover; Absenteeism; Workers' participation in management; Industrial accidents and Industrial unrest.	8 Hours
Unit-4:	Industrial and Labour Law - I : Labour legislations: Historical perspective; Impact of ILO; Indian constitution; Important provisions -: Payment of Wages Act, Workmen's Compensation Act, Employees' State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act.	8 Hours
Unit-5:	Industrial and Labour Law - II: Important Provisions of Industrial Dispute Act and Factories Act.	8 Hours
Text Books:	Monappa A., Industrial Relations, New Delhi : McGraw-Hill	
Reference Books:	Srivastava S. C., Industrial Relations and Labour Laws, New Delhi: Vikas publication. Mamoria C.B., Mamoria, Gankar, Dynamics of Industrial Relations, New Delhi: Himalayan Publication. * Latest editions of all the suggested books are recommended.	



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Page Revision

BBA-Semester VI
Specialization: HUMAN RESOURCE

Paper-III

INDUSTRIAL LAW

Course Code: BBH3

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

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

Unit-wise Course Contents:

1. **The Factories Act, 1948:** Approval, Licensing and Registration, Inspecting Staff, Health -Welfare, Working Hours - Annual Leave with, wages - Periodical Returns- Registers and Records.
(8 Hours)
2. **The Bombay Shops and Establishments Act, 1948:** Registration of Establishments -Shops and Commercial, Establishments - Residential Hotels, Restaurants and Eating Houses: Theatres or other places of Public, Amusement or Entertainment - Leave with pay and payment of wages; Health and Safety; Maintenance of Registers, Records and Annual Report.
(8 Hours)
3. **The Contract Labour (Regulation and Abolition) Act, 1970:** Advisory Boards - Registration of Establishments. Licensing of Contractors - Welfare and Health of Contract Labour -Registers and other Records to be maintained.
(8 Hours)
4. **The Industrial Disputes Act, 1947:** Definitions of Industry, Workman and Industrial Dispute -Authorities under the Act - Procedure, Powers and Duties of Authorities - Strikes and Lock outs-Lay off and Retrenchment - Special Provisions, relating to Layoff, Retrenchment and Closure in certain establishments.
(8 Hours)
5. **Other Acts:** Payment of bonus Act, Provident fund Act, Consumer protection Act. Payment of Wages Act, Minimum Wages Act.
(8 Hours)

Text Books:

1. Monappa A., *Industrial Relations*, Tata McGraw-Hill, 2002.

2. Sinha, *Industrial Relations, Trade Unions, and Labour Legislation*, Pearson Education. **Reference Books:**

Reference Books

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

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* Latest editions of all the suggested books are recommended.

