

Jiwaji University Gwalior



BACHELOR OF BUSINESS ADMINISTRATION SYLLABUS AND EXAMINATION SCHEME 2020– 2023

BBA I AND II SEMESTER: 2020-2021
BBA III AND IV SEMESTER: 2021-2022
BBA V AND VI SEMESTER: 2022-2023

A handwritten signature in blue ink, located at the bottom right of the page.

**BACHELOR OF BUSINESS ADMINISTRATION
SYLLABUS
AND
EXAMINATION SCHEME
(SIX SEMESTER PROGRAMME)**

SEMESTER: I

Paper Code	Course	Marks		Maximum Marks
		Internal	External	
BBA-101	Management Principles and Practices	10	40	50
BBA-102	Financial Accounting	10	40	50
BBA-103	Business Mathematics	10	40	50
BBA-104	Business Organization	10	40	50
BBA-105	Business Communication	10	40	50
BBA-106	Personality Development	25	25	50
			TOTAL	300

SEMESTER: II

Paper Code	Course	Marks		Maximum Marks
		Internal	External	
BBA-201	Managerial Economics	10	40	50
BBA-202	Business Legislation for Management	10	40	50
BBA-203	Business Statistics	10	40	50
BBA-204	Cost Accounting	10	40	50
BBA-205	Computer Applications	10	40	50
BBA-206	Comprehensive Viva	25	25	50
			TOTAL	300

SEMESTER: III

Paper Code	Course	Marks		Maximum Marks
		Internal	External	
BBA-301	Business Environment	10	40	50
BBA-302	Company Law	10	40	50
BBA-303	Quantitative Techniques	10	40	50
BBA-304	Higher Accounting	10	40	50
BBA-305	Organisational Behaviour	10	40	50
BBA-306	Development of Management Thought	10	40	50
			TOTAL	300

SEMESTER: IV

Paper Code	Course	Marks		Maximum Marks
		Internal	External	
BBA-401	Entrepreneurship and Small Business Management	10	40	50
BBA-402	Marketing Management	10	40	50
BBA-403	Financial Management	10	40	50
BBA-404	Human Resource Management	10	40	50
BBA-405	Income Tax Laws & Practices	10	40	50
BBA-406	Research Methodology	10	40	50
			TOTAL	300

₹/page

SEMESTER: V

Paper Code Course		Marks		Maximum Marks
		Internal	External	
<i>Compulsory Papers:</i>				
BBA-501	Management Information Systems	10	40	50
BBA-502	Banking Law and Practices	10	40	50
BBA-503	Insurance Management	10	40	50
<p><i>Optional –Specialization areas:</i></p> <p>Students are required to select any One Specialization out of Three specialization areas:-</p> <p>(A) Marketing (B) Finance (C) Human Resource Management</p>				
BBA-MM-504 BBA-FM-504 BBA-HRM-504	Advertising and Sales Management Management of Financial Institutions Management Training and Development	10	40	50
BBA-MM-505 BBA-FM-505 BBA-HRM-505	Marketing Research Investment Management Industrial Relations	10	40	50
BBA-MM-506 BBA-FM-506 BBA-HRM-506	Consumer Behaviour Indian Financial System Human Resource Planning and Development	10	40	50
BBA-507	Project Report and Viva-Voce	25	25	50
			TOTAL	350

3-

SEMESTER: VI

Paper Code Course		Marks		Maximum Marks
		Internal	External	
<i>Compulsory Papers:</i>				
BBA-601	Business Policy	10	40	50
BBA-602	Operations Research	10	40	50
BBA-603	Accounting for Managerial Decision	10	40	50
Optional –Specialization areas:				
Students are required to select any One Specialization out of three specialization areas-				
(A) Marketing				
(B) Finance				
(C) Human Resource Management				
BBA-MM-604	<u>Industrial Marketing</u>	10	40	50
BBA-FM-604	<u>Financial Analysis and Decision Making</u>			
BBA-HRM-604	Social Security and Welfare			
BBA-MM-605	<u>Rural and Agriculture Marketing</u>	10	40	50
BBA-FM-605	<u>Business Taxation</u>			
BBA-HRM-605	Organization Change and Development			
BBA-MM-606	<u>Services Marketing</u>	10	40	50
BBA-FM-606	<u>Project Planning and Management</u>			
BBA-HRM-606	Industrial Laws			
BBA-607	Comprehensive Viva-Voce	25	25	50
			TOTAL	350

04

IMPORTANT NOTES:

1. Personality development (Course BBA-106) activities will be assessed jointly by one internal and one external examiner at the time of I Semester examination.
2. Summer Training Project Report will be based on the in-house training of the Students in IV semester (May-July) for a minimum period of six weeks.
3. The students will have to submit their Summer Training Project Report at least seven days before the commencement of their V Semester examination. One copy of such report will be submitted by them in the office of the Co-ordinator, B.B.A. Program/ Institute/ College for evaluation.
4. Evaluation of the papers BBA-206 and BBA-607 would be conducted jointly by one internal and one external examiner.
5. The Project Report of BBA V Semester will prepared by the student himself. The summer training Report (BBA-507) shall be examined by one external and one internal examiner. They will be invited to conduct the Viva-Voce examination based on Project Report.
6. Institute/ College reserves the right not to offer those options / electives / courses to the students of BBA V Semester for which adequate teaching facilities do not exist in the institution. The decision of the Co-coordinator /Principal will be final in this matter.

SCHEME OF ASSESSMENT:

The BBA program is based on continuous internal assessment as well as end semester external examination. The scheme of internal assessment is as follows:

MARKS OF SESSIONALS:

Class tests during the semester will be conducted by the teacher concerned and the sessional marks of internal assessment will be finalized by the teacher concerned. The sessional marks shall be based on:

- (a) Marks of two best class tests out of three tests conducted during the semester will be considered for final evaluation. (Marks 10)
- (b) Candidate is required to secure a minimum of 40% marks in individual course in order to pass the internal assessment. The students must be very punctual and attentive to tests as there is no provision for make-up test on any ground.

MINIMUM PASS MARKS:

In order to pass the semester, an examinee shall have to secure minimum 40% marks in individual papers. She/he will also be required to obtain a minimum 40% marks in sessional, separately. Beside securing 40% marks in each paper and sessional, the candidate will have to secure a minimum of 50% marks in aggregate.

DIVISION IN EXAMINATION:

A candidate having secured 60% marks or above will be awarded first division, candidates securing 50% but less than 60% marks in aggregate will be placed in second division. There will be no third division in the programme.



5

SCHEME OF PROMOTION TO NEXT SEMESTER:

The student failed in more than two papers / courses in a semester (either in internal or external) will not be promoted in the next semester. Thus, in order to get promotion to the next semester, candidates will have to clear at least 4 papers /courses in first to fourth semesters and 5 papers/courses in fifth/sixth semesters.

The Back paper of students failing in I and III Semester will be conducted along with their III and V semester examinations respectively. Similarly, those failing in II and IV semester will get chance to clear their back paper along with their IV and VI semester examinations respectively. However, students failing in their final year i.e. V and VI semester will have to wait for the next concerning semester to clear their back paper.

The students having semester back will give their papers with their next concerning semester examination. There is no provision of special back /semester back after semester examinations. An examinee who has failed in internal examination shall be required to register him/her fresh for doing the sessional work in the next concerning semester in the paper/course. He will also be required to submit his examination form for internal assessment.

The internal assessment awarded to a candidate who fails in the university end semester examination shall be carried forward to the next concerning semester.

In case a candidate fails in any internal / end semester examination (either in one paper or in all), he will be allowed two more attempts to clear that course.

However, if a candidate fails to pass in semester examination even after the two additional attempts other than the original one, he will be required to leave the course.



BBA I Semester MANAGEMENT PRINCIPLES AND PRACTICES Paper Code: BBA-101	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
---	--

Teaching Objectives

The objective of this paper is to familiarize the student with basic management concepts and behavioral processes in the organization. The course will be an introduction to the way in which a firm can develop its managerial thinking, mission and strategy.

Learning Outcomes

1. To help the students gain understanding of the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To help the students to develop cognizance of the importance of management principles.

UNIT I

Management: Concept, Nature, Importance, Management vs. Administration, Management Skills, Levels of Management, Introduction to Functions of Management, Characteristics of Quality Managers.

Evolution of Management: Early contributions, Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations School

Social Responsibility of Managers and Ethics in Managing

UNIT II

Planning: Nature, Scope, Objectives and Significance of Planning, Types of Planning, Process of Planning, Barriers to Effective Planning, Objective Setting: Concept, Types and Process of Setting Objectives, Decision Making : Concept, Process, Types and Styles of Decision Making

UNIT III

Organizing: Concept, Organization Theories, Forms of Organizational Structure, Combining Jobs, Departmentation Span of Control, Delegation of Authority, Authority & Responsibility, Principles of Organizational Designing

UNIT IV

Staffing: Concept, System Approach, Manpower Planning, Job Design, Recruitment & Selection Directing: Concept, Direction and Supervision.

UNIT V

Controlling: Concept, Process of Controlling, Methods of controlling: Pre-control, Concurrent Control, Post-control, Tools for Pre-control of Inputs, Concurrent Control of Operations. Post Control of Outputs

Text Book

1. Robbins & Coulter (2006) - Management 9th edition. Delhi: Prentice Hall of India
2. Stoner, Freeman & Gilbert Jr (2009) - Management 6th Edition. Delhi: Pearson Education

3. R D Agarwal (1982) - Organization and Management. New Delhi: Tata McGraw-Hill Education

Suggested Reading:

1. Koontz Harold & Weihrich Heinz (2008) - Essentials of management 5th Edition. New Delhi: Tata Mc Graw Hill.
2. Robbins S.P. and Decenzo David A.(2009) - Fundamentals of Management Essential Concepts and Applications 6th Edition.Delhi: Pearson Education
1. Weihrich Heinz and Koontz Harold (2008) - Management: A Global and Entrepreneurial Perspective 12th Edition. New Delhi: Mc Graw Hill



BBA I Semester FINANCIAL ACCOUNTING Paper Code: BBA-102	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives

This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations. It includes the preparation of accounting statements, but their uses and limitations will also be emphasized.

Learning Outcomes

1. The course aims to acquaint the student with an overview of Financial Accounting.
2. The course aims to acquaint the Principles of Accounting.
3. The course aims to acquaint the Accounting Applications in Various Domains.

Unit-I

Meaning of bookkeeping, accounting and accountancy (comparative study in terms of objectives, scope & relation), Objectives, scope, and limitations of accounting. Accounting information systems, Users of accounting information, accounting concepts, conventions and principles of accounting(GAAP), Introduction to accounting standards, Need, Benefits and limitations

Unit-II

Accounting cycle; Double entry system of accounting, Classification of accounting: traditional and modern and rules of journal entry, classification, Journalizing of transactions, Sub division of journal, Posting to ledger, Preparation of trial balance, Practical problems on all aspects of journal, ledger and trial balance.

Unit-III

Rectification of errors, Adjustments and their entries, Bank Reconciliation statement, Preparation of final accounts, Advance practical problems on all aspects.

Unit- IV

Accounting of Non-profit organizations, Consignment Accounts, Departmental Accounts

Unit-V

Branch Accounts, Royalty Accounts, IFRS-Basics.

Text Books

1. Lal, Jawahar and Seema Srivastava (2014) Financial Accounting, Delhi: S Chand publishing
2. Monga,J.R.(2017) Financial Accounting: Concepts and Applications, Mayoor Paper Backs, New Delhi.
3. S. N. Maheshwari (2018). Financial Accounting, Vikas Publication, New Delhi.

References:

1. Shukla, M.C., T.S. Grewal and S.C.Gupta (2006). Advanced Accounts. 16th Edition Vol.-I. S. Chand & Co., New Delhi.
2. P.C. Tulsian (2007). Financial Accounting, Tata McGraw Hill, New Delhi.
3. Bhushan Kumar Goyal and HN Tiwari (2018) Financial Accounting, Vikas publishing House, New Delhi.
4. Jain, S.P. and K.L. Narang (2014). Financial Accounting. Kalyani Publishers, New Delhi



BBA I Semester BUSINESS MATHEMATICS Paper Code: BBA-103	Max. Marks : 50 Min. Marks : 20 External : 40 Internal : 10
--	--

Teaching Objectives

To make students understand the concepts of elementary mathematics and its applications

Learning Outcomes:

The subject intends to make students well versed with

1. The concept of matrices, determinants and their applications.
2. The concept of relation between variables and its applications in business and commerce.
3. The concept of different types of equations and methods to solve them.
4. The basic concept of calculus and its applications.

Unit-I: Elementary Mathematics-I

Ratio and Proportion, Logarithms, Percentage, Average, Permutation and Combination.

Unit-II: Elementary Mathematics-II

Commission, Brokerage and Discount, Rates and taxes, Stocks and Shares, Simple annuities, Present value and Discount, Simple and Compound interest, Profit and Loss.

Unit-III: Matrices and Determinants

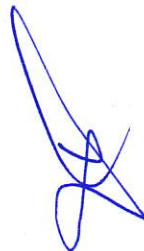
Introduction, Types of matrix, Matrix operations-Addition, Subtraction and Multiplication of matrices, Inverse of matrices, System of linear equations and its applications, Input-Output Analysis.

Unit-IV: Functions

Functions, Types of functions, Applications of linear functions in business, Simple equations, Quadratic equations, Simultaneous equations and its Applications.

Unit-V: Calculus

Introduction, Differentiation of functions of single variable (excluding Trigonometric functions), and Maxima and Minima, Break-Even analysis.



Suggested Readings:

Main Texts Reading

1. Budnick, P. (1986) , Applied Mathematics, McGraw Hill Publishing Co.
2. Sharma, J. K. (2008) Mathematics for Management and Computer Applications, New Delhi: Galgotia Publication.
3. Sancheti, D.C., Kapoor, V.K. (2014) Business Mathematics, Sultan Chand & Sons.
4. Sharma, J.K. (2014)., Business Mathematics, ANE Books Pvt. Ltd. New Delhi.

Reference Reading

1. Anthony, M. and Biggs N.(1996) Mathematics for Economics and Finance, Cambridge University Press.
2. Mizrahi and John Sullivan (1988) Mathematics for Business and Social Sciences 4th Edition. John Wiley and Sons.



BBA I Semester BUSINESS ORGANISATION Paper Code: BBA-104	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

To teach students basic concepts & types of organizations.

Learning Outcomes

- Students will develop basic knowledge about the course topic of business organization Evolution of Business Organization, modern business, business & profession, business system and environment, social responsibilities of business.
- Students will have clear understanding about forms of business organization and their proper working as well as critically evaluate the information contained in stock exchanges & business finance
- Students will be able to understand about entrepreneurial process and its execution as well as evaluate case studies in at least one of the topic areas, including its relevance to course topics

UNIT – I: Introduction


Nature and Scope of business, Objectives of business, Classification of business activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization. Modern Business, Business & Profession. Business system and Environment, Social responsibilities of business.

UNIT – II: Promotion and Forms of Business Organization

Concept and stages of promotion, Position and functions of promoter, Promotion of new business, Forms of business organization – Sole trader, Partnership, Joint stock company and Co-operative society.

UNIT – III: Location of Business and Business Risks

Theories of industrial location, Factors affecting the location of industry, Government policy towards the localization. Concept of combination, Merits, Demerits and Types of combination. Nature, Types and Causes of business risks.



UNIT – IV: Stock Exchanges & Business Finance


Functions of stock exchanges, Method of trading on a stock exchange, Speculation and stock exchange, Factors affecting, Regulation and Control of stock exchanges, On-line Stock trading, Products and Services. Financial need of Business methods & sources of finance.

UNIT – V: An Entrepreneurial Process:

Entrepreneurial Process, Emerging trades in business, Governments support to BPO in India, Basic considerations in setting up a business enterprise, Identification of business opportunity, Entrepreneurial decisions and Outsourcing of different types of services.

Suggested Readings:

1. M S. A. Sherlekar (2018) Modern Business Organization 4th Edition. Himalaya Publication House
2. Jallo (2005) Business Organization and Management New Delhi: Tata McGraw Hill.
3. By F. Cherunilam (2019) Business Environment Text and Cases 27th edition Himalaya Publication House India.
4. Dr. V. Desai (1979) Organizing and management of Small Scale Industry, Himalaya publishing house India



BBA I Semester BUSINESS COMMUNICATION Paper Code: BBA-105	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives

- Students through this subject will be able to prepare effective business communication strategies and also able to apply appropriate problem solving skills to business communication.

Learning Outcomes

- To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
- To understand the importance of specifying audience and purpose and to select appropriate communication choices.
- To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
- To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
- To develop the ability to research and write a documented paper and/or to give an oral presentation.

Unit – I

Meaning and Objectives of Communication, Significance of Communication in business organization and its process, Communication Barriers, Inter cultural and Team Communication, Interpersonal Communication,

Unit – II

Media and Types of communication, Communication Media Choices, Verbal and Non-verbal communication, Formal Vs. Informal of communication, Listening, Communication through Social Media,

Unit – III

Techniques of group decision-making, Committees: Meaning, Essentials, Advantages and Disadvantages and types of committees. Conferences: Meaning, Essentials, Importance and difference between conference and committee, Business meetings, The role of Business Presentations, Planning and organizing presentation.



Unit – IV

Tips of clear writing, Drafting of effective business letter, kinds of business letters (a) Enquiries and Replies (b) Tender, Quotation & Order (c) Complaints and Adjustment (d) Collection letter (e) Sales letter and Memo, Writing the report, planning the Report, Steps in writing Business Reports, Parts of a Report, Corporate Report and Business Proposal.

Unit – V

Drafting of Notice Agenda, Minutes, Report writing, Effective listening Speeches and Presentation, Interview and Modern technology of business communication, Mass Media, Public Relations Management, Cross Cultural and Global Communication.

Text Books

1. P. Subba Rao, B. Anita Kumar, C. Hima Bindu (2012), Business Communication, Cengage Learning India. Pvt. Ltd.
2. Rajendra Pal, J S Korlahahi (2013), Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
3. Sailesh Sen Gupta (2011) Business and Managerial Communication, PHI.

Reference Books

1. Ober Newman (2015), Communicating in Business, Cengage India Pvt. Ltd.
2. Stephen Bailey (2013), Academic Writing for International students of Business, Routledge.



BBA I Semester PERSONALITY DEVELOPMENT Paper Code: BBA-106	Max. Marks: 50 Min. Marks: 20 External : 25 Internal : 25
---	--

Teaching Objectives English Proficiency course will provide you with:

- The confidence to **speak and write in English** at your workplace, college or home
- An understanding of **English Grammar**
- A dramatically increased **English vocabulary**

Learning Outcomes English Proficiency course will benefit the students, if they:

- Need to improve their English for personal or professional reasons
- Need to communicate confidently in English
- Are looking to move or study abroad

Unit I: Communicative English Grammar (functional):

Parts of Speech + Exercises, Tenses + Exercises, Reported Speech + Exercises, Active passive (through activity & exercises), To help students in sentence construction & Comprehension + Exercise, Application Writing

Unit II: Word Power

Vocabulary (Synonyms, Antonyms, Homonyms, Homophones) + Pronunciation Drill + Exercises (Quizzing/Crossword) + Tongue Twisters, One Word Substitution, Etymology: Roots, Prefixes & suffixes

Unit III: Writing Ability Test

Articles Reading from Newspaper or from any other resource & writing a review on it (100-150 Words), **Newspaper Reading:** Elaboration of News in class (Students are supposed to collect the news from their own resource), **Reading Ability Test:** Unseen Passage/Comprehension – to be done by all the PD faculty members collectively in collecting the material

Unit IV: Grooming: (Routine Process)

Self-presentation (... as is.....should be...) To focus on one's own self grooming & coming true to the Institute's discipline, **Presentation Skills FOI** (Field of Interest) (Presentation through power point by the students on the topics of their own choice in five minutes)

Unit V: PICK & SPEAK / EXTEMPORE / JAM (ON THE SPOT COACHING)

Individual Activity: **(On the availability of time/Stand by)** Topics (could be situational) to be selected randomly on the spot. Topics will be decided by the faculty, **SPIN A YARN (Group Activity):** Proverbs/ Idioms /Sayings **(On the availability of time/Stand by)**, **Body Language:** General Mannerisms **(On the availability of time/Stand by)**

BBA II Semester MANAGERIAL ECONOMICS Paper Code: BBA-201	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

1. The course aims to acquaint the student with an overview of managerial economics.
2. The course aims to acquaint the Nature and Scope of Managerial Economics.
3. The course aims to acquaint the Production function.

Learning Outcomes

1. Know about the concept of managerial theory of demand & supply.
2. Can understand the different phases of market & competitions.
3. Understand utility of managerial economics in real world.
4. Can understand about the economic policies.

Unit -I

Concepts and Techniques- Nature and Scope of Managerial Economics, Application of Economics in Managerial Decision Making- Marginal Analysis; Meaning and definition of demand Functions of demand, Types of demand, Demand Forecasting.

Unit -II

Production function: Types of production function- one variable two variables, Law of return and return to scales, law of variable proportion, Isoquant curves and economies of scale.

Unit -III

Market Structure — Price and Output decision under different Market Structures , Price Discrimination, Non-Price Competition , Price Determination under Perfect and Monopolistic Market.

Unit -IV

Factor Pricing: Meaning, Definition & types of Rent, Wages, and Marginal Productivity Theory.

Unit -V

New Economic Policy-1991; Liberalization, Privatization, Globalization, Impact on Business, Business Cycle.

Text Books

Chopra, O.P. (1990) Managerial Economics, New Delhi Tata McGraw Hill
 Divedi, D.N (2010) Managerial Economics, New Delhi: Vikas Publication
 Varshney, R.L. & Maheshwari, R.L. (2018) | Managerial Delhi: Sultan Chand and sons

References

Dewett, K.K.(1986) Modern Economic Theory, New Delhi: S.Chand Publication
 Adhikary, M (2000) Business Economics, 2nd Edition. New Delhi, Excel Books
 Koutsoyiannis, A. (2003). Modern Micro Economics, 2nd Edition. New York, Macmillan
 Debabrata Dutta (2017). Managerial Economics, -PHI

BBA II Semester BUSINESS LEGISLATION FOR MANAGEMENT Paper Code: BBA-202	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives:

The objective of this course is:

1. To provide the students with practical legal knowledge of general business law issues.
2. To provide a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of Law

Learning Outcome

The subject will result in to understanding of legal aspects of business.

UNIT – I: Law of Contract

Major provisions of contract act; Special Contract: indemnity and guarantee, Bailment, Pledge and Agency.

UNIT-II: Law of Sale of Goods and Arbitration

Major provisions of sales of goods act. Major Provisions Law of Arbitration and Conciliation.

UNIT– III: Law of Negotiable Instruments:

Major provisions of negotiable instruments act.

UNIT-IV: Partnership Act, 1932:

Major provisions of partnership act.

UNIT-V: Law of Consumer Protection and IPR

Major provisions of Consumer protection act. Introduction to IPR (patent and copyright)

Suggested Readings:



- N. D. Kapoor (2018), An introduction to Mercantile Law, Delhi: Sultan Chand And Sons.
- M. C. Kucchal , (2016) Business Law, Vikas publication New Delhi
- Gulshan Kapoor (2018) Business Laws, New Age International Private Limited.



BBA II Semester BUSINESS STATISTICS Paper Code: BBA-203	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives

- The objective of this course is to develop student's familiarity with the basic concept and tools in business statistics.
- These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

Learning Outcomes

- Understand the meaning and use of statistical terms.
- Understand and apply descriptive statistical measures to model situations.
- Understand and apply correlation and simple linear regression analysis.
- Understand and apply probability distributions to model different types of situations.
- Understand and apply statistical inference techniques (including statistical estimation and hypothesis testing)

UNIT-I: Introduction

Concept, Scope, Nature, Importance and limitations of statistics, Functions of statistics, Distrust of statistics, Misuse of statistics, planning of statistical enquiry, Collection of data, Editing of statistical data, Classification and Tabulation of data, Census and Sample investigation. Frequency distributions, Graphs, Types of graphs- Bar diagram, Histograms, Pie diagrams.

UNIT-II: Statistical Averages

Arithmetic average, Weighted arithmetic mean, Median, Mode, Geometric mean, Weighted geometric mean, and Harmonic mean. Uses of various averages and Limitations of averages.

UNIT-III: Dispersion and Skewness

Concept of Dispersion, Methods of measuring dispersion- Range, Quartile deviation, Mean deviation and Standard deviation, Coefficient of variation, Coefficient of skewness-Karl Pearson's and Bowley's.

UNIT-IV: Index Numbers

Meaning, Types of index numbers, and Uses of index number, Methods of constructing index numbers- Simple aggregative method, Weighted aggregative methods, Fisher's ideal method. Test of adequacy of index number formula- Unit test, Time reversal, Factor reversal test, and Circular test, Consumer price index number and its implications.

UNIT-V: Correlation Analysis

Concept and Importance of correlation, Types of correlation, Coefficient of correlation method by Karl Pearson's , Spearman's Rank and Concurrent deviation method, Probable error.

Text Books

1. Beri, G.C., Business Statistics (Tata Mc Graw Hill 2nd Edition).
2. Sharma, J.K., Business Statistics (Pearson Education 2nd Edition).
3. Gupta, S.P.(2014), Statistics, S.Chand & Sons.

Reference Reading

1. Render, and Stair J.R. (2000). Quantitative Analysis for Management (Prentice - Hall 7th Edition).
2. Rubin, L.(2000), Statistics for Management ,Pearson, New Delhi 7th Edition.
3. Black, K.(2009). Business Statistics for Contemporary Decision Making, Wiley Student Edition.
4. Richard I. Levin and David S. Rubin, Statistics for Management, Pearson Education, 6th Edition or 7th Edition.



BBA II Semester COST ACCOUNTING Paper Code: BBA-204	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives

1. The course aims to acquaint the student with an overview of cost accounting.
2. The course aims to acquaint the Benefits of cost accounting.
3. The course aims to acquaint the role of cost accountant.

Learning Outcomes

1. Know about the concept of cost accounting and its functions.
2. Can understand the difference techniques of cost accounting.
3. Understand the inventory control system.
4. Can understand about the difference between cost accounting and financial accounting.

UNIT 1: Cost Accounting: An Overview and Material Cost

Concept of cost accounting, Nature, Scope, Objectives and Functions of cost accounting, Advantages and Limitations of cost accounting, Methods and Techniques of cost accounting. Elements and Classification of cost, Concept of material control, Methods of pricing material issues

UNIT 2: Labour Cost Control and Overheads

Labour cost management, Methods of remuneration, Labour turnover, Labour cost control. Classification of overheads, Codification of overheads, Sources of collection of overheads, Departmentalization of overhead, Allocation, Apportionment and Absorption of overheads.

UNIT 3: Unit and Output Costing

Preparation of cost sheet, Statement of cost, Tender price or Quotation price. Cost audit and Cost reduction.

UNIT 4: Process Costing

Process Costing- Meaning, Accounting procedure of costing, Wastage, Scrap, Defectives and Spoilage, Treatment of normal, Abnormal losses and Abnormal gain, Oil refinery process, Inter process profit, By product Costing

UNIT 5: Operating Costing

Contract Costing and Job Costing Concept and Objectives of operating cost, Transport services, Power house costing, Hotel costing, Canteen costing, Cinema costing and Hospital costing.



Text Books

1. Khan & Jain (2012). Cost Accounting, New Delhi: Tata Mc-Graw Hill Publishing House.
2. Jain/Narangk (2014), Advance Cost Accounting,, 8th Rev ed.Kalyani publishe India.
3. Saxena V. Vasishth C, (2015), Advance cost accounting and management accounting.4th edition Sultan Chand and Son.

Reference Books

1. Sharma & Shashi K.Gupta (2014). Management Accounting, New Delhi: Kalyani Publishers.
2. Inamdar, S.M (1991), Cost and Management Accounting, 14th ed. Everest publication.



BBA II Semester COMPUTER APPLICATION Paper Code: BBA-205	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objective

Through this course it is intended to familiarize the students with the computer hardware and software applications for data/file management.

Learning Outcomes: Upon completing this syllabus, students will be able to:

- Understand the basic working of computers and about hardware and software.
- Work on MS-Word, MS-PowerPoint, MS-Excel and MS-Access
- Basic knowledge of Internet concepts.

UNIT I Introduction

Computer hardware and software, Framework of computer, input and output devices, computer memories, central processing unit, types of computer; types of software: system software and application software, some basic terms related to operating system.

UNIT II MS Word

Some basic terms- toolbar, format bar and status bar, insert tables, charts, smart arts, adding graphics, pages options, insert citations, creating, editing and saving word document, use of auto text, spelling and grammar tool, creating a cover letter, mail merge.


MS Powerpoint: Preparation of powerpoint presentation, what to include and what not to include in slides, inserting new slide and deleting any slide, use of master slides, insertion of figure, graphics and charts in presentation.

UNIT –III Introduction to MS Excel

Understanding Basic working with Excel, Quick review on MS Excel Options, ribbon, sheets, Saving Excel File as PDF, CSV and older versions, Copy, Cut, Paste, Hide, Unhide and link the data in Rows, Columns and Sheet; Using paste special options, Formatting cells, Rows, Columns and sheets, Protecting and Unprotecting cells, rows, columns and sheets with or without password, Page Layout and Printer properties, Consolidation, Consolidating With Identical Layouts , Consolidating With Different Layouts.

UNIT – IV Data Processing

File Management System, Database Management System, Database Models, Main Components of a DBMS, Creating and Using a Database, Introduction to MS Access : Introduction to DBMS, Databases. Basic Working of MS-Access, Tools and Menus in MS-Access, creating tables in MS-Access.



UNIT – V Basic Elements of a Communication System

Data Transmission Modes, Transmission Basics; Types of Data Transmission Media; Modulation Techniques, Modems, Analog versus Digital Transmission, Multiplexing Techniques, Need for Computer Communication Networks, Types of Network, Network Topologies, Network Protocol, OSI and TCP/IP model, The Future of Internet Technology, Internet Protocol, World Wide Web, E-mail, Search Engines.

Text Books

1. P.K Sinha, Priti Sinha, Computer Fundamentals, BPB Publishers, 6th Edition,
2. Morley and Parker (2010), Understanding Computers: Today and Tomorrow, Cengage
3. MS-Office 2007, step by step, Pearson.

References

1. Fundamentals of Computers by Rajaraman (2014), Publisher: Prentice Hall of India: New Delhi
2. Data Communication & Computer Network by Publisher: Thomas Learning: Bombay
3. Business Data Communication by Shelly, (2001) Publisher: Course Technology
4. Computer Fundamentals by B.Ram, (2000) New Age International
5. Introduction to Information Technology (2005). ITL education solutions, Pearson Education India



BBA III Semester BUSINESS ENVIRONMENT Paper Code: BBA-301	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives

To familiarize students with the nature of business environment and its components.

Learning Outcomes

After this subject the students will be able to:

- The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business.
- Understand the definition of ethics and the importance and role of ethical behavior in the business world today

Unit-I: Introduction

Concept, Nature, Significance of business environment, Classification of Business Environment, Basic indicators of economic development. Indian economic planning- Major objectives, Assessment of five year plans: Objectives, Targets for the plans and actual performances of these five years plans.

UNIT-II: Social and Ethical Environment

Meaning of Social Environment, Need of Assessing Social Environment for Business, Social responsibilities of business, Meaning of Business ethics and Corporate Governance, Objectives of assessing Ethical Environment.

UNIT-III: Labour and Industrial Environment

Meaning Objective and Importance of Labour and Industrial Environment, Industrial policy, Characteristics of good industrial policy, Impact of Good industrial policy on performance of corporate, Meaning, Advantages and disadvantages of Privatizing public sectors through disinvestment.

UNIT-IV: Economic Environment

Meaning of Economic Environment, Indicators of economic performance, Implications of Indian fiscal and Monetary Policy. Capital market in India, meaning of economic reforms and Process of Economic reforms in India.

UNIT-V: Technological and Competitive Environment



Meaning of Technological Environment, Components, Objectives and Importance of Technological Environment, Technology policy and environment, Selection and transfer issues, Energy resource management.

Suggested Readings:

1. Cherunilam, Francis (2017). Business Environment-Text and Cases, Himalaya Publishing House.
2. Aswathappa, K. (2017) Essentials of Business Environment, Himalaya Publishing House.
3. Fernando, A.C. (2011) Business Environment, Pearson Education.
4. Dutt& Sundaram (2016) Indian Economy, S. Chand& Sons.New Delhi
5. Paul, Justin (2010) Business Environment–Text and Cases, Tata McGraw Hills Pvt.Ltd
6. Adhikary, M (2012) Economic Environment of Business, Sultan Chand & Sons. New Delhi



BBA III Semester COMPANY LAW Paper Code: BBA-302	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

- The course aims to acquaint the students how a company is formed and which association could be termed to be a company.
- The course aims to acquaint the students with comprehensive information on Formation of a company, who are promoters and how a company is registered, is brought into and understand the procedure of incorporation of a company.
- The course aims to acquaint the detailed conceptual analysis on Principles laid down under The Companies Act, 2013 regarding drafting of Memorandum of Association and Articles of Association, Prospectus will be discussed, in order to, understand the formation of a company.

Learning Outcomes

- Know about the major legal provisions governing general principles of Incorporation of a Company under Companies Act 2013.
- Can understand about statutory provisions regarding Promoters, Memorandum of Association, Articles of Association, Prospectus, Director under Companies Act, 2013.
- Understand the concepts with the help of Landmark cases and case writing and analysis of Company Law Practices.

Unit I

Companies Act, 2013: History and Development of Company Law, Nature and definitions of company: Objectives of Company Law. Kinds of Companies. Advantages, Management and Administration of Company

Unit II

Meaning of Formation of Company, Stags in the Formation of Company Promotion of Company, Registration and Incorporation of Company, Certificate of Incorporation and commencement of Business. Promoters Company Promoters, Legal Position of Promoters, Function of Promoters, Remuneration of Promotes, Duties and Obligation of Promotes and Liabilities of Promoters

Unit III

Forms of Memorandum of Association. Clauses of Memorandum of Association, Article of Association, Alteration of Memorandum of Association and alteration of Article of Association

Unit IV

Directors: Definitions, Types of Directors, Duties and Powers. Meetings- need of meetings, Kinds and procedures of meetings.

Unit V

Definition of Prospectus, Legal Rules Relating to the issue of Prospectus. Types of prospectus, Share and Share Capital, Borrowing Powers, Prevention of Oppression and Mismanagement. Provision Regarding Winding, Up of Company

Text Books

1. Avtar Singh (2019). Introduction to Company Law, 12th Edition, Eastern Book Company.
2. N. D. Kapoor, Elements of Company Law, Sultan Chand Educational Publishers: New Delhi

Reference Books

1. L.C.B. Gower. Principles of Modern Company Law (2013) Sweet and Maxwell London.
2. Palmer Palmers (1987). Company Law, Stevens, London
3. R.R. Pennington. (1990) Company Law, Butterworths
4. A. Ramiya.(1998), Guide to the Companies Act., Wadhwa
5. S.M. Shah (1998), Lectures on Company Law, Tripathi, Bombay
6. Dr. N.V. Paranjpe – New Company Law 2013.
7. Prachi Mankar – Insight into the New Company Law.



BBA III Semester QUANTITATIVE TECHNIQUES Paper Code: BBA-303	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

To enable students to solve practical problems through the understanding of concept of inferential statistics.

Learning Outcomes

After going through this subject the student will be able to

- Understand and apply simple linear regression.
- Understand the concept of time series and different methods of measuring trend.
- Understand the basic terminology in probability and its use.
- Understand the concept of association of attributes and its measures.
- Understand and apply statistical inference techniques (including statistical estimation and hypothesis testing) in business situations.

UNIT-I: Regression Analysis

Meaning and Uses of regression analysis, Regression lines, Regression coefficient and its properties, Regression equations (a) by using mean, SD and coefficient of correlation and (b) by using method of least square.

UNIT-II: Analysis of Time Series

Meaning and Uses of time series analysis, Components of time series, Measurement of trend by using Graphical method, Semi-average method, Moving average method and method of least square, Measurement of seasonal variation by using simple average method (monthly and quarterly).

UNIT-III: Probability

Concept and Importance of probability, Basic terminology, Calculation of probability, Addition theorem, Multiplication theorem, Bayes' theorem and its Applications

UNIT – IV: Association of attributes

Introduction, Measurement of association of attributes: Comparison of Observed and Expected Frequencies Method, Proportion Method, Yule's Coefficient of Association, Chi-square test: Meaning and Uses of Chi-square, Measures of Chi-square.

UNIT-V: Tests and Hypothesis

(A) Hypothesis, Concept of standard error, Test of significance, Large Samples-Problems relating to test of significance of means, Test of significance of proportions, z-test

(B) Test of significance of small samples 't' tests for significance of means only.

Suggested Readings:

1. Beri, G.C., Business Statistics (Tata Mc Graw Hill 2nd Edition).
2. Sharma, J.K., Business Statistics (Pearson Education 2nd Edition).
3. Gupta, S.P. (2014) Statistics, S.Chand & Sons.
4. Render, and Stair J.R.,(2000) Quantitative Analysis for Management (Prentice - Hall 7th Edition).
5. Rubin, L.(2000), Statistics for Management 7th Edition, Pearson, New Delhi.
6. Black, K. (2009). Business Statistics for Contemporary Decision Making, Wiley Student Edition.
7. Richard I. Levin and David S. Rubin, Statistics for Management, Pearson Education, 6th Edition or 7th Edition.



BBA III Semester HIGHER ACCOUNTING Paper Code: BBA-304	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

- The course aims to acquaint the student with an overview of Higher Accounting.
- The course aims to acquaint the Principles of partnership.
- The course aims to acquaint the Accounting Applications in Various service providers companies.

Learning Outcomes

- Know about the accounting records in partnership accounting.
- Can understand about accounting under hire purchases and installment system.
- Understand the accounting of Insurance and Banking companies.
- Can understand about accounting of the hotel, electricity and railway companies.

UNIT 1

Concept of partnership, Partnership deed, Preparation of capital account, Past adjustment, Goodwill, Change in profit sharing ratio, Admission of a partner, Retirement of a partner, Death of a partner.

UNIT 2

Dissolution of a partnership firm with insolvency, Amalgamation of partnership firms, Sale of firm.

UNIT 3

Accounts for hire purchase and installment system, Investment accounting.

UNIT 4

Accounting for insurance companies and Accounting for banks, Accounting policies for banking sector

UNIT 5

Double account system (including accounts of electricity companies), Hotel company's accounts.

Text Books

- Grewal T.S. (2017). Double Entry Book Keeping, Sultan chand publishing
- Shukla, M.C., T.S. Grewal and S.C.Gupta. (2016). Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.
- Sehgal, Ashok, and Deepak Sehgal. Advanced Accounting. Part –I. Taxmann Applied Services, New Delhi.

References

- Tulsian, P.C.(2015) Advanced Accounting.2nd Edition. Tata Mc Graw Hill, New Delhi.

- Jain, S.P. and K.L. Narang. (2014). Financial Accounting. Kalyani Publishers, New Delhi.
- Gupta, Nirmal. Financial Accounting. Sahitya Bhawan, Agra.
- Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi



BBA III Semester ORGANISATIONAL BEHAVIOUR Paper Code: BBA-305	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objective

This subject integrates the study of management principles and practices with the study of human behavior within organizations. The focus is upon translation of management and organizational behavior theory to practices that result in organizational effectiveness, efficiency, and human resource development. The primary goal of this subject is to prepare students for advanced leadership roles in modern organization.

Learning Outcomes

1. This course will provide a good foundation for students intending to study in any major, as the main objective of this course is to provide students with the essential content and experiences they need to become a motivating student, successful manager and an effective employee in any type of work they do in the future.
2. By studying this subject students will understand themselves and other people at work and will be able to learn how to create effective work groups to be successful in life.

UNIT- I

Concept, Nature, Characteristics, Conceptual Foundations and Importance, Models of Organizational Behaviour, Historical Development of OB, Relationship with Other Fields

UNIT II

Perception and Attribution: Concept, Nature & Process of Perception.
Attitude: Concept, Process and Importance, Cognitive Dissonance Theory
Personality: Concept, and Theories of Personality
Learning: Concept and Theories of Learning.

UNIT III

Motivation: Theories of Motivation, Early and Contemporary views
Leadership: Style and Theories of Leadership-Trait, Behavioral and Situational Theories
Analysis of Interpersonal Relationship
Group Dynamics: Definition, Stages of Group Development, Group Cohesiveness, Formal and Informal Groups, Group Processes and Decision Making

UNIT IV

Organizational Power and Politics: Concept, Sources of Power, Distinction between Power, Authority and Influence

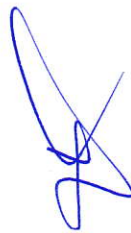
Organizational Change: Concept, Nature, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change.

Unit V

Conflict: Concept, Sources, Types, Functionality and Dysfunctionality of Conflict, Conflict Handling styles, Stress: Understanding Stress and its Consequences, Causes of Stress, Managing Stress.

Text Book

1. Robbins Stephen P. (2017) - Organizational Behaviour (Pearson Education 13th Edition)
2. Newstrom John W (2006). Organizational Behavior: Human Behaviour at Work 12th Edition, Tata Mc Graw Hill.
3. Luthans Fred (2017) - Organizational Behaviour 12th Edition, Tata Mc Graw Hill: New Delhi



BBA III Semester DEVELOPMENT OF MANAGEMENT THOUGHT Paper Code: BBA-306	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

To provide knowledge & understanding of how management concepts & theories evolved over time.

Learning Outcomes:

To make student understand

1. The major influences on the development of management thought.
2. Identify the five major perspectives of management thought that have evolved over the years.
3. The different sub-fields that exist in the classical perspective of management and discuss the central focus of each.
4. The theories of the major contributors to the behavioral perspective of management.

Unit-I

Evolution of Management Thought, Mechanistic Approach, Humanistic Approach, Contingency Approach, Early Contributors (Charles Babbage, Frank Gilbreth, H.L. Gantt). Hawthorne Experiments, James Burnham- Theory of Managerial Revolution

Unit-II

Schools of Management Thought- Process School, Empirical School, Human Behavior School, Social Systems School, Decision Theory School, Mathematical School, Comparative Management School.

Unit-III

Scientific Management – Evolution and Principles, Contribution of Henri Fayol, Oliver Sheldon’s Philosophy of Management, contributions of Mary Parker Follett, Chester I. Barnard.

Unit-IV

Motivation: Concept, importance, Theories -Maslow’s Theory of Motivation, Herzberg’s Two-factor Theory, Mc Gregor’s Theory X and Theory Y.

Unit-V

Herbert Simons’s Decision Making Theory, Contributions of Peter F. Drucker- MBO, Chris Argyris- Immaturity-Maturity Model, William G Ouchi-Theory Z, Gary Hamel- Concept of Core Competence, Robert H. Waterman & Tom-Peters-Seven S Model, Henry Mintzberg- Managerial Roles.

Suggested Readings

1. McFardland, Dalton L. (1974). Management: Principles and Practices. 4th ed. New York: Mac Millan Publishing.
2. Koontz, Harold and O,Donnell, Cyril. (1986), Essentials of Management. New Delhi : Tata Mcgraw Hill.
3. Tripathi, P C and Reddy, P N .Principles of Management 2nd ed. New Delhi : Tata Mc Graw Hill.

BBA IV Semester ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT Paper Code: BBA-401	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

- This course introduces the students to the basics of entrepreneurship and small business management.
- Students gain an understanding of how to establish and manage a small business.

Learning Outcomes

- The Entrepreneurship and Small Business Management sequence offers a unique learning experience to students who aspire to start businesses or obtain employment in growth-oriented small businesses.
- The program will help students identify career options in small business, expand their knowledge of entrepreneurship, and develop venture management skills and techniques.

UNIT I

Evolution and Concept of Entrepreneurship, Concept of Entrepreneur, Manager, Individual and Corporate Entrepreneurs, Characteristics of Successful Entrepreneurs, Entrepreneurship, Innovation, Invention, Creativity, Business Idea, Opportunities Through Change, Entrepreneurship as a Career, the Changing Role of the Entrepreneur

UNIT II

Theories of Entrepreneurship - Innovation Theory by Schumpeter and Imitating, Theory of High Achievement by McClelland, X Efficiency Theory by Liebenste in, Influences On Entrepreneurship Development: Socio Cultural, Political, Economical, Personal, Entrepreneurial Success and Failure, Reasons And Remedies , Scope of Small Business activities in National Economy.

Women Entrepreneurs: Challenges to Women Entrepreneurs, Achievements of Women Entrepreneurs, Role Models of Women Entrepreneurs.

UNIT III

Entrepreneurship Training and Development Programme, EDP & its Phases Development of Support System, Need of License, Capital Issues and Legal Environment of Business; Entrepreneurial Planning and Monitoring.

UNIT IV

Creating Entrepreneurial Venture: The Business Plan as an Entrepreneurial Organization, Project Management-Technical, Financial, Marketing Personnel and Management Feasibility Reports (DPRs), Financial Schemes Offered by Various Financial Institutions Like Commercial Banks, Offered by Various Financial Institutions Like –Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, Angel Capitalist. Subsidies, Grants etc-With Special Reference to ‘Export Oriented Units’.

UNIT V

Role of the following agencies in the entrepreneurship development

1. DIC- District industrial center, 2. SISI – small industry service institute, 3. EDII – Entrepreneurship Development Institute of India, 4. NIESBUD – National Institute of Entrepreneurship and small business Development, 5. NEDB – National Entrepreneurship Development Board, 6. SIB, 7. CSIO

Text Books

1. Dynamics of Entrepreneurship Development (2011) - Vasant Desai. Himalaya publishing house.
2. Entrepreneurship: New Venture Creation - David H. Holt (2016). Pearson education India

References

1. Entrepreneurship Development New Venture Creation (2016), - Satish Taneja, S.L. Gupta. Pearson.
2. Project Management - K. Nagarajan.(2017). New age International Pvt Ltd.
3. Entrepreneurship; Strategies and Resources - Mar C.J. Dollinger.(2003). Pearson



BBA IV Semester MARKETING MANAGEMENT Paper Code: BBA-402	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objective

- The subject will enable student to be clear with all the core concepts, contexts, theories and practical implication of Marketing in real world. The students will also understand the significance of Marketing as strategic and essential function in an organisation business strategy.

Learning Outcomes

- Enabling students to understand role of marketing for organization.
- To enable student critically analyse an organisation's marketing strategies.
- The student will be able to evaluate marketing implementation strategies.
- The student will be able to formulate and assess strategic, operational and tactical marketing decisions.

UNIT 1

Introduction to Marketing: Importance and scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Marketing Environment, Marketing Strategies & Plans, Changing Marketing landscape

UNIT 2

Analysing Marketing Opportunities, Customer Value and Marketing Mix: Consumer Decision Making, Building Customer Value, Analysing Consumer Markets – Consumer Behaviour – Cultural, Social & Personal Factors, developing products & brands – product levels; classifying products, product range, product line & product mix, Product Life Cycles, new product development., New Service Development, Stages of Product/ Service innovation development, The process of adoption, Branding.

UNIT 3

Designing a Customer Driven Strategy: Market segmentation - STP Process - segmentation of consumer market, business market, requirement for effective segmentation, market targeting – evaluating market segmentation, selecting target market segmentation, positioning – Positioning and repositioning positioning maps, product positioning strategies.

UNIT 4

Distribution Decisions, Promotion & Communication Strategies: Marketing Channels, Channel intermediates and functions, channel structure, channel for consumer products, business and industrial products, alternative channel, channel strategy decisions. The promotional mix, advertising, public



relations, sales promotion, personal selling, Direct and online Marketing. Marketing communication-communication process, communication promotion mix, factors affecting the promotion mix

UNIT 5

Pricing Decisions & Personal Communication: Importance of price, cost determinant of price, markup pricing, profit maximization pricing, break even pricing, pricing strategies, ethics of pricing strategy, product line pricing, WOM, Rural marketing, BOP, relationship Marketing, Digital marketing, Social media marketing, postmodern marketing, market sustainability and ethics, Global marketing, green marketing

Text Book

1. Philip Kotler, Gray Armstrong (2016), Principles of Marketing, 15e, Pearson Education.

References

1. Lamb, Hair, Sharma, Mc Daniel, (2016) Principles of Marketing, A South Asian Perspective Cengage Learning.
2. Grewal and Levy, Marketing Management, 5th edition, McGraw Hill
3. Kumaraswamy and Namakumari, (2018) Marketing Management-Indian context and global perspective, Sage Publication India Ltd



BBA IV Semester FINANCIAL MANAGEMENT Paper Code: BBA-403	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

1. Introduces Financial Management and its application in practice.
2. It focuses on the critical elements of financial decision-making for organizations, including investment decisions, sources of finance.
3. Provide the learner with an in-depth understanding of the link between company's financial decision-making.
4. Ensure the learner understands and appreciates the strong linkages between organizations and financial management.
5. To demonstrate the importance of capital budgeting.

Learning Outcomes: On successful completion of this module, the students will be able to:

1. Describe the financial environment within which organizations must operate
2. Critically evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders
3. Know about the capital structure theories.
4. Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances.
5. Assess the factors affecting investment decisions and opportunities presented to an organization.
6. Select and apply techniques of leverage

Unit -I

Financial Management - Meaning and definition, nature, scope and importance of Finance; Financial Goal — Profit vs. Wealth maximization; Financial function Traditional and modern concept — Investment, Financing And Dividend Decisions, Responsibility of Financial Manager.

Unit –II

Capital Budgeting (Investment Decision) - Concept, Types of Investment, Methods of Evaluation — PBP, MPV, IRR, ARR & PI Methods.

Unit -III

Cost of Capital — Meaning And Significance of Cost of Capital; Calculation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings; Combined Cost of Capital (Weighted); Cost of Equity and CAPM(Capital Asset pricing model).



Unit -IV

Capital Structure Theories: Meaning and definitions, capital structure theories (net income approach theory , net operating income theory , Modigliani and Miler theory, and traditional theory) optimum capital structure, determination of capital structure.

Unit -V

Operating and Financial Leverage: Measurement of leverage: Effects of operating and financial leverage on profit; Analyzing alternate financial plans, Calculation of operating financial and combine leverage, Degree of Operating and Financial Leverage

Text Book

1. Pandey I.M. Financial Management 9th Edition , Vikas Publishing House, New Delhi

References:

1. Khan M.Y. & Jain P.K. (2014). Financial Management, Tata McGraw Hill, New Delhi
2. Banerjee (2010) Fundamental of Fincial Management – PHI
3. Prasanna Chandra (2007). Fincial Management - McGraw Hill



BBA IV Semester HUMAN RESOURCE MANAGEMENT Paper Code: BBA-404	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives:

The student is able to get a bird's eye view of concepts of human resource management including HR Planning, HR Development and retention

Learning Outcomes: After passing the course students will be able to

1. Measure- Employee Involvement, Diversity, competencies, Absenteeism, Employee Turnover, Employee Retention, Job Satisfaction, Employee Loyalty, Employee Commitment, Stress and Performance
2. Write a job advertisement

UNIT I

The Dynamic Environment of HRM: Introduction, Functions, Scope and Significance of HRM; Human Capital in Organizations; Managing Human Resources in Organizations; HR Management Roles; Effects of Technology on HRM; Workforce Diversity; HR Management Competencies and Careers; Best HR Practices of Top Business Organizations in India.

UNIT II

Recruitment and Selection: Concept; Recruiting Goals, Factors that Affect Recruiting Efforts, Constraints on Recruiting Efforts, Recruiting Sources; Online Recruiting; Recruitment Alternatives;
Foundation of Selection: Selection Process; Recruitment and Selection Process of Top Business Organisations in India

UNIT III

Assessing the Internal Work force: Jobs and Skills Audit, Organizational Capabilities Inventory, Using a Skills Database; **Forecasting HR Supply and Demand:** Forecasting Methods and Periods, HR On-the-Job Discovering What Works with a "Skills Database", Forecasting the Demand for Human Resources, Forecasting the Supply of Human Resources



UNIT – IV

Jobs and Job Analysis: Nature of Job and Work; Position Analysis Questionnaire; The Multifaceted Nature of Job Analysis; **Job Design/Re-Design:** Classic Approaches to Job Design, Characteristics of Jobs, Using Teams in Jobs, Types of Teams, Advantages and Disadvantages of Team Jobs; **Nature of Job Analysis:** Task- Based Job Analysis, Competency-Based Job Analysis, Choosing a Job Analysis Approach; **Job Analysis Methods:** Observation, Interviewing, Questionnaires, Computerized System; **Behavioral Aspects of Job Analysis:** “Inflation” of Jobs and Job Titles, Employee and Managerial Anxieties, Current Incumbent Emphasis; **HR Metrics:** Writing a Job Advertisement.

UNIT V

Organization/Individual Relations: The Psychological Contract, Generational Differences; Job Satisfaction, Loyalty, and Commitment, Individual Employee Performance, Individual Performance Factors, Individual Motivation, Management Implications for Motivating Individual Performance; Retention of Human Resources: Myths About Retention, Why People Stay or Leave; Drivers of Retention: Characteristics of the Employer, Job Design/Work, Career Opportunities

Text Books

1. Decenzo, D. A., & Robbins, S. P. (2010). *Fundamentals of Human Resource Management*. John Wiley & Sons, Inc.
2. Mathis, R. L., & Jackson, J. H. (2008). *Human Resource Management*. Thomson South-Western.
3. Rao, P. (2014). *Essentials of Human Resource Management and Industrial Relations*. Himalaya Publishing House.

References

1. Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy.(2012), *Managing Human Resource*. PHI Learning.
2. Bernadin (2012) , *Human Resource Management 8th Edition*,Tata Mcgraw Hill..
2. Wayne Cascio, (2007) *Managing Human Resource*, McGraw Hill.
3. Ivancevich (2012), *Human Resource Management*, McGraw Hill.
4. Uday Kumar Haldar (2012), Juthika Sarkar. *Human Resource management*. Oxford.



BBA IV Semester INCOME TAX LAWS AND PRACTICES Paper Code: BBA-405	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objective

1. The course aims to acquaint the student with an overview of Income tax law and practices.
2. The course aims to acquaint the Benefits of Tax assessment.
3. The course aims to acquaint the role of income tax authorities.

Learning Outcomes

1. Know about the Income tax law and practices in India.
2. Can understand the difference heads of earning incomes.
3. Understand the registration procedure under IT Act.
4. Can understand about Assessment of tax and tax liability under Income tax .
5. Can know the deductions available under IT Act.

Unit-I

Basic concepts of income, Agriculture income, Assessee, Previous year, Assessment year, Residence and Tax liability, Exempted incomes

Unit-II

Income from salaries, Income from house property, Profits and gains of business or profession

Unit-III

Capital gains, Income from other sources, Set off and carry forward of losses, Clubbing of income

Unit- IV

Deduction from gross total income available to all types of Assessee, Rebates and relief from tax liability, Assessment of total income of individuals

Unit-V

Computation of tax liability of individuals, Procedure of assessment, Income-tax authorities

Text Books

- Mehrotra H.C. , Sahitya Bhawan Publication house.60th Edition
- Income Tax Act-As Amended by Finance Act 2018(62nd Edition 2018), Dr. Vinod K. Singhania, Taxman

Reference

- Girish Ahuja & Ravi Gupta, Systematic Approach to Taxation: Containing Income Tax and GST .
- Girish Ahuja & Ravi Gupta, Systematic Approach to Income Tax.



BBA IV Semester RESEARCH METHODOLOGY Paper Code: BBA-406	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objective

- To familiarize participants with basic of research and the research process.
- To enable the participants in conducting research work and formulating research synopsis and report.
- To familiarize participants with Statistical packages such as SPSS/EXCEL.
- To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.

Learning Outcome: The aim of the course is to provide participants with an introduction to research methods and report writing. Upon successful completion of the course students are expected to

- Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
- Have basic knowledge on qualitative research techniques
- Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
- Have basic awareness of data analysis-and hypothesis testing procedures

UNIT I

Background:

- Introduction to Research and The Research Process.
- Types of Research.
- Developing Research Questions
- Contributions of Research to Theory and Practice.
- Research Ethics and Integrity.

UNIT II

Literature Review:

- Identifying, Accessing and Managing Information and Scholarly Literature
- Academic Writing and Referencing
- Literature Review Development
- Argumentation and Synthesis

Quantitative Methods - I:

- Data and Variables.
- The Nature of Quantitative Research.
- Descriptive and Influential Statistics.
- Sampling.
- Designing and Coding Questionnaires.
- Data Entry and Screening.
- Hypothesis Testing.

UNIT III

Quantitative Methods Using SPSS- II:

1. Association: Correlation Coefficients.
2. Bivariate Regression.
3. Association - Chi-square Tests.

UNIT IV

Quantitative Methods using SPSS- III:

1. Difference: t-tests.
2. Difference: ANOVA.
3. Reliability, Validity and Rigour.

UNIT V

Report Preparation

1. Reporting a Quantitative Study.
2. Types and Layout of Research Report.
3. Precautions in preparing the Research Report.
4. Bibliography and Annexure in the Report.

***Note:** The course has to be taught with the help of MS Excel and IBM SPSS wherever needed.

Text Books

1. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)
2. Saunders (2007) - Research Methods for Business students 2th Edition, Pearson Education
3. William G. Zikmund, (2010) Business Research Methods, South-Western Cengage Learning.

References

1. Panneer Selvam (2008) - Research Methodology Prentice Hall of India.
2. Gravetter (2015).- Research Method for Behaviourial Sciences (Cengage Learning)
3. Beri G.C. (2013). - Marketing Research (Tata Mc Graw Hill, 4th Edition)
4. Kothari C.R. (2004) - Research Methodology Methods & Techniques 2nd edition, new Age International Publishers



BBA V Semester MANAGEMENT INFORMATION SYSTEM Paper Code: BBA - 501 COMPULSORY PAPER	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives

1. The course objective is to enable students to gain the perspectives and abilities that they will need to manage organizations in what is increasing being known as the information age.
2. To make required personal and organizational changes to implement the new technologies in established and in new organizations.

Learning Outcomes

1. Students will be able to understand the leadership role of Management Information systems in achieving business competitive advantage through informed decision making.
2. Student will be able to analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
4. Students will be able to effectively communicate strategic alternatives to facilitate decision making.
5. Student will be able to establish and understanding of the various techniques for system analysis and design.
6. Student will be able to develop an understanding of the principles and techniques used in the System Development Life Cycle.

UNIT I

An overview MIS: Definition, The Role of Information System in Business Today, Strategic Business Objectives of MIS, Relation of MIS with other Academic Disciplines; Operating elements of an Information system. MIS concern in file organization: Sequential file organization: Hashed file organization, indexed file organization; File organization to support Multi-attribute search.. Database Organization: Single Flat file, Hierarchical Database structure; Network database structure; Relational Database Structure.

UNIT II

Management Information System Structure: Based on management Activity: Hierarchy of Management Activity; Information systems for Operation Control; Information system for management Operation Control and Information systems for strategic Planning. Based on Organizational Function: Sales and Marketing Subsystem; Production Subsystem; Logistics subsystems; personnel Subsystem; Financial and Accounting Subsystems; Information Processing subsystem; Top Management Subsystems, Synthesis of MIS Structure; Some issues in MIS Structure.

UNIT III

MIS support Decision making process: Payoff Matrices in Statistical Decision Theory; Utility and Indifferences Curves; Decision Trees, Game Theory. Concept of Information: Definition, Information presentation; Quality of Information; Value of Information in Decision Making and other value; Age of Information Human as an Information Processor: General Model, Newell Simon Model, Limits and Characteristics of on Human information Processing, managers as information Processors.

UNIT IV

System Concept: Definition, General model and Types of systems; Subsystems; System stress; System Change; Preventing System Entropy; System Concept and Organization; System Concept Applies to MIS; Computer aided software engineering (CASE tool).

UNIT V

Systems Analysis and Design: System Development Life Cycle Stages; Initiation Planning; system Analysis; Design, Coding and Testing Implementing and Training; Prototyping; Rapid application Development (RAD); End User Computing; Object Oriented Programming. Contemporary/ emerging technologies:

- Cloud and mobile computing
- E-commerce, m-commerce
- Internet of Things

Text Books

1. Goyal, P. D., (2000), Management Information System: Managerial Perspectives, Macmillan India Limited, New Delhi.
2. Davis, B., Gordon, (1984), Management Information Systems: Conceptual Foundations, structure and Development (2nd ed.), McGraw Hill international Edition, New York

References

1. O'Brien, J. A., & Marakas, G. (2010). Management information systems (10th ed.). New Delhi: Tata McGraw Hill Higher Education.
2. C. S. V. Murty (2014): Management Information System: Text, Cases and Applications, Himalaya Publishing House, Mumbai.



BBA V Semester BANKING LAW Paper Code: BBA - 502 COMPULSORY PAPER	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives

- To create understanding of Indian Banking System

Learning Outcomes:

To make students

1. Know the significant contribution of different types of banks–
2. Appreciate how important banking services for the economy
3. appreciate the role of banks and their regulatory and compliance requirements–
4. Understand the Government and RBI's Powers to control and regulate banks
5. Precautions which a bank should undertake to avoid legal liability
6. Understanding the rights and liabilities of a customer and a bank in regard to various situations in their relationship

UNIT-I: Introduction

Origin, Definitions, Functions of banks, Classification of banks, Development and Organisational Structure of banks, Challenges for Indian banking industry. Functions / Services and Principles of commercial banks.

UNIT-II: RBI and Banking Regulation Act

Reserve Bank of India – Organisation, Functions and Appraisal, Powers of the Reserve bank; Nomination of deposit accounts and lockers. Scheme of the banking regulation act, Application of the act-general provisions, management and control, loans and advances, Assets of a banking company.

UNIT-III: Banker and Customers Satisfaction

Meaning of banker and customer, Relationship between banker and customer, Obligations of banker, Banker's duty to maintain secrecy of the customer's account and Rights of the banker.

UNIT-IV: Accounts of Customers

Various types of deposit accounts – Opening and operation, Deposit schemes, Insurance of bank

deposits Operations in Deposit Accounts and Complaints of Customers, Reconciliation of Transactions at ATMs Failure, Foreclosure Charges/Prepayment Penalty Sick/Old/incapacitated Account Holders , Erroneous Debits Arising On Fraudulent Or Other Transactions, Safe Deposit Locker, Deceased Depositors – Settlement of Claims Accounts with Survivor/Nominee Clause, inoperative Accounts in Banks, Insurance of Bank Deposits, Closing of a Bank Account

UNIT-V: Legal Aspects of Banking Operations

Legal aspects of a Cheque, Definition of a Cheque, Different Types of Cheques, Crossing of a Cheque, Endorsement, Legal Provisions Regarding Endorsements, Paying Banker, Protection and Liability of Paying Banker, Payment in Good Faith, Payment By Bank Under Mistake ,Collecting Bank, Cheques Payable to Third Party.

Suggested Readings

1. Sundaram and Varshney (2013)- Banking Law, Theory and Practice 24th edition - Sultan Chand Co.
2. B. Santhanam (2012) Banking and Financial Systems 5th edition - Margham Publishers
3. S.N. Maheswari (2014), Banking Law, Theory and Practice 11th edition- - Kalyani Publication.
4. Parameswaran (2013), Indian Banking - S. Chand and Co.
5. Banking Law, Theory and Practice - Sherlaker & Sherlaker 24th Edition



BBA V Semester INSURANCE MANAGEMENT Paper Code: BBA-503 COMPULSORY PAPER	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

To provide a basic understanding of the insurance mechanism.

Learning Outcomes

After going through this subject the students will be able to

1. Explain the concept of insurance and how it is used to cover risk.
2. Understand how insurance is transacted as a business and how the insurance market operates are also explained.
3. Describe the relationship between insurers and their customers and the importance of insurance contracts are discussed.
4. Get an overview of major life insurance and general insurance products is included as well.

UNIT-I: Nature of Insurance

Origin and Development of insurance, Essential elements for insurance, Scope of insurance, Nature of insurance, Functions of insurance, Importance of insurance and Types of insurance.

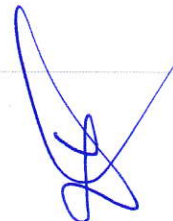
UNIT-II: Organization of Insurance

Organization of insurance, insurance organization in India, Role of insurance, Risk management and insurance.

UNIT-III: Insurance Contract

Meaning of insurance contract, Principles of insurance contract, over insurance and under insurance, Difference between insurance contract and general contract, Difference between contract of indemnity and life insurance contract.

UNIT-IV: Insurance Legislation in India



A brief history of insurance legislation in India, The Insurance act, 1938 with important provisions, Indian insurance industry and Insurance in India.

UNIT-V: Insurance regulatory and Development

Insurance regulatory and development authority act, 1995 and Insurance regulatory, development authority regulations, 2000 and 2002 regarding amended provisions.

Suggested readings:

- Black K. Jr., Skipper. H. D. Jr, (1999) "Life and Health Insurance" 13th edition Pearson Education.
- Palande P.S., Shah R.S. and Lunawat M.L. (2004) "Insurance in India", Response Books, Sage Publications Ltd
- Gupta, P.K (2016)., "Insurance and Risk Management", Himalaya Publishing House, New Delhi
-
- Holyoake J. & Weiper B. (2010) "Insurance", CIB Publications, Delhi.
- Ganguly A. (2009), "Insurance Management", New Age Publications, New Delhi.
- Rejda, George E (2013): "Principles of Risk Management and Insurance", Pearson Education India.
- Heins W. (1989), "Risk Management and Insurance", McGraw Hill Pub



BBA V Semester ADVERTISING AND SALES Paper Code: BBA –MM- 504 MARKETING GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives:

The objective of this course is to provide an understanding of the basic principles of advertising management, nature, purpose & complex constructions in the planning and execution of a successful advertising program

Learning Outcomes:

The subject will make students well versed with the

1. concepts of Advertising, promotion, launching of products
2. Practical implications of various concepts of advertising

UNIT-I: Introduction

Concept, Definition, Scope, Objectives and Functions of advertising, Outcomes of Good Advertising Role of advertising in marketing mix and the advertising process. Legal ethical and social aspect of advertising.

UNIT-II: Pre - Launch Advertising Decision

Need of Advertisement for Product launch, Determination of target audience, Advertising media and pre-requisites for selecting advertising media. Advertising measures. Layout of advertisement and advertising appeal, advertising copy.

UNIT-III: Promotional Management

Meaning of Promotions Management, Role of Advertising department in managing promotions, Role advertising agencies and need of selecting right advertising agency for Promotions, Advertising budget, Evaluation of advertising campaigns and Advertising effectiveness.

UNIT-IV: Personal Selling

Meaning, Importance and Objectives of personal selling, Difference between personal selling, Advertising and sales promotion, Advantages and disadvantages of Personal Selling, Methods and procedure of personal selling.



UNIT-V: Sales Management

Concept of sales management, Objectives and Functions of sales management. Sales organization, Management of sales force and Sales from objectives, Sales from recruitment, selection, training, compensation and evaluation.

Suggested Readings:

1. Rajeev Batra, John G Myers, David A Aaker (2002), Advertising Management 5th edition Pearson Education Pub .
2. Wells, Moriarity & Burnett (2005), Advertising Principles & Practices 7th edition , Prentice Hall
3. George E. Belch & Michael A. Balch (2009) Advertising and Promotion 7th edition, McGraw Hill Publication.
4. S.H.H Kazmi and Satish K. Batra (2009), Advertising And Sales Promotion Excel books.
5. Sangeeta Sharma and Raghuvir Singh (2006) Advertising Planning and Implementation, PHI .
6. Kleppner's Advertising Procedure by W. Ronald Lane, Kane Whitehill King and J. Thomas Russell, Pearson Education 18th edition
7. Contemporary Advertising, Promotion and Marketing Communications by Kenneth K Clow, Donald Baac, PHI Learning Private Limited, New Delhi 7th edition.



BBA V Semester MANAGEMENT OF FINANCIAL INSTITUTIONS Paper Code: BBA –F- 504 FINANCE GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives

To provide knowledge & understanding of financial institutions & their management.

Learning Outcomes

After going through this subject

- The student will know the role of financial system in economic development of a nation.
- The student will learn about Indian financial markets, regulators of financial markets, financial institutions.
- To give a detailed idea about the Indian financial system and its broad components.

UNIT I: Working of Financial Institutions

Financial assistance of institutions, Financing policies and Norms of institutions promotional activities.

UNIT II: Major Financial Institutions

IFCI- Industrial Finance Corporation of India

IDBI- Industrial Development Bank of India

ICICI- Industrial Credit and Investment Corporation of India

UTI- Unit Trust of India

UNIT III: Banking Institutions

Reserve Bank of India: Introduction, Organization, Role, Management and its functions

Commercial Banks: Concepts, Source of funds, investment of funds. Co-Operative Banks: Features,

Types, Structure and Growth NABARD: Organization, Role, Management and its functions



UNIT IV: Non- Banking Financial Intermediaries

HUDC: Housing And Urban Development Corporation

SHFSs: State Housing and Finance Societies.

HDFC: Housing Development and Financing Corporation

Investment companies and merchant Banks

UNIT V: Insurance Companies

Nature of insurance company,

Life Insurance Corporation (LIC): Organization, Types and Structure of insurance plans, Investment pattern and policy.

General Insurance Corporation (GIC): Organization, Types and Structure of Business

Suggested Readings:

1. L M Bhole and Jitendra Mahakud (2013). Financial Institutions and Markets, New Delhi: McGraw Hill Education (India) Private Limited.
2. Gordon and Natarajan (2012). Financial Institutions and Markets, New Delhi: Himalaya Publishing House.
3. Jeff Madura (2011). Financial Institutions and Markets, New Delhi: Cengage Learning.
4. Anthony Saunders and M M Cornett (2010). Financial Markets and Institutions, New Delhi: Tata McGraw Hill.



BBA V Semester MANAGEMENT TRAINING AND DEVELOPMENT Paper Code: BBA – HRM – 504 HRM GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

- To develop an understanding of how to plan and implement training activities in an organisation.

Learning Outcomes

- The students will develop basic skills for designing and conducting the training programme. An application of consideration that underlie the management of training function in an organisation.
- The design of the Course aims to provide an experimental, skill- based exposure to the process of planning, organizing and implementing a training system.

UNIT-I: Introduction

Concept, Need and Objectives of training, Principles of training, Methods of training- On the Job and Off the Job Training Methods,

UNIT-II: Employees Training

Training Process - Identification of training needs, planning of training program, Selection of trainees, Implementation of training, Training evaluation and follow-up.

UNIT-III: Management Executive Development

Importance of training and development, Objectives of training and development, Executive training and development process, Methods of training and development and its selection, Evaluation of training and development, Management training and development practices in India.



UNIT-IV: Establishing the Performance Management System

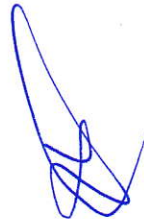
Introduction; Purpose; **The Appraisals Process:** Appraisals Methods; Evaluating Absolute Standard; Relative Standard Methods; Factors that can Distort Appraisals; Comparing Performance Appraisal Methods of Top Business Organizations in India

UNIT-V: Career Development

Basic concepts, Stages of career development, Importance and limitations, Various career development programmer and Carrier dynamics. Career Planning and Succession Planning

Suggested Readings:

- Buckley R and Caple, Jim, The Theory and Practice of Training, Kogen & Page, 1995.
- Lynton R Pareek, U, Training for Development, Vistaar, New Delhi 1990.
- Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot, 1984.
- Reid, M.A., et al., Training Interventions: Managing Employee Development, IPM, London, 1992.
- Senge, P, The Fifth Discipline: The Art and Practice of Learning Organization, Century, London 1992. John Patrick: Training Research and Practice.



BBA V Semester MARKETING RESEARCH Paper Code: BBA –MM- 505 MARKETING GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

To make students conversant with research concepts in the field of marketing.

Learning Outcomes

The course will help the students to

1. Understand the concept of marketing research
2. Able to apply scientific method to the solution of marketing problems.
3. Get useful information in solving marketing problems or making marketing decisions.

UNIT - I: Concept of Marketing Research

Concept, Nature, Scope of marketing research, Objectives of Marketing Research, Importance and Role of marketing research, Users of marketing research, Classification of Marketing Research , Organization of MR department, Limitations of marketing research, Position of marketing research in India, Ethical issues in marketing research..

UNIT-II: Marketing Research Process

Steps in marketing research, Characteristics of good marketing research, marketing research plan, Marketing research agencies, Career opportunities in marketing research, Future of marketing research.

UNIT-III: Product and Advertising Research

Concept of product research, Research in New Product Development, Research scope on every stage of Product life cycle, Research for components of Product mix.

Concept of advertising research, Importance of Advertising Research, Scope of Advertising Research Media selection research, Difficulties in advertising research.



UNIT-IV: Motivation Research

Concept and Nature of motivation research, Objectives of Motivation research, Types of motivation research, Motivation research techniques, Limitations of motivation research and

Meaning and Concept of Market segmentation research, Objectives of Market segmentation research and Limitation of conducting market segmentation research.

UNIT-V: Marketing Research Report

Meaning and Concept of Research Report, Importance of writing a research report, Types of research report, Guidelines for writing a good research report, Report format, Market research proposal.

Suggested Readings:

1. Naresh K. Malhotra (2019), Marketing Research: An Applied Orientation, , Pearson Education.
2. Boyd Harper, W. Jr. and Ralph Westfall, (1989), Marketing Research - Text and Cases, New York, Richard D. Irwin Inc.
3. Kulkarni, Patil and Homai Pradhan (2002), Modern Marketing Research, Himalaya Publishing House, New Delhi.



BBA V Semester INVESTMENT MANAGEMENT Paper Code: BBA –F- 505 FINANCE GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

1. The course aims to acquaint the student with an overview of Process of portfolio management.
2. The course aims to acquaint the risk & return.
3. The course aims to acquaint the Functions of Asset Management Companies

Learning Outcomes

1. Know about the concept of investment management in India.
2. Can understand the Analysis of risk & return.
3. Understand the Asset allocation decisions.
4. Can understand about Behaviour of stock market prices.

UNIT 1

Introduction Concepts of investment-Financial and non-financial forms of investment--Objectives of financial investment, types of instruments, Financial markets - primary and secondary markets major players and instruments in secondary market -Functioning of stock exchanges, trading and settlement procedures at NSE & SSE. Functions of SEBI. International stock exchange.

UNIT 2

Utility Analysis: Analysis of risk & return, types of risk. Valuation - bond and fixed income instruments valuation -bond pricing theorems, duration of bond and immunization of interest risk, term structure of interest rate, determination of yield curves, Capital allocation between risky & risk free assets-Utility analysis.

UNIT 3

Investment Analysis Fundamental & Technical Analysis of equity stock, Concept of intrinsic value, Objectives and beliefs of fundamental analysts. Economy industry-Company framework, Economic analysis and forecasting, Theory of Technical analysis, points and figures chart bar chart. Contrary opinion theory, confidence index RSA, RSI, and Moving average analysis.
Behaviour of stock market prices - The market mechanism, testable hypothesis about Market efficiency, implications of efficiency market hypothesis for security analysis and portfolio management, Asset pricing theories CAPM & Arbitrage pricing theories.

UNIT 4

Modern portfolio theory Asset allocation decision. Dominant & Efficient portfolio simple diversification, Markowitz diversification model, selecting an optimal portfolio - Sharpe single index

model. Determination of corner portfolio. Process of portfolio management - International Diversification.

UNIT 5

Portfolio performance evaluation Sharp & Treynor & Jensen's measure, Portfolio revision Active and passive strategies & formula plans in portfolio revision. Mutual funds-types, performance evaluation of mutual funds. Functions of Asset Management Companies.

Text Books

1. Investment Analysis & Portfolio Management - Reilly - 8/e - Thomson / Cengage.
2. Security Analysis & Portfolio Management - Fisher and Jordan, 6/e Pearson, PHI.
3. Portfolio Management - Barua, Verma and Raghunathan (TMH), 1/e. 2003)

Reference Books

1. David G. (2013). Investment Science - Luenberger Oxford.
2. S. Kevin (2006) Portfolio Management - Prentice Hall India



BBA V Semester INDUSTRIAL RELATIONS Paper Code: BBA – HRM – 505 HRM GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives

- To sensitize the students to the tasks of industrial relations
- To familiarize them with the current IR practices.
- To understand the level of IR in India and at world level.

Learning Outcome

1. The subject will help students to make them familiar with the status of industrial relations in India.
2. The students will be able to understand the mechanism of IR.

UNIT-I: Introduction

Concept of industrial relations, Objectives of Industrial Relations, Parties to Industrial Relation, International Labour Organization (ILO): Role, functioning and contributions. Meaning & concept of Industrial Peace.

UNIT-II: Industrial Disputes

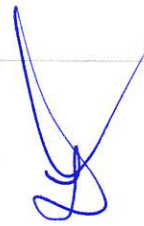
Meaning, Forms, Causes and Results of disputes, Methods for the prevention and Settlement of Industrial disputes, Authorities for the settlement of Industrial disputes in India.

UNIT-III: Trade Unions:

Origin and growth, Objectives, functions and role of Trade Unions, Issues and challenges of Trade Unions. Difference between HR and IR. Importance of HR in maintaining good industrial relations

UNIT-IV: Employee Discipline

Concept, Importance and Types of discipline, Arguments against negative discipline, Essentials of a good disciplinary system, Kinds of punishment, Procedure for taking disciplinary action.



UNIT-V: Grievance

Meaning and Causes of grievance, Grievance procedure, Settlement of grievance in Indian industry, Employees counseling.

Suggested Readings:

- Niland J.R. et al, (1994) The Future of Industrial Relations, Sage Publications, New Delhi.
- Mamkootam, K (1982), Trade Unionism–Myth and Reality, Oxford University Press, New Delhi
- Papola T.S.and Rodgers,G, (1992) Labor Institutions and Economic Development in India, ILO, Geneva.
- Ramaswamy , E.A, (1994) The Rayon Spinners The Strategic Management of Industrial Relations, Oxford University Press, New Delhi
- Virmani, B.R. (1988), Participative Management vs Collective Bargaining, Vision Books, New Delhi



BBA V Semester
CONSUMER BEHAVIOUR
Paper Code: BBA –MM- 506
MARKETING GROUP

Max. Marks: 50
Min. Marks: 20
External : 40
Internal : 10

Teaching Objective

To understand the role of consumer behavior in marketing and to identify qualitative and quantitative methods of measuring consumer behavior

Learning Outcome

The student will understand the influences on customer choice and the process of human decision making in a marketing context.

UNIT I

Introduction to Consumer Behavior: -Nature and Importance of CB, Application of CB in Marketing
Consumer Research Process: Various Methods and techniques of consumer' research, Consumer Research Process, New developments in the field of consumer research.

UNIT II

Individual Determinants of CB:- Motivation: needs/motives & goals, dynamic; Perception: Elements of Perception, Dynamics of Perception, Consumer Imagery, Learning: principles, theories, Personality: Theories, Personality and understanding Consumer Diversity, Brand Personality, self and Self Image, Attitude: Structural model of attitude, attitude formation & change

UNIT-III

Group Determinants of CB:-Reference group influence: types of consumer relevant groups, factors affecting group influence, application of reference group concept. Family: Functions of family, family decision making, family life cycle (FLQ, Opinion Leadership and Personal influence, Diffusion of Innovation: Adoption process. Diffusion process

UNIT-IV

Communication and Persuasion:-Components of Communication, the Communication Process, Designing Persuasive Communication



Consumer Decision making Process:-Problem recognition, Information Search and Evaluation, Outlet Selection and Purchase Post purchase behavior, Customer Satisfaction and Customer Commitment

Unit- V

Models of CB: -Traditional Models of Consumer Behavior: Economic, Social and Psychological Contemporary Models of Consumer Behavior Nicosia, Howard & Sheth, Engel-Kollat Blackwell, Input Process Output Model

Industrial Market& and Consumer Behavior-Meaning, scope and characteristics of industrial buyer, Factors affecting industrial buying, Participants in Industrial Buying, Industrial buying process.

Text Books

1. Leon G.Schiffman and Leslie Lasar Kanuk (2002), Consumer Behavior, Pearson Education, India.
2. Paul Peter et al. (2005), Consumer Behavior and Marketing Strategy 7th edition, Tata McGraw Hill, Indian Edition

Reference Books

1. Frank R. Kardes, Consumer Behaviour and Managerial Decision Making, 2nd Edition.
2. Assel (2008) Consumer Behavior - A Strategic Approach, Biztranza.
3. Sheth Mittal, (2003) Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd..
4. Abbael, Consumer behavior: A strategic approach (Indian edition 2005) Wiley 2012
5. Hed, Hoyer. Consumer behavior, 2008 edition Wiley 2012.
6. Das Gupta. Consumer behavior, 2008 edition, Wiley 2012.
7. Shri Prakash. (2012) Theory of Consumer behavior, I edition, Vikas.
8. Srabanti Mukherjee (2012) Consumer behavior, Cengage Learning.



BBA V Semester INDIAN FINANCIAL SYSTEM Paper Code: BBA – F - 506 FINANCE GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

1. The course aims to acquaint the student with an overview of Indian Financial System.
2. The course aims to acquaint the Indian financial System.
3. The course aims to provide information about different financial intermediaries.

Learning Outcomes: Upon completion of this course, students will be able to:

1. Overview of Indian Financial System.
2. Students will be able to Know about Indian Banking System.
3. Students will be able to Know about Development Banks and Other Financial Institutions.

UNIT 1 Framework of Indian Financial Systems

Financial System - Significance, Components, Designs, Nature and Role, Financial System & Economic Development.

Financial Markets - Money and Capital Market, Recent Trends in Indian Money Market and Capital Market, Derivative Market.

UNIT II Factoring and Forfeiting

Distinctive Functions of Factors, Types, Difference between Factoring and Forfeiting, Legal Aspects, Advantages, Factoring vs. Bills Discounting, International Factoring.

UNIT III Consumer Finance and Lease Financing

Bill Discounting - Types of Bills, Discounting of Bills, Purchasing of Bills, Drawer & Drawee Bills.

Credit Cards - Functioning of Credit Cards.

Lease Financing - Meaning and Types, Financial Evaluation from Lessor & Lessee Point of View, Economic Aspect of Lease.

Hire Purchase - Meaning and Legal Aspect / Position; Hire Purchase vs. Lease Finance, Hire Purchase vs. Installment Payment.

Unit IV Financial Intermediaries

Insurance: Introduction, Significance, IRDA, Insurance Intermediaries, Reinsurance, Life Insurance, General Insurance, Pension Fund, Pension Plans Today

Mutual Funds: Significance, Types & Organization, Association of Mutual Funds in India, UTI Disinvestment of PSUs.

Credit Rating: Need, Rating Methodology, Rating Symbols, Credit Rating Agencies – CRISIL, CARE, MOODY, and Standard & Poor's Fifth Rating.

UNIT V Interest Rate Structure Meaning:

Gross and Net Interest Rate: their differences Nominal and Real Interest Rate – their difference, Differential Interest Rate Causes of Variation of Interest Rate Relationship between Interest Rate and Economic Progress Administered and Market determined Interest Rate Recent Changes in Interest Structure in India,

Text Books

- Meir Kohn, (2003) Financial Institution and Market, Oxford University Press. New Delhi.
- Khan, M. Y.(2017), Indian Financial System-Theory and Practice, TMH, New Delhi.
- Pathak, B. (2014). Indian Financial System-Pearson, New Delhi.

Reference Books

- Bhole, L. M.(2017), Financial Markets and Institutions, Tata McGraw Hill, New Delhi.
- Mukherjee, Ghosh and Roy (2014), Indian Financial System and Financial Market Operations,Dey Book
- Clifford, Gomez,(2010). Financial Markets, Institutions and Financial Services, PHI
- Khan and Jain, Financial Services, Tata McGraw Hill.
- J.K., Venture Capital Financing in India. Dhanpat Rai and Company, New Delhi. .
- Simha, S.L.N.(1977) Development Banking in India. Madras: Institute of Financial Management



BBA V Semester HUMAN RESOURCE PLANNING AND DEVELOPMENT Paper Code: BBA –HRM- 506 HRM GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objective

- The objective of the course is to make student aware of the concepts, techniques and practices of human resource development.
- This course is intended to make students capable of applying the principles and techniques as professionals for developing human resources in an organization.

Learning Outcomes

- Contribute to the **development**, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
- Administer and contribute to the design and evaluation of the performance **management** program.
- **Develop**, implement, and evaluate employee orientation, training, and **development** programs.

UNIT-1

HRD Concept & Definition, Goals of HRD, Importance of HRD in India, HRD Departments and their Tasks, Qualities of HRD Professionals, Present Status of HRD in India.

UNIT-2

Theory and Practice of HRD: HRD concepts, Subsystems of HRD: Human Resource planning, Training and Development: Meaning and scope of training, Education and development; Training need analysis, Types of training, Training Evaluation.

UNIT-3

Organisational Culture and Climates: Meaning and types of Organisational culture -OCTAPACE culture and climates; Role of HRD in promoting a development-oriented Culture and climate in the organisations.

UNIT-4

Performance Management System: Potential Appraisal, Performance appraisal including 360-degree, Assessment Centre, MBO, Difference between Performance Appraisal and Potential Appraisal. Human Resource Accounting: concept and Methods.

UNIT-5

Organisational Development: Concept & Interventions.

Recent Trends in HRD: Training for trainers and HRD professionals, Career Planning & Succession Planning, Resistance to change. Managing changes, Modes of change: Lewin's change management model, Kotler's 8 step change model, Kubler- Ross change curve

Text Books

1. Werner J. M., DeSimone, R.L., Human resource development, South Western. Cengage learning (2011)
2. Nadler, L., Corporate human resources development, Van Nostrand Reinhold.

Reference Books

1. Mankin, D. (2009) Human resource development, Oxford University Press India.
2. Haldar, U. K.,(2009) Human resource development, Oxford University Press India.
3. Rao, T.V. (2003) Future of HRD, Macmillan Publishers India.
4. Rao, T.V., (2008) HRD Score Card 2500: Based on HRD audit, Response Books, SAGE Publications.
5. Rao, T.V.(2011) Hurconomics for talent management: Making the HRD missionary business-driven, Pearson Education.
6. Curtis, B., Hefley, W. E., Miller, S. A. (2001), The people capability maturity model: Guidelines for improving workforce, Addison Wasley
7. Kaplan, R.S., and Norton, D.P. (1992) The Balanced Scorecard: Measures that drive performance, Harvard Business Review.



BBA VI Semester BUSINESS POLICY Paper Code: BBA - 601 COMPULSORY PAPER	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

To provide students understanding of external environment & systems.

Learning Outcomes

- The course structure gives an insight into the strategic planning process done by organizations.
- The student will understand learn basics of that how a strategy is formed and finally implemented by organizations.

Unit I

Strategy Formulation – Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management. Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution .

Unit II

Strategic Marketing Management – Objectives & concept of Strategic Marketing Management - Strategy Definition

Strategic Marketing analysis – SWOT Analysis, GAP Analysis – Competitive Analysis – Porter’s 5 forces Model of competition, BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, McKinsey’s 7s framework for analyzing and improving organizational effectiveness

Unit III

Marketing Strategy Implementation – Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services. Constraints in marketing strategy implementation

Unit IV



Specific strategy initiatives – New product development and introduction strategies, Planned or unplanned strategy withdrawals / obsolescence, Contingency / alternative strategic planning, Brand Strategies in FMCG markets, Rural and export marketing strategies, Marketing strategies for IT and ITES industries

Unit V

Marketing Strategy Evaluation – Marketing Audits & their scope – Measurement of Marketing Performance and its feedback to next year's Marketing strategy formulation.

Marketing Strategy Case Studies - (One contemporary case study to be incorporated in the question paper) One case study on each of the strategy initiatives (Product, Price, Promotion and Distribution as well as People, Process & Physical Evidence) for different business sectors.

Suggested Readings:

1. William J Gluek & Jauch G&J, (2016) Business Policy & Strategic Management, Tata McGraw Hill.
2. Kazmi, Business Policy & Strategic Management, Tata McGraw Hill 3rd edition.
3. Thomson & Strickland,(2003) Strategic Management: Concept & Cases, Tata McGraw Hill.
4. Ghemawat, (2007) Strategy & The Business Landscape, Pearson Education Asia
5. Mamoria and Mamoria (1998) – Business planning and Policy, Himalaya Publishing house.
6. Azar Kazmi (2008) -Business Policy & Strategic Management – Mc Graw hill education
7. David W.Cravens, Nigel f.Piercy (2003).Strategic Marketing- Mc Graw hill education



BBA VI Semester Operations Research Paper Code: BBA - 602 COMPULSORY PAPER	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objective

The objective of this course is to acquaint the student with quantitative techniques that are helpful in managerial decision-making practices.

Learning Outcomes

1. Understand Operations research techniques and its applications.
2. Enable learners to formulate LPP and solve them graphically.
3. Understand transportation problems as a special case of LPP and their solution.
4. Understand different types of decision-making environments.
5. Understand the concept of statistical quality control and set up different types of control charts.

UNIT-I: Introduction

Nature, Scope and Role of Operations research, Models in operations research, Phases of operations research, Techniques of operations research, Application of operations research techniques, Significance and Limitations of operations research.

UNIT-II: Linear Programming

Meaning of linear programming, Advantages and Limitations of linear programming, Application areas of linear programming, Formulation of linear programming problems, Graphical method of linear programming.

UNIT-III: Transportation Problems

Introduction, Balanced or Unbalanced Transportation Problems, ~~Applications and Transport problems~~, Various methods of finding initial basic feasible solution: North-west corner method, Least cost method and Vogel's approximation method, Test of optimality by Stepping Stone method and Modi method.

UNIT-IV: Decision Theory

Introduction and Structure of decision-making problems, Types of decision-making criteria, Decision-making under certainty, Decision-making under risk- Expected ~~monitory~~ monetary value, Expected

opportunity loss, Decision-making under uncertainty- Maximin, Maximax , Minimax ~~retreat~~ regret, Hurwicz and Laplace criterion.

UNIT-V: Statistical Quality Control

Meaning of quality control, Statistical quality control, ~~Basis~~ Basics of statistical quality control, Chance causes and assignable causes, Objectives of statistical quality control. Benefits of statistical quality control. Control chart for variable: mean chart, R- chart, Control chart for attributes: c chart, np - chart and p - chart.

Text Books

2. Vohra, N.D.(2003) Quantitative Techniques in Management 2nd edition, Tata Mcgraw-Hill.
3. Hamdy, T., Operations Research (Pearson, 3rd Edition).
4. Sharma, J.K., Operations Research (Pearson 3rd Edition).
5. Gupta, P.K., and Hira D.S.(1976), Introduction to Operations Research. S.Chand & Co. New Delhi.

Reference Books

1. Ravindran A., Phillips, D.T. and Solberg, J.J.(1987) Operations Research: Principles and Practice. John Wiley Sons Singapore.
2. Gupta and Hira (2010) Problems in Operations Research. S.Chand & Co. New Delhi.
3. Kapoor, V.K., Operations Research (S. Chand, 4th Edition).



BBA VI Semester ACCOUNTING FOR MANAGERIAL DECISION MAKING Paper Code: BBA - 603 COMPULSORY PAPER	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

- To enable the students to acquaint themselves with the various methods of ascertainment of management accounting.
- To acquaint them with various techniques of management control.

Learning Outcomes

To make students

- Understand the elements of Managerial Control
- Understand the preparation of Budget and Standard Costing
- Understand management accounting concepts in managerial decision making.

UNIT I: Nature and Function of Accounting

Concept, Nature and Scope of management accounting, Significance and Tools of management accounting, Limitations of management accounting, Management accountant and its functions, Organization for management accounting

UNIT II: Financial Statements

Ratio analysis, Cash flow and Fund flow statement.

UNIT III: Costing for Management Decision

Marginal costing, Break-even charts, Cost volume profit analysis, Various uses of marginal costing in managerial decisions.

UNIT IV: Budgetary Control

Concept, Objective and Functions of budgetary control, Preparation of various functional budgets, Sales budget, Cash budget and Flexible budget, Zero based budgeting, Performance budgeting.



UNIT V: Standard Costing

Concept of standard costing, Importance and Limitations of standard costing, Computation of material and labour variances

Suggested Readings:

- Sharma & Shashi K.Gupta (2014). Management Accounting, New Delhi: Kalyani Publishers.
- S.N. Maheswari (2012). Management Accounting, New Delhi: S. Chand Publications.

BBA VI Semester INDUSTRIAL MARKETING Paper Code: BBA –MM-604 MARKETING GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

- To help the learner distinguish between consumer marketing and industrial marketing

Learning Outcomes

- The student will be able to understand the nuances of industrial marketing, and
- The student will be able to formulate industrial marketing strategies and also design industrial marketing mix elements

UNIT-I: Nature of Industrial Marketing

Concept of industrial marketing, Nature of industrial marketing, Industrial v/s Consumer marketing, Industrial marketing environment, Levels of industrial marketing environment, Government influence on industrial marketing environment, The Reseller's market.

UNIT-II: Organizational Buying Behavior

Industrial customer and its characteristics. Classification of industrial product. Organizational buying activities and buying process, Industrial market segmentation, Basis for segmentation, Macro and Micro variables, Target marketing and product positioning.

UNIT-III: Strategic Planning and Marketing Research

Strategic planning in industrial marketing, The strategic planning process of industrial marketing, Role of marketing research and Difference between industrial marketing research and consumer research, Process of industrial marketing research.

UNIT-IV: Product and Price Management

Industrial product & Services: types of industrial goods and services, Industrial Product Lines, Industrial product life cycle and new product development process. Pricing of Industrial Products: Pricing strategy and Pricing policy, Factors influencing pricing strategy.

UNIT-V: Promotion and Distribution Management

Advertising in industrial market, Industrial advertising media, Sales promotion and publicity in industrial market, Industrial sales force –selecting, recruiting, training, development, motivating and directing, Need of distributor and choosing the right distributor, Physical distribution and marketing strategy.

Suggested Readings:

- Hawaldar, K. Krishna (2008), Industrial Marketing, TATA McGraw-Hill Publishing Company Limited, New Delhi.
- Milind T. Phadtare (2008), Industrial Marketing, Prentice Hall of India Pvt. Ltd, New delhi
- Michael D Hautt and Thomas W Speh (2008), Industrial Marketing Management, The Dyden Press.



BBA VI Semester FINANCIAL ANALYSIS AND DECISION MAKING Paper Code: BBA –F- 604 FINANCE GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives:

To help students analyse financial data & help in making decision.

Learning Outcomes

The course will help students to understand

- The different types of financial statement and the analysis of such statement for decision making
- Techniques of Managing different inventories
- Help in understanding, budgeting and its use in decision making

UNIT I: Techniques of Financial Analysis

Ratio analysis, Funds flow analysis, Cash flow analysis, Marginal costing, and Budgeting control.

UNIT II: Management of Receivables

Nature of receivables, Cost of maintaining receivables, Factors affecting, Size of receivables, Policies for managing accounts receivables, Determination of optimum credit policy and Credit standards.

UNIT III: Management of Inventories

E.O.Q. Model, Order points, Monitoring and control of inventories (ABC analysis), Criteria for reducing inventory system, Criteria for valuation of inventory system: LIFO, FIFO, HIFO and Standard Costing.

UNIT IV: Capital Budgeting, Process and Methods

Analysis of risk and uncertainty, Risk evaluation approaches, Decision tree analysis, Leverage analysis with numerical problems.

UNIT V: Management of Earnings

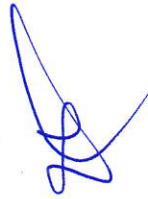
Nature and Scope of management of earnings, Dividend policy; Dividend models- Walter's model,



Gordon's model, MM hypothesis, Pattern's of dividend policies.

Suggested Readings:

- R.K. Malhotra (2002): Financial Management in Hotels and Restaurant Industry, Anmol Publishers.
- P.V. Kulkarni (2015)- Financial Management - Himalaya Publishing House, Mumbai .
- S.C. Kucchal (1985) - Corporation Finance - Chaitanya Publishing House, Allahabad
- I.M. Pandey (2015)- Financial Management - Vikas Publishing House.
- M.Y. Khan and P.K. Jain (2014)- Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi
- Prasanna Chandra (2017)- Financial Management - Tata - McGraw Hill Publishing co. Ltd., New Delhi



BBA VI Semester Social Security & Welfare Paper Code BBA – HRM - 604 HRM GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

The objective of this course is

- To acquaint the students with the two important aspects of Industrial Relations namely Social Security and Labour Welfare.

Learning Outcomes

- The student will get knowledge of Social security schemes running in the country.
- The student will understand the system wage determination.
- The student will get knowledge of collective bargaining and worker's participation in management.

UNIT-I: Social Security

Introduction, evolution, definition and scope, Types of Social security, social security measures in India, ILO- Its role towards social security. Major recommendations of the second NCL on social security

UNIT-II: Wages and Salaries

Basic concepts, Theory of wages, Process of wage determination, Methods of Job Evaluation, Wage (pay) structure, Wage incentives plans- Time Wage, Piece rate System and National wage policy.

UNIT-III: Labour Welfare

Concept, Classification and Significance of labour welfare, Labour welfare measures in India, Labour welfare schemes and Constitutional provisions regarding labour welfare.

UNIT-IV: Collective Bargaining

Concept, Evolution, Nature, Scope and Types of collective bargaining, Process of collective bargaining, Benefits of collective bargaining, Conditions essential for successful collective bargaining.



UNIT-V: Workers Participation

Meaning, Origin / Growth and Objectives of worker participation, Factors influencing participation, Schemes of workers participation and Worker participation in management in India with special reference to Indian industries.

Suggested Readings:

1. Dr. C.B. Mamoria and Dr. Satish Mamoria, (2018) Dynamics of Industrial Relations, Himalaya Publications.
2. Anil Kumar,(2003) Social Security and Labour Welfare,Deep and Deep Publications
3. T.N. Chhabra and R.K. Suri, (2004) Industrial Relations –Concepts & Issues, DhanpatRai& Company .
4. ArunMonappa (1985), Industrial Relations, Tata McGraw Hill
5. S C Srivastava (2012) Industrial Relations and Labor Laws, Vikas Publishing House.



BBA VI Semester RURAL AND AGRICULTURE MARKETING Paper Code: BBA –MM- 605 MARKETING GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

- The subject introduces the student to the various aspects of Indian rural markets as the study of rural marketing has become significant because of the saturation of the urban markets and the increase in the purchasing power of the rural population.
- To uncover aspects like relevance and scope of rural market in India, the environment prevailing these dynamic involved in the behavior of rural consumers, rural markets research, and rural market segmentation and targeting.
- To provide details for explaining the product strategy adopted by the companies for rural market, pricing strategy and rural distributions includes traditional and modern channels.

Learning Outcomes

- To explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area.
- To identify the challenges and opportunities in the field of rural marketing for the budding managers and
- To expose the students to rural market environment and the emerging challenges in the globalization of the economies.
- To acquaint the students with the appropriate concepts and techniques in the area of rural marketing.
- To apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers.
- To understand the concept and methodology for conducting the research in rural market.

UNIT 1

Introduction: Meaning - Evolution – Nature and Characteristics of Rural Market – Understanding the Indian Rural Economy –Rural Marketing Models – Rural Marketing Vs Urban Marketing – Parameters differentiating Urban & Rural Market - Differences in consumer behavior in Rural and Urban market

UNIT 2

Sources of Information- Factors influencing rural consumers during purchase of products – Rural consumer Life style –Approaches and Tools of Marketing Research - Rural Business Research- Evolution of Rural Marketing Research – Sources and methods of data collection , data collection approaches in rural areas, data collection tools for rural market. Limitation and challenges in rural marketing research, role of rural marketing consulting agencies.

UNIT 3

Rural Marketing Mix – Additional Ps in Rural Marketing – 4As of Rural Marketing Mix – New



Product Development for Rural Market – Rural Market Product Life Cycle – Objectives behind new product launch – New Product development process. Brand Loyalty in Rural Market – Regional Brands Vs National Brands – Channel Management – Indian Rural Retail Market – Rural Retail Channel Management – Strategies of Rural Retail Channel Management

UNIT 4

Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors, Organisation and functions of agricultural marketing in India, Classification of agricultural products with particular reference to seasonality and perishability

UNIT 5

Role of warehousing, Determination of agricultural prices and marketing margins, Role of Agricultural Price Commission, Role of Central and State governments , Institutions and organisations in agricultural marketing, Unique features of commodity markets in India, Problems of agricultural marketing, Nature, scope and role of cooperative marketing in India

Text Books

1. Pradeep Kashyap (2016). Rural Marketing, 3e Perason Education, .
2. Balram Dogra & Karminder Ghuman, (2009), Rural Marketing, TMH.
3. Sanal Kumar Velayudhan,(2012), Rural Marketing, 2e Sage publications.

Reference Books

1. T P Gopaldaswamy, (2016) Rural Marketing, Environment, problems, and strategies, 3e Vikas Publications
2. Acharya, S. S. (2004). *Agricultural Marketing In India*, 4/E. Oxford and IBH Publishing.
3. T P Gopaldaswamy,(2016) Rural Marketing, Environment, problems, and strategies, 3e Vikas Publications.
4. Acharya, S. S. (2004). *Agricultural Marketing In India*, 4/E. Oxford and IBH Publishing.



BBA VI Semester BUSINESS TAXATION Paper Code: BBA –F- 605 FINANCE GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
--	--

Teaching Objectives

1. The course aims to acquaint the student with an overview of Income tax law and practices.
2. The course aims to acquaint the Benefits of Tax assessment.
3. The course aims to acquaint the role of income tax authorities

Learning Outcomes

1. Know about the Direct Tax law and practices in India.
2. Can understand the tax assessment of firms, HUF, and Companies.
3. Understand the registration procedure under IT Act.
4. Can understand about deductions and rebates under Income tax law .
5. Can understand about the tax provisions for SEZ under IT Act.

UNIT 1

Assessment of Firms: Computation of income of the firm, Computation of tax, Association of persons or Body of individuals.

UNIT 2

Assessment of HUF: Concept of Hindu coparcenaries, Difference between a Hindu undivided family and a firm, Assessment of HUF, Partition of the Hindu undivided family. Incomes which are not treated as family income

UNIT 3

Assessment of Companies: Types of companies, Amalgamation of companies and its tax implications. Minimum Alternative Tax (MAT) on certain companies. Computation of total income and Tax liabilities

UNIT 4

Tax Payment: Return of income and assessment, Penalties and Prosecutions, Appeals and Revisions. Tax deduction and collection at source. Advance payment of tax and Refund of tax

UNIT 5

Special Tax Provisions: Tax provisions relating to free trade zones. Infrastructure sector and backward areas. Tax incentives for exporters and Tax planning

Text Book

- Mehrotra H.C. , Sahitya Bhawan Publication house.

Reference Books

- Income Tax Act-As Amended by Finance Act 2018(62nd Edition 2018), Dr. Vinod K. Singhania, **Taxman**
- Girish Ahuja & Ravi Gupta, Systematic Approach to Taxation: Containing Income Tax and GST .
- Girish Ahuja & Ravi Gupta, Systematic Approach to Income Tax.



BBA VI Semester ORGANISATION CHANGE AND DEVELOPMENT Paper Code BBA – HRM - 605 HRM GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives:

- To make students acquaint with the concept of change.
- To inculcate the habit of accepting change.
- To provide knowledge of interventions used to overcome resistance to change.

Learning Outcomes:

The course will enable students to be well versed with the concept & techniques of accepting change for organizational development.

UNIT-I: Organization Change and Development

Meaning, Characteristics and Scope of change, Response to change, Change cycles, Theories of organization change and managing organization changes.

UNIT-II: Resistance to change

Nature, Types and Benefits of resistance, Reasons for resistance, Overcoming resistance, Models for change and Role of change agent, managing resistance to change

UNIT-III: Organizational Development

Concept, Objective, Nature, Significance and Assumptions of organizational development, Process of O.D., Implementation of O.D., Intervention techniques, Sensitivity training and O.D. approach in India.

UNIT-IV: Organizational Culture

Meaning, Characteristics and Nature of organizational culture, Evolution of a culture, Types of culture: OCTAPACE Culture, Various aspects of culture, System analysis concept of organization culture, maintaining a uniform culture, Formulation of organizational culture.

UNIT-V: Organizational Climate



Concept, Factors affecting organizational climate, Measurement of organization climate and Present position of organizational climate in Indian organizations



BBA VI Semester SERVICE MARKETING Paper Code: BBA –MM- 606 MARKETING GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objective

To understand the meaning of services and the significance of marketing the services

Learning Outcome

Will be able to apply the concepts of services marketing in promoting services

UNIT I

Growth and Importance of Services: Service Industry-Global Issue, Service Marketing Environment, Growth of Service Sector

Basics of Services:

Service Concept, Characteristics and Classification, Challenges & Strategic Issues in Service Marketing, Good-Services Continuum, Segmentation, Targeting and Positioning of Services

UNIT II

Service Concepts: Industrial Services

Marketing Mix in Services Marketing: Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions.

UNIT III

Service Management Process: Internal, External and-Interactive Consumer Behavior in Service. Encounter; Organization Behavior in Services

UNIT IV

Concept, Dimensions and process: Service quality models (Gronnos, Lovelock and Parsuraman) Application and Limitations, Productivity in Services.

Demand Management in Services: Managing Service quality and Productivity

UNIT IV



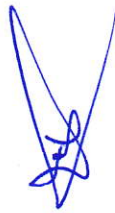
Customer Focus: Creating the Right Service Philosophy, Fundamental of Customer Satisfaction, Understanding Customer Service, Monitoring and Measuring Customer Satisfaction, Handling Complaints Effectively, Service Recovery

Text Book

1. M.K. Rampal and S.L. Gupta:(2002) Service Marketing Concepts, Applications and Cases, .Galgotia publishing company

Reference Books

1. Zeithmal, Bitner, Service Marketing (SIE), 4e Tata Mcgraw Hill
2. Hoffman, (2008) Marketing of service Cengage Learning.
3. Lovelock,(1999) Wright, Principles of Service marketing and Management Prentice Hall
4. Nimit Chowdhary,(2005) Service Marketing, McMillan India.
5. H.V. Verma (2011), Services Marketing: Test and Cases, Pearson Education



BBA VI Semester PROJECT PLANNING AND MANAGEMENT Paper Code BBA – F - 606 FINANCE GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives:

The course will help the student in

- Understanding basic concepts related to project
- Generating the ideas of various projects in different fields
- Help in screening the project with the help of various parameters
- Help in reviewing and Implementation of project.

Learning Outcomes:

1. Know about the execution of management learning in practical a way.
2. Know about the formulation of project report.
3. Students can experience the industrial working environment.

Students are required to make a project on any business of their choice. As far as feasibility is concerned, the project should elaborate the formulation, appraisal and sanction stages, involving the identification of investment options by the enterprise.

The guidelines are summarized as under:

1. General information: Priority of particular trade/ business, allocation of investment of funds, choice of techniques etc.
2. Preliminary analysis of alternatives: Gap between demand and supply for the output which are to be produced, data on the capacity to be produced at the time report is prepared, letters of intents/licenses to be issued/ have been issued, technical feasibility. Location of project, profitability of different options, foreign exchange transactions (if required rate of return on investment (to be calculated). alternative cost calculation.
3. Project description: The report should contain a list of the operational requirements of plant. Requirement of resources like power and water, requirement of personnel. Transport costs. And activity wise phasing of construction/production/etc. and factors affecting it.
4. Marketing, plan: Data on plan, demand and supply, selected markets, price sensitivity. Past trends in prices etc.



5. Capital requirement and costs: Information on all items of costs should be carefully collected and presented.
6. Operating requirements and costs: Costs related to raw materials and intermediaries, fuel, utilities, labour. Repair and maintenance, selling and other expenses.
7. Financial analysis: It relates to financial viability of the project. A proforma balance sheet for the project data should be presented, depreciation. Provision for clearance of foreign exchange requirement, feasibility report related to income tax. Rebates for priority industries. Incentives for backward areas, accelerated depreciation etc. including sensitivity analysis.
8. Economic analysis: Data related to costs and returns including indirect costs and benefits.
9. Miscellaneous aspects

An Illustrative implementation schedule related to following heads should be attached-

- a. Formulation of project report
- b. Application for term loan
- c. Term loan sanction
- d. Possession of land
- e. Construction of building / hiring of premises
- f. Getting power and water
- g. Placing orders for machinery
- h. Receipt and installation of machinery
- i. Manpower recruitment
- j. Trial production/ marketing/ services
- k. Commencement of production/ marketing/ services.



BBA VI Semester INDUSTRIAL LAW Paper Code: BBA –HRM- 606 HRM GROUP	Max. Marks: 50 Min. Marks: 20 External : 40 Internal : 10
---	--

Teaching Objectives

1. The course aims to acquaint the student with an overview of Industrial laws and regulations.
2. The course aims to acquaint the students with Industrial Disputes and Dispute settlement Mechanism.
3. The course aims to acquaint the detailed conceptual analysis on Wage Policies, compensation, social security, retirement benefits during the course of employment and working conditions of employees.

Learning Outcomes

1. Know about the major legal provisions governing Industrial relations of employer and employee.
2. Can understand about statutory provisions regarding Rights and duties of Employer and employee.
3. Understand the concepts with the help of Landmark cases of Labour Court Practices with real life Industrial case writing and analysis.

Unit I - Factories Act 1948: Definitions, Provisions relating to Health, Safety, Welfare, Women, Children and Hazardous Process. Penalties and procedure.

Unit II - The Industrial Dispute Act, 1947: Concept of Industrial disputes, settlement of Industrial dispute, procedure, power and duties of authorities, Strikes and Lockouts, Retrenchment and lay off.

Unit III – Industrial Relations: The trade union Act, 1926- Definition of a trade union, Registration of trade unions, regulation, penalties, and Other provision.



Unit IV – Payment of wages Act, 1936: Introduction, object of the Act, Applicability of the act, Definitions, Rules for Payment of wages - Responsibility for payment of wages, Fixation of wages periods, Time of payment of wages, Mode of payment of wages.

Unit V – The Minimum Wages Act, 1948: Objectives of the Act, Definitions, Eligibility, Fixing of minimum rate of wages, wages in kind, payment of minimum rate of wages, Normal working hours, Overtime wages, Claims, Penalties.

Text Books

1. Surya Narayan Misra (1978) *An Introduction to Labour and Industrial Law*, Allahabad Law Agency
2. S.C. Srivastava,(2012). *Industrial Relations and Labour Law*, Vikas Publishing House, New Delhi
3. N. D. Kapoor (2018). *Elements of Industrial Law*, Sultan Chand Educational Publishers, New Delhi

Reference Books

1. Indian Law Institute, *Cases and Materials on Labour Law and Labour Relations*
2. P.L. Malik, *Industrial Law*, Eastern Book Company, 2013
3. Dr. Goswami, *Labour and Industrial Law*, Central Law Agency, 2011
4. Chaturvedi, *Labour and Industrial Law*, 2004
5. ZMS Siddiqi and M.Afzal Wani, *Labour Adjudication in India*, ILI, 2001
6. H.L. Kumar, *Workmen's Compensation Act, 1923*

