

**Syllabus for
Bachelor of Business Administration (H)
Under Choice Based Credit System**

**Academic Session:
W.e.f. 2021-2024**



for
**All Constituent/Affiliated Colleges Under
Binod Bihari Mahto Koyalanchal University,
Dhanbad**

*Sanandan Jee
Please upload on
the website.
6/10/2023*

**Members of Board of Studies of CBCS Under- Graduate Syllabus as per
Guidelines of the Binod Bihari Mahto Koylanchal University, Dhanbad**

- 1. Chairman: Dr. Pushpa Kumari**
HOD, Department of Management Studies
BBMK University, Dhanbad

Pushpa Kumari

- 2. External Expert Member: Dr. Saroj Ranjan Associate Professor,**
Department of Management Studies, VBU Hazaribagh

3. Invited Members:

- ❖ **Dr. Debasish Sarkar** *Debasish Sarkar.*
HOD, Department of BBA
RSP College, Jharia
- ❖ **Mrs. Divya Singh**
Faculty, Department of BBA
BS City College, Bokaro

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BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROGRAMME'S MISSION & OBJECTIVES

The mission of the Department of Business Administration, under BBMK University is to provide knowledge on business and administration so as to make the individuals to upgrade their skills. It is for developing the skills of business administration and entrepreneurship to achieve the objectives of higher education and benefit the society at large. PRIDE extends its service activities to advance the overall mission of the University.

OBJECTIVES OF THE PROGRAMME

1. To provide the basic and essential knowledge regarding various activities undertaken and necessary to run socially responsible business organization
2. To teach certain basic skills and aptitude to be helpful in taking up any particular activity in a business
3. To inculcate global view of the industrial and organizational establishments and their functions which support the business system
4. To make them responsible to specialize in the areas of management like human resource, finance, operations, marketing and systems.
5. To inform the micro level concepts of business and management like insurance, retail marketing, supply chain, knowledge management etc
6. To develop the culture of business and entrepreneurial aptitude among the people at large

GOAL OF THE PROGRAMME

1. To provide an opportunity of higher education in the field of business administration for the discontinued students of school education.
2. To enhance the availability of continuing education to the rural people, economically weaker section of the society and women
3. To make the unemployed as employed and entrepreneurs by providing the necessary skills and knowledge of business.

BBA (H) Vocational Course (Under CBCS).

SEMESTER –I

Paper Number	Subject	Discipline	Internal	External	F.M
1001	General Principles of Management.	Core	20	80	100
1002	Business Communication & Personality Development	Core	20	80	100
1003	Managerial Economics	GE	20	80	100
1004	English/Hindi	AECC	10	40	50

SEMESTER-II

Paper Number	Subject	Discipline	Internal	External	F.M
2001	Fundamentals of HRM	Core	20	80	100
2002	Introduction of Marketing	Core	20	80	100
2003	Quantitative Techniques for Management	GE	20	80	100
2004	Environmental Science	AECC	10	40	50

SEMESTER-III.

Paper Number	Subject	Discipline	Internal	External	F.M
3001	Organizational Behavior	Core	20	80	100
3002	Management Accounting	Core	20	80	100
3003	Public Relation and Event Management.	Core	20	80	100
3004	Business Mathematics	GE	20	80	100
3005	Computer Applications in Business	SEC	10	40	50

SEMESTER IV

Paper Number	Subject	Discipline	Internal	External	F.M
4001	Financial Management	Core	20	80	100
4002	Corporate Law	Core	20	80	100
4003	Business Research Methods	Core	20	80	100
4004	Planning and Economic Development of India	GE	20	80	100
4005	Entrepreneurship	SEC	10	40	50

SEMESTER V

Paper Number	Subject	Discipline	Internal	External	F.M
5001	Business Policy & Strategic Management.	Core	20	80	100
5002	Corporate Governance & Ethics	Core	20	80	100
5003	A. Marketing Research & Consumer Behaviour B. Knowledge Management. C. Financial Market and Services	DSE -I	20	80	100
5004	A. Logistic Management. B. Industrial Relation & Labour Laws. C. Public Finance & Corporate Taxation	DSE-II	20	80	100

SEMESTER VI

Paper Number	Subject	Discipline	Internal	External	F.M
6001	Management Information System	Core	20	80	100
6002	Project Work (Summer Internship Programme)	Core			100
6003	A. Advertising and Brand Management. B. Organizational Development. C. Risk and Insurance Management	DSE -III	20	80	100
6004	A. Retail Management. B. Training and Development. C. Indian Banking System	DSE--IV	20	80	100



Bachelor of Bachelor Of Business Administration (Honours) Course Structure

Semester	Course Code	Name of Paper	Full Marks	End Semester Marks	Mid Semester (Internal) Marks
I	BBA-H-C-1001 (06 Credits, 75 Lectures & 15 Tutorials)	General Principles of Management.	100	80	20
	BBA-H-C-1002 (06 Credits, 75 Lectures & 15 Tutorials)	Business Communication and Personality Development	100	80	20
	BBA-H-GE-1003 (06 Credits, 75 Lectures & 15 Tutorials)	Managerial Economics	100	80	20
	BBA-H-AECC-1004 Language (English/Hindi/NH+ MB) (02 Credits, 30 lectures)	English/Hindi/ NH+MB	50	40	10
II	BBA-H-C-2001 (06 Credits, 75 Lectures & 15 Tutorials)	Fundamentals of HRM	100	80	20
	BBA-H-C-2002 (06 Credits, 75 Lectures & 15 Tutorials)	Introduction of Marketing	100	80	20
	BBA-H-GE-2003 (06 Credits, 75 Lectures & 15 Tutorials)	Quantitative Techniques for Management	100	80	20
	BBA-H-AECC-2004 (02 Credits, 30 Lectures)	Environmental Science	50	40	10
III	BBA-H-C-3001 (06 Credits, 75 Lectures & 15 Tutorials)	Organizational Behavior	100	80	20
	BBA-H-C-3002 (06 Credits, 75 Lectures & 15 Tutorials)	Management Accounting	100	80	20

	BBA-H-C-3003 (06 Credits, 75 Lectures & 15 Tutorials)	Public Relation and Event Management	100	80	20
	BBA-H-GE-3004 (06 Credits, 75 Lectures & 15 Tutorials)	Business Mathematics	100	80	20
	BBA-H-SEC-3005 (Annexure-1) (02 Credits, 30 Lectures)	Computer Applications in Business	50	40	10
IV	BBA-H-C-4001 (06 Credits, 75 Lectures & 15 Tutorials)	Financial Management	100	80	20
	BBA-H-C-4002 (06 Credits, 75 Lectures & 15 Tutorials)	Corporate Law	100	80	20
	BBA-H-C-4003 (05 Credits, 60 Lectures & 15 Tutorials)	Business Research Methods	100	80	20
	BBA-H-GE-4004 (06 Credits, 75 Lectures & 15 Tutorials)	Planning & Economic Development of India	100	80	20
	BBA-H-SEC-4005 (02 Credits, 30 Lectures)	Entrepreneurship	50	40	10
V	BBA-H-C-5001 (06 Credits, 75 Lectures & 15 Tutorials)	Business Policy & Strategic Management	100	80	20
	BBA-H-C-5002 (06 Credits, 75 Lectures & 15 Tutorials)	Corporate Governance & Ethics	100	80	20

	BBA-H-DSE I-5003 (06 Credits, 75 Lectures & 15 Tutorials) (Choice to choose any one paper based on Specialisation)	A. Marketing Research and Consumer Behaviour B.Knowledge Management C.Financial Market & Services.	100	80	20
	BBA-H-DSE II-5004 (06 Credits, 75 Lectures & 15 Tutorials) (Choice to choose any one paper based on Specialisation)	A.Logistic Management B.Industrial Relation & Labour Laws C.Public Finance & Corporate Taxation.	100	80	20
VI	BBA-H-C-6001 (06 Credits, 75 Lectures & 15 Tutorials)	Management Information System	100	80	20
	BBA-H-C-6002 (06 Credits, 75 Lectures & 15 Tutorials)	Project Work (Summer Internship Programme)	100		
	BBA-H-DSE-III-6003 (06 Credits, 75 Lectures & 15 Tutorials) (Choice to choose any one paper based on Specialisation)	A. Advertising and Brand Management. B.Organisational Development C.Risk and Insurance Management.	100	80	20



BBA-H-DSE IV-6004 (06 Credits, 75 Lectures & 15 Tutorials) (Choice to choose any one paper basedon Specialisation)	A.Retail Management B.Training and Development C.Indian Banking System.	100	80	20
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BBA-H-C-1001	General Principles of Management Marks(External 80 : Internal 20 Marks)	(05 Credits, 75 Lectures)
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General Principles of Management.

(External -80 Marks: Internal -20 Marks)

UNIT I

Introduction to Management:

Definition, Nature, Role of Managers, Managerial skills and Levels, Basic Functions of Management

UNIT II

Evolution of Management Theory:

Scientific Management, Theory of Henry Fayol, Fayol's vs Taylor's comparison. Behavioural Model of Management, Modern Theories of Management (Systems Management School, Situational Approach School)

UNIT III

Planning:

Definition, Nature, Importance, Types of Planning (from *Koontz-Wehrich*), Steps in Planning, Planning Premises

Organising:

Concept, Definition, Formal and Informal Organisation, Organisational Structure (Functional Organisation, Product/ Market Organisation and Matrix Structure), Span of Management

UNIT IV

Staffing:

Definition, Factors affecting Staffing—The External and Internal Environment Identification of Job Requirements Job Design, Recruitment, Selection

Leadership:

Definition, Leadership Characteristics

UNIT V

Directing:

Meaning of Motivation, Primary Motives, Secondary Motives, General Motives

Controlling:

Meaning, Need of Control, Control Process, Traditional Control Devices

Suggested Readings:-

1. Koontz, H. and Wehrich, H, Essentials Of Management (Tata McGraw Hill: New Delhi)
2. Bose, D. Chandra, Principles of Management and Administration, (Prentice Hall India: New Delhi)
3. Stoner, Freeman and Gilbert, Management (Prentice Hall of India: New Delhi)



BBA-H-C-1002	Business Communication & Personality Development Marks (External 80: Internal 20 Marks)	(05 Credits, 75 Lectures)
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Business Communication and Personality Development.

(Internal 20 Marks External 80 Marks).

Unit-I

Introduction to Business Communication.

Definition of Communication, Objectives and Characteristics of Communication, Stages of Communication, 7c's of communication, Communication Process and Barriers of Communication

Unit -II

Letter Writing Skills and Employment Communication Letter.

Kinds of Letter- Enquiry, Complaint, Sales, Order, Notice, Circular, Memo, Report Writing, Preparing Resume/Curriculum Vitae, Cover Letter, Writing Job Application.

Unit -III

Verbal and Non Verbal Communication.

Meaning, Nature and Scope- Principles of Effective Communication, Difference between Oral and Written Communication, Effective Listening.

Unit -IV

Introduction to Personality Development.

Personality Development: - Define Personality Development, Determinants of Personality Development, Types of Personalities, Personality Traits, Developing effective habits emotional intelligence.

Unit-V

Attitude, Time and Stress Management.

Definition Attitude, Factors Affecting Attitudes, Positive and Negative Attitude, Advantages and Disadvantages of Attitude, Ways to develop Positive Attitude, Time as a Resource. Important Time Wasters, Better for Time Management.

Introduction to Stress Management and Causes, Managing Stress

Suggested Readings.

Business Communication-K.K. Sinha Himalaya Publishers Ltd

Business Communication and Personality Development- Biswajit Das and Ipseeta Satpathy Vedams Books (P)ltd.

BBA-H-GE-1003	Managerial Economics Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Managerial Economics.

(Internal 20 Marks External 80 Marks).

Unit I

Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics- Demand Analysis - meaning, determinants and types of demand - Elasticity of demand.

Unit II

Supply meaning and determinants - production decisions - production functions - Isoquants, Expansion path - Cobb-Douglas function.

Cost concepts - cost - output relationship - Economies and diseconomies of scale - cost functions.

Unit III

Market structure - characteristics - Pricing and output decisions - methods of pricing - differential pricing - Government intervention and pricing.

Unit IV

Profit - Meaning and nature - Profit policies - Profit planning and forecasting - Cost volume profit analysis - Investment analysis.

Unit V

National Income - Business cycle - inflation and deflation - balance of payments - Monetary and Fiscal Policies

Suggested Readings-

1. Joel Dean - Managerial Economics, Prentice Hall/Pearson.
2. Rangarajan - Principles of Macro Economics, Tata McGraw Hill.
3. Athmanand.R., Managerial Economics, Excel, New Delhi, 2002.
4. P.L.Mehta, Managerial Economics, S.Chand and Sons Company Ltd., New Delhi, 2004.
5. Peterson Lewis, Managerial Economics, Prentice Hall of India, New Delhi, 2002.

BBA-H-AECC-1004	English/Hindi Marks (External 80: Internal 20)	(02 Credits, 30 Lectures)
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Hindi/English.

(Internal 10Marks External 40 Marks).

Students can select any One Language

BBA-H-C-2001	Fundamentals of HRM Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Fundamentals of HRM

(Internal 20 Marks External 80 Marks).

Unit- I

Nature and Scope of HRM: Meaning, Difference between HRM and Personnel Management, Objectives, Functions, Role of HR Manager.

Unit-II

Human Resource Planning (HRP): Definition, Objectives, Need, Importance and the Process, Steps in HRP

Recruitment and Selection: Sources and Process of Recruitment, Need for Scientific Selection and the Selection Process, Factors affecting Recruitment

Performance Appraisal: Meaning, Benefits, Performance Appraisal vs. Job Evaluation, Performance Tests and Review Techniques, Appraisal Praise and Recognition, Rewards and Incentives, Promotions, HR Records, MIS HR Report, Appraisal Questionnaire Form, HR Records.

Unit- III

Industrial Disputes (ID): Concept and Causes of ID

Trade Unionism (TU): Meaning, Objectives and Criticism

Unit- IV

Collective Bargaining: Need, Importance and Process

Worker's Participation in Management: Objectives, Importance, and Collective features, Advantages and Disadvantages of WPM

Unit V

Concept and Meaning of Training and Development, Need & Importance of training and development, Process of training and development.

Suggested Readings:-

1. Chhabra, T.N. *Human Resource Management* (DhanpatRai: New Delhi)
2. Khanka, S.S. *Human Resource Management* (S. Chand: New Delhi)
3. HR&PM Texts and cases, K. Aswathappa, Mcgraw Hill Publications

BBA-H-C-2002	Introduction of Marketing	(05 Credits, 75 Lectures)
	Marks (External 80: Internal 20)	

Introduction of Marketing.

(Internal 20 Marks External 80 Marks)

Unit I

Introduction to Marketing: Definition of Market and Marketing, Core Concepts of Marketing, Marketing and Selling (concepts and differences)

The Marketing Environment: Elements of Company's Micro and Macro environment

Unit II

Market Segmentation: Concept, Needs, and Variables/Bases for Segmenting Consumer market, Attributes of Effective Segmentation, Concept of Target Market, Selection of Target Market

Unit III

Product Management: Definition of Product, Classification of Product, PLC, Concept of Product Line, Product Mix Definition, Definition of Brand, Selection of Brand Name,

Pricing Decisions: Concept of Price, Factors Influencing Pricing, Methods of Pricing (Cost based and Competition oriented)

Unit IV

Channel Management: Concept and Importance of Distribution Channels, Functions of Marketing Channel, Types of Marketing Intermediaries, Channel Design Decision

Unit V

Marketing Communication: Definition, Concept of Integrated Marketing Communication, Introduction to elements of Promotion Mix

Text Books:

1. Kotler, P. and Armstrong G. *Principles of Marketing* (Pearson Prentice Hall: New Delhi)
2. Ramaswamy, V.S. and Namakumari, S. *Marketing Management* (Macmillan: New Delhi)

Suggested Reading:-

1. Saxena, R. *Marketing Management* (Tata McGraw Hill: New Delhi)
2. Stanton, W.J., *Fundamentals of Marketing*

BBA-H-GE-2003	Quantitative Techniques for Management, Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Quantitative Techniques for Management.

(Internal 20 Marks External 80 Marks)

Unit 1

Introduction to Statistics: Introduction; Statistics and Statistical Methods; Characteristics of Statistics; Functions of Statistics; Limitations of Statistics; Statistics in Business and Management; Distrust of Statistics.

Unit 2:

Collection, Classification, and Presentation of Data: Introduction; Data Collection; Data Classification and Data Gathering; Drafting Questionnaire; Sample Selection; Data Presentation.

Unit 3:

Measure of Central Tendency: Introduction; Measures of Central Tendency.

Unit 4:

Measures of Dispersion: Introduction;, Measures of dispersion; Objectives of measuring dispersion; Characteristics of a measure of dispersion; Range, Quartile deviation, Average deviation, Standard deviation, Relation between standard deviation and other measures, Relative measures of dispersion, Lorenz Curve.

Unit 5

Simple Correlation and Regression: Introduction; Correlation Analysis; Regression Analysis.

Unit 6:

Time Series Analysis: Introduction; Meaning of Time Series; Applications of Time Series; Variations in Time Series; Measurement of trend or secular trend; Measurement of seasonal variations.

Suggested Readings:-

1. **Statistics for Management – Richard L Levin & Daid S Rubin**
2. **Statistical Methods – S P Gupta**
3. **Operations Research – Kanti Swarup, Gupta And Man Mohan**
4. **Operations Research – Dr. J.K. Sharma Macmillan Indian Ltd.**
5. **U.K. Srivastava, G.V. Shenoy, S. C. Sharma, “Quantitative Techniques for Managerial Decision”, Second Edition, Prentice Hall of India**

BBA-H-AECC-2004	Environmental Science Marks (External 40: Internal 10)	(02 Credits, 30 Lectures)
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Environmental Science

(Internal 10 Marks External 40 Marks)

Unit I

Introduction to environmental science, Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

Unit II:

Ecosystems: What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Forest ecosystem, Grassland ecosystem Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit III:

Natural Resources: Renewable and Non-renewable Resources Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit IV:

Biodiversity and Conservation Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity

patterns and global biodiversity hot spots, India as a mega-biodiversity nation; Endangered and endemic species of India. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological Invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity, Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit V:

Environmental Pollution

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution Nuclear hazards and human health risks Solid waste management: Control measures of urban and industrial waste. Pollution case studies.

Unit VI:

Environmental Policies & Practices

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit VII

Human Communities and the Environment Human population growth: Impacts on environment, human health and welfare. Resettlement and rehabilitation of project affected persons; case studies. Disaster management : floods, earthquake, cyclones and landslides.

Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Unit VIII

Field work: Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc Visit to a local Polluted site Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems-(pond, river, Delhi Ridge, etc.)

Suggested Readings:

Environmental Studies (SEM:II) Sinha and Agarwal SBPD Pub. Agra

Raziuddin, M., Mishra P.K. 2014, A Handbook of Environmental Studies, Akanaksha Publications, Ranchi. Mukherjee, B. 2011:

Fundamentals of Environmental Biology. Silverline Publications, Allahabad. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.

BBA-H-C-3001	Organisation Behaviour Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Organisation Behavior

(Internal 20 Marks External 80 Marks)

Unit I

Basic Concepts: Understanding & Definition of Organization and Organizational Behavior (OB), Evolution of OB as a discipline, Contribution from other disciplines, , Emerging issues in OB.

Unit-II

Personality: Definition and Determinants Personality, Approaches to understanding of Personality – The Big Five Model, DISC and FIRO-B, Types of Problem Solving Behaviour and Other Personality Traits. [3L]
Learning: Meaning and Definition of Learning, Learning Process, Factors affecting Learning, Principles of Learning, Theories – Connectionism, Classical and Operant Conditioning, Schedule of Reinforcement.

Unit –III

Attitudes & Values: Meaning & Definition of Attitude, Formation of Attitudes, ABC Model, Cognitive Dissonance, Changing of Self and Others Attitudes, Work Attitudes, Job Satisfaction, Organization Commitment.

Meaning & Definition Values- Relationship between Attitudes and Values.

Perception: Meaning & Definition of Perception, Basic stages of Perceptual Process, Perceptual Selection, Perceptual Organization, Perceptual Interpretation, Attribution Process, Organizational Applications) Motivation: Meaning, Definition, Features, Importance & Factors of Motivation, Theories – (Maslow, Alderfer, Herzberg, McClelland, Porter & Lawler, Vroom), Implications on Employees.

Stress: Concept – Individual & Group Stress – Coping with Stress, Strategies to Overcome Stress.

Unit IV

: Groups in the Organization

Group Dynamics: Meaning, Definition ,Types & Functions of Groups, Stages of Group Formation, Group Processes, Group Norms, Group Roles, Group Cohesiveness, Group Size, Threats to Group Effectiveness, Evolution of Groups into Teams

Leadership- Meaning & Definition of Leadership, Qualities of a Good Leader, Trait Perspective of Leadership, Behavioural Perspective of Leadership, Ohio & Michigan Studies, Managerial Grid, Contingency Perspective of Leadership, Situational Leadership and Path & Goal of Leadership, Transformational, Transactional, Charismatic Leaders.

Unit V:

Change in the Organization

Organizational Change- Meaning & Importance of Change, Resistance to Change, Overcoming Resistance to Change

Suggested Readings:

1. Aswathappa, K: Organizational Behaviour (Text, Cases and Games).Bangalore: Himalaya Publication.
2. Greenberg, J., & Baron, R. A. (2008). Behaviour in Organizations, Pearson.
3. S. P. Robbins: Essentials of Organizational Behaviour, Prentice Hall.

BBA-H-C-3002	Management Accounting. Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Management Accounting

Unit-1

Management Accounting- Meaning, nature, scope and functions of management accounting; Management Accounting vs Financial Accounting.

Unit –II

Financial Statement Analysis, Fund flow statement, Cash flow statement (AS3), Comparative statement, Common size statement

Unit-III

Ratio analysis Computation and implications -Profitability ratios, turnover ratios, liquidity ratios, turnover ratios; Advantages and limitations of accounting ratios.

Unit –IV

: Break Even analysis & Marginal Costing, Break even analysis, Marginal Costing margin of safety, Marginal costing as a tool for decision making – make or buy; Change of product mix; shut down decision.

Unit V

Budgeting for Profit Planning and Control (10L) Meaning of budget and budgetary control; Objectives; Merits and limitations; Types of budgets; Fixed and Flexible budgeting, cash budget; Zero base budgeting. Numerical on Flexible and Cash Budget.

Suggested Readings:

1. Khan M.Y. and Jain P.K.: Management Accounting, TMH.
2. Kaplan R.S. and Aktinson. A.A.: Advanced Management Accounting, Prentice Hall of India.
3. Arora M.N.: Cost Accounting Principles and Practices; Vikas Publishing House.
4. Jain S.P. & Narang K.L.: Cost Accounting; Kalyani, New Delhi.
5. Bhabatosh Banerjee: Financial Policy & Management Accounting, Prentice Hall of India Ltd.

BBA-H-C-3003	Public Relation & Event Management	(05 Credits, 75 Lectures)
	Marks (External 80: Internal 20)	

Public Relation and Event Management

(Internal 20 Marks External 80 Marks).

Unit I:

Meaning and concept of public relations . Qualities of a good public relation practitioner . Need of PR, Functions of Public Relation Practitioners, Role of PR in organization

Unit II

Role of PR in organization . Essential elements of successful Public Relations, Public Relations process. Public Relations and Organizational effectiveness

Unit III

Public Relations - Publics. External, internal. Benefits of Public Relations. Public Relations as a Management Function, Value of Public Relations, Organizational factors for Excellent Public Relations.

Unit IV

Definition of Event, Characteristics, Type of Events, Benefits of Event, Meaning and definition of event management , Objectives.

Unit V:

Five C'S of Event Management, Need for Event Management, Event Planning, Benefits of Event planning, Factors affecting Event planning and Qualities of Event Management Person

Suggested Readings:

1. Effective Public Relations and Media Strategy By C.V. Narsimha Reddy, PHI
2. Public Relations Management , Dr. Ajit Pathak, Prabhat Prakashan
3. Public Relations in India, J.M.Kaul
- 4: Public Relations Management , Jaishri Jethwaney , N.N. Sarkar , Sterling Publisher.
5. Event Management , Dr. Ashutosh Chaturvedi, Global India Publications Pvt Ltd. New Delhi.

BBA-H-GE-3004	Business Mathematics Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Business Mathematics

(Internal 20 Marks External 80 Marks)

Unit 1.

Profit And Loss Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.

Unit II.

Interest Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments (EMI), Problems

Unit- III.

Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers

Unit IV

Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition). $nPr = \frac{n!}{(n-r)!}$ (Without proof). Combinations of 'r' objects taken from 'n' objects. $nCr = \frac{n!}{r!(n-r)!}$ (Without proof) problems, Applications.

Unit V

Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation and integration

Suggested Readings

1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
3. Problems & Solution in Business Mathematics by B.M. Agarwal
Business Mathematics by V. K. Kapoor - Sultan Chand & Sons, Delhi.

BBA-H-SEC-3005	Computer Applications In Business Marks (External 40: Internal 10)	(02 Credits, 30 Lectures)
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Computer Applications in Business.

(Internal 10 Marks External 40 Marks)

Unit I

Basic Concepts and Components of Computer

Introduction and definition of computer; Classification of computers; Functional components of a computer system-(Input unit, CPU, Memory and output unit); Hardware: Input devices, Output devices and Storage Devices; Software: Introduction; Types of software with examples; software needs, operating systems, application software.

Unit-II:

Computer Networks and Internet.

Overview and Types of computer networks (LAN, WAN and MAN), Network topologies, Components of computer networks (servers, workstations, network interface cards, hub, switches etc.)

Internet: Overview of Internet, Architecture & Functioning of Internet; WWW Search engines, e-mail, Web browsing, searching, downloading & uploading from Internet.

Unit III:

Word Processing:

Introduction and working with MS word in MS Office; word basic commands; Formatting text and document; sorting and tables; working with graphics; introduction to mail-merger (Practical)

Unit-IV:

Power point:

Presentation with power point: power point basics, creating presentation the easy way; working With graphics in power point; show time, sound effects and animation effects.

Unit-V:

Spread Sheets:

Working with EXCEL – formatting, function, chart, features; Working with graphics in excel; using worksheets as database in accounting, marketing, finance and personal areas. Introduction to Statistical Packages.

Suggested Readings

1. Basandra SK - Computers Today (Galgotia)
2. Computer Applications in Business-Dr.P.Parameswaran S.Chand
3. Basic Computer Applications in Business- Hemchand Jain and H.N.Tiwari TAXMANN'S

BBA-H-C--4001	Financial Management Marks (External 80 Internal 20)	(05 Credits, 75 Lectures)
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Financial Management

(Internal 20 Marks and External 80 Marks)

Unit-I

Nature , Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Functions – Financial Planning and Forecasting - Role of Financial Manager – Funds Flow Analysis – Cash Flow Analysis.- Ratio Analysis.

Unit-II:

Financing Decision: Financial Leverage – EPS-EBIT Analysis –Cost of Capital – Weighted Average Cost Capital – Capital Structure – Factors Affecting Capital Structure Theories of Capital Structure.

Unit – III:

Investment Decision: Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques –Net Present Value, Profitability Index and Internal Rate of Return.

Unit-IV:

Dividend Decision: Meaning and Significance – Theories of Dividend – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits.

Unit – V:

Working Capital Decision: Meaning – Classification and Significance of Working Capital – Component of Working Capital - Cash Management Models – Cash Budgeting – Accounts Receivables – Credit Policies – Inventory Management.

Suggested Readings:

1. Brealey,Myers,Allen and Mohanty, Principles of Fin Management, TataMcGrawhill,ND
2. Pandey IM - Financial Management, Vikas, New Delhi
3. JC Varshney, Financial Management, Wisdom, Delhi
4. Brigham and Houston, Fundamentals of Financial Management, Cengage, New Delhi
5. Banerjii, B., Fundamentals of Financial Management, PHI, New Delhi
6. Weston & Brigham, Managerial Finance, The Dryden Press,Illinois
James C.Van Horne -- Financial Management & Policy, Prentice Hall of India

BBA-H-C-4002	Corporate Law Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Corporate Law

(Internal 20 Marks and External 80 Marks)

Unit-I

Unit I: Introduction: Administration of Company Law [including National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT). Special Court ; Characteristics of a company; lifting of corporate veil; types of companies including one person company, small company, dormant company and producer company.

Unit II: Documents – Memorandum of association, articles of association, doctrine of constructive notice and indoor management, prospectus - shelf and red herring prospectus, misstatement in prospectus

Unit III:

Management – Classification of directors, women directors, independent director, small shareholder's director; disqualifications, director identification number(DIN); appointment; Legal Positions, powers and duties; removal of directors; meeting of shareholders and board; types of meeting, convening and conduct of meetings, postal ballot, meeting through video conferencing, e-voting, Corporate Social Responsibility Committee.

Unit IV:

Dividends, Accounts Audit – Provisions relating to payment of Dividend, Provisions relating to Books of Account, Provisions relating to Audit, Auditor's

Appointment, Winding Up – Concept and modes of Winding Up, Insider Trading, Whistle Blowing
Insider Trading: meaning & legal provisions;

Unit V: Depositories Law: The Depositories Act 1996 – Definitions; rights and obligations of depositories; participants issuers and beneficial owners; inquiry and inspections , penalty.

Suggested Readings:

- MC Kuchhal Corporate Laws, Shri Mahaveer Book Depot.(Publishers)
- GK Kapoor & Sanjay Dhamija, Company Law, Bharat Law House.
- Reena Chadha and Sumant chadha. Corporate Laws. Scholar Tech Press.
- Gowar , LCB, Principles of Modern Company Law, Stevens & sons, London.
- Ramaiya, A Guide to Companies Act, LexisNexis, Wadhwa and Buttersworth
- A Compendium of Companies Act 2013, along with Rules, by Taxmann Publications.

BBA-H-C-4003	Business Research Methods	(05 Credits, 75 Lectures)
	Marks (External 80: Internal 20)	

Business Research Methods

(Internal 20 Marks and External 80 Marks)

Unit -I

Research; Types of research; Business research-definition, nature, need; Business research process; Understanding the basics of research-concept, construct, variables, theory, models, and scientific method; Problem definition; research questions; Hypothesis-definition, types; Critically reviewing the literature

Unit II

Research design-Classification; Exploratory research-qualitative techniques: ethnography, grounded theory, case study; secondary data analysis, advantages, disadvantages; experience survey, focus group, depth interview; Descriptive research-types; Causal research- experiments, experimental design

Unit III:

Collecting Primary Data Using surveys-Advantages, errors; Observation-types, advantages, limitations; Questioning-Interview-types, advantages, limitations; Questionnaire design-types of question, wording, sequence, layout; Guidelines for constructing questionnaire; Measurement-Definition, measurement scales-nominal, ordinal, interval and ratio; Attitude measurement-selecting a measurement scale-category scale, comparative scales, non-comparative scales; Sources of error in measurement

Unit IV

Sampling: why sample, steps in sampling design; Non probability sampling-convenience, judgement, quota and snowball sampling; Probability sampling-simple random, systematic, stratified and cluster sampling; Merits and limitations of each sampling technique, sample size

Unit V:

Data preparation-editing, coding, data entry; Descriptive statistical techniques: Statistical significance-Type I & type II error; Hypothesis testing- one sample parametric test, nonparametric test- χ^2 test, two-independent sample tests, ANOVA; Multivariate data analysis

Report writing-

Suggested Readings:

1. Donald R. Cooper, Pamela S Schindler, & J. K. Sharma-Business Research Methods- Mc Graw Hill.
2. William G Zikmend, Barry J. Babbinn, John C Carr, AtanuAdhikari& Mitch Griffin-Business Research Methods-Centage.
3. NareshMalhotra-Marketing Research-Pearson.
4. G. C. Beri-Marketing Research- TMH
5. Kothari- Research Methodology

BBA-H-GE-4004	Planning and Economic Development of India Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Planning and Economic Development of India

(Internal 20 Marks, External 80 Marks)

Unit I

Planning:-Meaning, features, objects, success and type of planning (Socialist and capitalist only)

Unit- II

Features of underdeveloped economy in India and U.D. nation Growth

Unit-III

Concept of growth and development, factors of growth.

Unit- IV

Economic development of India features of India's economy.

Unit- V

Agricultures, Industrial development, transport, foreign trade, Population problems in India, five year plan.

Suggested Readings:-

1. C.B.Memoria – Bharat Karthik Vikas
2. Sundram – Indian Economy.
3. Sundram & Dutta – Indian Economy

BBA-H-SEC-4005	Entrepreneurship Marks (External 80: Internal 20)	(02 Credits, 30 Lectures)
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Entrepreneurship

(Internal 10 Marks, External 40 Marks)

Unit- I

Introduction: Definition, Concept of Entrepreneurship

Entrepreneurship Development: Entrepreneurial environment, entrepreneurial process Types & Classification of entrepreneurs, Characteristics of entrepreneurs

Unit- II

Introduction to small scale Industry in India: definition, Steps for setting up small industry, Contribution to Indian Economy

Overview of Project Management; Identification of Business idea, project formulation & Business Plan, project report, Appraisal.

Unit- III

Sources of finance; Own funds, Institutional finance, Venture Capital, lease finance, factoring.

Role of technology: Importance of innovation, patents & trademarks in small businesses

Unit-IV

Problem of small Businesses; Reason and remedies of sickness in SSIs in India

Unit- V

Institutional support for small business in India: Support in areas of technology, finance, input & infrastructure, marketing, entrepreneurship development.

Book Recommended;

1. Desai,V.,Dynamic of Entrepreneurial Development and Management
2. BatraDangwal ,Entrepreneurship and small scale Industries

BBA-H-C-5001	Business Policy & Strategic Management, (05 Credits, 75 Lectures) Marks (External 80: Internal 20)
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Business Policy & Strategic Management

(Internal 20 Marks, External 80 Marks)

Unit-1:

Overview of Strategic Management of Strategic Management – Business Policy and Strategic Management - Strategic Management Model – Business Ethics and Strategic Management.

Unit-II:

Business Vision, Mission, Objectives – Characteristics of Mission Statement Types of Strategies – Integration strategies – Intensive strategies – Diversification strategies- Diversification strategies- Michael Porter Generic Strategies

Unit-III:

Strategic formulation: Environmental Analysis – External and industry analysis – Internal analysis – Strategic analysis and choice – Input stage – Matching stage – decision stage – Cultural aspects of strategy choice.

Unit-IV:

Strategic Implementation: The nature of strategic implementation resource allocation – Strategy and structure – Creating – Supportive culture – Implementing strategies in functional areas.

Unit – V:

Strategy Evaluation: The nature of strategy evaluation – Review and Control – Characteristics of effective evaluation systems – Criteria for strategy control – Mechanism for strategic control.

Suggested Readings:-

1. Hill & Jones, An Integrated Approach to Strategic Management, Cengage, ND
2. Glueck, William F. Strategic Management and Business Policy, New York McGraw Hill.
3. Sukul Lamesh, Business Policy and Strategic Management, Vikas, ND
4. Hugh McMillan- Strategic Management, Oxford University Press.
5. Budhiraja, S.B. and Athereya, MB. Cases in Strategic Management, Tata McGraw- Hill, ND
6. Hax A.C and Majluf, N.S. Strategic Management, Englewood Cliffs, New Jersey, Prentice Hall
7. Mathur U.C. Strategic Management, Macmillan.
8. Gupta, Strategic Management, Prentice Hall of India.
PS Rao, Business Policy & Strategic Management, Himalaya

BBA-H-C-5002	Corporate Governance & Ethics Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Corporate Governance & Ethics

(Internal 20 Marks External 80 Marks)

Unit I:

Corporate Governance – concept -meaning – scope – need – Corporate Governance mechanism – Corporate Governance and stakeholders – Investors protection – obligation to investors –obligation to employees –obligation to customers – managerial obligation – obligation to government – Corporate governance and value maximization.

Unit II:

Historical perspective of Corporate Governance – World Bank on Corporate Governance – OECD Principles – Mckinsey survey on corporate governance – Sarbanes- Oxley Act 2002 – Indian Committees and guidelines and corporate governance- Naresh Chandra committee – Narayana murthy committee - J.J.Irani committee- Kumar Mangalam Birla Committee – The Confederation of Indian industry’s Initiatives – SEBI initiatives – Corporate Governance practices in India.

Unit III:

Corporate Governance and role of Board of directors – Role of Board – governance issues relating to the Board – the role of directors – independent directors – Clause 49 of Listing agreement – Directors” remuneration – Corporate Governance Reporting and Best practices.

Unit IV:

Corporate Governance and the role of Audit committees – role , duties and responsibilities of auditors –types of auditors –corporate governance and internal auditors – cost audit methodology – quality audit –Naresh Chandra Committee report on Corporate audit and governance.

Unit V:

Corporate Governance and business ethics – meaning – scope – need for business ethics – roots of unethical behavior – unethical issues –corporate governance and ethics – the Indian context- Corporate Social Responsibility – meaning – scope – Corporate Governance and CSR – Social responsibility and Indian corporations. Corporate Governance and regulators role – SEBI – The future of Corporate India.

Suggested Readings:-:

1. A.C. Fernando, “Corporate Governance” Principles, policies and practices, Pearson Education, New Delhi.
2. Dr. Singh, Corporate Governance: Global concepts and practices.
3. ICSI, Corporate Governance – Modules of Best Practices.
4. Report on Corporate excellence on a sustained basis, Dr. M.R.Rao, Director, IIMB.

BBA-H-DSE-I(A)-5003	MARKETING RESEARCH & CONSUMER BEHAVIOUR Marks (External 80: Internal20)	(05 Credits, 75 Lectures)
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Marketing Research & Consumer Behaviour

(Internal 20 Marks, External 80)

Unit- I

Introduction: Nature and scope of Marketing Research – Marketing Research as an aid to marketing decision making – Scientific method – Research designs – Exploratory, descriptive and conclusive – Secondary and Primary Data Collection Methods – Questionnaire Construction Procedure.

Unit- II

Sampling: Sampling Techniques – Sample Size Determination per survey
Application of Marketing Research: Motivation Research – Advertising Research – Product Research

Unit- III

Models of Consumer Behaviour: Nicosia Model - Howard-Sheth Model – Engel-Blackwell- Miniard Model

Environment Influences on Consumer: Culture – Social Class – Social Groups – Family – Personal Influence and Opinion Leadership

Unit-IV

Individual Determinants of Consumer Behaviour: Motivation and Involvement – Information Processing – Learning – Personality and Self Concept – Attitude Theories and Change.

Unit- V

Consumer Decision Processes: Problem Recognition – Search and Evaluation – Purchasing – Post-purchase Behaviour.

Suggested Readings

1. Aaker, D., Kumar, V., Day, G.S. and Leone, R.P., Marketing Research, 10th Edition, Wiley India Pvt. Ltd., 2011.
2. Majumdar, R., Consumer Behaviour: Insights from Indian Market, PHI Learning, 2010.
3. Malhotra, N.K. and Das, S., Marketing Research: An Applied Orientation, 6th Edition, Pearson, 2010.
4. McDaniel Jr., C. and Gates, R., Marketing Research, 8th Edition, Wiley India Pvt. Ltd., 2011.
5. Schiffman, L.G, Kanuk, L.L. and Kumar, R., Consumer Behavior, 10th Edition, Pearson, 2010.
6. Solomon, M.R., Consumer Behavior: Buying, Having and Being, 8th Edition, PHI Learning, .

BBA-H--DSE-I(B)- 5003	Knowledge Management Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Knowledge Management

(Internal 20 Marks, External 80 Marks)

Unit I

Introduction to KM, History of KM, Importance of KM, Information Management to Knowledge Management, K M Cycle, Industrial Economy to Knowledge Economy

Unit-II

Mechanics of Knowledge Management–Tools and Technologies, Communities of Practice and Knowledge conversion, The knowledge Management Matrix.

Unit III

Social Nature of Knowledge, Social Network Analysis, Obstacles to knowledge sharing, Organizational learning & Social Capital. Knowledge Application – Individual level, Group level & Organization Level.

Unit IV

KM Strategy, Knowledge audit, GAP Analysis, Road Map, KM Metrics, Balance Score Card. KM Tools – Knowledge Capture & Creation tools, Knowledge sharing & Dissemination Tools, Knowledge Acquisition & Application tools.

Unit V

KM Team–Roles & Responsibilities, Political issues in KM, Ethics in KM, Strategies issues in Knowledge Management, Future of Knowledge Management.

Suggested Readings:-

1. **Knowledge Retention:- Strategies and Solutions- Jay Liebowitz**
2. **Knowledge Management:- Paul Gamble and John Blackwell**
3. **Knowledge Management in Theory and Practice- Kimiz Dalkir**
4. **The Power of KM- Brent. N.Hunter**

BBA-H-DSE-I(C)-5003	Financial Market & Services. Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Financial Market & Services

(Internal 20 Marks, External 80 Marks)

Unit – I:

Structure of Financial System – role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.

Unit – II:

Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking
Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.

Unit – III:

Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital, Leasing – types of Leases – Evaluation of Leasing Option vs. Borrowing.

Unit– IV:

Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context;

Unit – V

Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India. Debt Securitization – Concept and Application – De-mat Services-need and Operations-role of NSDL and CSDL.

Suggested Readings :

1. Bhole & Mahakud, Financial Institutions and Market, TMH, New Delhi
2. V.A.Avadhani, Marketing of Financial Services, Himalayas Publishers, Mumbai
3. DK Murthy, and Venugopal, Indian Financial System, IK Int Pub House
4. Anthony Saunders and MM Cornett, Fin Markets & Institutions, TMH, ND
5. Edminister R.D., Financial Institution, Markets and Management.

BBA-H-DSE-II(A)- 5004	Logistics Management. Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Logistics Management

(Internal 20 Marks, External 80 Marks)

Unit-I

Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management – Competitive Advantages of Logistics – Functions of Logistics management – principles – Logistics Network – Integrated Logistics system.

Unit – II

Elements of Logistics and Inventory carrying – Ware housing – Material handling – Order processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Performance measurements.

Unit – III

Transportation – participants in Transportation Decisions – Modes of Transportation – Factors influencing Transport economics – documents in Transport Decision Making Warehousing / Distribution – Functions of Warehouse – benefits of Warehouse – Service – Warehousing Alternatives – Warehouse site selection – Factors while initiating Warehouse Operations – Warehouse Management Systems Packing and Materials Handling – Functions of packaging – Communication – Packaging cost – Types of Packaging Material – Unitization – Containerization – Designing a package factors affecting choice of packaging materials.

Unit IV

Organisation for effective logistics performance – centralised and decentralised structures – stages of functional aggregation in organisation, financial issues in logistics performance – Measures – Steps in ABC costing – Financial Gap Analysis integrated Logistics – Need for Integration - Activity Centres in Integrated Logistics Role of 3PL and 4PL – Principles of LIS.

Suggested Readings

1. **Krishnaveni Muthiah Logistics Management and Seaborne Trade Himalaya Publishing House.**
2. **D.K. Agarwal, Textbook of Logistics and Supply chain Management Mac Millian India Ltd.**
3. **Martin Christoper, Logistics and Supply Chain Management Pearson Education**
4. **Ronald H. Ballou, Business Logistics and Supply chain Management, Pearson Education**



BBA-H-DSE-II(B)- 5004	Industrial Relation and Labour Laws Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Industrial Relation and Labour Laws

(Internal 20 Marks, External 80 Marks)

Unit-I

Industrial Relations - Role - Importance - Trade Unions - Industrial disputes and their Resolutions.

Unit - II

Participative Management - Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

UNIT-III

Industrial unrest - employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

UNIT-IV

Factories Act 1948: Meaning, Definition – Welfare – Safety – Health Measures.

UNIT-V

Workmen's Compensation Act and International Labor Organization - Role and Function.

Suggested Readings-

1. Sreenivasan M.R - Industrial Relations & Labor legislations
2. Aswathappa K - Human Resource and Personnel Management
3. Subba Rao P - Human Resource Management and Industrial Relations
4. Monoppa - Industrial Relations Reference Books: 1. Michael V Industrial Relations in India and Workers Involvement in Management Cowling - Essence of Personnel Management and Industrial Relations - Prentice - Hall of India.

BBA-H-DSE-II(C)- 5004	Public Finance and Corporate Taxation Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Public Finance and Corporate Taxation

(Internal 20 Marks and External 80 Marks)

Unit I : Public Finance :

1. Public Finance : Definition, scope and instruments.
2. Principles of Taxation : Adam Smith's Canons of Taxation, Benefit Principle, Ability of Pay Principle.
3. Types of Taxes : Impact & Incidence of a tax, tax shifting, direct & indirect taxes – merits & demerits, shifting of partial incidence of sales tax.
4. Effect of Taxes : Effect on work effort, consumption, savings, investments, pricing & output.
5. Public Expenditure : Canons of Expenditure, effects of expenditure .
6. Public Debt : Effects of Debt, Burden of Internal & External Debt.
7. Public Goods & Externality : Pricing of Public goods.

Unit II Corporate Taxation :

Income Tax

1. Definition : Person, Assesse , Income, Previous Year, Assessment Year, Gross Total, Income, Total Income, Tax Evasion, Tax Avoidance, Planning, Exemption, Planning, Exemption, Deduction, Rebate, Relief.
2. Residential Status & Tax Incidence : Individual & Corporate.
3. Income Exempted from Tax : Individual & Corporate.
4. Computation of Taxable Income of Individual, HUF, Firm & Corporates :
 - (a) Heads of Income – Salaries, Income from House Property, Profits & Gains from Business or Profession, Capital Gains, Income from Other sources.
 - (b) Deduction from Gross Total Income – 80CCC, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80L & 80U.
 - (c) Set Off & Carry Forward of Losses – Principles, Meaning, Inter – sources & Inter – head Set Off, Carry Forward and Set Off of Losses under sections 71, 72 & 73.
5. Computation of Tax for Individual, H.U.F, Firm & Corporate :
 - (a) Rate of Tax and Surcharge.



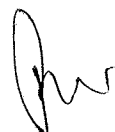
- (b) Tax Rebate
- (c) Tax Management – Submission of Return and Procedure of Assessment, PAN, TAN, Preliminary ideas of Deduction and Collection of Tax at Source, Advance Payment of Tax , Refund of Tax.

Indirect Tax

1. Central Sales Tax Act, 1956.
 - (a) Definition : Dealer , Sale, Turnover, Sale Price, Sale or Purchase in course of inter-state Trade or Commerce, Sale or Purchase outside a state, Sale or Purchase in the course of Import or Export.
 - (b) Incidence & Levy of Tax, Exemption, Determination of Turnover.
 - (c) Registration of Dealers & Procedures thereof.
2. Customs Act and Valuation : Basic Concepts only.
3. Central Excise Act, 1944 : Definitions – Broker or Commission Agent, Central Excise Officer, Excisable Goods, Factory, Manufacture, Sale & Purchase, Wholesale Dealer

Suggested Readings :

1. **Musgrave & Musgrave : Public Finance , MH**
2. **Subrata Ganguli : Public Finance.**
3. **Mundle, Public Finance, OUP**
4. **Bhatia, Public Finance , Vikas**
5. **Raghu Palit, Tax Planning for Salaried Employees, Jaico**
6. **Due & Friedlander : Government Finance.**
7. **Ahuja G K & Gupta Ravi, Allahabad : Systematic Approach to Income Tax, Bharat LawHouse , 1999.**
8. **Iyenger, A C Sampat, Allahabad : Law of Income Tax, Bharat Law House 1981.**
9. **Kanga J B & Palkhivala N A – Bombay - Vol. 1-3 : B N Tripathi : Income Tax .**



BBA-H-C-6001	Management Information System Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Management Information System
(Internal 20 Marks and External 80 Marks)

Unit- I

Introduction: Definition, Purpose, Objectives and Role of MIS in Business Organization with particular reference to Management Levels. MIS Growth and Development, Location of MIS in the Organization – concept and design.

Unit-II

Transaction Processing System, Decision Support System, Executive Information system, Expert System, and the recent developments in the field of MIS.

Unit- III

System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

Unit- IV

Information Concepts: Data and Information – meaning and importance, Relevance of Information in Decision Making, Sources and Types of Information, Cost Benefit Analysis – Quantitative and Qualitative Aspects, Assessing Information needs of the Organization

Information Technology: Recent Developments in the Field of Information Technology: Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS.

Suggested Readings

1. Jawadekar, W.S.; Management Information System, Tata McGraw Hill Publication, 2003. Reference Books:

1. Information Systems for Managers Arora, Ashok and Akshaya Bhatia, Excel Books, New Delhi.

BBA-H-(C)-6002	Project Work(Summer Internship Programme)	100 Marks
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After the 4th semester, during the summer vacation students would undergo summer internship for a minimum duration of Four Weeks related to the area of specialization they will submit the Project Report after completion the Training/Internship the **VIVA VOCE** will be taken by the External from the Corporate World with minimum qualification is MBA or Any University Assistant Professor/Associate Professor/Professor related with Management Subjects.



BBA-H-DSE-III(A)-6003	Advertising and Brand Management Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Advertising and Brand Management

(Internal 20 Marks and External 80 Marks)

Unit – I

Advertising industry: advertisers, agencies, media companies and other organizations. The communication model: communication process, stages and challenges. Economic, social, ethical and regulatory aspects of advertising. Demand creation role of advertiser in primary and secondary demand. How advertising works" Hierarchy of effects model advertising objectives, routes to persuasion.

Unit– II

Customer behavior and advertising: segmentation, motivation analyses, and value proposition. Advertising message: message objectives, recall, attitude, emotions and feelings. Message tact creative approaches. Copy writing Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and Cyberspace.

Unit – III

Advertising, Objectives: goals and objectives, DAGMAR, Media strategy: budgeting, approach and allocation. Media planning types, class, vehicle, scheduling and new media forms.

Unit – IV

Advertising effectiveness; pro and post launch research. Advertising in the evolving marketing environment.

Unit – V

Branding context: assets and the asset, concept of value, brand and marketing metrics; Brand meaning: brand image and personality, brand and product; Brand planning; brand vision and visioning process, business of brand: Brand audit brand reality check and brand appraisal.

Suggested Readings:-

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1. Advertising Management- Dr. F.C.Sharma SBPD PUBLICATIONS
2. Advertising and Brand Management- DR. Arvind Kumar and Dr. Sunaina Sadana, Galgotias Publishing Company

BBA-H-DSE-III(B)-6003	Organizational Development. Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Organisational Development

(Internal 20 Marks and External 80 Marks)

Unit-I

Approaches to Understanding Organisations: Key Organisational Designs - Procedures - Differentiation & Integration - Basic Design – Dimensions Determination of Structure - Forces Reshaping Organisation – Life Cycles in Organisation

Unit- II

Organisational culture – Key Role of Organisational Culture - Functions & Effects of Organisational Culture - Leaders role in shaping and reinforcing culture, Developing a Global Organisational Culture

Unit- III

Work Groups & Teams - Preparing for the world of work Group Behaviour Emerging issues of Work Organisation and Quality of Working life – Career stage model – Moving up the career ladder

Unit- IV

Stress and Well Being at Work: Four approaches to stress - Sources of stress at work, consequences of stress - Prevalent Stress Management - Managerial implications

Unit-V

Organizational Development and Change: Organisational Development Alternative Interventions - Change Agents: Skills - Resistance to change- Managerial the resistance - Levin’s change model - Organisational reality.

Suggested Readings:-

1. Anderson, D., **Organization Development: The Process of Leading Organizational Change**, Sage Publication 2009.
2. Brown, D. and Harvey, D., **An Experiential Approach to Organization Development**, 7th Edition, Pearson, 2006.
3. Cheung-Judge, M. and Holbeche, L., **Organization Development: A Practitioner’s Guide for OD and HR**, Kogan Page, 2011.
4. Cummings, T., **Theory of Organization Development and Change**, 9th Edition, South-Western, 2011.
5. French, W., Bell, C. and Vohra, **Organization Development: Behavioral Science Interventions for Organization Improvement**, 6th Edition, Pearson Higher Education, 2006.

BBA-H-DSE-III(C)6003	Risk and Insurance Management Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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**Risk and Insurance Management
(Internal 20 Marks and External 80 Marks)**

Unit- I

Introduction to risk management: The Concept of Risk – Risk vs. Uncertainty – types of Risks
Market Risk, Credit Risk, Operational Risk , interest risk, business risk , systematic risk --
Classifying pure risks – methods of handling pure risks – risk management process – Risk financing
techniques – Risk management objectives – Risk Management Information Systems (RMIS)–Risk
Control.

Unit-II

Risk Management by Individuals: Factors effecting individual demands for insurance - Risk
Management by Corporations: Corporate Risk management process – Types of Risk managing firms.

Unit- III:

Growth & Development of Indian Insurance Industry - Regulations of Insurance Business and The
Emerging Scenario - Introduction to Life & General Insurance - Life Insurance: Features of Life
Insurance - Essentials of Life Insurance Contract - Kinds of Insurance Policies - Premium
determination -Life Policy Conditions

Unit-IV:

Fire Insurance: Fire Insurance Contracts – Fire Insurance Coverage — Policies for stocks — Rate
Fixation in Fire Insurance – Settlement of Claims. Marine Insurance: Marine Insurance Contract —
Types of Marine Insurance— Marine Cargo Losses and Frauds–Settlementofclaims.

Unit -V:

Miscellaneous Insurance: Motor Insurance – Employer’s Liability Insurance – Personal Accident and
sickness Insurance – Aviation Insurance – Burglary Insurance – Fidelity Guarantee Insurance –
Engineering Insurance – CattleInsurance – Crop Insurance.

Suggested Readings:

1. DR. P.K.GUPTA: **Insurance and Risk Management, 1st edition, Himalaya Publishing House.**
2. DR. P.K.GUPTA: **Fundamentals of Insurance, 1st edition, Himalaya Publishing House.**
3. C.Gopala Krishnan : **Insurance Principles & Practice, Sterling Publishers Pvt. Ltd., New Delhi.**
4. George G. R. Lucas, Ralph H. Wherry : **INSURANCE, Principles and Coverages, U.S.A.**
5. Prof.K.S.N.Murthy & K.V.S. Sharma: **Modern Law of Insurance In India, N.M.Tripathi Pvt. Ltd., Bombay.**
6. P.S.Palande, R.S. Shah, M.L.Lunawat: **Insurance in India, Sage Publications, New Delhi.**

BBA-H-DSE-IV(A)- 6004	Retail Management Marks (External 80: Internal 20)	(05Credits, 75 Lectures)
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Retail Management

(Internal 20 Marks and External 80 Marks)

Unit-I

Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment.

Unit-II

Retail purchasing and pricing:

Purchase management:- Merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance, Pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing.

Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing.

Unit-III

Retail marketing and promotion: Nature and scope:-relationship marketing, market strategies, retail research Understanding the retail customer:- retail market, population analysis, demographic analysis, consumer behavior Retail promotion Mix: - Retail promotion programme, retail advertising media, promotional budget. Customer services: - customer services, services quality gaps, service recovery.

Unit-IV

Acquiring and using information strategies, technology in retail, information sources, retail information system..

Unit-V

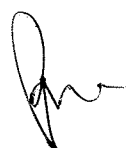
Retailing in India: Evolution and trends in organised retailing, Indian organised retail market, FDI in Indian organised retail sector, retail scenario in India, future trends of retail in India.

Unit-VI

Ethical and legal issues in Retailing: Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.

Suggested Readings.

- 1.Retail Management- Chetan Bajaj, Nidhi V.Srivastava, Rajneesh Tuli Oxford
- 2.PublicationsRetail Management- Gibso Pearson 5th Edition



BBA-H-DSE-IV(B)- 6004	Training and Development Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Training and Development

(Internal 20 Marks and External 80 Marks)

Unit- I

Introduction to training concept- Definition – meaning – need for training – Importance of training – Objectives of training – Concepts of education – training and development – overview of training functions – types of training.

Unit- II

Process of training - Steps in training – identification of job competencies – criteria for identifying training needs (person analysis – task analysis – organization analysis) – assessment of training needs – methods and process of needs assessment

Unit- III

Designing and implementing a training program - Trainer identification – methods and techniques of training – designing a training module (cross cultural – leadership – training the trainer – change) – management development program Evaluation of Training Program – Kirkpatrick model of evaluation

Unit- IV

Learning - Principles of learning- theories of learning- reinforcement theory –social learning theory – andragogy – resistance to training

Suggested Readings:-

1. Employee Training and Development – Raymond Noe
2. Every Trainers Handbook – Devendra Agochia
3. 360 Degree Feedback, Competency Mapping and Assessment Centre – Radha Sharma
4. Training and Development – S. K. Bhatia



BBA-H-DSE-IV(C)- 6004	Indian Banking System Marks (External 80: Internal 20)	(05 Credits, 75 Lectures)
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Indian Banking System

(Internal 20 Marks and External 80 Marks)

Unit-I:

Nature of Banking- types of Banks- Unit Banking and branch banking their functions.

Unit II: - Development Banking- Financial Institutions-IDBI, NABARAD, SIDBI, IFCI.

Unit-III:

Commercial Banks- Commercial Banking, Banker Customer Relationship, Management of Deposit Business & Credit Business, Fee Based Services, Liquidity Vs Profitability.

Unit-IV:

Role of Central Bank, Policy Framework, Policy Framework for RBI, RBI and Monetary Policy, Regulation and Supervision of Banking System, Review of Banking System, Review of RBI Balance Sheet, Current Developments and Reports of RBI, Maintenance of CRR, SLR, Interest Rate Policy.

Unit-V:-

Credit Assessment, Principles of Banking Lending, Types and Methods of Charging, Secured and Unsecured Advances.

Unit-VI:

Central Bank – Functions of Central Bank, credit control methods and Tools of monetary policy.

Unit-VI:

Overview and regulation of Co-Operative Banking, Regional Banks, Rural Bank and Co-Operative Banking Societies.

Suggested Readings:-

- M.Y. Khan – Indian Financial System, T.M.H. New Delhi.
- Dr. Harish chandra Sharma – Money & Banking, SBPD Publications.
- Suraj B. Gupta – Monetary Economics, S.Chand Publications.
- Dr. Satish Kumar Saha - Applied Money and Banking, SBPD Publications, Agra.
- Singh Rachika, Gehlot Jasbir 2016 Indian Bnaking System- Galgotia Publishing