BHAKTA KAVI NARSINH MEHTA UNIVERSITY

Bachelor of Business Administration

(BBA)

(Semester-1 to VI)

(CHOICE BASED CREDIT SYSTEM)

(Three Year Full Time Course)

Effective From June-2016

Bhakta Kavi Narsinh Mehta University Junagadh-362263

Website : www.bknmu.edu.in

Objective of this Course is to prepare young person for junior executive position in various Commercial, Industrial and Non-Profit Organization.

O. Gen. B.B.A. - 1:

A candidate for the Degree of Bachelor of Business Administration (BBA) must have passed the higher secondary (12th standard) school certificate examination of the Gujarat Secondary and Higher Secondary Education Board or an examination recognized as equivalent there to with the attainments of subject/subjects mention in Statute - 150A and will be required to pass all six Semesters End Examination for the Degree of Bachelor of Business Administration.

O. Gen. B.B.A. - 2:

B.B.A. Degree programmer is of three academic years duration consisting of six semesters, which will be required to completed within 6 year from the date of his/her first admission in the First semester.

O. Gen. B.B.A. - 3:

BBA Three year(Six Semester) Degree programme is a regular fulltime programme and therefore admitted candidate cannot join any other course of study without prior permission of the University.

O. Gen. B.B.A. - 4:

Medium of Instruction & Examination shall be English.

O. Gen. B.B.A. -5:

The Choice Based Credit System (CBCS) Programme of the University is a comprehensive and continuous evaluation programme and minimum attendance as per 0. 98 is mandatory for the students. Non-Compliance of these requirements may amount in to rejection of the concerned term(Semester).

O. Gen. B.B.A. - 6:

He/She will have to comply with the requirements of O.182 relating to physical training, athletics, sport, N.C.C. or N.S.S. etc. as the case may be.

O. Gen. B.B.A. -7 :

Every candidate admitted in First semester shall have to appear & pass the examination of "Environmental Protection Course" as directed by the Hon. Supreme Court of India & course curriculum shall be the same as prescribed by the U.G.C. Such an examination will be conducted by the concerned college without charging any examination fees and certificate to that effect shall have to be appended with the admission form for the University Second semester end examination.

O. Gen. B.B.A. - 8 :

Every candidate admitted to First semester of any course will have to pass through the Thalassemia Test & Blood Grouping test.

O. Gen. B.B.A. - 9 :

Admission granted by the affiliated college/institution to any student shall be provisional till the enrolment/registration/enlistment is made by the University & in case admission is granted on the basis of provisional eligibility certificate the conditions & instructions given by the University should be complied within the time limit fixed by the University or latest by the beginning of next semester otherwise, term kept by the such a student will be forfeited and no fees on any account will be refunded.

O. Gen. B.B.A. - 10:

Every affiliated College or Institution shall have to take appropriate measure against Ragging & Gender problems in College/Institution. The word College/Institution includes College building, Sports complex, Hostels and such other components which are within the purview of the College.

In case of occurrence of any such incident the violator shall be dealt with very seriously and appropriate stringent action be taken by the Principal of the College observing

principle of natural justice. The Head of College any appoint a committee to inquire in to the matter which will also observe the principle of natural justice. The committee will submit its report to the head of college who may take further necessary action in the matter.

O. Gen. B.B.A. -11 :

All admitting authority (Including the College/University Department/P. G. Centre/Institute or centralized admission committee etc.) will have to strictly observe the provisions of reservation policy of the Govt./U.G.C./Rehabilitation Council of India etc. before admission process is under taken, the authority will ascertain quota & number of seats available for reserved class candidates and allotted to the eligible candidates. The data based information should also be provided to the University only after conclusion of entire process of admission.

O. Gen. B.B.A. -12 :

A candidate of this or any other University recognized by A.I.U. who has passed the examination of F.Y./S.Y. BBA under semester pattern of the Faculty of Business Management or Commerce by obtaining at least 40% Marks or equivalent grade, shall be entitled to be admitted in Semester-III or V (as the case may be) provided subject/s passed by the candidate are same or comparable/convertible with CBCS teaching & examination scheme in force at the time of such admission.

When such admission is granted to a candidate all applicable Ordinances & Regulations shall be applied to such a candidate & his/her result at the degree level University examination will be declared by converting his/her percentage of Marks/Grade which he/she has obtained at the examination of First/Second year as per provisions contained in CBCS introduced by the University.

O. B.B.A. -1 :

Admission to first semester B.B.A. will be granted to an applicant who is eligible to apply as per rules of the University for Admission to First semester B.B.A., strictly in order of merit determined on the basis of percentage of marks which is determined by the examining authority. Preference will be given to those who have passed the H.S.C. or equivalent examination in the immediate preceding year.

O.B.B.A. - 2:

A candidate at an University Semester End Examination fails to obtain minimum marks for passing in particular course / subject he/she will be required to reappear in that course/subject without keeping term for that semester. The candidate will have to reappear in the semester end examination by paying fresh examination fee along with application form such candidate when he/she obtains minimum or more than minimum marks for passing in the subject / course his/her marks of reappearance will be carry forwarded for determining his/her class/CGPA.

O.B.B.A. - 3 :

Thirty percent marks of internal evaluation shall be within the exclusive pure view of the concerned affiliated College which requires purity, transparency accuracy in the evaluation & assessment of students. Benefits of Re-assessment scheme will not be made available to the students in this regard.

O.B.B.A. - 4 :

To successfully complete a course, candidate will be required to appear in CCA (internal) examination as well as 28 out of 70 marks in SEE (External) examination and should have also obtained 40% of marks in aggregate in each of the course and necessary credits as prescribed in the syllabus.

R.B.B.A. - 1:

The candidate admitted to the First semester to fifth semester B.B.A. will be eligible to appear at the University Semester End Examination provided he/she fulfills all the conditions, mentioned in the, Ordinances, Regulations & Rules of the University.

R.B.B.A. - 2:

The scheme of examination and distribution of marks for the various subjects of study at the First, Second, Third, Fourth and Sixth semester B.B.A. examination under three years course will be the same as shown in the table I, II, III, IV, V and VI respectively.

R.B.B.A. - 3:
Candidate desirous of appearing at the University Semester End Examination must forward their applications in the prescribed form which shall accompanied by a certificate of attendance to the Registrar of the University through the principal of the college on or before the date prescribed for the purpose.

R.B.B.A.-4:
BBA Semester I to VI Course Structure:

BBA Semester-I

Sr. No	Course Code	Course Category	Course Title	C	IM	EM	Total
1		Foundation	Communication Skills and Business Writing	3	30	70	100
2		Core	Micro Economics	3	30	70	100
3		Elective	Elements of Business Mathematics	3	30	70	100
4		Core	Fundamentals of Management	3	30	70	100
5		Core	Forms of Business Organization	3	30	70	100
6		Elective	Principles & Practice of Accounting	3	30	70	100
7		Allied	Environmental Science	3	30	70	100
8		Core	Office Automation	2+2*	15-T	35-T 50-P	100
Total				24	225	575	800

* 2 Practical = 1 Credit

BBA Semester-II

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1		Foundation	Conversational English	3	30	70	100
2		Core	Macro Economics	3	30	70	100
3		Elective	Advance Techniques of Business Mathematics	3	30	70	100
4		Core	Emerging Trends in Contemporary Management	3	30	70	100
5		Elective	Business Accounting	3	30	70	100
6		Allied	E-Commerce	3	30	70	100
7		Core	IT Tools for Business	2+2*	15-T	35-T 50-P	100
8		Project	Practical Studies	3	-	100	100
Total				24	195	605	800

* 2 Practical = 1 Credit

BBA Semester - III

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1		Foundation	Personality Development&Communication Skills	3	30	70	100
2		Core	Managerial Economics	3	30	70	100
3		Elective	Business Statistics	3	30	70	100
4		Core	Entrepreneurship Development	3	30	70	100
5		Core	Principles of Marketing	3	30	70	100
6		Core	Human Resource Management	3	30	70	100
7		Core	Financial Management	3	30	70	100
8		Elective	Corporate Accounting	3	30	70	100
Total				24	240	560	800

BBA Semester - IV

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1		Foundation	Corporate Communication	3	30	70	100
2		Core	Economics for Decision Making	3	30	70	100
3		Elective	Statistics For Business Decisions	3	30	70	100
4		Core	Contemporary Issues in Marketing	3	30	70	100
5		Core	Organization Behavior	3	30	70	100
6		Core	Corporate Finance	3	30	70	100
7		Elective	Advanced Corporate Accounting	3	30	70	100
8		Project	Practical Studies	3	-	100	100
Total				24	210	590	800

BBA Semester -V

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1		Core	Business Environment	3	30	70	100
2		Foundation	Business Law	3	30	70	100
3		Core	Production & Operation Management	3	30	70	100
4		Allied	Direct Taxes	3	30	70	100
5		Core	Ethics and Corporate Social Responsibility	3	30	70	100
6		Core	Cost Accounting	3	30	70	100
			Optional- Any Two of the Following				
7		Elective	Marketing Group- Advance Marketing	3	30	70	100
8		Elective	Finance Group - Investment Banking and Financial Services	3	30	70	100
9		Elective	Human Resource Group- Management of Industrial Relations	3	30	70	100
10		Elective	Statistics Group- Fundamentals of Operations Research	3	30	70	100
Total				24	240	560	800

BBA Semester - VI

Sr. No.	Course Code	Course Category	Course Title	C	IM	EM	Total
1		Foundation	Business Policy & Strategy	3	30	70	100
2		Core	Legal Aspects of Business	3	30	70	100
3		Core	Tax Planning & Management	3	30	70	100
4		Allied	Financial Institutions & Market	3	30	70	100
5		Core	Management Accounting	3	30	70	100
6		Project	Practical Studies	3	-	100	100
			Optional- Any Two of the Following				
7		Elective	Marketing Group- Retail Management	3	30	70	100
8		Elective	Finance Group- Security analysis &Portfolio Management	3	30	70	100
9		Elective	Human Resource Group- Performance and Compensation Management	3	30	70	100
10		Elective	Statistics Group Advanced Operations Research Techniques	3	30	70	100
Total				24	210	590	800

C = Credit, IM = Inter Exam Marks, EM = External Exam Marks

R.B.B.A. -5:

The CBCS is student centric not only in the teaching-learning processes but also in their evaluation process. The evaluation process in divided into two parts under the CBCS. The first part-consists of Comprehensive Continuous Assessment (CCA) and the second part consists of the Semester and examination. The division of marks between the two shall be 30:70 in the CBCS, the evaluation process shall follow the norm that faculty who teaches the course, shall conduct the Comprehensive Continuous Assessment (CCA). The concerned faculty shall be accountable for transparency and reliability of evaluation of the student in the concerned Course.

5.1 The framework for Comprehensive Continuous Assessment:

Although assessment and evaluation process in CBCS is in Continuous mode, for the purpose finally letting the candidate know his/her progress periodically, an assessment is divided into four discrete components for reporting the scores to the student as earned by him or her.

The Continuous Assessment of students will be carried out as per Saurashtra University circular issued from time to time.

5.2 The CAC(College Advisory Council) shall announce policy for CCA for all the Courses in the college in the beginning of the Semester the same shall be communicated to the students.

The head of the college shall forward to the controller of Examination the consolidated marks of all the students in CCA for final computation of the Grade and announcement of the result.

5.3 Practical Examination:

Practical examination (wherever applicable) shall be conducted at the end of every semester. The examination shall be conducted as per norms decided by the concerned authority of the University or by the Dean of the Faculty of Business Management shall announce policy for the practical examination in advanced and it shall be made known to the students also in advance. There shall not be internal assessment test for practical/laboratory work.

5.4 Project/Dissertation work:

The project work and the Supervisor shall be assigned to the student by the concerned college well in advance and via examination shall be organized as per norms decided by the University.

R.B.B.A. -6:

Admission to higher Semester:

A candidate duly admitted in semester - I shall be eligible for admission up to semester VI, provided he/she gradually appears in internal (CCA) and external (SEE) components of the examination of Semester II, III, IV& V.

The result of semester VIth will be declared only when he/she have cleared all the courses of semester I to V and obtained minimum credits & percentage of marks in each of the course as prescribed in the syllabus.

R.B.B.A. -7:

Procedure for Awarding the Grades

The computation for the Semester Grade Point Average(SGPA) and cumulative grade point average(CGPA) shall be as follows :

Grading System and conversion Formula

Semester Grade Point Average(SGPA) :

$$0\ SGPA = \frac{X\ (Credit * Grade\ Point)}{Total\ Credits}$$

Each Letter Grade has a Corresponding Grade Point assigned as Follows:

Marks out of 100	Grade Points	Grade	Description
090.00 - 100.00	09.00 - 10.00	O+	Outstanding
080.00 - 089.99	08.00 - 08.99	O	Excellent
070.00 - 079.99	07.00 - 07.99	A	Very Good
060.00 - 069.99	06.00 - 06.99	B	Good
050.00 - 059.99	05.00 - 05.99	C	Fair
040.00 - 049.99	04.00 - 04.99	D	Average
030.00 - 039.99	030.00 - 03.99	E	Dropped
020.00 - 029.99	02.00 - 02.99	F	
010.00 - 019.99	010.00 - 01.99	G	
000.00 - 009.99	00.00 - 00.99	H	

0 Equivalent percentage based on SGPA
Equivalent Percentage = SGPA * 10 0
Cumulative Grade Point Average (CGPA):

For e.g -> Total Number of Semester = 2

CGPA = {SGPA(sem-1)+SGPA(Sem-2)}

(No of Semesters)
For e.g. -> Total Number of Semesters = 4

CGPA = {SGPA(Sem-1)+SGPA(Sem-2)+SGPA(Sem-3)+SGPA(Sem-4)} / (No of Semesters)

For e. g -> Total Number of Semester = 6

CGPA = {SGPA(Sem-1) +SGPA(Sem-2) +SGPA(Sem-3) +SGPA(Sem-4) +SGPA(Sem- 5) +SGPA(Sem-6)} / (No of Semesters)

0 Equivalent Percentage :
Equivalent Percentage = CGPA * 10
0 Award of Class based on CGPA :

CGPA	Grade	Class
08.99<CGPA<10.00	O+	First Class with Distinction
07.99<CGPA<08.99	O	
06.99<CGPA<07.99	A	
05.99<CGPA<06.99	B	First Class
04.99<CGPA<05.99	C	Second Class
04.00<CGPA<04.99	D	Pass Class
CGPA<04.00	E	Fail

BBA SEMESTER - I

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COMMUNICATION SKILLS AND BUSINESS WRITING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core		Communication Skills and Business Writing	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

- To hone students' communication skills
- To strengthen students' ability for business writing
- To equip the students with the knowledge various aspects of communication.

COURSE CONTENT

Unit - 1	Communication
	1. Communication Process 2. Verbal communication 3. Non Verbal communication a. Body Language (Kinesics) b. Space Language (Proximics) c. Para Language (Paralin guistics) d. Other (Visual, Colour, Time, Touch etc.)
Unit - 2	Report Writing
	1. Different types of reports 2. Lay out of a business report 3. Individual- Committee Report
Unit - 3	Business Writing
	1. Notices and Circulars 2. Memos 3. Preparing Agenda- Minutes
Unit - 4	Business Writing
	1. Preparing a questionnaire 2. Memorandum of Understanding 3. Preparing Handouts, Leaflets, brochures

REFERENCES

• Business Communication - Pal and Suri, Sultan Chand & Sons, Delhi

SEMESTER END EXAMS

Q.1 One line answer Question (Unit I)	(10)
Q. 2 (A) Long answer question (Unit I)	(15)
Q.2 (B) Short notes (2/4) (Unit I)	(15)
Q.3 Reports (2/4) (Unit II)	(10)
Q.4 Business Writing (Unit III) (1/2)	(10)
Q.5 Business Writing (Unit IV) (1/2)	(10)

MICRO ECONOMICS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core		Micro economics	3	30	70	2 V_2 Hours

COURSE OBJECTIVES

- To provide basic knowledge basic principles, concepts and tools of economics.
- To make enable students for understanding application/working of economic theories, concepts and [1 2]

tools in real market conditions.

- To develop ability of students to apply principles, concepts and tools of economics.
- To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics.

COURSE CONTENT

Unit - 1	Definition of Economics:
	Definition of Economics: Meaning, history, definitions (classical, neo classical and scarcity), nature and scope. Concepts of economic activities and non economic activates
Unit - 2	Utility analysis
	Utility analysis:- Utility, total and marginal utility. Law of diminishing marginal utility. Law of equiv.-marginal utility.
Unit - 3	Theories of Demand and Supply
	Theories of Demand and Supply I. Meaning of demand, demand schedule, demand curve, determinants of demand, law of demand, exceptions to law of demand II. Meaning of supply, factors determining supply, law of supply.
Unit - 4	Elasticity of demand
	Elasticity of demand: Meaning of elasticity of demand, its types, factors affecting to price elasticity of demand, practical significance of price elasticity of demand.
Unit - 5	Market structure
	Market structure: Meaning of market, classification, meaning and features of perfect competition, monopoly, oligopoly and monopolistic competition.

1 REFERENCES 1

- Principles of economics -by DM MITHANI

2 Micro economics by HL Ahuj a-S.CHAND & COMPANY LTD

ELEMENTS OF BUSINESS MATHEMATICS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core		Elements of Business Mathsematics	3	30	70	2 y_2 Hours

| COURSE OBJECTIVES |

- To sharpen mathematical abilities in making Business Decision
- Improve logical and reasoning abilities

| COURSE CONTENT |

Unit - 1	Permutation & Combination	Marks	No. of Lecture
	• Permutations (Meaning, formula) • Permutations of different things • Permutations of Similar things • Restricted Permutation • Combinations (Meaning formula) • Combinations of things taken some or all at time • Some Restricted Combinations • Examples	14	10
Unit - 2	Arithmetic & Geometric & Harmonic Progression		
	• Sequence, Series • Arithmetic Progression o Definition o N^{th} Term, Sum of n terms (With Proof) • Geometric Progression o Definition o N^{th} Term, Sum of n terms (With Proof) • Harmonic Progression • Relation Between AM GM HM (Two Numbers) • Typical Examples	14	10
Unit - 3	Binomial Theorem		
	• Introduction • Binomial Theorem (Without Proof) • Position of Terms • Characteristics of Binomial theorem • Binomial Coefficient • Examples	14	08
Unit - 4	Interpolation &Extrapolation		
	• Introduction and Uses • Newton's Forward Method • Newton's Backward Method • Binomial Expansion Method • Lagrange's Method • Examples	14	10
Unit - 5	Mathematical Induction		
	• Introductions • Principle of Mathematical Induction • Meaning of Sequence and Series • Sigma Notation Xn ,Xn^2, Xn^3 (with proof) • Examples	14	07

| REFERENCES |

- Business Mathematics by Sancheti & Kapoor - **Sultan & Chand**
- Fundamental of Mathematics and Statistics by V.K. Kapoor and S.C. Gupta - **Sultan & Chand**
- Numerical Analysis by V. N .Vedmurthi

FUNDAMENTALS OF MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core		Fundamenta ls of Managemen t	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

This course contains only introductory aspects of business management. It primarily focuses on meaning, importance, and functions of business management. The course helps students across the disciplines to overview business management. The basic objective is to help the students understand the fundamental concepts and principles of management. The students are required to study only primary aspects of management.

COURSE CONTENT

Unit - 1	Introduction To Business Management
	Concept of Management and Salient Features of Modern Management; Management as an Art and as a Science; Management as a Profession; Universality of Management; Management Process (Functions of Management); Significance of Management; Brief idea of Managerial Role (Views of Mintzberg); Professionalization of Management in India; Skills of Professional Managers; Effective Management: only concept
Unit - 2	Planning
	Concept and Definition of Planning; Conceptual Difference between Planning and Plan; Nature of Planning; Planning Process; Planning Premises: Concept and types; Need and Importance of Planning; Concept and Features of Strategic Planning, Difference between Strategic Planning and Operational Planning; Types or Components of Plans (Brief idea relating to objective, policy, rule, procedure, budget, strategy schedule, and project);Effective Plan: Concept and Features; Concept of Forecasting and Decision-making; Relations between Planning, Forecasting and Decision-making.
Unit - 3	Organising
	Concept and Definitions of Organising and Organisation; Organising Process (Creating Organisation Structure); Need of Formal Organisation Structure; Characteristic (or Qualities) of Good Organisation; Brief Idea of Situational Factors Affecting Organisation Structure; Authority, Power, and Responsibility (only concepts); Organisation Chart (Concept, Types and Uses); Elementary Idea (only concept) of Forms of Organisation Structure, including Functional Organisation, Committee Organisation, Project Organisation, Matrix Organisation, Network Organisation, and Virtual Organisation.
Unit - 4	Staffing And Directing
	STAFFING: Concept of Staffing; Functions of Staffing (in brief); Importance of Staffing; Factors Affecting Staffing Decisions; **DIRECTING:** Concept**;** Directing Tools (only concept and features of leadership, motivation, communication, and supervision); Importance of Directing; Coordination - Concept and Difference between Directing and Coordination; Methods of Coordination.
Unit - 5	Controlling
	Concept; Relations between Planning and Controlling; Controlling Process; Role/Importance of Controlling; Types of Control; Controlling By Exception - Concept and Benefits; Effective Control System (only principles); Controlling Techniques - Elementary Idea of Some Traditional and Modern Techniques.

REFERENCES

- Ramesh Rudani: *Principles of Management,* McGraw-Hill India Private Limited, New Delhi, India, 2014
- LM Prasad: *Principles and Practice of Management,* Sultan Chand & Sons, New Delhi, India.
- Koontz and Weihrich: *Essentials of Management, McGraw-Hill, New Delhi, India.*

FORMS OF BUSINESS ORGANISATION

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core		Fundamenta ls of Managemen t	3	30	70	2 y2 Hours

COURSE OBJECTIVES

To make the students familiar with the basic concepts in commerce, trade and industry, to expose them to modern business world and to make familiar with different forms of business organizations, their formation and management.

COURSE CONTENT	
Unit - 1	• NATURE AND SCOPE: Meaning, scope and evolution of commerce & industry, - Industrial Revolution- its effects on Business and Economy • HUMAN OCCUPATION: Meaning, features, objectives and scope of Business, Profession, Employment and Vocation, Various forms of Business Organization: Sole proprietorship, Partnership, Joint Stock Company, Co-operative society, Public Enterprise, Non-profit organization.
Unit - 2	• SOLE PROPRIETORSHIP: Meaning, characteristics, formation, merits and demerits. • PARTNERSHIP: Meaning, characteristics, formation, merits and demerits. Types of Partnership firm. Limited Liability Partnership, Conversion of Partnership in to Joint Stock Company.
Unit - 3	• JOINT STOCK COMPANY: Meaning, characteristics, formation, merits and demerits, Types of company, Concept of One Person Company. • CO-OPERATIVE SOCIETY: Meaning, characteristics, formation, merits and demerits. Federal Co-operative Society
Unit - 4	• PUBLIC ENTERPRISE: Meaning, characteristics, formation, merits and demerits. Role of Public Enterprise in infrastructure development. • NON-PROFIT ORGANISATION: Meaning, characteristics, formation, merits and demerits. Role of Non-profit organization development of society.
Unit - 5	• BUSNIESS COMBINATION: Meaning, Causes and Types of business combinations • Brief study of following forms of combinations: Pools- Cartels-Holding Company - Merger and amalgamations • Special Economic Zone: Meaning, Characteristics, Objectives, Merits and Demerits.

REFERENCES

- Fundamentals of Business organisation by Y. K. Bhushan, Sultan Chand and Sons.
- Modern Business Organisation and Management. By S. A. Sharlekar
- Industrial Organization Management: By S.A. Sherlekar, Patil, Paranjpe, Chitale
- Business Organization and Management: By Jallo, Tata McGrawHill
- Industrial Organization and Management: By Dr. C. B. Gupta
- Business Organization and Management: By Dr. C. B. Gupta

PRINCIPLES AND PRACTICE OF ACCOUNTING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core		Principles & Practice of Accounting	3	30	70	2 y2 Hours

COURSE OBJECTIVES

To develop conceptual understanding of the basic accounting system through book-keeping mechanism and to impart skills for preparation of financial statements.

| COURSE CONTENT |

Marks: 80 % Examples and 20 % Theory.	
Unit - 1	• Definition, Nature, Scope and Objectives of Accounting. • Terns used in financial accounting, Relationship of accounting with economics and statistics, Role of Accountant. • Generally Accepted Accounting Principles, Accounting as a Measurement discipline, • Business Transactions - Meaning and Classification, Classification of Account, Rules of Debit and Credit, Accounting equation.
Unit - 2	• Journal, Ledger, Posting and balancing of ledger accounts. • Preparation of Trial Balance
Unit - 3	• Subsidiary Books: Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, • Cash Book and Petty Cash Books
Unit - 4	• Transactions in respect of Bills of Exchange • Bank Transactions and Preparation of Bank Reconciliation Statement
Unit - 5	• Preparation of Final Accounts: Trading Account, Profit &Loss Account and Balance Sheet, Closing entries, Adjustments entries (Sole Proprietorship only). • Accounting Errors - Types of Errors, Rectification of Errors, and Effects of Errors on Final Accounts.

REFERENCES [34]

- Financial Accounting- by V.K. Goyal, Excel Books, New Delhi
- Principles and Practice of Accounting.- by Gupta and Gupta (Sultan Chand & Sons, Delhi)
- Introduction to Accountancy-by S.N. Maheshwari (Vikas Publishing House, New Delhi)
- Financial Accounting. By Narayan Swamy (Prentice Hall India, New Delhi)
- Financial Accounting. By Ashish Bhattacharya (Prentice Hall India, New Delhi)
- Financial Accounting-by P.C. Tulsian (Tata McGraw Hill Publishing Co, New Delhi)

ENVIRONMENTAL SCIENCE

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core		Environmental Science	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

To create awareness among the students regarding environmental situation, Legislations and International treaties and motivate to contribution for creating awareness in the Society.

- Environmental Management: By N K Oberoi, Excel Books. Delhi
- Environmental Management: By G N Pandey, Vikas Publishing House.
- Text Book of Environment: By K M Agrawal, MacMillan.
- Environmental Impact Assessment: By L W Canter, Mc Graw Hill, New Delhi
- Environmental Priorities in India:: By Khoshoo, Environmental Society, New Delhi

COURSE CONTENT	
Unit - 1	• **Environment**: Definition and Components of Environment**:** Lithosphere Hydrosphere Atmosphere, Biosphere. Biogeochemical cycles - Carbon, Nitrogen and Hydrological Cycle. Concept of Ecology and Ecosystem • **Environment Science**: Definition, Principles and Scope; Human-Environment relationship; Causes of environment destruction; Environmental ethics; Environment awareness programmes.
Unit - 2	• **Natural Resources and Wealth:** Meaning and Types of Resources, Exploitation of Resources, Use of Technology and its Impact on Natural Environment: • **Wealth:** Meaning, Distinction between Wealth and Resources, Optimum Conversion of Resources into wealth. Anthropogenic Waste, Man-made Industrial waste.
Unit - 3	• **Environmental Degradation:** Meaning and Causes, Degradation of Urban Land, Forest and Agricultural Land due to natural causes and human interference: Global Warming, Problems of non degradable Waste - Electronic Devices, Plastic and Manmade fibers. • **Environmental Management:** Meaning, Development and Environmental Linkages, Environmental concerns in India. The need for sustainable development,
Unit - 4	• **Disaster Management:** Meaning, Need and Planning with reference to Flood, Storms, Tsunami, Cyclones and Earthquakes in India. • **Environmental Protection:** National environmental policy, Environmental Legislations, International Conventions and Agreements, GATT/WTO and environment, State Pollution Control Board, Role of NGOs.
Unit - 5	• **Environmental Assessment**: Environmental Impact Assessment (EIA), Environmental Auditing, Environmental Legislation in India, • **Environmental Management System**: ISO - 14000, Environment Audit, Eco-Friendly products (Ecomark), Green Industry, Carbon Credit.

REFERENCES [5]

OFFICE AUTOMATION

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	I	Core		Office automation	2+2*	15-T	35-T 50-P	2 Hours

* 2 Practical = 1 Credit

COURSE OBJECTIVES

The objective of the course is to make students aware about basics of computers, peripheral devices, internet environment, word processing, spread sheets and presentation

5 Environmental Economics: By Karpagam M, Sterling Publishing, New Delhi

COURSE CONTENT		
Unit No. 1 to 3 -> Theory of 50 Marks and Unit No. 4 -> Practical of 50 Marks		
Unit - 1	Computer Basics	No. of Lecture
	Definition of computer, Block Diagram Of Computer, Characteristics of computer, Generations of computer, Analog computer, Digital computer (Mini, Micro, Mainframe, Super), Hybrid computer • **Types of Memory:** RAM, ROM, PROM, EPROM, EEPROM • **Storage Devices:** Floppy Disk, Hard Disk, CD, DVD, Pen drive	15
Unit - 2	Input and Output Devices	
	• **Input Devices:** Key board, Mouse, Scanner, MICR, Micro Phone, Barcode Reader, Touch Screen • **Output Devices** - Visual Display Unit: CRT, LCD - Printers: Impact (Daisy Wheel, Dot Matrix Printer), Non-Impact (Drum, Ink-Jet, Laser)	15
Unit - 3	Internet Basic	
	• Internet Concept • Internet Services: E - Mail, Chatting, Conferencing ,Internet Telephony • Internet Connection Methods: Dial Up Connection, Leased Line Connection • Addressing: IP Addressing , DNS • Overview: FTP, WWW, Web, Browser	15
Unit - 4	Practical	
	• **MS-Word** Editing, Font formatting, Paragraph formatting, Page setups and printing document, Mail-merge • **Ms-Excel** Preparing worksheet, Formatting cell, Page setup, building formulas, library functions (sum(), average(), count(), left(), right(), mid(),if(), or(), and(), not(), date(), now(), time(), fv(), pv(), pmt(), ipmt(), irr(), yield(), rate() • **MS- Powerpoint** Preparing interactive presentation Viewing and navigating presentation	60

Credit:

- 1 lecture = 1 hour = 1 credit and 2 practical = 2 hours = 1 credit
- Theory 2 Hours/week = 2 credits and additional practical 4 hours/week = 2 credits. Total credit is 4.

Examination:

- Theory Examination – Total marks 50 (35 marks of university examination and 15 marks of internal). University examination: 2 Hours
- Practical Examination – Total Marks 50 (No Internal Marks).University Examination: 2 Hours

Passing Standard:

- Student must obtain minimum 40% marks in theory and practical both
- Theory: Minimum 40% (minimum 14 marks in University examination and minimum 6 marks in internal)
- Practical: Minimum 40% (Minimum 20 marks in University examination)

REFERENCES

- Computer Fundamentals and Information Technology – By Bharat & Co.
- Computer Fundamentals – BPB Publications - By P.K.Sinha

BBA SEMESTER - II

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CONVERSATIONAL ENGLISH

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	II	Core		Conversational English	3	30	70	2 y_2 Hours

Teaching Hours 45 Hours per semester

COURSE OBJECTIVES

- To hone students communicative skills.
- To drill students in conversational English.
- To strengthen students' ability to use English for day to day purposes.

COURSE CONTENT

Unit - 1	Introduction
	• Meeting people, Exchanging Greetings and Taking Leave • Introducing yourself • Introducing people to others • Giving personal information • Talking about people, Animals, Places
Unit - 2	Talking and describing about
	• Future Events • Likes and dislikes • Expressing Hopes, wishes/ concerns • Expressing Sympathy/ Condolences • Invitation/Permission • Apology/Requests/Congratulating
Unit - 3	Tele-manners
	• Asking for someone • Dealing with wrong numbers • Taking and Leaving Messages • Making Inquiries • Calling for Help in an Emergency
Unit - 4	Situational Dialogues at various places like...
	• At the Bank • At the Railway Station/Airport • At an Office • At a hotel • At the Library
Unit - 5	Vocabulary from Annexure
	Annexure (Idioms and Phrases) Back out, Bear with, Blow over, Blow up, Break in, Break out, Call in, Call on, Call upon, Cary away, Carry on, Cast aside, come across, Cast away, Cast aside, Cast down, Drop in, Drop off, Drop out, Fall back, Fall in, fall in with, Fall off, Fall out, Fall through, Fall to, Fall under, Get about, get along, Get at, Get on, Get on with, get into, Get through, Go out, Go off, hang about, Hang back. Hang upon, Hold back, Keep away, Keep on, Keep up, Knock down, knock up, Lay in, look for Look forward to, look into, make over, Play upon, put off, Put up with, Run off, stand by, Stand for, See to, Set aside, Set out, Set up, Speak out, Take to, Apple of one' eye, Bell the cat, Black sheep, Bolt from the Blue, Bone of contention, Bread and butter, Burn one's own finger, Burning question, By hook or by crook, By leaps and bounds, Castles in the air, Chicken hearted, Child's play, Close-fisted man, Close shave, Cock- and-bull story, Crocodile tears, Cry over spilt

milk, An eye for an eye, Far and near, To fish in troubled waters, A fish out of water, From hand to mouth, Give-and- take, God Samaritan, To have a finger in every pie, To have one's hands full, head over ears, herculean task, Hobson's choice, To hold one's tongue, hue and cry, In one's good book, in one's true colours, in the air, in face of, in the long run, In the nick of time, Ins and outs, Jack of all trades, To keep a straight face, To keep once head over water, To kick up a row, The last straw, A laughing Stock, A leap in the dark, To leave in the lurch, To let the cat out of the bag, A lion's share, A maiden speech, To make hay while the sun shines To make up one's mind, A man of letters, Nip in the bud, Now and then, Olive branch, On the horns of a dilemma, Once in a blue moon, To be out of order, Out of the frying pan into the fire, To pick a quarrel with, To pocket an insult, To pull oneself together, To pull the strings, To put one's best foot forward, Without rhyme or reason, A scapegoat, To see eye to eye with, To show off, To smell a rat, To stand in good stead, To stick to the point, To take advantage of, To take in hand, To take stock of, To throw cold water on, A turning point, Up to the mark, To wash one' s dirty linen in public, A white lie, With open arms

REFERENCES

- Spoken English: A Foundation Course by Kamlesh Sadanand and Susheela Punitha (Part I and Part II)
- Telephoning in English Third Edition by B. Jean Naterope Abd Rod Revell

SEMESTER END EXAMS (70 marks)

1.	Objective type questions	10 Marks
2.	Conversation Unit I (1/2)	12 Marks
3.	Conversation Unit II (1/2)	12 Marks
4.	Conversation Unit III (1/2)	12 Marks
5.	Conversation Unit IV (l/2)	12 Marks
6.	Use in sentence (Unit V)	12 Marks

MACRO ECONOMICS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	II	Core		Macro Economics	3	30	70	2 y2 Hours

COURSE OBJECTIVES

- To provide basic knowledge basic principles, concepts and tools of macro-economics.
- To make enable students for understanding application/working of macro-economic concepts and tools in actual conditions.
- To develop ability of students to apply principles, concepts and tools of macro-economics.
- To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of macro economics.

1 COURSE CONTENT 1

Unit - 1	Demographic issues
	Demographic issues: relationship between size of population and economic development, concepts of birth rate, death rate, life expectancy at birth and density of population. Recent demographic trends in India, causes of large size of population, its effects on economic development and current population policy
Unit - 2	Inflation
	Inflation: definition-inflation and deflation, types, causes, effects and measures to regulate inflation. Concept of price index-meaning and types
Unit - 3	National income
	National income: concepts of national income-GDP,GNP &NNP, PERSONAL INCOME,PERSONAL DISPOSABLE INCOME,,MONEY AND REAL INCMOE. Recent trends of national income, inequalities of income-causes, effects and remedies.
Unit - 4	Commercial banking
	Commercial banking: history, definition, types, functions of commercial bank,
Unit - 5	International trade
	International trade: what is a trade? Distinction between internal and international trade, Balance of trade and balance of payment, Concepts of Devaluation, Dumping, Exchange rate, Tariff and Quotas.

REFERENCES [6 7]

ADVANCE TECHNIQUES OF BUSINESS MATHEMATICS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	II	Core		Advance techniques of Business Mathematic s	3	30	70	2 y2 Hours

Note: Total Lectures 45 in each semester.

COURSE OBJECTIVES

- To sharpen mathematical abilities in making Business Decision
- Improve logical and reasoning abilities

- Macro Business Environment: Suman K. Chakraborty- Himalaya publication house
- Indian economy: VK Puri& SK Misra - Himalaya publication house

7 Principles Of Economics-DmMithani-

COURSE CONTENT

Unit - 1	Determinants	Marks	No. of lecture
	• Definition • Order **2 x 2,3 x 3** • Cramer's rule (two, three variables) • Properties of determinant • Examples	14	8
Unit - 2	Matrices		
	• Definition • Types of Matrices • Matrix Operation 1. Addition , Subtraction 2. Product and their properties • Transpose of Matrix • Adjoint of Matrix , Inverse of Matrix • Solution of Simultaneous linear equation using inverse matrix • Examples	14	10
Unit - 3	Limits		
	• Introduction, meaning of x -> a, x->rc , x-> 0 • Limit of a Function, (Definition) • Rules of limits • Standard limits **$\lim x^n - a^n = n.a^{n-1}$** **X - >a x - a** **$\lim_{n \to ro} (1 + 1 / n)^n = e$** **$\lim_{h \to 0} \frac{a^h - 1}{h} = \log a$** **$\lim_{h \to 0} \frac{e^h - 1}{h} = 1$** (Without Proof) • Examples	14	10
Unit - 4	Derivatives		
	• Meaning • Standard Derivative o X^n , a^x, e^x , logx • Rules for Derivative (Addition, Multiplication , Division, Chain Rule) Without Proof • Derivative of Implicit Function	14	10
	• Examples		
Unit - 5	Mathematics Of Finance		
	• Introduction • Simple Interest, Compound Interest • Effective Rate of Interest • Present Value of Money under compound interest • Annuity & Sinking Fund • Examples	14	7

REFERENCES [8 9]

- Business mathematics by sancheti & kapoor - Sultan & Chand
- Fundamental of mathematics and statistics by v.k.kapoor & s.c.gupta - Sultan & Chand

9 Numerical analysis by v.n.vedmurthi

EMERGING TRENDS IN CONTEMPORARY MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	II	Core		Emerging trends in contemporary management	3	30	70	2 y2 Hours

COURSE OBJECTIVES

This course presents some issues relating to contemporary business management theory and practices. It primarily focuses on historical development of management as well some issues relevant to modern management. The objective is to help the students glimpse some key issues relevant to modern management practices across the globe.

COURSE CONTENT

Unit - 1	Schools Of Management Thoughts And Modern Management
	Elementary Idea of Main Schools of Management Thoughts and Their Managerial Implications, including Scientific Management School; Administrative Management; Neoclassical Schools of Management; System School of Management; Contingency Schools of Management
Unit - 2	Managing Employee Motivation And Morale
	Employee Motivation: Concept of Motivation and Features; Types of Financial and Non- Financial Motives; Job Enrichment: Concept and Techniques; Work Life Balance: Concept, Positive Effects, and Managerial Actions, Difference between Quality of Work Life and Work Life Balance; Job Satisfaction: Concept and Factors; Employee Empowerment: Concept, ways and Means, and Benefits; **Employee Morale:** Concept, importance of high morale, and morale building efforts
Unit - 3	Management Of Change
	Concept and Nature; Planned Change Process; Resistance to Change: Causes and Remedies; Change Agent: Internal and External Change Agent, Emerging Role of Change Agents; Organisation Development(OD): Concept, Tools, and Importance
Unit - 4	Some Issues In Managing Employees
	Creativity and Innovation: Concept of Creativity and Innovation, Promoting Innovation and Creativity; MIS: Concept, Process and Significance; Management By Exception: Concept, Process and Merits-Demerits; TQM: Concept, Scope and Significance:
Unit - 5	The Study of The Corporate Stories
	This unit will include brief study of some aspects of four global corporate houses. The list of four companies must include three corporate houses of Indian origin, and one corporate house of foreign origin. (1) Google Inc - Corporate Culture (2) Tata Iron and Steel Company (TISCO) - Employee welfare and Services (3) Taj Hotels and Palace - the Critical Event of Terrorist Attract, 2011 (4) Reliance Industries - The Devastating Storm and Construction of Greenfield Refinery

REFERENCES

- Ramesh Rudani: Principles of Management, McGraw-Hill India Private Limited, New Delhi, India, 2014
- LM Prasad: Principles and Practice of Management, Sultan Chand & Sons, New Delhi, India.
- Koontz and Weihrich: Essentials of Management, McGraw-Hill, New Delhi, India.
- David Fred R: Strategic Management, Prentice Hall, New Delhi.
- Internet sources: Companies' official websites, Wikipedia, and other Internet sources.

BUSINESS ACCOUNTING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	II	Core		Business Accounting	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

To develop conceptual understanding of the basic accounting system through book-keeping mechanism and to impart skills for preparation of financial statements.
Marks: *80 % Examples and 20 % Theory.*

COURSE CONTENT	
Unit - 1	• Accounting Standards: Definition, Objectives, Benefits, Accounting Standards Board of India, Preparation of Accounting Standard, Setting the Accounting Standards in India by Institute of Chartered Accountant of India (Introduction only) • Introduction of the following Accounting Standards with simple illustrations: IND AS 1: Disclosure of accounting policies, IND AS 6: Depreciation accounting, IND AS 9: Revenue recognition, IND AS 10: Accounting for fixed assets.
Unit - 2	• Depreciation Accounting: Concept and Methods of depreciation, Revenue and Capital expenditure. (Practical problems based on Straight Line Method and Reducing Balance Method only). • Valuation of Inventories: Concepts of Inventory, Introduction to valuation methods. Determining the physical inventory, estimating the inventory value. (Practical examples only on FIFO and LIFO methods).
Unit - 3	• Accounts of non-profit making organization: Distinction between Capital and Revenue Expenses, Receipts and Payments Account, Preparation of Income and Expenditure Account, and Balance Sheet from the Receipt and Payment Account and other information given. Distinction between Receipts and Payments Account and Income and Expenditure Account. • Accounts of Professional firms: Methods of Accounting, Preparation of final accounts.
Unit - 4	• Insurance claims: Claims for loss of stock and loss of profit. • Accounts of Partnership: Nature of Partnership accounts, Fixed and fluctuating capital, Interest on drawings, Interest on capital,
Unit - 5	• Preparation of final accounts of the partnership firm with adjustments, Distribution of profits among the partners.

REFERENCES [10 11]

E - COMMERCE

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Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	II	Core		E - Commerce	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

To provide basic knowledge of Ecommerce.

COURSE CONTENT	
Unit - 1	Introduction to E - Commerce
	• Introduction/Concept and Meaning, History and Development (Evolution) • Difference between traditional commerce and e-commerce • Advantages and Limitations • E - Commerce - Indian Scenario/E - commerce in India
Unit - 2	Types of E-commerce and Electronic Data Inter-change (EDI)
	Introduction to the following types: • B2C, B2B, C2B, C2C, B2G and G2C • Electronic Data Inter-change (EDI) - Concept, Meaning & Definition, Features and Benefits.
Unit - 3	E - Payments and Security
	A brief overview of the following: • Credit card • Debit card • Smart Card (Electronic Credit Card) • EFT • E - wallet, e-check and e-cash • Payment Gateway Security in cyberspace - Kinds of threats and crimes, Credit Card Frauds and Internet security using VPN and firewalls.
Unit - 4	Technology in E - Commerce and E - Marketing
	• Networking - Concept, Meaning and Features • Classification of Networks: LAN, WAN, Internet, Intranet and Extranet. (Concept, Meaning and Benefits) • Virtual Private Networks (VPNs) - Overview • Introduction and meaning of E - marketing • Challenges of traditional marketing • Various methods/techniques of e - marketing
Unit - 5	Recent Trends in E - Commerce
	• M - commerce - Introduction, growth and future, advantages and limitations • Introduction and management of e - enterprises • Ethical issues in e-commerce

- Financial Accounting- by V.K. Goyal, Excel Books, New Delhi
- Principles and Practice of Accounting.- by Gupta and Gupta, Sultan Chand & Sons.
- Introduction to Accountancy-by S.N. Maheshwari, Vikas Publishing House
- Financial Accounting. By Narayan Swamy, Prentice Hall India.
- Financial Accounting. By Ashish Bhattacharya, Prentice Hall India.
- Financial Accounting-by P.C. Tulsian (Tata McGraw Hill Publishing Co.

11 Principles and Practice of Accountancy-by Rana-Dalal, B.S.Shah,Ahmedabad .

- Principles and Practice of Accountancy -by S.P.Shah, Mahajan Publishing House.

REFERENCES [12]

IT TOOLS FOR BUSINESS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	II	Core		IT tools for Business	2+213*	15-T	35-T 50-P	2 Hours

* 2 Practical = 1 Credit

12 Introduction to Banking by Vijaya rangavanlyengar, Excel Books

- E - Commerce and E - Business by Dr. C.S. Rayudu, Himalaya Publishing House

PART-A: AREA OF STUDY

1. Minimum number of units to be visited: One.
2. The unit to be visited must be from the following sector.
    a. Manufacturing Unit
    b. Non-manufacturing Unit (Trading Unit)
    c. Service sector (Bank, Insurance, Financial institution, Infrastructure unit, etc.)
    d. Non-profit organization (Big educational institution, charitable institution etc.)
3. Nature of visit:

The visit will include the following aspects:

General Information:

a Form of organization b Year of establishment and brief history c Promoters and existing managing group. d Installed and utilized capacity. e Contribution of the unit to the industry.

Production Information:

a. Products of the company
b. Plant Lay-out
c. Manufacturing process

Human Resource Department Information

a. Number of Employees : Total employees, including Executives, Officers, Skilled, Semi skilled and unskilled
b. Employee amenities and welfare activities

Marketing Information:

a. Main products and brand name
b. Distribution system - Modes and methods, channel of distribution, distributors, dealers, etc.
c. Promotion activities: Advertising, sales promotion, publicity, etc.
d. Distribution

Accounting & Financial Information for the last year:

a. Share Capital: Authorised and Issued
b. Reserve and Surplus
c. Loan Fund: Debentures, Bank Loans etc.
d. Sales: Local and export
e. Profits: Before tax, after tax.
f. Dividend

PART-B: GENERAL INSTRUCTIONS FOR PREPARATION OF REPORT:

Following instructions must be followed while preparing the training report:

1. The Practical Studies curriculum shall be assigned an overall weekly three credits equivalent teaching workload
2. The teacher concerned shall teach the students the topics referred to above prior to the visit to the concern.
3. All the students shall draft their report independently which shall be checked and certified by the teacher concerned
4. The Student shall prepare his Practical Studies report in two copies, First Copy submitted to College, Second copy as his Personal Copy.
5. Draft report must be in the following format:

| COURSE OBJECTIVES

The objective of the course is to learn how records can be maintained, use of historical data for future, find some patterns from historical data and analyze the data for project work.

COURSE CONTENT ||

Unit No. 1 to 3 -> Theory of 50 Marks and Unit No. 4 -> Practical of 50 Marks

Unit - 1	Database and its Objects	Lectures
	• Introduction Access Database and its Objects including Table, Query, Form, Reports, Macros and Modules, Page • Creating Database • Working with data including insert, modify and delete records • Navigating Database including records, find and replace • Access data types • Object naming rules	15
Unit - 2	Tables	
	• Creating tables through wizard and design view, datasheet view • Understanding field properties: field size, input mask, format, indexed, Required, Allow zero length, Validation rule , Validation text, Caption, Default value • Primary keys, foreign key, composite key and candidate key • Defining relationship and setting up the referential integrity (Cascade update and Cascade Delete) • Importing Exporting and linking objects with another application	15
Unit - 3	Queries and Forms	
	Query: Understanding and creating different queries including select, Action (append, delete, update, make-table), using wizard (cross-tab query, find duplicate query), Parameter query, Implementation of calculations and functions in queries Form: Understanding types forms and its properties	15
Unit - 4	Practical - Practical Exercise of Unit 1 to Unit 3	60

Credit:

- 1 lecture = 1 hour = 1 credit and 2 practical = 2 hours = 1 credit
- Theory 2 Hours/week = 2 credits and additional practical 4 hours/week = 2 credits. Total credit is 4.

Examination:

- Theory Examination - Total marks 50 (35 marks of university examination and 15 marks of internal). University examination: 2 Hours
- Practical Examination - Total Marks 50 (No Internal Marks).University Examination: 2 Hours

Passing Standard:

- Student must obtain minimum 40% marks in theory and practical both
- Theory: Minimum 40% (minimum 14 marks in University examination and minimum 6 marks in internal)
- Practical: Minimum 40% (Minimum 20 marks in University examination)

REFERENCES

PRACTICAL STUDIES

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	II	Project		Practical Studies	3	-	100	-

* 2 Practical = 1 Credit

COURSE OBJECTIVES

The objective of practical training is to develop among the students a feel about industrial environment and business practice. Also to develop a practical base in them as a supplement to the theoretical study of the management in general.

GUIDELINES

a. Report must be typed in the Font size 12 pt, Time New Roman, 1.5 spacing line A4 size paper and printed on both the size of paper.
b. Title Page: Full name of students, Semester number, roll/seat number, name of unit visited, name of academic institutions, etc.
c. Company Detail: Name, address, phones, fax, website, e-mail address, etc.
d. A Copy of the Certificate issued by the concerned teacher
e. Student's declaration regarding originality of the report.
f. Acknowledge
g. Preface/Introduction
h. Index with contents and page number
i. Main part of the report
j. Conclusion and suggestions
k. Bibliography (if any)
l. Appendix (if necessary)

6. Only Practical aspects are required. Therefore the Book-concepts should be avoided from the report so far possible.
7. The report shall be assessed by the panel of examiners appointed by the University. The student also shall be examined by Viva-voce by the same panel of examiners.

NOTE

- The teacher concerned shall teach the students the topics referred to above prior to the visit to the industry.
- All students shall draft their report independently which shall be checked and certified by the teacher concerned.
- The Practical Studies curriculum shall be assigned an overall weekly three credits equivalent teaching workload.

BBA SEMESTER - III

PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	III	Core		Personality development & communication skill	3	30	70	2 y2 Hours

Teaching Hours 45 Hours per semester

COURSE OBJECTIVES

- To develop students soft skills
- To hone students communication skills
- To equip the students with skills and competence which will assist them in their career

COURSE CONTENT		
Unit - 1	TEXT: *'English and Soft Skills'* - By S P Dhanavel, Publication: - Orient Black Swan ISBN: - 978-81-250-3980-8 (Unit 1 to 5 from the text)	Marks 30
Unit - 2	COMMUNICATION • Complain and Adjustment • Press Release	20
Unit - 3	. Import and Export terminology (five out of seven) • Prescribed list of 50 terms regarding Import and Export as in appendix I.	10
Unit - 4	GRAMMAR: Modal auxiliaries	10
	Appendix I • Prescribed list of 50 terms regarding Import and Export: - (1) Airway bill (2) All Risks Clause (3) Balance of Trade (4) Buying Agent (5) Certificate of Free Sale (6) Certificate of Origin (7) Collection (8) Collection Papers (9) Commercial Attache (10) Confirmed Letter of Credit (11) Consignee (12) Consignment (13) Consul (14) Consular Invoice (15) Country of Origin (16) Customs (17) Delivered at Frontier (18) Delivered Duty Unpaid (19) Dock Receipt (20) Domestic International Sales Corporation (DISC) (21) Drawback (22) EMC (23) ETC (24) Exchange Permit (25) Exim bank (26) Excise Tax (27) Export (28) Export Broker (29) Export License (30) Export Management Company (EMC) (31) Export Merchant (32) FCIA (33) Foreign Sales Representative (34) Foreign Trade Zone (35) Free Port (36) Freight Forwarder (37) General Agreement on Tariffs and Trade (GATT) (38) General License (39) Import (40) Import License (41) MEA (42) Marine Insurance (43) Marks (44) Piggybacking (45) Rate of Exchange (46) Schedule B (47) Shipper's Export Declaration (48) Standard International Trade Classification (SITC) (49) U.S. Standard Master (50) Validated License	

REFERENCES

- *'English and Soft Skills'* - By S P Dhanavel, Publication: - Orient Black Swan ISBN: - 978-81-2503980-8 (Unit 1 to 5 from the text)
- Business Communication - Pal and Suri, Sultan Chand & Sons, Delhi

SEMESTER END EXAMINATION PATTERN			
Question No.	Details	Options	Marks
1	(A) Short note (Text) (B) Reference to context (Text)	1/3 2/4	10 10
2	Short answer question (Text)	2/4	10
3	(A) Business Letters (B) Press release	01/02 01/02	10 10
4	(A) Modal Auxiliary (Objective type) (B) Commercial terms	10/10 10/10	10 10

MANAGERIAL ECONOMICS

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Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	III	Core		Managerial Economics	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

- To provide basic knowledge basic principles, concepts and tools of managerial economics.
- To make enable students for understanding application/working of managerial economic theories, concepts and tools in real market conditions.
- To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics._____ _____

| COURSE CONTENT |

Unit - 1	Definition of managerial economics
	Meaning , definition, nature and scope of managerial economics,
Unit - 2	Demand Forecasting
	Meaning, objectives, factors affecting to it, methods- survey and statistical methods
Unit - 3	Production Analysis
	Meaning of production, production function, ISO-QUANT CURVE, ISO-COST CURVE, Economies and diseconomies of scale.
Unit - 4	Cost Analysis
	concept of cost of production, concepts of cost-accounting and economic costs, variable and fixed cost, opportunity cost, incremental and sunk cost, marginal cost, relationship between cost and rate of output in short run and long run.
Unit - 5	Equilibrium of firm
	Equilibrium of firm under perfect competition, monopoly, oligopoly (kinked demand curve) and monopolistic competition.

REFERENCES

- Managerial Economics - P. L. Mehta, Sultan Chand & Sons
- Managerial Economics, Varshney and Maheshwari- Sultan Chand & Sons,
- Managerial Economics : DM Mithani- Himalaya Publishing House
- Managerial Economics - Joel Dean
- Managerial Economics - An analysis and Cases - Hynes Mate & Paul.

BUSINESS STATISTICS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	III	Core		Business Statistics	3	30	70	2 / Hours

Note : Total Lectures 45 in Each semester.

COURSE OBJECTIVES

- To clear the Fundamental of Statistics
- Improve Logical Abilities
- To develop Research Aptitude

| COURSE CONTENT

Unit - 1	Linear Correlation	Marks	No. of lectures
	• Definition of variables • Meaning and Definition of Correlation • Types of Correlation • Properties of Correlation coefficient • Method of Correlation 1. Scatter Diagram 2. Karl Pearson's method 3. Spearman's Rank method • Probable Error of Coefficient of Correlation • Co-efficient of Correlation from bivariate Frequency distribution • Examples	14	10
Unit - 2	Linear Regression		
	• Meaning and Definition of Regression • Definition of Regression coefficient • Properties of Regression coefficients & Relation between Correlation and Regression coefficient • Two lines of Regression • Regression Co-efficient from bivariate frequency distribution • Examples	14	10
Unit - 3	Probability		
	• Concept of Probability • Mathematical & Statistical Definition of probability • Definition of Different Terms (Random Experiment , Sample Space, Types of Events...etc) • Addition Theorem, Condition Law, Multiplication Theorem For Two Events With Proof • Examples	14	9
Unit - 4	Probability Distribution-1		
	• Concept of Discrete Random Variable and Its Probability Distribution • Mathematical Expectation of Discrete Random Variable. • probability distribution for Continuous variable • Properties and Application of Normal Distribution without proof • Examples	14	8
Unit - 5	Probability Distribution-2		
	• Probability function of Binomial Distribution & Poisson • Properties and Application of Binomial &Poisson Distribution • Mean and Variance of B.D & P.D with Proof • Examples	14	8

REFERENCES

- Fundamental of Mathematics and Statistics by V.K. Kapoor and S.C. Gupta - Sultan & Chand
- Fundamentals of Statistics by S. P. Gupta - Sultan & Chand
- Elements of Statistics by Elhance

ENTREPRENEURSHIP DEVELOPMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	III	Core		Entrepreneurshipdevelopment	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups ,manage family-owned companies ,context of social innovation and social Entrepreneurship and issues and practices of financing entrepreneurial businesses.

COURSE CONTENT	
Unit - 1	Entrepreneurial Management
	• The evolution of the concept of entrepreneurship: John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team /Leadership; Strategic planning for business; Steps in strategic planning, • Franchising: Meaning of Franchising, advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist,
Unit - 2	Creativity, Innovation And Social Entrepreneurship
	• Creativity: Organizational actions that enhance creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity. • Introduction to Social Entrepreneurship: Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context.
Unit - 3	Family Business And Entrepreneurship
	• Family Business: Concept, Structure and Kinds of family firm, Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms ; • Managing Leadership: Succession and continuity; women's issues in the family business Encouraging change in the family business system.
Unit - 4	Financial Management
	• Financing the Business: Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, • Support by the Government: Funding by the Government, and Development Bankers.
Unit - 5	Entrepreneurship Development Programme (EDPs)
	• Meaning and Objectives, The Indian EDP Model: Meaning and Objectives, EDP Phases, Evaluation of EDP, Role, Relevance and Achievement of EDP, • Start-up India Policy and Role of Government: Establishing Specialized Institutions at National Level, District Industries Centers, Introduction of Entrepreneurship Courses being arranged by the Government.

REFERENCES

- Fundamentals of Entrepreneurship and Small Business Management, by Vasant Desai, Himalaya Publishing House.
- Entrepreneurship Development, Tata McGraw Hill Publishing Company Ltd.
- Entrepreneurial Development by Dr. S.S. Khanka, S. Chand, New Delhi
- Entrepreneurship and small business: Burns P. . New Jersey: Palgrave.
- Innovation and entrepreneurship: P F Drucker, Practice and Principles. USA: Elsevier.
- Entrepreneurship: Hisrich R and Peters M. New Delhi: Tata McGraw Hill.
- Entrepreneurship new venture creation: Hilt D H,. New Delhi: Prentice Hall of India.
- Patterns of entrepreneurship: Kaplan J, . Wiley.

PRINCIPLES OF MARKETING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	III	Core	161100010305	Principles of marketing	3	30	70	2 ½ Hours

COURSE OBJECTIVES

The objective of this course is to help the students understand the fundamental concepts and principles of Marketing and Marketing Management. The course will be useful to real understand basic marketing decisions, marketing practices and marketing environment. The topics in the course should be discussed in relations to real marketing practices within and outside India.

COURSE CONTENT	
Unit - 1	Introduction To Modern Marketing
	Concept, Nature and Importance of Marketing; Evolution of Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept, and Societal Concept; Key Differences between Selling Concept, Marketing Concept and Societal Concept; Marketing Mix (4Ps): Concept, Elements, and Factors; Concept of Exchange.
Unit - 2	Product Decisions
	Concept of Product; Product Dimensions; Concept of Product Mix, Product Line and Product Items; Product Mix Dimensions; New Product: Concept, New Product Development Process and Reasons of Failure of the New Product; Product Life Cycle: Concept, Stages, and Uses; Consumer Adoption: Concept, Stages and Managerial Implications
Unit - 3	Pricing Decisions
	Concept of Price and Pricing; Different Forms of Price; Price-Setting Process; Significance of Price in Marketing; Pricing Objectives; Brief Idea of Price Setting Methods; Factors Affecting Pricing Decisions; Some Important Concepts: Psychological Price, Product-Quality Leadership, Premium Pricing, Discounts and Allowances, Price Discrimination
Unit - 4	Market Promotion Decisions
	Concept of Market Promotion; Objectives of Market Promotion; Elements of Market Promotion Mix (brief idea of Advertising, Personal Selling, Sales Promotion, Publicity, and Public Relations); Advertising: Concept, Features, Personal Selling: Concept, Features and Significance; Difference between Advertising and Personal Selling; Sales Promotion: Concept, Types, Merits and Demerits; Publicity: Concepts and Features; Public Relations: Concept, Features and Parties; Factors Affecting Market Promotion Mix
Unit - 5	Distribution Decisions
	Physical Distribution: Concept, Key Decisions, and Importance of Physical Distribution; Channel of Distribution: Concept, Types, Services of Channel Members; Factors Affecting Channel Decisions; Channel Design Decisions, Channel-Management Decision; Handling Channel Conflict;Primary Idea of Functioning of Online Portals (Snap Deal, Amazon India, Flipchart, etc.) and Payment Gateways

REFERENCES

- R. B. Rudani, Basics of Marketing Management, S. Chand & Company, New Delhi, 2015
- Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileshwarJha, Marketing Management, 14th edition, Person education, New Delhi, 2012
- S.A. Sherlekar, Marketing Management, Himalaya Publishing House, Mumbai, India, 2009
- V. S. Ramaswamy and S. Namakumari, Marketing Management, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010
- John Quelch, and Kasturi Rangan, Marketing Management: Text and Cases, Tata McGraw-Hill, New Delhi, 2005
- Internet Sources
- R. Shrinivasan, Case studies in Marketing, The Indian Context, PHI Learning, Private Limited, New Delhi, 2012

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HUMAN RESOURCE MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	III	Core		Human Resource Management	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

- To familiarize learners with basic concepts of Human Resource Management
- To introduce emerging issues in the field of HRM

COURSE CONTENT	
Unit - 1	Human Resource Management
	Concept and Functions, characteristics and significance of HRM, Role, Status and competencies of HR Manager, HR Policies, HR Accounting, Changing environment of Human Resource Management- globalization, workforce diversity, corporate downsizing, technological advances, cultural environment, changing skill requirement, changing employee expectations
Unit - 2	Acquisition of Human Resource
	Human Resource Planning- process and significance, job analysis - job description and job specification; Recruitment - Concept and sources, e-recruitment, Selection - Concept and process, placement and induction.
Unit - 3	Training and Development
	Concept and Importance, Identifying Training and Development Needs, Designing Training Programmes, methods of training, Evaluating Training Effectiveness; Introduction to Management Development and Career Development.
Unit - 4	Performance appraisal
	Concept, nature and objectives; Traditional and Modern Techniques of performance Compensation: concept- wage and salary, minimum, fair and living wage, factors influencing compensation levels, job evaluation; methods of wage payments with their merits and demerits
Unit - 5	Employee Maintenance
	Employee welfare, health and safety, social security, Employee empowerment, work life balance, quality of work life

REFERENCES

- K. Ashwathappa : HR &PM, Text and Cases: Tata MC Graw-Hill
- P. Subba Rao: Personnel and HRM: Text and Cases: Himalaya Publishing House
- Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
- Rudrabasavaraj M.N. Dynamics personnel Administration- Management of Human Resources, Himalaya Publication House.
- Gary Dessler. A Framework for Human Resource Management. Pearson.
- DeCenzo, D.A. and S.P. Robbins, “Personnel/Human Resource Management”, Prentice Hall of India, New Delhi.
- Chhabra, T.N. Essentials of Human Resource Management. Sun India Publication New Delhi.
- Ivancevich, John M. Human Resource Management. Mc.Graw Hill.

FINANCIAL MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	III	Core		Financial Management	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

The objective of this course is to help the students understand the fundamental concepts and Finance & Financial Management.

COURSE CONTENT	
Unit - 1	Nature And Scope
	Meaning, Nature, Scope, Objectives and Importance of Financial Management, Finance Functions (Traditional Vs. Modern Approach), Profit Maximization Vs. Wealth Maximization, Relationship between Financial Management and other areas of Management, Organization of Finance Functions, Tools of financial management.
Unit - 2	Time Value Of Money
	Reasons for Time value of money, Compound Value Concept, Present value Concept, Practical Application of Compounding and Present Value Techniques in financial decisions. (Simple Practical Examples Should be asked in Examination)
Unit - 3	Working Capital
	Meaning and characteristics of working capital - Needs for Working Capital Concepts of working capital - Types of working capital - Components of working capital - Factors determining working capital - Operating Cycle - Sources of working capital.
Unit - 4	Investment Decisions
	Meaning, Significance, Objectives and Importance of Capital Budgeting, Capital budgeting Process, Basic Principles of Capital Expenditure Proposals, Various appraisal Methods: Pay Back Period, Discounted Cash Flow Method, Average Rate of Return, Internal Rate of Return, Net Present Value Method, Profitability Index - Merits and Demerits of Appraisal Methods, (Simple Practical Examples Should be asked in Examination)
Unit - 5	Capital Structure
	Meaning and Significance of Capital Structures, Capital structure and financial structure, Patterns of Capital Structure, Ideal Capital Structure, Features of Ideal Capital Structure, Merits and Demerits of different types of Capital Structure, Determinants of Capital Structure (Excluding Capital Structure Theories)

REFERENCES

- Financial Management: S N Maheshwari, Sultan Chand & Sons, NewDelhi
- Financial Management: Khan & Jain, Tata McGraw Hill Publishing Co.
- Financial Management: I M Pandey, Vikas Publishing House, New Delhi.
- Financial Management: Ravi Kishor, Taxmann's Allied Services Pvt. Ltd.
- Financial Management &Policies : C Van Horne, Prentice Hall of India
- Fundamentals of Financial Management: Prasanna Chandra, Tata McGrawHills
- Financial Management: Pratapsinh Chauhan, Shanti Prakashan, Ahmedabad
- Financial Management: S. Bhatt, Excel Books
- Basic Financial Management: Saha, Tapas Rajan, World Press.
- Fundamentals of Financial Management: Bhabatosh Banerjee, Prentice Hall

CORPORATE ACCOUNTING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	III	Core		Corporate Accounting	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

To develop conceptual understanding regarding corporate accounting system and to prepare financial statements with reference to Laws applicable in this respect.

COURSE CONTENT	
Marks: 80 % Examples and 20 % Theory.	
Unit - 1	Issue, Forfeiture And Re-Issue Of Shares
	Classification of Share Capital for the purpose of presentation in Balance Sheet - Ways for raising capital by companies: Private Placement, Public issue, Right issue - Terms for issue of Shares: At par, At premium and At discount - Use of Security Premium - Pro-rata allotment - Calls-in-arrears and Calls-in-advance - Issue of shares for the consideration other than cash - Right issue - Forfeiture of Shares - Reissue of forfeited shares - Surrender of shares.
Unit - 2	Redemption of Redeemable Preference Shares, and buy back of equity shares
	Types of Preference Shares - Methods for redemption - Provisions of Company Act for redemption of Preference Shares - Buyback of equity shares - Objectives, Advantages and Limitations of buy back - Provisions of Company Act for buy back of shares.
Unit - 3	Issue of Bonus Shares
	Objectives and advantages of issue of Bonus Shares - Types of Bonus - Methods for issue of Bonus Shares - Provisions of Company Act for issue of Bonus Shares - Guidelines issue by SEBI for issue of Bonus Shares - Sources of Bonus.
Unit - 4	Issue and Redemption of Debentures
	Types of Debentures - Methods for issue of debentures: At par, at premium, at discount - Discount on issue of debentures - Debenture interest - Provision for issue and redemption of debentures - Methods for redemption of debentures: Redemption on expiry of term, Redemption by installments, Redemption by purchase from open market, Redemption by conversion - Redemption out of profits - Redemption out of capital.
Unit - 5	Final Accounts of Company
	Horizontal and Vertical presentation of Final accounts - Provisions, Reserves and Capital Reserves - Divisible profits and dividend - Legal requirements for appropriation of profits - General Reserve. (Preparation of final account in Horizontal form only)

REFERENCES

- Financial Accounting - P.C.Tulsian, Tata McGraw Hill, Delhi
- Advanced Accounts - M.C.Shukla& - T.S. Grewal, S.Chand& Co., Delhi
- Advanced Accounting - S.N.Maheshwari, Sultan Chand & Sons, Delhi
- Advanced Accounting - R.L.Gupta & - M.Radhaswamy, Sultan Chand & Sons, Delhi
- Advanced Accounting - Ashok Sehgal & - Deepak Sehgal, Tata McGraw Hill, Delhi
- Modern Accounting - Hanif Mukherjee, Tata McGraw Hill, Delhi

BBA SEMESTER - IV

CORPORATE COMMUNICATION

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core		Corporate Communication	3	30	70	2 y_2 Hours

Teaching Hours 45 Hours per semester

COURSE OBJECTIVES

- To develop students soft skills
- To hone students communication skills
- To equip the students with skills and competence which will assist them in their career

COURSE CONTENT	
Unit - 1	TEXT: *'English and Soft Skills'* - By S P Dhanavel, Publication: - Orient Black Swan ISBN: - 978-81-250-3980-8 (Unit 6 to 10 from the text) (30 marks)
Unit - 2	COMMUNICATION • Share Market Reports - comprehension (10 marks) • Drafting of Advertisements (10 marks) • Collection Letters (10 marks)
Unit - 3	GRAMMAR: Reported Speech (10 - marks)

REFERENCES

- **English and Soft Skills' - By S P Dhanavel, Publication: - Orient Black Swan**

SEMESTER END EXAMINATION PATTERN			
Question No.	Details	Options	Marks
1	(A) Short note (Text) (B) Reference to context (Text)	1/3 2/4	10 10
2	Short answer question (Text)	2/4	10
3	(A) Collection Letters (B) Share market report comprehension	01/02 01/02	10 10
4	(A) Drafting of Advertisements (B) Grammar: Reported Speech	10/10 10/10	10 10

ECONOMICS FOR BUSINESS DECISION

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core		Economics for Business Decision	3	30	70	2 y_2 Hours

COURSE OBJECTIVES
• To provide basic knowledge basic principles, concepts and tools of managerial economics. • To make enable students for understanding application/working of managerial economic theories, concepts and tools in real market conditions. • To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics.

COURSE CONTENT	
Unit - 1	Competition analysis.
	Concepts of competition- price competition & non-price competition, predatory and discriminatory competition, fair & unfair competition, effective competition.
Unit - 2	Pricing policies
	importance, objectives, factors affecting to it, methods and strategies of pricing- cost plus pricing, Going rate pricing, Skimming and Penetration pricing, Rate of return Pricing, multi-stage pricing and peak load pricing
Unit - 3	Price differentiation
	What is a price differentiation? When it becomes beneficial? Types of differentiation- Distributor's discounts quantitative discount - Postage stamp pricing, dual pricing.
Unit - 4	Break-even analysis
	Introduction (break -even analysis), Break-even point, Break-even chart, assumptions and uses.
Unit - 5	Capital budgeting
	meaning of capital budgeting, nature of capital budgeting (demand for capital, supply of capital and capital rationing), methods of capital budgeting- • payback method, • net present value method, • average rate of return method • internal rate of return method,

REFERENCES

- Managerial Economics : P. L. Mehta, Sultan Chand & Sons
- Managerial Economics: Varshney and Maheshwari, Sultan Chand & Sons,
- Managerial Economics : DM Mithani-Himalaya Publishing House
- Managerial Economics - Joel Dean

STATISTICS FOR BUSINESS DECISION MAKING

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Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core		Statistics for Business Decision Making	3	30	70	2 y2 Hours

Note : Total Lectures 45 in Each semester.

COURSE OBJECTIVES

- To clear the Fundamental of Statistics
- Improve Logical Abilities
- To develop Research Aptitude

COURSE CONTENT			
Unit - 1	Statistical Decision Theory	Marks	No. of lecture
	• Introduction, meaning & Scope • Essential steps for Decision making • Components of decision theory • Decision Making without probabilities o Max-max , Min- Max, Harwich, Laplace, Max- min Regret • Decision Making with probability o EMV, EOL, EVPI Examples	14	8
Unit - 2	Statistical Quality Control		
	• Introduction • Advantages of SQC • Causes of Quality Control • Types of Variations • Control Charts o Variable Charts (Mean & Range) o Attribute Charts (p , np & C) Examples	14	8
Unit - 3	Business Forecasting		
	• Introduction • Methods for forecasting • Moving Average Method • Least Square method o Linear Equation o Second degree parabola • Exponential Smoothing Method Examples	14	10
Unit - 4	Large Sample Test (Z- Test)		
	• Parameters & Statistics • Standard Error • Hypothesis, Type I &Type II Errors • Level of Significant , Critical Region, One tailed & Two tailed • Test of Significant of a Mean • Test of Significant of Difference between Two Means • Test of Significant of difference between Two Standard Deviation • Test of Significant of a Sample Proportion • Test of Significant of difference between Two Sample Proportion Examples	14	10
Unit - 5	Small Sample Test (T-Test & F-Test)		
	• Introduction • Degree of Freedom • Difference between Large and Small Sample test • Test of Significant of a Mean • Test of Significant of Difference between Two Means • Paired t-test • Introduction of F-test • Variance Ratio Test Examples	14	9

REFERENCES

- Fundamental of Mathematics and Statistics by V.K. Kapoor and S.C. Gupta - Sultan & Chand
- Fundamentals of Statistics by S. P. Gupta - Sultan & Chand
- Elements of Statistics by Elhance

CONTEMPORARY ISSUES IN MARKETING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core		Contemporary Issues in Marketing	3	30	70	2 y2 Hours

COURSE OBJECTIVES

The course contains some important areas of modern marketing management theory and practices. The objective of this course is to help the students understand and assimilate actual marketing practices and marketing environment. The topics in the course should be discussed in relations to real marketing practices within and outside India

COURSE CONTENT	
Unit - 1	Market Segmentation And Market Targeting
	Concept, Objectives, and Significance of Market Segmentation; Bases for Segmenting Consumer Market: Consumer Characteristic Approach and Product Characteristics Approach; Bases for Segmenting Industrial (Industrial) Markets; Market Targeting: Concept of Target Market and Market Targeting; Product Positioning: Concept and Product Positioning Process
Unit - 2	Consumer Behaviour And Buying Process
	Concept of Consumer Behaviour; Role of Consumer Behaviour; Detailed Analysis of Factors Affecting Consumer Behaviour: Cultural Factors, Social Factors, Personal Factors, and Psychological Factors; Buying Decision Process: Concept and Stages, and Managerial Implications
Unit - 3	Introduction To Marketing Research
	Concept; Nature and Scope of Marketing Research; Objectives and Importance of Marketing Research; Limitations of Marketing Research; Data: Concept, Types, and Sources. Marketing Research Process
Unit - 4	Sales Force Management
	Concept and Sales Force Objectives; Sales Force Size (Methods and Factors); Sales Forces Recruitment and Selection; Sales Force Remuneration (Elements, Methods, and Factors); Sales Force Training (Concept, Contents, and Methods); Sales Force Control (Concept and Methods)
Unit - 5	Aspects of Marketing Environment
	Marketing Environment: Concept and Factors; Marketing Ethics: Marketing Ethics: Definitions, Characteristics of Marketing Ethics, Some Common Marketing Ethics, and Need of Marketing; Consumerism: Concept, Need, and Reasons of Failure in India; Analysing Competition: Need and Importance; Process of Analyzing Competitors (Steps); Primary Idea of Marketing Strategies for Competitors, including Strategies for Market Leader, Market Challenges, Market Followers, and Market Nichers

REFERENCES

- R. B. Rudani, *Basics of Marketing Management*, S. Chand & Company, New Delhi, 2015
- Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha, *Marketing Management*, 14th edition, Person education, New Delhi, 2012
- S.A. Sherlekar, *Marketing Management*, Himalaya Publishing House, Mumbai, India, 2009
- John Quelch, and Kasturi Rangan, *Marketing Management*: *Text and Cases*, Tata McGraw-Hill, New Delhi, 2005

ORGANISATIONAL BEHAVIOUR

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core		Organisational Behaviour	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

Organisational Behaviour (OB) is an integration and application of behaviour sciences to work situations. Management students are expected to have basic knowledge of Organisational Behaviour (OB). The syllabus of this subject is designed to provide valuable inputs for understanding, reasoning, predicting, molding, and controlling human behaviour. Various topics and theories have been incorporated to relate the subject to real- world problems and issues.

COURSE CONTENT	
Unit - 1	Introduction To Organisational Behaviour
	Concept and definitions; salient Features, brief idea of contributing disciplines; Significance of OB; Limitations of OB, Relation between OB and Management (brief comment); Concept and Components of International OB, Elementary Idea of the Hawthorne Experiments.
Unit - 2	Understanding Individual Behaviour
	Concept of individual behaviour; Dynamics (Forces/Components) of Individual Behaviour; Perception: Concept and Characteristics, Perceptual Process, Concept and Factors of Perceptual Selectivity; Learning: Concept and Characteristics, Principles, Brief Idea of Components of Learning Process; Attitudes: Concept and Characteristics, Factors, and Measures of Changing Attitudes; Values: Concepts, Types and Significance; Personality: Concept and Characteristics, Factors, Primary Idea of Type A and Type B Personalities.
Unit - 3	Dynamics Of Groups And Teams
	Concept of Group Dynamics and Factors; Concept and Characteristics of Group; Needs for Group Formation; Group Formation Process in Brief; Difference between Formal Group and Informal Group; Concept and Characteristics of Team; Popular Forms of Team; Making Teams Effective; Elementary Idea of Transactional Analysis
Unit - 4	Basic Leadership And Motivation Theories
	Motivation Theories: Maslow's Needs Hierarchy; Theory X and Theory Y; Adam's Equity Theory; Leadership Theories: Traits Theory; Fielders' Contingency Theory; Managerial Grid; Concept of and Characteristics of Transformational Leadership and Charismatic Leadership
Unit - 5	Positive Organisational Behaviour
	Concept of Positive Organisational Behaviour (POB); Key Components of POB; Optimism: Concept and Characteristics; Happiness: Concept and Components; Resiliency: Concept and Characteristics; Emotional Intelligence: Concept and Dimensions; Self-efficacy: Concepts, Characteristic, and Source; Concept of Hope

REFERENCES

- Ramesh B. Rudani, *Management and Organizational Behaviour*, Tata McGraw-Hill Education Private Limited, New Delhi, India.
- Stephen P. Robbins, Timothy A. Judge, and Neharika Vohra, *Organizational Behaviour*, Pearson, New Delhi, India.
- John W Newstrom *Organisational Behaviour*, Tata McGraw-Hill Education Private Limited, New Delhi, India.
- Fred E. Luthans, *Organisational Behaviour*, McGraw-Hill, New York, International Edition, 2005.

CORPORATE FINANCE

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core		Corporate Finance	3	30	70	2 y2 Hours

COURSE OBJECTIVES

To provide insight to understand the concepts and theories and to develop skills for practical application of financial data to make better financial decision.

COURSE CONTENT	
Unit - 1	Financing Decisions
	Needs of Finance: Long Term, Medium Term and Short Term needs - Sources of Finance: Equity Shares, Preference Shares, Debenture, Term Loans, Retained earnings. Bridge finance, Long Term, Medium Term and Short Term - Merits and Limitations of each source, Venture Capital Financing - Lease Finance - Seed Capital
Unit - 2	Working Capital Management
	• Inventory Management: Concept, significance and techniques of inventory management, • Receivables Management: Concept, significance and elements of receivables management. • Cash management: Concept, significance, Cash budget (Simple problems should be asked excluding Cash Budget)
Unit - 3	Cost of Capital
	Concept of Cost of Capital - Importance of Cost of Capital - Classification of Cost of capital - Determinants of Cost of Capital - Computation of Cost of Capital: Cost of equity, Cost of preference capital, Cost of debt, and Cost of retaining earning, weighted average cost of capital. (Simple problems should be asked)
Unit - 4	Capitalization & Leverages
	• Under Capitalization and over capitalization: Meaning, symptoms, causes , effects and remedies. • Leverage: Concept of leverage, Operating Leverage, Financial Leverage, Significance of EBIT, EBT and EPS. (Simples problems should be asked)
Unit - 5	Dividend Decision
	Meaning and Types of Dividend: Interim, Final and Scrip Dividend, Determinants of Dividend Policy, Dividend Policies: Constant Dividend Pay-out, Constant Dividend Rate, Optimum Dividend Policy, Dividend Payment Procedure, Legal Provisions regarding payment of dividend.

REFERENCES

- Financial Management: I Am Pandey, Vikas Publishing House, New Delhi
- Essentials of Financial Management: George E Picha, Haper & Row
- Financial Management and Policy: James Van Horne, Prentice Hall of India
- Financial Management: S N Maheshwari, Sultan Chand & Sons, New Delhi
- Financial Management: Khan & Jain, Tata McGraw Hill Publishing Co.
- Financial Management: Ravi Kishor, Taxmann's Allied Services Pvt. Ltd.
- Fundamentals of Financial Management: Prasanna Chandra, Tata McGraw Hills
- Financial Management: Pratapsinh Chauhan, Shanti Prakashan, Ahmedabad

ADVANCE CORPORATE ACCOUNTING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Core		Advance Corporate Accounting	3	30	70	2 y2 Hours

COURSE OBJECTIVES
To develop conceptual understanding regarding corporate accounting system and to learn how to make analysis and interpretation of accounting information.

COURSE CONTENT	
(80% Practical examples, 20% Theory)	
Unit - 1	Managerial Remuneration
	Meaning and scope of managerial remuneration, Provisions of Company Act relating to Managerial remuneration, Remuneration to directors, Remuneration to Managers, Calculation of net profit for remuneration purpose,
Unit - 2	Underwriting Commission
	Underwriter and Broker, Underwriting agreement, Marked and unmarked applications, Determination of liability of Underwriters: When entire issue is underwritten, when issue is partly underwritten, F irm underwriting.
Unit - 3	Analysis and interpretation of Financial Statements
	• Financial Statements: Meaning, objectives and limitations of financial statement, Classification of financial statements, Tools of analysis: Comparative Statements, Common size statements, Trend analyses, • Ratio analysis. Meaning and limitations of ratios, Analysis of financial statements on the base of the following ratios: Profitability Ratios, Liquidity Ratios, Turnover Ratios, Capital Structure Ratios, Liquidity Ratios and Capital Gearing.
Unit - 4	Valuation of Goodwill and Shares
	• Valuation of Goodwill: Meaning of Goodwill, Factors affecting the value of goodwill, Need for valuation of goodwill, Methods of valuation of goodwill, Calculation of average and weighted average profit, Super profit, Capital employed and Average capital employed. • Valuation of Shares: Need for valuation of shares, Factors affecting the value of shares, Methods for valuation of shares: Valuation of Preference Shares, Valuation of Equity Shares, Fair value of Shares.
Unit - 5	Economic Value Added
	• Meaning, Importance of EVA, EVA and Earning Per Share, EVA and Return on Assets, EVA and Discounted Cash Flow, EVA and maintaining Shareholders' Value, Market Return, Cost of Capital, Computation of EVA. Steps in implementing EVA • Preparation of EVA Statement, Value Added Ratios, Adjustment to Net Operating Profit after Tax, Adjustment to Capital Employed

REFERENCES

- Financial Accounting - P.C.Tulsian, Tata Mc Graw Hill, Delhi
- Advanced Accounts - M.C.Shukla & - T.S. Grewal, S.Chand & Co., Delhi
- Advanced Accounting - S.N.Maheshwari, Sultan Chand & Sons, Delhi
- Advanced Accounting - R.L.Gupta & - M.Radhaswamy, Sultan Chand & Sons, Delhi
- Advanced Accounting - Ashok Sehgal & - Deepak Sehgal, Tata Mc GrawHill, Delhi
- Modern Accounting - Hanif Mukherjee, Tata Mc Graw Hill, Delhi

PRACTICAL STUDIES

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	IV	Practical		Practical Studies	3	-	100	-

COURSE OBJECTIVES

The objective of industrial training in Semester IV of B B A programme is to give them perspectives about the organization and functioning of Marketing Management, Human Resource management, Financial management, Accounting.

COURSE CONTENT

MARKS: Practical Studies Report: 50 Marks, Viva Voce: 50 Marks

Part - A	Area Of Study And Contents Of Report
	The students shall be placed in any one of the different types of organizations including service and non-profit organization for a minimum period of 10 days for practical studies. Every student shall prepare a report on the following aspects pertaining to the organization in which he was placed for this purpose. The report shall contain the data for minimum period of last three years. 1. General information: a. History and development of unit, b. Size of unit and form of organization. c. Products and manufacturing process. d. Organization structure, e. Time-keeping system f. Employer services, g. Contribution of the unit to the Industry. 2. Marketing Department: a. Organization of Marketing Department b. Product Planning c. Market Segmentation d. Pricing Policies e. Channel of Distribution f. Sales Promotion g. Advertising h. Marketing Research i. International Marketing 3. Human Resource Department: a. Organization of HRD b. Recruitment, Selection and Induction Procedure c. Training and Management Development Programme d. Job Description (Managerial Level only) e. Promotion and Transfer Policy f. Wage and Salary Administration g. E S I Scheme h. Provident Fund Scheme i. Grievance Handling Procedure 4. Finance and Accounting Department: a. Organization of Finance and Accounting Department b. Financial Planning c. Capitalization: Whether the unit is Under Capitalized or Over Capitalized) d. Capital Structure: Financial Leverage and Capital Gearing. e. Management of Fixed Assets: I. Capital Budgeting II. Review of last Capital Project of the Unit with reference to Project Cost, Project Financing and Implementation f. Management of Working Capital: I. Management of Inventories

	II. Management of Receivables III. Management of Cash including Cash Budget g. Operating Leverage analysis. h. Profitability and Dividend Distribution: A Trend analysis of past three years i. Right Issue, Bonus Issue, Convertible Issues, Fund raising through Public Deposits, etc if any.
Part - B	General Instructions For Preparation of Report
	1. The Practical Studies curriculum shall be assigned an overall three credits equivalent workload. 2. Students shall make arrangement for permission from the Units for Practical Studies under the guidance of concern faculty of the college. 3. All the students shall draft their report independently. 4. The Student shall prepare his Practical Studies report in two copies, First Copy submitted to College, Second copy as his Personal Copy. 5. Draft report must be in the following format: a. Report format must be as under: Font Type: *Time New Roman*, Font Size *12pt*, Paper Size: *A4*, Line Spacing 1.5: Hard bound and printed on both side of paper b. Tile Page: Full name of students, Semester number, roll/seat number, name of business unit visited, name of academic institutions, etc. c. Company Detail: Name, address, phones, fax, website, e-mail address, etc. d. A Copy of the Certificate issued by the guide or teacher. e. Student's declaration regarding originality of the report. f. Acknowledge g. Preface/Introduction h. Index with contents and page number i. Main part of the report j. Conclusion and suggestions k. Bibliography (if any) l. Appendix (if necessary) 6. Only Practical aspects are required. Therefore the Book-concepts should be avoided from the report so far possible. 7. The report shall be assessed by the panel of examiners appointed by the University. The student also shall be examined by Viva-voce by the same panel of examiners.

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BBA SEMESTER - V

BUSINESS ENVIRONMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core		Business Environment	3	30	70	2 y2 Hours

COURSE OBJECTIVES

- To provide basic knowledge basic components of business Environment.
- To develop/enhance ability of student to know impacts of components of business Environment on operations of companies.
- To make enable students to know/measure possible impacts of changes in components of business Environment on functions of business organization.
- To develop ability of students to forecast/indicate possible impacts of change in economic policies and laws on operations of companies,

COURSE CONTENT	
Unit - 1	An introduction to business environment
	Definition of business environment, internal and external environment. (micro &macro environment, economic and non-economic environment)
Unit - 2	LPG
	concepts of liberalization, privatization and globalization, meanings of globalization &privatization, their impacts on Indian economy
Unit - 3	Indian tax system
	Meaning of tax, its types, canons of good tax system, tax revenues for central and state governments,
Unit - 4	Public finance
	Fiscal policy-objectives and tools, public debt, public revenue and public expenditure. Central budge
Unit - 5	International institutions
	History, objectives, structure, functions, achievement and failures of World Bank, International Monetary Fund, World Trade Organization and European union.

REFERENCES

- Business Environment: Francis Cheru nilam - Himalaya Publishing house
- Essentials of Business Environment: K. Aswathapa- Himalaya Publishing house
- Indian economy: VK Puri& SK Misra - Himalaya publication house

BUSINESS LAW

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core		Business Law	3	30	70	2 y_2 Hours

COURSE OBJECTIVES
To impart preliminary knowledge in respect of Laws to be followed while carrying the business.

COURSE CONTENT	
Unit - 1	Introduction to law and legal system.
	• Introduction to law, Object of law, Need for the knowledge of law, sources Mercantile law. • Preamble to the constitution of India (with explanation of all the terms used in the preamble) • Fundamental Rights, Fundamental Duties (Briefly). • Hierarchy of the judiciary and the courts in India.
Unit - 2	Contract Law - I
	• Object, definition and features of Contract law. • Essential elements of contracts. • Classification of contracts • Offer and legal rules as to an offer, Acceptance and legal rules as to acceptance. • Consideration and legal rules as to consideration. Exceptions to the rule 'no consideration no contract'. • Capacity to contract: contracts with a minor, contracts with people of unsound mind, contracts with people disqualified by law. • Quasi Contracts.
Unit - 3	Contract Law - II
	• Free consent: consent and free consent, (brief description of Coercion, Undue influence, Misrepresentation, Frauds and Mistake) • Legality of Object: When consideration or object is unlawful. Unlawful and illegal agreements. • Void agreements: List of void agreements, uncertain agreements, wagering agreements. • Contingent contracts: meaning and rules of contingent contracts. • Performance of contracts: Meaning and requisites of a valid tender, who must perform a contract. • Discharge of contracts: Discharge by performance, Discharge by agreement or consent, Discharge by impossibility, Discharge by lapse of time, Discharge by operation of law, Discharge by breach of contract. • Remedies for breach of contracts: Rescission of the contract, Suit for damages (very brief description of different types of damages), Suit upon quantum meruit, Suit for specific performance, Suit for injunction.
Unit - 4	Special Contracts - I
	Indemnity and Guarantee • Definitions: Contracts of Indemnity and Contracts of Guarantee. • Distinction between contracts Indemnity and Guarantee. Bailment and Pledge • Definition of contracts of Bailment • Requisites of Bailment. • Definition of Contracts of Pledge. Difference between Bailment and Pledge.
Unit - 5	Special Contracts - II - Law of Agency

- Definition of Agent and Principal, Essentials of relationship of Agency, Rules of Agency.
- Creation of Agency: by Express Agreement, by Implied Agreement, by Ratification (Excluding Requisites of Ratification) and by Operation of Law.
- Classification of Agents.

- Rights and Duties of Agents.
- Rights and Duties of Principal.
- Termination of Agency

REFERENCES

- Elements of Mercantile Law, N. D. Kapoor, Sultan Chand & Sons, New Deli
- Indian Contract Act, Sale of Goods Act and Partnership Act; Desai TR : SC Sarkar & Sons
- Mercantile Law, S.S. Gulshan :,Excel Books
- Legal Aspect of Business, Pathak:,TMH
- The Negotiable Instruments Act; Khergamwala JS : NM Tripathi
- The Principles of Merchantile Law, Singh Avtar , Eastern Book Company
- Business Regulatory Framework, Maheshwari & Maheshwari:, Himalaya Publishing
- Business Law , Kapoor ND : Sultan Chand & Sons
- The Constitution of India: Bare Act with short notes for students A. R. Khan, Publisher: Access Publishing.
- Indian Judicial System
  Mathew, P.D. & P.M. Bakshi, Publisher: New Delhi: ISI, 2002

PRODUCTION AND OPERATION MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core		Production & Operations Management	3	30	70	2 y_2 Hours

COURSE OBJECTIVES
To understand the production and operation function and familiarize students with the technique for planning and control.

COURSE CONTENT	
Unit - 1	Introduction to Production and Operations Management
	Concept and Definition of Production Management and Operations Management, Objectives of Operations management, decision areas in operations management, recent trends in operations management, difference between manufacturing and service operations.
Unit - 2	Process Selection
	An overview of major process decisions, A detailed study of the, advantages and limitations of job shop process, batch process, assembly process, continuous process characteristics and project process.
Unit - 3	Aggregate Planning and Maintenance Management
	Concept of aggregate plan, Importance of Aggregate plan, Approach to aggregate planning, Concept of Capacity Planning and CRP (Capacity Requirement Planning), Maintenance Management - Concept, Importance, Types of Plant Maintenance.
Unit - 4	Facility Location
	Introduction, steps in location selection and factors affecting- selection of region, community and site selection. Practical Problems/ sums related to location analysis (Only Break even analysis and Qualitative factor analysis models to be included)
Unit - 5	Facility Layout
	Introduction, Factors affecting facility layout, objectives of a good layout, service facility layout, types of layout (Product, process, static, cellular, combined layouts)

REFERENCES

- Production and Operation Management, S.A.Chunawalla and D.R. Patel, Himalaya Publishing House, Mumbai
- Production and operation Management K. Aswathappa and K. Shridhara Bhatt ,Himalaya Publishing House, Mumbai
- Operations Management, Mahadevan B, Pearson Education, New Delhi,2008
- Operations Management, Russel & Taylor, Pearson Education, New Delhi,2008
- Operations Management, Chase, Jabocs and Acquiliano, Tata McGraw Hill,
- Operations Management, Krajawski & Ritzman, , Pearson Education, New Delhi, 2003
- Production and Operations Management, Bedi Kanishka, OXFORD University Press
- Production and Operation Management, Bhatt K.S, Himalaya Publishing House,

DIRECT TAXES

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core		Direct Taxes	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

To develop conceptual understanding regarding Direct Tax Laws and to Prepare Returns and make them introduced with assessment procedure.

COURSE CONTENT

Marks: 60 % Marks for Practical Problems and 40 % Marks for theory questions.

Unit - 1	General
	• Definitions: Person, Income, Assessee, Previous Year, Assessment Year, Gross Total Income, Total Income, Agricultural Income. Heads of Income • Residential status and Incidence of Tax
Unit - 2	• Incomes exempt from Income Tax (Section 10) • Income tax authorities
Unit - 3	• Income from Business and Profession (Section : 28,29,30,31,32,35,35(2AB),35ABB, 35AC, 35AD, 35CCA, 35CCC, 35CCD, 35D,36 ,37,40,40A, 40A(2), 40A(3), 40a(7), 41, 43B, 44AA & 44AB)
Unit - 4	• Income from Salary (Section 15, 16, 17 and Rules 3, Section 10(7), 10(10), 10(10A),10(AA), 10(13A)
Unit - 5	• Income from House Property (Sec. 22 to 25 only)

NOTE:
- The Syllabus is restricted to study of specified section only.
- The Law In force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations.
- Study of rules is not implied for unless and until specifically mentioned.

REFERENCES

- Students guide to income tax- Vinod Singhania, Taxman Publication
- Systematic approach to income tax- Girish Ahuja & Gupta, Bharat Law Publication
- Income Tax: T M Manoahan
- Direct Tax ready reckoner, N. V. Mehta, Kuber Publication

ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core		Ethics & corporate social responsibility	3	30	70	2 y2 Hours

COURSE OBJECTIVES
The objective of this paper is to make the students more clear about theimportance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

COURSE CONTENT	
Unit - 1	Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.
Unit - 2	Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading.
Unit - 3	The Board -Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non- Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.
Unit - 4	Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing.
Unit - 5	Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring, and Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

REFERENCES

- Manuel G Velasquez : Business ethics- concepts and cases Pearson.
- Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
- A.C. Fernando: Business Ethics Pearson Education.
- A.C. Fernando: Corporate Governance Pearson Education.
- Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
- N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
- Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing
- Kevin Gibson: Ethics and Business, An Introduction, Cambridge Applied Ethics Cambridge University Press
- Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

COST ACCOUNTING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Core		Cost Accounting	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet and to provide basic knowledge of important Methods & Techniques of costing.

COURSE CONTENT	
Marks: 60 % Practical Examples, 40 % Theory.	
Unit - 1	Introduction
	Nature, Scope and Need of Cost Accounting,Concept of cost, Objectives of cost Accounting, Advantages and Limitations of Cost Accounting, Difference between Financial and Cost Accounting, Cost Unit & Cost Centre. Element of Cost: Cost Concept, Classification of Cost, Cost Unit and Cost center, Cost Sheet.
Unit - 2	Accounting for Materials Cost
	Definition and Types of Materials, Material control: Concept and techniques; Pricing of material issues; Treatment of material losses.
Unit - 3	Accounting for Labour Cost
	Definition and Types of Labour Cost, Labour cost control procedure; Labour turnover; idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes.
Unit - 4	Accounting for Overheads
	Definition of Overhead Cost, Classification of Overheads, Allocation, apportionment and Absorption of overheads; Determination of overhead rates; Under and over absorption, and its treatment.
Unit - 5	Unit costing and Operating cost for Road Transport

REFERENCES

- Cost Accounting Principles and Practice: M N Arora, Vikas Publishing
- Cost Accounting: S P Jain and K L Narang, Kalyani, New Delhi
- Advanced cost Accounting by Saxena and Vasistha.
- Cost Accounting by S.N.Maheshwari, Sultan Chand
- Cost Accounting by Ratnam.
- Cost Accounting Principles and Practice: M N Arora, Vikas Publishing
- Cost Accounting: S P Jain and K L Narang, Kalyani, New Delhi
- Practical Costing: P C Tulsian, Vikas Publishing
- Advanced Problems and Solutions in Cost Accounting: S N Maheshwari, Sultan Chand.
- Cost Accounting: Theory & Practice: Bhabatosh Banerjee, Prentice Hall of India Ltd., New

ADVANCED MARKETING MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective		Advanced Marketing Management	3	30	70	2 y$_2$ Hours

COURSE OBJECTIVES
Marketing theories and practices across the globe are drastically changing. Course contents of the course 'Advanced Marketing Management' contains some advanced and varied areas, topics and concepts to help students assimilate modern marketing theory and practices across the globe. The paper will help the student to develop necessary marketing knowledge and skills that will be instrumental in their career.

COURSE CONTENT	
Unit - 1	Marketing Research Practices
	Research Design: Concepts and Types (Exploratory, Descriptive, and Causal) Sampling: Concept of Sample and Sampling, Uses and Type of Sampling; Data Collection Tools: Questionnaire (Concept, Key Issues in Questionnaire Preparation, Types of Question with Examples); Data Collection Methods: Survey Method, Observation Method, Experimental Method, and Panel Method. Research Report: Concept, Qualities, and Format; Marketing Information System (MIS): Concept and Components
Unit - 2	Managing Advertising
	Advertising Message: Concept, Process of Developing Adverting Message; Ad Copy: Concept and Layout; Advertising Media: Concept, Types, Factors, and Concept of Media Scheduling; Advertising Budget: Concept, Methods; Factors; Functioning of Ad Agencies: Concept, Functions, and Benefits, Brief Profile of Some Leading Ad Agencies; Social Issues of Advertising: Positive and Negative Outcomes of Advertising: Measuring Advertising Effectiveness: Need and Methods (Communication Effect Test and Methods Sales Effect Test)
Unit - 3	International Marketing
	Concept and characteristics; Need or Importance of International Marketing, Forces Leading to Growth of International Marketing; Concept of PULL and PUSH Forces; International Marketing Environment: Concept and Variables, Practical Difficulties (Challenges); Key Decisions in International Marketing (Each decision should be Discussed in Detail with Practical Examples); Primary Idea of International Agencies/Organisations Affecting International Marketing.
Unit - 4	New Marketing Realities
	Direct Marketing and Online Marketing: Concept of Direct and Online Marketing; Activities, Cyber Marketing Process; Benefits and Limitations, Green Marketing: Concept, Need and Importance; Green Marketing Efforts and Managerial Implications; Customer Relationship Marketing (CRM): Concept and Importance; Components of CRM Programme, Concept of e- CRM, Common Drawbacks in CRM Programme
Unit - 5	Case Study
	Concept of Case and Case Study; Role of Case Study and Case Study Guidelines; Case Analysis: Small and medium size case for case study relating to the topics in the syllabus (Note: At least two cases should be discussed in the class room. Note: In examination only one or two cases shall be asked for analysis)

REFERENCES

- Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileshwarJha, *Marketing Management*, 14th edition, Person education, New Delhi, 2012
- R. B. Rudani, *Basics of Marketing Management,* S. Chand & Company, New Delhi, 2015
- S.A. Sherlekar, *Marketing Management,* Himalaya Publishing House, Mumbai, India, 2009
- John Quelch, and Kasturi Rangan, *Marketing Management*: *Text and Cases,* Tata McGraw-Hill, New Delhi, 2005
- V. S. Ramaswamy and S. Namakumari, *Marketing Management,* Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010
- R. Shrinivasan, *Case studies in Marketing,* The Indian Context, PHI Learning, Private Limited, New Delhi, 2012

INVESTMENT BANKING AND FINANCIAL SERVICES

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective		Investment Banking & Financial Services	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

The objective of this paper is to know the different aspects of Investment banking, mergers and acquisition and the detailed SEBI guidelines on issue management. _____ _____

COURSE CONTENT	
Unit - 1	Introduction
	An Overview of Indian Financial System, Investment Banking in India,Recent Developments and Challenges ahead, Institutional structure and Functions ofInvestment / Merchant Banking; SEBI guidelines for Merchant Bankers, Registration,obligations and responsibilities of Lead Managers, Regulations regarding Continuance ofassociation of lead manager with an issue
Unit - 2	Issue Management
	Public Issue: classification of companies, eligibility, issue pricing,promoter's contribution, minimum public offer, prospectus, allotment, preferentialallotment, private placement, Book Building process, designing and pricing, Green ShoeOption; Right Issue: promoter's contribution, minimum subscription, advertisements,contents of offer document, Bought out Deals, Post issue work & obligations, Investorprotection, Broker, sub broker and underwriters
Unit - 3	Leasing and Hire Purchase
	• Concepts of leasing, types of leasing - financial & operatinglease, direct lease and sales & lease back, advantages and limitations of leasing, Leaserental determination; Finance lease evaluation problems (only from Lessee's angle), • Hire Purchase interest &Installment, difference between Hire Purchase & Leasing, Choice criteria between Leasing and Hire Purchase,
Unit - 4	Venture Capital and Credit Rating
	• Venture Capital: Concept, history and evolution of VC, the venture investment process, various steps in venture financing, incubation financing. • Credit Ratings: Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology, International credit rating practices.
Unit - 5	Securitization
	concept, securitization as a funding mechanism, Traditional and non - traditional mortgages, Graduated-payment mortgages (GPMs), Pledged-Account Mortgages (PAMs), Centralized Mortgage obligations (CMOs), Securitization of non-mortgage assets, and Securitization in India.

REFERENCES

- M.Y.Khan: Financial Services, Tata McGraw -Hill.
- Machiraju: Indian Financial System, Vikas Publishing House.
- J.C.Verma: A Manual of Merchant Banking, Bharath Publishing House.
- K.Sriram: Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.
- Ennew.C.Trevor Watkins & Mike Wright: Marketing of Financial Services, Heinemann Professional

MANAGEMENT OF INDUSTRIAL RELATIONS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective		Management of Industrial Relations	3	30	70	2 V_2 Hours

COURSE OBJECTIVES

To acquaint students with concepts of Industrial Relations and various legislations related to Labour Welfare and Industrial Relations.

COURSE CONTENT	
Unit - 1	Basic framework of Industrial relations:
	Concept of Industrial relations characteristics, objectives , significance and factors affecting industrial relations, parties in industrial relations- workers employers and government, trade unions, approaches to industrial relations, globalization and industrial relation, Suggestions to improve Industrial Relations in India
Unit - 2	Industrial Disputes in India
	Meaning-Difference between Industrial Disputes and Industrial conflict -Forms of Industrial Disputes- Impact of Industrial Disputes- Difference between Human Relations and Industrial Relations- Prevention and settlement of industrial disputes, Industrial disputes Act 1947
Unit - 3	Basic framework of Labour Legislations
	Salient features, coverage and provisions relating to The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948 and The Payment of Bonus Act 1965 , Factories Act 1948 and The Industrial Employment (Standing Orders) Act 1946.
Unit - 4	Worker's Participation in Management
	Definition, origin, Nature, objectives, forms of Worker's Participation in management- Works Committee - Joint management Councils, Shop councils - Joint councils, board level participation, Concept and working of Quality circles, Employee Empowerment
Unit - 5	Trade Unionism, Collective Bargaining and Negotiation
	Concept, Functions of Trade Unions, Types of Trade Unions, Problems of Trade Unions in India. Collective Bargaining -Concept, Principles- Forms of Collective Bargaining, Negotiation - Effective negotiation, Current trends, issues and practices in Negotiation in Indian Industries.

REFERENCES

- Arun Monappa, Industrial Relations, Tata McGraw-Hill
- C. B. Mamoria, Satish Mamoria& S. V. Gankar, Dynamics of Industrial Relations.
- C. S. Venkata Ratnam, Industrial Relations, Oxford
- G. A. Armstrong: Industrial Relations-An Introduction, George G. Harrap & Co. Ltd., London.
- P. C. Tripathy: Personnel Management and Industrial Relations, Sultan Chand & Sons, New Delhi.
- P.R.N. Sinha,Indu Bala Sinha and Seema Priyadar shaniShekhar: Industrial Relations, Trade Unions and Labour Legislations, Pearson
- Ratna Sen, Industrial Relations in India: Shifting Paradigm, Macmillan
- S. C. Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi

FUNDAMENTALS OF OPERATIONS RESEARCH

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	V	Elective		Fundamentals of operations research	3	30	70	2 y2 Hours

COURSE OBJECTIVES
The objective of this paper is to familiarize the students with basic techniques of operations research.

COURSE CONTENT	
Unit - 1	Introduction of Operations Research
	• Nature of Operations Research • Characteristic of Operations Research • Methodology of Operations Research • Models of Operations Research • Applications of Operations Research
Unit - 2	Linear Programming -1
	• Meaning and uses of L.P. • Various terms which are used in L.P. • Mathematical Formulation of the L.P. • Assumptions and Limitations of L.P. • Optimum solution of L.P. by Graphical Method • Typical Examples.
Unit - 3	Linear Programming -2
	• Slack and Surplus variables. • Optimum solution of L.P. by simplex Method (for two & three variables only) • Transformation of a given problem into dual problem and its optimum solution. • Typical Examples.
Unit - 4	Transportation Problem
	• Introduction of T .P. • Initial method of solving T.P. (1) North-West corner rule method (2) Matrix minima method (3) Vogel's approximation method • Optimum method for solving T.P. (1) MODI method, (2) Stepping stone method
Unit - 5	Assignment methods
	• Introduction • Hungarian assignment method • Some typical examples • Travelling sale man problem

REFERENCES

- Operations Research Theory and Applications (2 nd edition): J K Sharma (Macmillan India)
- Operations Research Techniques for Management : V.K. Kapoor (Sultan Chand & Sons)

- Operations Research: Kanti Swarop, P.K. Gupta & Man Mohan (Himalaya Publication)
- Quantitative Techniques in Management: N.D. Vera (TATA McGraw Hill)

BBA SEMESTER - VI

BUSINESS POLICY AND STRATEGY

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Core		Business policy & Strategy	3	30	70	2 y2 Hours

COURSE OBJECTIVES
To equip students with the necessary inside into designing strategies for an organization and linking the organizations strategies with the changing environment. The course will focus on Indian cases, approaches and experiences.

COURSE CONTENT	
Unit - 1	Introduction to Business Policy and Strategy
	Meaning,Nature &Importance of business policy & strategy, Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions.
Unit - 2	Company's vision and mission
	Meaning of Vision and Mission, need for a mission statement, criteria for evaluating a mission statement-Goal, Process & Input formulation of the mission statement-Drucker's Performance Area, Bennis's Core Problem; formulation of mission statement.
Unit - 3	Environmental Analysis & Diagnosis
	Analysis of company's external environment, Environmental impact on organization's policy and strategy, organizations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis: Importance of organization's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.
Unit - 4	Formulation of competitive strategies
	Introduction to strategies of growth, stability and renewal, Types of growthstrategies: concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), Types of renewal strategies - retrenchment and turnaround.
Unit - 5	Strategic Framework
	Strategic analysis & choice, Strategic gap analyses, portfolio analyses - BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, grand strategy selection matrix; Behavioral considerations affecting choice of strategy;

REFERENCES

- Strategic Management formulation implementation and control: J.A. Pearce & R.B. Robinson :Tata McGraw Hill
- Crafting and executing strategy: Arthur A. Thompson Jr. & A.J Strickland, TMH
- Exploring corporate strategies: Gerry Johnson & Kevan Scholes, PHI
- Strategic Management: Upendra Kachru: Excel books
- Strategic Management -Concepts and Cases: Arthur A. Thompson Jr. and A.J. Strickland: McGraw-Hill
- Business Policy and Strategic Management: Lawrence R. Jauch & William F. Glueck:

| (McGraw Hill Series in Management).

LEGAL ASPECTS OF BUSINESS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Core		Legal aspects of Business	3	30	70	2 y2 Hours

COURSE OBJECTIVES

The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013 and Rules. Case studies involving issues in corporate laws are required to be discussed.

COURSE CONTENT	
Unit - 1	Negotiable Instruments Act
	• Definition of N egotiable Instrument • Characteristics of Negotiable Instrument. • Promissory Note: Definition and essential elements. • Bill of Exchange: Definition and essential elements. • Difference between Promissory Note and Bill of Exchange. • Cheques: Definition. • Difference between Cheques and Bill of Exchange. • Holder and Holder in due course • Discharge of Negotiable Instrument.
Unit - 2	Sale of Goods Act 1930
	• Sale and agreement to sell. • Implied conditions and warranties, • Sale by non-owners. • Rights of unpaid seller.
Unit - 3	Factories Act
	• Object and Scope of the Act • Important Definitions • Inspector: Appointment (section 8), Duties (section 9). • Certifying Surgeon: Appointment and Duties (section 10) • Health of workers (section 11 to 20) • Safety of workers (section 21 to 41) • Welfare of Workers (section 42 to 50) • Working hours of Adults (section 51 to 62)
Unit - 4	Workman's Compensation Act
	• Definitions • Ways open to a workman to claim compensation. • Rules regarding workman's compensation (including calculation of amount of compensation) • Rules and procedures regarding distribution of compensation.
Unit - 5	Other Laws
	• Consumer Protection Act: Rights of Consumer, Consumer council (briefly), Consumer Redressal Agencies (briefly) • Intellectual Property Rights: History, Overview of the law, Copyrights, Patents, Trademarks, Designs and Geographical Indicators.

- The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right.

REFERENCES

- Elements of Merchantile Law, N. D. Kapoor, Publisher: Sultan Chand & Sons.
- Law Relating to Intellectual Property Rights, M. K. Bhandari, Publisher: Central Law Agency
- Intellectual property rights & development in India, M. Kumar Singh, Publisher: NAVYUG Publishers & Distributors
- Intellectual Property Rights (IPRs): TRIPS Agreement & Indian Laws, E. T. Lokganathan, Publisher: New Century Publication
- Cases and Material on Consumer Protection Act, 1986, Prof. K. Madhusudhan Rao, Publisher: Asia Law House
- Consumer Protection - Law and Practice, V.K.Aggarwal, Publisher: Bharat Law House Publisher's Distributors
- Law of Consumer Protection: Principles and Practice, Singh, Avtar (2005), Publisher: Eastern Book Co. Lucknow.
- Right to information, Anil kumar, Neha publishers, india

TAX PLANNING AND MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Core		Tax Planning & Management	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

This course aims at making students conversant with the concept of tax planning and Indian tax-laws, their practical applications and also to provide basic knowledge for tax planning and its impact on decision making.

COURSE CONTENT	
Marks: 60 % Practical, 40% Theory	
Unit - 1	• Capital gain (Section 45,47,48,49,50 only) • Income from other sources (Section 56,57,58,59)
Unit - 2	Deductions from Gross Total Income (Section 80C. 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80EE, 80TTA, 80U)
Unit - 3	Nature & Scope of Tax Planning Meaning, nature, scope and justification of tax planning; Tax planning, tax management, tax evasion and tax avoidance, Importance and Advantages of Tax Planning, Distinction between Tax avoidance and Tax evasion, Residential status and tax liability Section 5 & 6.
Unit - 4	Income of a partnership firm including income of a partner
Unit - 5	Return of Income Section 139, 139B, 139A,
	Meaning and Types of Return: Voluntary return, Return on demand, Return of loss, Belated return, defective return, Revised return, (139), Forms of Return (Rule 12), Due date of furnishing the Return, (139-1)PAN (139 A) , Electronic filing Return (139D), Types of Assessment: Self - assessment (140A), Summary assessment(143), Scrutiny assessment (143-3), , Best judgment assessment (144), Re-assessment, Advance Payment of Tax 207 to 211), Tax deducted at source (Concept only)
NOTE: • The Law In force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations. • Study of rules is not implied for unless and until specifically mentioned.	

REFERENCES

- Corporate Tax Planning: V K Singhania, Taxmann Publications Pvt. Ltd., New Delhi.
- Corporate Tax Planning and Management: Girish Ahujaand Ravi Gupta. Bharat Law House, Delhi.
- Tax Planning under Direct Taxes: Acharya, Shuklendra and M.G. Gurha. Modern Law Publication, Allahabad.

FINANCIAL INSTITUTIONS AND MARKETS

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Core		Financial Institutions & Markets	3	30	70	2 y2 Hours

COURSE OBJECTIVES

- To provide basic knowledge basic principles, concepts and tools related to financial institutions.
- To make aware students about history, objectives, functions, policies and modus operandi of financial institutions.
- To develop ability of students to know impacts of change in policies of various financial institutions on various segments-individually and collectively.

COURSE CONTENT	
Unit - 1	Money market
	Introduction, importance, structure of money market • Unorganized sector(loan companies, chit funds, nidhis, money lenders &indigenous bank) • Organized sector - Sub market (call money market, treasury bill market, repo market, commercial money market, trade and commercial money market) - Participating institutions (RBI, discount and fiance money house of India, mutual funds, IFC) - Instruments • Reform measures to strengthening Indian money market.
Unit - 2	Capital market
	• introduction, • structure of capital market - financial institution (IFC, IDBI,EXIM bank, SIDBI, IDFC, SFCs, LIC) - securities market (Gilt-edged market, corporate securities market) • role of capital market • growth of capital market - government securities market - corporate securities market • factors contributing to growth of capital market • problems of capital market - problems of equity market - problems of debt market
Unit - 3	Reserve bank of India
	history, organization & management, functions, minatory policy (definition, objectives, instruments of monetary policy)
Unit - 4	Institutional financing- I
	introduction, classification of financial institutions- • All India development institutions (IFC, IDBI, SIDBI,ICICI) • Specialized financial institutions (EXIM bank, TFCI,IDFC) Note: weight should be given to history, objectives, functions and modus operandi of these institutions.
Unit - 5	Institutional financing- II

- Investment institutions (LIC, UTI & GIC)

- Refinance institutions (National housing board, NABARD)
- State level institutions(SFCs, state industrial development corporation)

Note: weight should be given to history, objectives, functions and modus operandi of these institutions.

REFERENCES

- Financial institutions and markets: LM Bhole- Tata McGraw-Hill publishing company
- Indian Financial System: PN Varshney& DK Mital - SULTAN CHAND &SONS
- Indian economy: VK Puri& SK Misra - Himalaya publication house
- Financial services: MY Khan-McGraw hill higher education.

MANAGEMENT ACCOUNTING

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Core		Management Accounting	3	30	70	2 V_2 Hours

COURSE OBJECTIVES
To develop conceptual understanding regarding management accounting and use of accounting data for managerial decisions.

COURSE CONTENT	
Marks: 60 % Practical Problems and 40 % Theory.	
Unit - 1	Nature, Scope of Management Accounting
	Nature and Scope of Management Accounting, Advantages and Limitations of Management Accounting, Tools of Management Accounting, Role of Management Accountant, Financial Accounting, Cost Accounting and Management Accounting
Unit - 2	Marginal Costing and Decision Making
	• Marginal Costing: Meaning and significance of marginal cost and marginal costing, contribution; P/V ratio, K e y factors, Break Even Point, Margin of Safety; application of marginal costing and profit planning. • Decision Making. Charges in sales, Adding or discontinuing products, Make or buy decision, Selling or further processing, Selling in foreign market
Unit - 3	Budgetary Control and Standard Costing
	• Budgetary Control: Meaning and significance of budget and budgetary control, Types of Budget, budget centers; Procedure of budgetary control system, preparation of cash budget and flexiblebudget only. • Standard Costing: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Computation of Material and Labor Variances only.
Unit - 4	Cash Flow Statement
	• Cash Flow Statement. Meaning and significance of cash flow statement; distinction between fund flow statement and cash flow statement, Sources and use of cash, Preparation of cash flow statement as per companies act.
Unit - 5	Responsibility Accounting
	Meaning and significance of Responsibility Accounting, responsibility center, organization structure of responsibility accounting, limitations of responsibility accounting, Divisional Performance.

REFERENCES

- A Textbook of Cost and Management Accounting. M.N. Arora, Vikas Publishing
- Management Accounting: M.Y. Khan, and P.K. Jain
- Cost Accounting: Theory and Problems, S.N. Maheshwari, and S.N. Mittal, Shree Mahavir Book Depot (Publishers)
- Fundamental of Management Accounting - Ghosh and Gupta
- Management Accounting- Hingorani and Ramnathan
- Introduction to Management Accouting - CT Horngren
- Management Accounting - Principles- R N Anthony
- Management Accounting- N P Shrinivas
- Management Accounting- I M Pandey

PRACTICAL STUDIES

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Project		Practical Studies	3	-	50 P 50 V	-

COURSE OBJECTIVES
The objective of industrial training in Semester VI of B B A programme is to give them perspectives about the organization and functioning in the following areas of management:
COURSE CONTENT
(Practical Studies Report: 50 Marks, Viva Voce: 50 Marks)

PART-A:AREA OF STUDY:

The students shall be placed in any one of the different types of organizations including service and non-profit organization for a minimum period of 15 days for practical studies. Every student shall prepare a report on one of the special topics from the subjects given below pertaining to the organization in which he has been placed for training. The report must contain data for minimum period of last five years or a student may prepare a research based project on any one of the topics listed below.

1. Materials Management/Operations Management
2. Human Resource management,
3. Financial management,
4. Management Accounting.
5. Marketing Management

PART-B: GENERAL INSTRUCTIONS FOR PREPARATION OF REPORT:

- The Practical Studies curriculum shall be assigned an overall three credits equivalent workload.
- Students shall make arrangement for permission from the Units for Practical Studies under the guidance of concern faculty of the college.
- All the students shall draft their report independently, which shall be checked and certified by the faculty concerned
- The Student shall prepare his Practical Studies report in two copies, First Copy submitted to College, Second copy as his Personal Copy.
- Draft report must be in the following format:
    a. Report must be typed in the Font size 14pt, Time New Roman, 1.5 spacing in A4 size paper and printed on both side of paper.
    b. Tile Page: Full name of students, Semester number, roll/seat number, name of business unit visited, name of academic institutions, etc.
    c. Company Detail: Name, address, phones, fax, website, e-mail address, etc.
    d. Guide certificate
    e. Student’s declaration regarding originality of the report.
    f. Acknowledge
    g. Preface/Introduction
    h. Index with contents and page number
    i. Main part of the report
    j. Conclusion and suggestions
    k. Bibliography (if any)
    l. Appendix (if necessary)
- Only Practical aspects are required. Therefore the Book-concepts should be avoided from the report so far possible.
- The report shall be assessed by the panel of examiners appointed by the University. The student also shall be examined by Viva-voce by the same panel of examiners.

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Elective		Retail Management	3	30	70	2 y_2 Hours

| COURSE OBJECTIVES |

Retail business in India is booming, and has been prospering fast. Course contents of the course 'Retailing contains some important topics of both retailing. The paper is useful for the students to be aware of the most crucial areas of marketing operations. The paper will help the student to develop necessary marketing knowledge and skills that will help them build their career in these fields.

| COURSE CONTENT |

Unit - 1	Introduction To Retail Business
	Concept of Retail; Key Features; Importance of Retailing in India; Concept of Organized Retail, Drivers of Retail Change in India; Role of Retailer - as a Link between Producers and Consumers, as Channel Members, as a Image Creator; Challenges to Retail Development in India; Evolution Stages of Retail Format;
Unit - 2	Key Decisions In Retail Business
	Retail Modes: Brief Idea of Types of Retail Modes/Formats; Understanding Retail Consumers: Need of studying consumer behaviour, Factors Affecting the Retail Shoppers; Retail Strategy Formulation: Concept and Steps; Retail Store Locations: Key Decisions and Factors;
Unit - 3	Merchandise Management
	Merchandise Management: Concept and steps; Retail Store Design and Visual Merchandising: Exterior Store Design and Internal Store Design; Overview of Other Retail Business Decisions: Retail Brand, Retail Price, Servicing Retail Consumers, Retail Market Promotion/Communication; Organizing of Retailing Operations.
Unit - 4	Some Issues Relating To Retailing Business
	Service Retailing: Concept and Characteristics of Services; Service Marketing Strategies; FDI in Retail Business, Concept of Multiband and Single brand retailing; Concept and Nature of Supply Chain Management;
Unit - 5	Online Retailing
	Brief Idea of key Sectors in Retail - Food Retail, Food service Retail, Footwear Retail, Apparel Retail and Consumer Durables; Online retailing: Benefits and Limitations of Online Retailing; Concept of Online Shopping Payment and Option; List of Leading Payment Gateways

| REFERENCES |

- Swapna Pradhan: Retailing Management - Text and cases, 4th Edition, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- Arif Sheikh and Kaneez Fatima: Retail Management, Himalaya Publishing House, Mumbai, 2014.
- Harjit Singh: Retail Management, S. Chand Publication, New Delhi.
- V. S. Ramaswamy and S. Namakumari, Marketing Management, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010
- R. B. Rudani, Basics of Marketing Management, S. Chand & Company, New Delhi, 2015
- Berman & Evarv: Retail Management, Prentice Hall of India, New Delhi.
- Internet Sources

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Elective		Security analysis and Portfolio Managemen t	3	30	70	2 y_2 Hours

COURSE OBJECTIVES
To familiarize the students with various investment markets andfunctioning of markets, to equip the students with the theoretical and practical knowledge of capital market and to develop the skills for developing the portfolio constructions, revision, reconstruction and investment advisory.

COURSE CONTENT	
Unit - 1	Introduction to the landscape of investment
	Definition of investment. Investment alternatives. Assets- Innovative products, The process of investment trading- margin trading etc, Various indices and its construction. Risk and return in investment. Real return, nominal return, Historical and expected return. Risk-valuation of risk. Sources of risk. Company stock market interest, inflation, credit risk. Portfolio risk.
Unit - 2	Security analysis and valuation
	The fundamental analysis. Economic analysis, Industry analysis, Company analysis. Equity valuation. DCF methodology, dividend discounting and free cash flow discounting.
Unit - 3	Security analysis and valuation
	Technical Analysis: Meaning, assumptions, distinction between technical and fundamental analysis,
Unit - 4	Portfolio management:
	Portfolio risk & return,, MarkoWitz model: risk and return for 2 and 3 assets portfolios, Concept of efficient frontier and optimum portfolio
Unit - 5	Performance evaluation of portfolio
	Portfolio revision and portfolio management, Sharper's model, Jenson's model and Treynor's model Asset management companies: mutual funds, evaluation of mutual funds. NAV calculation of mutual fund

REFERENCES

- Investments Analysis and Portfolio Management: Reilly/Brown, Cengen
- Investment Analysis an Portfolio Management: M. Rangnatham and R.Madhumathi, Pearson
- Security analysis and Portfolio Management: Sudhindra Bhatt,
- Security analysis and Portfolio Management: R. Singh Excel book

PERFORMANCE AND COMPENSATION MANAGEMENT

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Elective		Performance & Compensation Management	3	30	70	2 y_2 Hours

COURSE OBJECTIVES

- To familiarize students about concepts of performance and compensationmanagement.
- To relate its application for attracting, retaining and motivating employees to high performance.

COURSE CONTENT	
Unit - 1	Introduction- Concept, Philosophy of performance management Objectives of performance management system; Performance management and performance appraisal; Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling.
Unit - 2	Performance management and reward systems. Performance Indicators, Performance Coaching , Mentoring and Counselling, Competency development, Use of technology and e-PMS, Ethical Perspectives in performance appraisal.
Unit - 3	Introduction to Job Evaluation, Methods of Job Evaluation, Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. Modern trends in compensation - from wage and salary to cost to company concept, competency based pay, compensation benchmarking
Unit - 4	Incentives plans for production employees and for other professionals. Developing effective incentive plans, pay for performance,. Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. -Types of benefits, Choice of benefits, administering employee benefits, Flexible benefits/Cafeteria Plans-Pension Schemes-ESOP
Unit - 5	Wages in India: Minimum wage, fair wage and living wage. Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity.

REFERENCES

- Armstrong, M., Performance Management: Key strategies and practical guidelines, Kogan Page, London.
- Armstrong, M. & Baron, A: Performance Management and Development, Jaico Publishing House
- Bagchi, S. N.: Performance Management, Cengage Learning India.
- Bhattacharyya, D.K.: Performance Management Systems and Strategies, Pearson Education.
- Bhattcharyya Dipak Kumar, Compensation Management, Oxford University Press.
- Gary Dessler, Human Resource Management, Prentice Hall.
- Herman Aguinis: Performance Management, Prentice Hill.
- Milkovich & Newman, Compensation, McGraw Hill.
- Richard Henderson: Compensation Management in Knowledge Based World, Prentice Hall.
- Robert B.: Performance management, McGraw-Hill Education India.
- T.J. Bergman, Compensation Decision Making, Harcourt, Fort Worth, TX
- T.N.Chhabra& SavithaRastogi Compensation management, Sun India Publications.

ADVANCED OPERATIONS RESEARCH TECHNIQUES (AORT)

Name of Course	Semester	Core/Elective/Allied/Practical/Project	Course/Paper Code	Course/Paper Title	Credit	Internal Marks	External Marks	External Exam Time Duration
B.B.A.	VI	Elective		Advanced operations research techniques	3	30	70	2 y_2 Hours

COURSE OBJECTIVES
The objective of this paper is to familiarize the students with advanced techniques of operations research.

COURSE CONTENT	
Unit - 1	PERT and CPM
	• Presentation of an activity • Arrow Diagram • Using a Dummy Activities & its logic • Network • Determination of ES,EF,LS and LF: Critical path • Total, free & independent floats • Distribution of project duration, Probability of completion duration of the project
Unit - 2	Replacement Theory
	• Replacement Policy for Equipment which deteriorates gradually • Replacement of items that fail suddenly • Group replacement policy
Unit - 3	Sequencing Problem
	• Introduction • Assumption • Algorithm for solving sequencing problem - Processing n jobs through 2 machines - Processing n jobs through 3 machines - Processing n jobs through 4 machines
Unit - 4	Inventory Management
	• Introduction • Types of Inventories • Inventories decisions • Deterministic Inventory problems: - EOQ problem with no shortage - Production problem with no shortage - EOQ Problem with shortage - Production Problem with shortages • Review of the assumption of EOQ model
Unit - 5	Theory of Game
	• Introduction • Two person Zero-Sum Game • Saddle Point • When no Saddle Point Exists • Dominance Rule • Solution of 2xn, mx2 and mxn Games

REFERENCES

- Operations Research Theory and Applications (2 nd edition): J K Sharma (Macmillan India)
- Operations Research Techniques for Management : V.K. Kapoor (Sultan Chand & Sons)
- Operations Research: Kanti Swarop, P.K. Gupta & Man Mohan (Himalaya Publication)
- Quantitative Techniques in Management: N.D. Vera (TATA McGraw Hill)

- Principles and Practice of Accountancy-by Rana-Dalal (B.S.Shah, Ahmedabad)
- Principles and Practice of Accountancy -by S.P.Shah (Mahajan Publishing House, Ahmedabad)
- Computer Fundamentals - BPB Publications - By P.K.Sinha
- Computer Fundamentals and Information Technology - By Bharat & Co.