



# SIR PADAMPAT SINGHANIA UNIVERSITY

Udaipur

## SCHOOL OF MANAGEMENT

### Course Curriculum of 3-Year B.B.A. Programme (Batch-2018-21)

#### Credit Structure

BBA Core		BBA Elective	
Category	Credits	Category	Credits
Ability Enhancement Compulsory Course	12	Discipline Specific Electives	20
Skill Enhancement Elective Course	8	Generic Elective	17
Core Course	68		
Total	88	Total	37
Grand Total			125

#### Distribution of Total Credits and Contact Hours in All 6 Semesters

S. No.	Semester Number	Credits/Semester	Contact Hours/Semester
1	I	19	20
2	II	22	23
3	III	20	23
4	IV	22	23
5	V	26	22
6	VI	16	13
Total		125	-

## Course Structure: BBA 2018-21

### Semester - I

S. No	Course Code	Course Title	L	T	P	Credit(s)
1	BM-181	Financial Accounting	4	1	1	6
2	BM-183	Managerial Economics	4	1	0	5
3	BM-189	Management Principles & Application	4	0	0	4
4	HU-153	Professional Communication I	2	0	0	2
5	CH-153	Environmental Science	2	0	0	2
Total Credits						19
6	EP-199	Endeavour Project(Beyond the Syllabus)				
Total Contact Hours						20

### Semester - II

S. No	Course Code	Course Title	L	T	P	Credit(s)
1	BM-184	Applied Macroeconomics	4	1	0	5
2	BM-185	Behaviour in Organizations	3	0	0	3
3	BM-186	Sales Management	3	0	0	3
4	BM-187	Business Statistics	4	1	1	6
5	BM-188	Business Policy	3	0	0	3
6	HU-154	Professional Communication II	1	1	0	2
Total Credits						22
7	EP-199	Endeavour Project (Beyond the syllabus)				3
Total Contact Hours						23

### Semester - III

S. No	Course Code	Course Title	L	T	P	Credit(s)	
1	BM-286	Business Law	4	1	0	5	
2	BM-287	Income-tax Law & Practice	5	0	1	6	
3	BM-289	Computer Applications in Business	2	0	2	4	
4	BM-290	Production Management	3	0	0	3	
5	HU-251	Business & Technical Communication	1	1	0	2	
Total Credits						20	
6	EP-299	Endeavour Project (Beyond the syllabus)					
Total Contact Hours						23	

### Semester - IV

S. No	Course Code	Course Title	L	T	P	Credit(s)	
1	BM-291	Cost Accounting	5	1	0	6	
2	BM-292	E-Commerce	3	0	1	4	
3	BM-293	Entrepreneurship	4	0	0	4	
4	BM-294	Leadership in organization	3	0	0	3	
5	BM-295	International Business	3	0	0	3	
6	HU-252	Language through Literature & Films	0	2	0	2	
Total Credits						22	
7	EP-299	Endeavour Project (Beyond the syllabus)					3
Total Contact Hours						23	

## Semester - V

S. No	Course Code	Course Title	L	T	P	Credit(s)
1	BM-391	Principles of Marketing	5	0	0	5
2	BM-392	Fundamentals of Financial Management	4	1	0	5
3	BMX-XXX	DSE-1	5	0	0	5
4	BMX-XXX	DSE-2	5	0	0	5
5	BM-373	Summer Internship	-	-	-	4
6	HU-351	Fun with Drama	0	2	0	2
Total Credits						26
7	EP- 399	Endeavour Project (Beyond the syllabus)				
Total Contact Hours						22

## List of Departmental Electives – VI SEMESTER – V

			L	T	P	Total Credits
<b>List of Discipline specific Electives (DSE)-1 (Finance)</b>						
1	BMF-301	Management Accounting	5	0	0	5
2	BMF-302	Banking & Insurance-I	5	0	0	5
3	BMF-303	Export Management	5	0	0	5
<b>List of Discipline specific Electives (DSE)-2 (IT)</b>						
1	BMI-301	Project Management Information System	4	0	1	5
2	BMI-302	Systems Analysis & Design	5	0	0	5
3	BMI-303	Managing Data Resources	3	0	2	5

## Semester – VI

S.No	Course Code	Course Title	L	T	P	Credit(s)
1	BM-395	Business Research Methods & Project Work	3	0	3*	6
2	BMX-XXX	DSE-3	5	0	0	5
3	BMX-XXX	DSE-4	5	0	0	5
Total Credits						16
4	EP-399	Endeavour Project (Beyond the syllabus)				3
Total Contact Hours						13

\* Project work as per UGC guidelines

### List of Departmental Electives – VI SEMESTER – VI

			L	T	P	Total Credits
<b>List of Discipline specific Electives (DSE)-3 (HRM)</b>						
1	BMH-301	Industrial Relation & Labour laws	5	0	0	5
2	BMH-302	Human Resource Management	5	0	0	5
3	BMH-303	Contemporary issues in HR	5	0	0	5
<b>List of Discipline specific Electives (DSE)-4 (Marketing)</b>						
1	BMM-301	Retail Management	5	0	0	5
2	BMM-302	Consumer Affairs & Customer Care	5	0	0	5
3	BMM-303	Marketing of Services	5	0	0	5

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - I

### (Core Course)

BM-181	L-T-P-C
Financial Accounting	4-1-1-6

**Objectives:** *The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting & to impart skills for recording various kinds of business transactions.*

#### Course Content

Theoretical Framework of accounting: Accounting as an information system, the users of financial accounting information & their needs. Qualitative characteristics of accounting, information, Functions, advantages & limitations of accounting, Branches of accounting, Bases of accounting; cash basis & accrual basis. The nature of financial accounting principles – Basic concepts & conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality & full disclosures. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. Salient features of First-Time Adoption of Indian Accounting Standard (Ind-AS) 101. International Financial Reporting Standards (IFRS): - Need & procedures.

Accounting Process: From recording of a business transaction to preparation of trial balance including Adjustments

Computerised Accounting Systems: Computerised Accounting Systems: Computerized Accounts by using any popular accounting software: Creating a Company; Configure & Features settings; Creating Accounting Ledgers & Groups; Creating Stock Items & Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit & Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement Selecting & shutting a Company; Backup & Restore data of a Company.

Business Income: Measurement of business income-Net income: the accounting period, the continuity doctrine & matching concept, Objectives of measurement. Revenue recognition: Recognition of expenses. The nature of depreciation; the accounting concept of depreciation, Factors in the measurement of depreciation; Methods of computing depreciation: straight line method & diminishing balance method; Disposal of depreciable assets-change of method. Inventories: Meaning. Significance of inventory valuation, Inventory Record Systems: periodic & perpetual. Methods: FIFO, LIFO & Weighted Average. Salient features of Indian Accounting Standard (Ind-AS): 2  
Final Accounts: Capital & revenue expenditures & receipts: general introduction only. Preparation of financial statements of non-corporate business entities (format only)  
Accounting for Hire Purchase & Installment Systems: Calculation of interest, partial & full repossession, Hire purchase trading (total cash price basis), stock & debtors system; Concepts of operating & financial lease (theory only)  
Accounting for Inland Branches: Concept of dependent branches; accounting aspects; debtors system, stock & debtors system, branch final accounts system & whole-sale basis system. preparation of consolidated profit & loss account & balance sheet.  
Accounting for Dissolution of the Partnership Firm: Accounting of Dissolution of the Partnership Firm Including Insolvency of partners, sale to a limited company & piecemeal distribution

### **List of Experiments**

1. Creating a Company;
2. Configure & Features settings;
3. Creating Accounting Ledgers & Groups;
4. Creating Stock Items & Groups;
5. Vouchers Entry;
6. Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit & Loss
7. Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement
8. Selecting & shutting a Company;
9. Backup & Restore data of a Company

**Texts / Reference Books**

1. Accounting: Text and Cases, Anthony, Robert N, Hawkins, David, Merchant, Kenneth A., 13th Ed. McGraw-Hill Education, 2013.
2. Introduction to Financial Accounting, Horngren, Charles T. and Philbrick, Donna Pearson Education.
3. Financial Accounting: Concepts and Applications. Monga, J.R., Mayur Paper Backs, New Delhi.
4. Advanced Accounts. Shukla, M.C. Grewal T.S. and Gupta S.C.. Vol.-I. S. Chand and Co., New Delhi.
5. Financial Accounting Maheshwari, S.N. and. Maheshwari S. K. Vikas Publishing House, New Delhi.
6. Financial Accounting. Sehgal Deepak. Vikas Publishing H House, New Delhi.
7. Financial Accounting, Goyal Bhushan Kumar and Tiwari, HN International Book House
8. Financial Accounting, Alderman Goldwin and Sanyal, Cengage Learning.
9. Financial Accounting, Tulsian, P.C. Pearson Education.
10. Compendium of Statements and Standards of Accounting. The Institute of Chartered Accountants of India, New Delhi.



# Detailed Syllabus for B.B.A. Degree Programme

## Semester - I

### (Generic Elective)

BM-183  
Managerial Economics

L-T-P-C  
4-1-0-5

**Objectives:** *The objective of this subject is to acquaint the student with the basic Principles, tools and techniques of Economics and application of the same in the competitive business world.*

#### Course Content

Introduction to Managerial Economics: Meaning & Definition, Features of Managerial Economics, Scope of Managerial Economics, Objectives and practical uses of Managerial Economics, Role and Responsibilities of Business Economist to modern Business Management.

Theory of Demand and Demand Forecasting: Meaning- determinants - demand schedule - demand curve, Law of Demand- exceptions- shifts in demand and movements in demand, Elasticity of demand- meaning- types, Price elasticity of demand-meaning-degrees-measurement: Total outlay- Point Method, Income elasticity of demand, Cross elasticity of demand, Demand Forecasting- Meaning- levels-objective, Method of estimation-Survey Method and Statistical method, Forecasting for a new product.

Theory of Consumption: Consumption - meaning, features –types, Role of consumer under open and closed economy, Theory of consumer Behaviour, Cardinal Approach: Gossen first law and second law, Concept of consumer surplus, Ordinal approach – Hicks and Allen model, Meaning of ICA properties - consumer's equilibrium, Concept of MRS– substitution effect- Income effect -price effects, Concept of Engle's law

Theory of Production and Cost: Meaning of production function- classification- fixed factors-variable factors, Law of variable proportion, Concept of Iso-quant and Iso-cost - producer's equilibrium, Managerial equilibrium- MRTS- optimal combination, Economies of scale- meaning- Internal and External economies of scale, Supply- meaning- determinants, Law of supply, Cost: Meaning- concepts-Computation of costs

Market Structure: Revenue: Meaning- classification, Perfect competition- meaning- features- equilibrium price determination simultaneous changes in demand and supply – importance of time element- short run and long run equilibrium, Imperfect competition – Monopoly- meaning- features- short and long run equilibrium – price and output determination under Discriminating Monopoly, Oligopoly- meaning – features-kinked demand curve, Duopoly-meaning- features

### **Reference Books**

1. A Text of Economic Theory, Alfred William Stonier and Douglas Chalmers Hague, Fourth Edition, Wiley, 1972.
2. International Economics, Fourth Edition, M. L. Jhingan, Vrinda Publication Pvt. Limited, 1997.
3. Managerial Economics, Joel Dean, Second Edition, Prentice-Hall, 1951.
4. Managerial Economics, Varshney and Maheshwari: Fourth Edition, Sultan Chand, 2007.
5. Business Economics, D. M. Mithani, First Edition, Himalaya Publishing House, 2006.
6. Modern Economic Theory, K. K. Dewett, Fourth Edition, S Chand & Co Ltd, 2006.
7. Managerial Economics, Harold Craig Petersen and W. Cris Lewis, Fourth Edition, Prentice Hall PTR, 1999.
8. Managerial Economics, V. Mote, Samuel Paul and G. Gupta, Second Edition, Tata McGraw Hill, 2004.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester – I

### (Core Course)

BM-189  
Management Principles & Application

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

**Objective:** *The objective of the course is to provide the student with an understanding of basic management concepts, principles & practices.*

#### Course Content

Introduction to Management: Introduction and Nature of Management, Definition & Meaning-By P. F. Drucker, Koontz O' Donnel, S. George, Management as an Art, Science and Profession, Distinction between Administration and Management, Importance & Functions of Management.

Evolution of Management: Evolution of Management- Thought-Pre Scientific Management era, Scientific Management & Contribution of F. W. Taylor, Process Management & contribution of Henri Fayol, HR movement - Hawthorne experiments, Contributions of Behavioral scientists- Abraham Maslow, Peter Ducker, Douglas Mc. Gregor

Decision Making: Meaning of Decision making, Steps in decision making

Planning: Nature & Definition of Planning- Koontz o'Donnel, Hart, Alfred & Beaty, Importance and limitations, Planning process, Types of Plans- on the basis of use, functions, time (meaning only).

Organizing & Departmentation: Meaning & Definition- Koontz O'Donnell & McFarland, Organizing - Nature, Purpose & Principles, Types of Organization (Formal & Informal), Types of Authority relationships- Line, Functional, Line& staff, Committees, Meaning and types of Departmentation, Centralization and De-centralization (Meaning Only)

Elements of Directing, Co-ordination and Control: Meaning & Importance of Directing, Leadership: Meaning & Styles, Motivation: importance & Theories (McClelland,

Herzberg. Vroom's Expectancy), Meaning, Principles and techniques of Co- ordination, Meaning, Need & steps in Controlling

**Text/Reference Books**

1. Management: A Book of Readings, Koontz Harold and O'Donnell, Cyril. McGraw-Hill, 2012.
2. Essentials of Management, Reddy, (Dr) P. N., Appannaiah, H R and Tripathi, P C. Eleventh Edition, Himalaya, 2004.
3. Principles and Practice of Management. Prasad, L. M. 7th Edition, Sultan Chand & Sons, 2007.
4. Principles of Management, Tripathi P. C. and Reddy, P. N., Fourth Edition, Tata McGraw Hill, 2008.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - I

### (Ability-Enhancement Compulsory Course)

HU-153	L-T-P-C
Professional Communication - I	2-0-0-2

**Objective:** *To develop communicative competence.*

#### Course Content

Communication: Importance of effective communication skills, Objectives & Process of communication; Types of communication: Verbal & non-verbal; Channels of communication, Media of communication; Barriers to communication: Physical, Psychological, Mechanical, Linguistic & Cultural; Types of listening, Principles of effective listening.

Word Power: Words often misspelt, One word substitute, Use of idiomatic expressions & phrases.

Time & Stress Management: Planning, Scheduling & Prioritizing, Multitasking, Delegating; Saying no assertively; Stress & its causes, Barriers to stress management & Handling stress.

#### Text/Reference Books

1. Technical Communication. Raman M. and Sharma S. Oxford University Press. 2004.
2. Essentials of Business Communication. Pal R. and Korlahalli J. Sultan Chand and Sons. 2011.
3. Word Power Made Easy. Lewis N. 2nd Ed. Goyal Publisher. 2011.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - I

### (Ability-Enhancement Compulsory Course)

CH-153  
Environmental Science

L-T-P-C  
2-0-0-2

**Objective:** *This paper introduces the students to the basics of Environmental science. Major issues like renewable & non-renewable sources of energy, pollution problems & social impact of the environment are discussed from a scientific perspective. This course also provides an insight on management of natural resources. Global issues like acid rain, ozone depletion, climate changes & population explosion are also discussed.*

#### Course Content

Ecosystems: Concept of an ecosystem. - Structure & function of an ecosystem. - Producers, consumers & decomposers. - Energy flow in the ecosystem - Ecological succession. - Food chains, food webs & ecological pyramids. . Forest ecosystem Grass & ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries), Introduction, types, characteristic features, structure & function. Biodiversity & its conservation: definition, magnitude of diversity, levels of biodiversity (genetic, species, community & ecosystems) Air pollution- Introduction, classification of air pollutants, Characteristics & biochemical effects of some air pollutants, effects of air pollutants on man & the environment, air monitoring, atmospheric sampling, analytical & instrumental techniques used in the estimation of atmospheric pollutant & methods used for the control of air pollutants. Water Pollution- Introduction, classification of water pollutant, organic waste, sewage & agricultural runoff, inorganic pollutant, suspended solids, water quality standards, Sources, characteristics & effects of water pollutant form textile industry, paper & pulp industry, fertilizer industry, soaps & detergents, Chemical pollution- Chemical pollution through fertilizers, pesticides, detergents & toxic metals in

industrial waste Hg, Cd, Pb, Cr, Zn, Cu, As, Ni, Se, Sn, Sb, F, Be etc Thermal pollution - Introduction, Sources of thermal pollution, fundamentals of radiations, types of radiations, sources of radioactive pollution & effects of radioactive pollution (somatic & genetic effects) Marine pollution- Introduction, nature & effects of marine pollution, sources of marine pollution & control of marine pollution. Marine pollution in India, Noise pollution- Sources of noise pollution (industrial source, transport, household, public address system, agricultural machines, defence equipment's), effects of noise pollution & control of noise pollution,. Global warming & greenhouse effect, Acid rain, Ozone its importance & depletion of ozone layer, Eutrophication, PAN formation & its disaster. Disaster management: floods, earthquake, cyclone & landslides. Solid waste Management: Causes, effects & control measures of urban & industrial wastes. Social Issues & the Environment: From Unsustainable to Sustainable development -Urban problems related to energy -Water conservation, rain water harvesting, water shed management -Resettlement & rehabilitation of people; its problems & concerns. Case Studies -Environmental ethics: Issues & possible solutions. Waste land reclamation. – Consumerism & waste products. -Environment Protection Act. -Air (Prevention & Control of Pollution) Act. -Water (Prevention & control of Pollution) Act -Wildlife Protection Act -Forest Conservation Act -Issues involved in enforcement of environmental legislation. -Public awareness. Human Population & the Environment: Population growth, variation among nations. Population explosion - Family Welfare Programme, Field work- visit to local area to document environmental assests- river, forest, grassland/hill/mountain.

### **Text/Reference Books**

1. Environmental Sciences towards sustainable future. Wright R. Prentice Hall of India. 2007.
2. Essentials of Ecology and Environmental sciences. Rana S.V.S. 3<sup>rd</sup> Ed. Prentice Hall of India. 2007.
3. Ecology. Subrahmanyam S and Sambamurty S. S. 2<sup>nd</sup> Ed. Narosa Publishing House. 2007.
4. Concepts of Ecology. Kormondy E. J. 4<sup>th</sup> Ed. Prentice Hall of India Pvt. Ltd. 2007.
5. Textbook of Environmental Studies for Undergraduate Courses. Bharucha E. 2<sup>nd</sup> Ed. University Grants Commission. New Delhi. 2004.

6. Advanced Inorganic Chemistry. Cotton F. A. and Wilkinson G. 3<sup>rd</sup> Ed. Wiley Eastern Ltd. 1972.
7. Inorganic Chemistry. Shriver D. J. Atkins P. W. and Langford C. H. 2<sup>nd</sup> Ed. ELBS.
8. 1994.
9. Organic Chemistry. Pine S. H. 5<sup>th</sup> Ed. McGraw-Hill. 1987.
10. Fundamentals of Molecular Spectroscopy. Banwell C. N. and McCash E. M. 4<sup>th</sup> Ed. McGraw-Hill. 1962.
11. Introduction to Molecular Spectroscopy. Barrow G. M. 5<sup>th</sup> Ed. McGraw-Hill 1962.
12. Green Chemistry Engineering. Doble M. and Kruthiventi A.K. Academic press.2007.
13. Environmental Biology. Agarwal, K.C., Nidi Publ. Ltd. Bikaner.
14. The Biodiversity of India, Bharucha Erach, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India.
15. Environmental Protection and Laws. Adhav, H and Bhosale, V.M. 1995. Himalaya Pub. House, Delhi.



## Detailed Syllabus for B.B.A Degree Programme

EP-199/EP-299/EP-399

Endeavour Project (Beyond the Syllabus)

L-T-P-C

0-0-0-3

Our University is continuously looking at innovative ways to deliver knowledge to our students, making learning & delivery mechanism innovative, interesting & easy with truly 'out of the box' teaching-learning process. This beyond the syllabus initiative uses all working second Saturdays as class days.

Endeavour is a compulsory interdisciplinary project for all students of the University. Respective Heads of the Department shall select students & form groups. Each project shall be supervised by a faculty member.

The faculty of SPSU will select a contemporary topic, which is preferably industry relevant & associate a company or professional who can provide application-oriented perspective. The topic chosen may be from wide range of subjects. For example: - Biodiversity, Social subjects, Media & advertisement, Environment, Scientific, Technical, Management, Architecture, Tourism or any other subject or their combination.

The project is evaluated in two phases: Internal Evaluation & External Evaluation. This ensures descriptive assessment of the projects performance & challenges faced during the implementation of the project. The project will be spread over two semesters beginning from the odd semester (July to November) & ending in the even semester (December to May) every year. The grade obtained in this course may be used to improve the student's semester grade point average.

The final report should include the reasons for the choice of the title, the concept, the structure, the results with working models/drawings etc. & its practicality. The role & responsibility of every individual of the group should be indicated clearly. The report should be written in the prescribed format/guidelines, certified by the faculty member & presented as a seminar.

The project is evaluated as per the approved procedure & marks obtained are computed in the even semester.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - II

### (Generic Elective)

BM-184	L-T-P-C
Applied Macroeconomics	4-1-0-5

**Objective:** *To acquaint the students about the Macro Economic variables influencing business management and practices. This course seeks to enable the student to grasp the major economic problems in India & their solution.*

#### Course Content

Micro and Macro Meaning, Circular flow of Income- Concept of National Income: GNP, NNP, GDP, NDP, PI, DPI, PCY, National Income at factor cost and Market price, Estimation of National income- Product-Income-Expenditure Methods, Difficulties of Estimation, National income and economic welfare

Business cycle: Meaning- definition- features, Stages of Business Cycle, Effects and Measures to control cyclical fluctuation.

Component of BOP, BOT- Current and Capital Account, Unfavorable BOP- causes, Monetary and Non-Monetary Measures. Foreign direct investment in India.

Foreign Trade & Development: Role of External Effects of Business cycles.

Trade Policy Debate; EXIM policy & performance.

Basic Issues in Economic Development: Concept & Measures of Development & Underdevelopment; Economic growth & Economic Development Stages of development. Characteristics of emerging economies and status of Indian economy.

Economic Reforms since 1991, monetary, demonetization and its effects, Fiscal policies with their implications on economy. NITI Ayog as a new agency for development in India.

Unemployment & Poverty.

Public sector – its role, performance & reforms with reference to disinvestment &

privatization.

Industrialization and Industrial policy of India.

Different Economic Policies in India: employment policy, population policy, taxation.

### **Text/Reference Books**

1. International Economics, M. L. Jhingan, 6<sup>th</sup> edition, Vrinda Publications, 2009.
2. International Economics, Niravathi & C Ramani Nair, 1<sup>st</sup> edition, Interline Publishing Pvt Ltd, 2003.
3. Managerial Economics, Joel Dean, 1<sup>st</sup> edition, PHI Course Private Limited, 2009.
4. Managerial Economics, Varshney and Maheswari, 2<sup>nd</sup> edition, Prentice-Hall of India Pvt. Ltd, 2005.
5. Business Economics, D. M. Mithani : 4<sup>th</sup> edition Himalayan Books, 2011.
6. Indian Economy. Mishra and Puri. Himalaya Publishing House. 2001
7. Indian Economics. IC Dhingra. Sultan Chand and Sons
8. Indian Economy. Gaurav Dutt and KPM Sundarum. S. Chand and Company.
9. Issues in Financial Sector Reform. Rangarajan, C. and N. Jadhav.. Bimal Jalan. Oxford University Press, New Delhi.
10. Textbook of Economic Theory. Stonier and Hague. Long man Green and Co. London.1980.
11. Introduction to Positive Economics . Richard G. Lipse.1963.
12. Managerial Economics. Theory and Application, D. M. Mithani.2009
13. Micro Economics. P. L. Mehta. Sultan Chand and sons. New Delhi.2014.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester-II

### (Core Course)

BM-185	L-T-P-C
Behaviour in Organisations	3-0-0-3

**Objective:** *On successful completion of this course, the students would gain knowledge in Organization Dynamics comprising of issues as Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits etc.*

#### Course Content

Organization: Concept, Nature of Organization, Forms of Organization, Meaning of organization theory: classification.

Organization Behaviour: Meaning & Concepts.

Individual Behaviour: Concept, Factors Affecting Individual behaviour.

Personality: Meaning, Theories.

Perception: Concept, Factors influencing Perceptual mechanism, Perceptual errors, Impressions Management.

Values & Attitudes: Importance of Values, Sources of our value system, Attitude-Meaning, Sources of Attitudes, Types of Attitudes.

Employee Motivation: Concept, Theories, Job Enrichment, Job Enlargement, Job Rotation, Quality of Working Life (QWL)

Leadership: Concept & theories, Group Behaviour

Conflict Management: Concept, Types, Conflict Resolution techniques

Employee Morale: Concept, Morale & productivity

#### Texts / Reference Books

1. Organizational Behaviour. Fred Luthans.11th ed., McGraw Hill. 2001.
2. Human Behaviour at Work. Keith Davis. 2003.
3. Organizational Behaviour. Stephen Robbins.11th ed.PHI.2008.
4. Organization Theory and Behaviour. V .S.P. Raoand P .S. Narayan 2002.
5. Organizational Theory and Behaviour. L.M. Prasad .Sultan Chand. 2014.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester-II

### (Core Course)

BM-186	L-T-P-C
Sales Management	3-0-0-3

**Objective:** *To enhance the basic understanding of student about managing personnel selling activities, knowledge about different approaches of sales, methods of evaluating sales & sales force management aspects*

#### Course Content

Personal Selling: Nature & importance; Functions of a salesman: Types of selling; Personal selling as a career, Buyer-seller dyads; Product knowledge, Customer knowledge—buying motives & selling points. Basic steps in personal selling—prospecting, pre-approach, approach, presentation, objection handling, closing of sales & follow-up.

Selling approaches: transactional, affiliative, consultative & enterprise, customer lifetime value, key accounts, Multi-channel selling environment & sale alignment issues

Sales performance: setting sales goals, sales person motivation issues, compensation methods, work-life rewards, assessing sales performance: sales, cost & profitability analysis, evaluation bias.

Sales force Management: sizing the salesforce, organization of salesforce: Market, product & geographic sales structure, recruitment & selecting right salespeople, Training & development issues

**Text/Reference Books**

1. Sales Management- Shaping future sales leader. Tanner. Pearson Education, Inc. Publishing,2009
2. Sales Management. Cundiff, Still and Govani. Prentice Hall. 2009
3. Sales and Distribution management – Text and Cases. Havaladar K. K. and Cavale V. M. McGraw Hill. 2006
4. Basic Marketing – Concepts, Decisions and Strategy. Cundiff E.W. and Still R.R. Prentice Hall of India. 1971

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - II

### (Generic Elective)

BM-187  
Business Statistics

L-T-P-C  
4-1-1-6

**Objective:** *The objective of this course is to familiarise students with the basic statistical tools used for managerial decision-making.*

#### Course Content

Statistical Data & Descriptive Statistics: Nature & Classification of data: univariate, bivariate & multivariate data; time-series & cross-sectional data, Measures of Central Tendency, Mathematical averages including arithmetic mean, geometric mean & harmonic mean. Properties & applications; Positional Averages Mode & Median (& other partition values including quartiles, deciles, & percentiles) (including graphic determination); Measures of Variation: absolute & relative; Range, quartile deviation, mean deviation, standard deviation, & their coefficients, Properties of standard deviation/variance; Skewness: Meaning, Measurement using Karl Pearson & Bowley's measures; Concept of Kurtosis.

Theoretical Understanding of Probability & Distributions: Theory of Probability. Approaches to the calculation of probability; Calculation of event probabilities. Addition & multiplication laws of probability (Proof not required); Conditional probability & Bayes' Theorem (Proof not required); Expectation & variance of a random variable; Probability distributions: Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution; Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of Poisson distribution; Normal distribution: Probability distribution function, Properties of normal curve.

Simple Correlation & Regression Analysis: Correlation Analysis: Meaning of Correlation: simple, multiple & partial; linear & non-linear, Correlation & Causation, Scatter diagram, Pearson's co-efficient of correlation; calculation & properties (Proof not required). Correlation & Probable error; Rank Correlation

Regression Analysis: Principle of least squares & regression lines, Regression equations & estimation; Properties of regression coefficients; Relationship between Correlation & Regression coefficients; Standard Error of Estimate & its use in interpreting the results.

Index Number: Meaning & uses of index numbers; Construction of index numbers: fixed & chain base: univariate & composite. Aggregative & average of relatives – simple & weighted Tests of adequacy of index numbers, Base shifting, splicing & deflating. Problems in the construction of index numbers; Construction of consumer price indices: Important share price indices, including BSE SENSEX & NSE NIFTY

Time Series Analysis : Components of time series; Additive & multiplicative models; Trend analysis: Fitting of trend line using principle of least squares – linear, second degree parabola & exponential. Conversion of annual linear trend equation to quarterly/monthly basis & vice-versa; Moving averages; Seasonal variations: Calculation of Seasonal Indices using Simple averages, Ratio-to-trend, & Ratio-to-moving averages methods. Uses of Seasonal Indices

Sampling Concepts, Sampling Distributions & Estimation: Sampling: Populations & samples, Parameters & Statistics, Descriptive & inferential statistics; Sampling methods (including Simple Random sampling, Stratified sampling, Systematic sampling, Judgement sampling, & Convenience sampling) Concept of Sampling distributions & Theory of Estimation: Point & Interval estimation of means (large samples) & proportions.

Introduction of Spreadsheet software: statistical & other functions contained therein related to formation of frequency distributions & calculation of averages, measures of Dispersion & variation, correlation & regression coefficient.



## **List of Experiments**

1. Statistical & Other Functions
2. Formation of Frequency Distributions
3. Calculation of Averages
4. Measures of Dispersion
5. Measures of Variation
6. Calculation Correlation
7. Regression coefficient.

## **Text/Reference Books**

1. Statistics for Management. Levin, Richard, David S. Rubin, Sanjay Rastogi, and HM Siddiqui. 7th ed., Pearson Education.
2. Business Statistics: A First Course. David M. Levine, Mark L. Berenson, Timothy C. Krehbiel, P. K. Viswanathan. Pearson Education.
3. Practical Business Statistics. Siegel Andrew F. McGraw Hill Education.
4. Business Statistics, Gupta, S.P., and Archana Agarwal.Sultan Chand and Sons, New Delhi.
5. Business Statistics, Vohra N. D.McGraw Hill Education.
6. Statistics (Schaum's Outline Series). Murray R Spiegel, Larry J. Stephens, Narinder Kumar. McGraw Hill Education.
7. Fundamentals of Statistics.Gupta, S.C. Himalaya Publishing House.
8. Statistics for Students of Economics and Business. Anderson, Sweeney, and Williams. Cengage Learning.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester – II

### (Core Course)

BM-188  
Business Policy

L-T-P-C  
3-0-0-3

**Objective:** *To provide knowledge about different aspects of business policy determination like strategy management process, environment analysis & policy planning in diversification & business expansion.*

#### Course Content

Introduction: Understanding Business goals, Business Policy, Different aspects of Business Policy determination, Business Policy as a part of Business Strategy, Business strategy: Traditional & Modern concept, Strategic Management Process. Strategy formation approaches, Level & types of Strategies

Business Vision & Mission: Meaning, elements, formulation of vision & mission, Assessing vision & mission for organization performance, How vision & mission help business firms, Examples of Indian business having vision & mission & their analysis

Policy Planning: Policy planning & modern industrial system, Strategic Decisions & Characteristics, situation analysis, External environment analysis: assessing competitive opportunities & threats, Industry analysis, Internal environment analysis: assessing competitive advantage, value chain analysis, SWOT, portfolio analysis-BCG matrix

Business Policy Formulation in relation to: Mergers & acquisitions, vertical integration, Takeovers, Joint ventures, strategic alliances, business expansion policy, Diversification policy, Porter generic strategies

### **Text/Reference Books**

1. Business Policy and Strategic Management. G. V. Satya Sekha. IK International. 2009
2. Fundamentals of Strategic Management. R Parthasarthy. Biztantra. 2009
3. Implanting Strategic Management. Ansoff, H Igor. Englewood Cliffs. PHI. 1984
4. Strategic Management and Business Policy. William Glueck. 3<sup>rd</sup> Ed. McGraw-Hill. 2004
5. Strategy Safari. Mintzberg A and Lampel. Pearson.2008

# Detailed Syllabus for B.Com (H) Degree Programme

## Semester – II

### (Ability-Enhancement Compulsory Course)

HU-154  
Professional Communication - II

L-T-P-C  
1-1-0-2

**Objective:** *To build interpersonal skills & communicate effectively.*

#### Course Content

Business Meetings: Notice, Agenda, Minutes of Meeting.

Group Discussions: Classification of GD topics; GD as a part of the selection process; GD phases; Non-verbal communication in GD, Do's & don'ts of GD.

Professional Mannerisms & Grooming: Kinesics, Office etiquette, Telephone skills & Netiquette.

SWOT, Résumé, Cover letter writing, Job Acceptance Letter.

Goal setting: Significance, Progressive steps to achieve goals; Anticipating career challenges & utilizing opportunities.

#### Text /Reference Books

1. Foundations of Business Communication: An Integrative Approach. Young, D. McGraw Hill Education. 2005.
2. How to Succeed in Group Discussions and Personal Interviews. Mandal S. Jaico Publishers. 2004.
3. Business Communication: Connecting in a Digital World (SIE). Lesikar, R. and Pande, N. McGraw Hill Education. 2015.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - III

### (Core Course)

BM-286  
Business Law

L-T-P-C  
4-1-0-5

**Objective:** *The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.*

#### Course Content

The Indian Contract Act, 1872: General Principle of Law of Contract : Contract– meaning, characteristics & kinds, Essentials of a valid contract - Offer & acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of a contract – modes of discharge, breach & remedies against breach of contract, Contingent contracts, Quasi - contracts .

The Indian Contract Act, 1872: Specific Contract: Contract of Indemnity & Guarantee, Contract of Bailment, Contract of Agency .

The Sale of Goods Act, 1930: Contract of sale, meaning & difference between sale & agreement to sell, Conditions & warranties, Transfer of ownership in goods including sale by a non-owner, Performance of contract of sale, Unpaid seller – meaning, rights of an unpaid seller against the goods & the buyer.

Partnership Laws- The Partnership Act, 1932: Nature & Characteristics of Partnership, Registration of a Partnership Firms, Types of Partners, Rights & Duties of Partners, Implied Authority of a Partner, Incoming & outgoing Partners, Mode of Dissolution of Partnership

The Limited Liability Partnership Act, 2008: Salient Features of LLP, Differences between LLP & Partnership, LLP & Company, LLP Agreement, Partners & Designated Partners.

The Negotiable Instruments Act 1881: Meaning, Characteristics, & Types of Negotiable

Instruments: Promissory Note, bill of exchange, Cheque, Holder & Holder in Due Course, Privileges of Holder in Due Course, Negotiation: Crossing of Cheque, Bouncing of Cheque.

**Texts / Reference Books**

1. Business Law, Kuchhal, M.C. and Kuchhal, Vivek Vikas Publishing House, New Delhi.
2. Business Law, Singh, Avtar Eastern Book Company, Lucknow.
3. Legal Aspects of Business, Kumar, Ravinder, Cengage Learning
4. Business Law, Maheshwari SN and Maheshwari SK, National Publishing House, New Delhi.
5. Business Law, Aggarwal S K, Galgotia Publishers Company, New Delhi.
6. Business Laws, Goyal Bhushan Kumar and Jain Kinneri, International Book House
7. Business Laws, Arora, Sushma, Taxmann Publications.
8. Legal Aspects of Business, Pathak, Akhileshwar, McGraw Hill Education, 6th ed.
9. Business Law, Tulsian P C and Tulsian, Bharat McGraw Hill Education
10. Business Laws, Sharma, J.P. and Kanojia, Sunaina, Ane Books Pvt. Ltd., New Delhi

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - III

### (Core Course)

BM-287	L-T-P-C
Income-tax Law & Practice	5-1-0-6

**Objective:** *To provide basic knowledge & equip students with application of principles & provisions of Income-tax Act, 1961 & the relevant Rules.*

#### Course Content

Introduction: Basic concepts: Income, agricultural income, person, Assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN) Residential status; Scope of total income on the basis of residential status, Exempted income under section 10

Computation of Income under different heads-1: Income from Salaries; Income from house property

Computation of Income under different heads-2: Profits & gains of business or profession; Capital gains; Income from other sources

Computation of Total Income & Tax Liability : Income of other persons included in assessee's total income; Aggregation of income & set-off & carry forward of losses; Deductions from gross total income; Rebates & reliefs Computation of total income of individuals & firms; Tax liability of an individual & a firm; Five leading cases decided by the Supreme Court

Preparation of Return of Income: Filing of returns: Manually, On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

## **List of Experiments**

1. Assessee
2. Types of income
3. Different forms of Return
4. Filing of returns: Manually
5. On-line filing of Returns of Income
6. TDS & TDS certificate
7. Provision of Compulsory On-Line filing of returns
8. Procedures of Compulsory On-Line filing of returns for specified assesses.

## **Text/Reference Books**

1. Students' Guide to Income Tax, Singhania, Vinod K. and Monica Singhania. University Edition. Taxmann Publications Pvt. Ltd., New Delhi.
2. Systematic Approach to Income Tax. Ahuja, Girish and Ravi Gupta. Bharat Law House, Delhi.
3. Income Tax Reports. Company Law Institute of India Pvt. Ltd., Chennai.
4. Current Tax Reporter. Current Tax Reporter, Jodhpur.
5. e-filing of Income Tax Returns and Computation of Tax, Vinod Kumar Singhania, Taxmann Publication Pvt. Ltd, New Delhi. Latest version
6. 'Excel Utility' available at [incometaxindiaefiling.gov.in](http://incometaxindiaefiling.gov.in)



# Detailed Syllabus for B.B.A. Degree Programme

## Semester III

### (Core Course)

BM-289  
Computer Applications in Business

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

**Objective:** *To provide preliminary computer skills & knowledge to students & to enhance the understanding of usefulness of information technology tools for business operations.*

#### Course Content

Word Processing: Introduction to word Processing, Word processing concepts, Use of Templates, Editing text, Find & replace text, Formatting, spell check, Autocorrect, Autotext; Bullets & numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header & footer, Tables: Inserting, filling & formatting a table; Inserting Pictures & Video; Mail Merge.

Preparing Presentations: Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; & Slideshow. Creating Business Presentations.

Spreadsheet & its Business Applications: Spreadsheet concepts, Managing worksheets; Formatting, Editing, & Printing a worksheet; Handling operators in formula, Project involving multiple spreadsheets, Organizing Charts & graphs, Spreadsheet functions: Mathematical, Statistical, Financial, Logical, Date & Time, Lookup & reference, Database, & Text functions. Creating spreadsheet in the area of Loan & Lease statement; Ratio Analysis; Payroll statements; Capital Budgeting; Depreciation Accounting; Frequency distribution & its statistical parameters; Correlation & Regression.

Database Management System: Database Designs for Accounting & Business Applications: Reality- Expressing the Application; Creating Initial design in Entity

Relationship(ER) Model; Transforming ER Model to Relational data model concepts; Implementing RDM design using an appropriate DBMS. DBMS Software: Environment; Tables; Forms; Queries; Reports; Modules; Applying DBMS in the areas of Accounting, Inventory, HRM & its accounting, Managing the data records of Employees, Suppliers & Customers.

### **List of Experiments**

1. Creating, editing & formatting text using a wordprocessor.
2. Preparing documents for printing, inserting objects such as images & tables.
3. Exercises on Mail merge.
4. Creating presentations, formatting & inserting slides.
5. Applying effects & animations in slides.
6. Exercises on creating, editing & formatting spreadsheets
7. Creating different types of charts on given data
8. Creating spreadsheets to apply formula using relative & absolute references
9. Creating spreadsheets to apply different categories of functions: text, mathematical, statistical, date & time, database, financial & logical
10. Creating Macros, conditional formatting, filtering & sorting the data.
11. Creating databases using DBMS
12. Creating queries, reports & forms in a DBMS.

### **Text/Reference Books**

1. O' Level Business System. Jain V. 3rd Ed. BPB Publication. 2003
2. Introduction to Database System. Desai B C. Galgotia Publication. 1997
3. MS Office. Joyce C, Curtis F, Steve L, Joan P. 1st Ed. Microsoft Press. 2007
4. Microsoft Access 2010 Plain and Simple. Frye C. 1st Ed. Microsoft Press. 2010

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - III

### (Core Course)

BM-290  
Production Management

L-T-P-C  
3-0-0-3

**Objective:** *The objective of this course is to help students develop an understanding of the production function & the role of production managers in organizations. The course provides inputs on production cost, production planning & control, quality assurance & its applications in the manufacturing industry.*

#### Course Content

Introduction: Defining production management, role of production functions in manufacturing organizations, production versus operations management, differentiating products from services, operations strategy in a global environment.

Understanding production costs: Manufacturing & service costs, total fixed & variable costs as components of total cost, using technology to reduce costs, technology implementation & change in manufacturing industry.

Demand forecasting: Using past data to forecast production levels, simple & moving average, linear regression, industry practices of forecasting, extending demand forecasting to business forecasting.

Production & quality planning: Production, planning & control, manufacturing operations scheduling, quality control, quality assurance & quality management & productivity enhancement.

Production support: Resource scheduling, Line balancing, supply chain management, inventory models & its applications in industry.

Case Studies relevant to the topics being covered will be taken up along with the topic.

### **Texts / Reference Books**

1. Operations Management. Gaither N. and Frazier. 9<sup>th</sup> Ed. G. Thomson Learning Inc. 1999.
2. Modern Production Management. Buffa E.S. and Sarin R.K 8<sup>th</sup> Ed. Wiley India Private Limited. 2007.
3. Production and Operations Management. Adam E.E. and Ebert R.J. 6<sup>th</sup> Ed. New Delhi, Prentice Hall of India. 1995.
4. Manufacturing Organisation and Management. Amrine H.T., Ritchey J.A., Moodie C.L. and Kmec J.F. 6<sup>th</sup> Ed. Prentice Hall. 1992.
5. Production and Operations Management. Chary S N. 5<sup>th</sup> Ed. McGraw Hill Education. 2013.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - III

### (Ability-Enhancement Compulsory Course)

HU-251	L-T-P-C
Business & Technical Communication	1-1-0- 2

**Objective** - *To develop persuasive & professional communicative competence.*

#### Course Content

Presentation Skills: Types of presentation; Effective strategies for oral presentations - audience analysis; organizing contents & use of media; Awareness of body language, time & space; Tone, variety of pitch, rate, volume & Articulation.

Letter Writing: Essentials of an effective business letter, Types of business letters: Sales Letter, Complaint Letter, Claim & Adjustment Letters.

Technical Report Writing: Characteristics & structure of a formal report; Classification & types of reports; Organization, Analysis & Interpretation of data; Revising & Editing especially in areas like abstracting/summarizing as well as in citations, references & bibliographies, Check list for reports.

#### Text /Reference Books

1. How to Prepare, Stage and Deliver Winning Presentations. Leech T. 2<sup>nd</sup> Ed. Prentice Hall. 2004.
2. Business Communication Today. Boove C and Thill J. 11<sup>th</sup> Ed. Prentice Hall. 2011.
3. Effective Technical Communication. Rizvi A. 11<sup>th</sup> Ed. Tata McGraw-Hill Publishing Company Ltd. 2005.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester – IV

### (Core Course)

BM-291  
Cost Accounting

L-T-P-C  
5-1-0-6

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

#### Course Content

Introduction: Meaning, objectives & advantages of cost accounting; Difference between cost accounting & financial accounting; Cost concepts & classifications; Elements of cost; Installation of a costing system; Role of a cost accountant in an organisation

Elements of Cost: Material & Labour: Materials: Material/inventory control techniques, Accounting & control of purchases, storage & issue of materials. Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard Cost. Treatment of Material Losses. Labour: Accounting & Control of labour cost. Timekeeping & time booking. Concept & treatment of idle time, overtime, labour turnover & fringe benefits. Methods of wage payment & the Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage.

Elements of Cost: Overheads: Classification, allocation, apportionment & absorption of overheads; Under- & over-absorption; Capacity Levels & Costs; Treatments of certain items in costing like interest on capital, packing expenses, bad debts, research & development expenses; Activity based cost allocation.

Methods of Costing: Unit costing, Job costing, Contract costing, Process costing (process losses, valuation of work in progress, joint & by-products), Service costing (only transport).

Bookkeeping in Cost Accounting: Integral & non-integral systems; Reconciliation of cost

& financial accounts

**Text/Reference Books**

1. Cost Accounting: A Managerial Emphasis. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan. Pearson Education.
1. Management and Cost Accounting. Drury, Colin. Cengage Learning.
2. Cost Accounting. Jawahar Lal. McGraw Hill Education
3. Cost Accounting: Principles and Practice. Nigam, B.M. Lall and I.C. Jain. PHI Learning
4. Cost Accounting. Rajiv Goel. International Book House
5. Cost Accounting. Singh, Surender. Scholar Tech Press, New Delhi.
6. Cost Accounting: Principles and Methods. Jain, S.P. and K.L. Narang. Kalyani Publishers
7. Cost Accounting-Principles and Practice. Arora, M.N. Vikas Publishing House, New Delhi.
8. Cost Accounting: Theory and Problems. Maheshwari, S.N. and S.N. Mittal. Shri Mahavir Book Depot, New Delhi.
9. Cost Accounting. Iyengar, S.P. Sultan Chand and Sons
10. Fundamentals of Cost Accounting, Jhamb, H.V. Ane Books Pvt. Ltd.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - IV

### (Skill Enhancement Elective Course)

BM-292	L-T-P-C
E-Commerce	3-0-1-4

**Objective:** *The subject aims to enhance the understanding of e-commerce in Indian context, about various business models & their marketing practices.*

#### Course Content

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

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

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

E-payment System: Models & methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working & legal position), payment



gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

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

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

### **List of Experiments**

1. Write a program to create a web page, with suitable design & formatting
2. Write a program to create OL, UL & DL
3. Write a program to add images in a webpage.
4. Write a program to create tables
5. Write a program to insert hyperlinks for text, & other objects in webpage.
6. Write a program to create frames on a webpage.
7. Write a program to create forms with different form controls

### **Text/Reference Books**

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

# Detailed Syllabus for B.B.A. Degree Programme

## Semester IV

### (Skill Enhancement Elective Course)

BM-293  
Entrepreneurship

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

**Objective:** *The purpose of the paper is to orient the learner toward entrepreneurship as a career option & creative thinking & behavior.*

#### Course Content

Introduction: Meaning, elements, determinants & importance of entrepreneurship & creative behavior; Entrepreneurship & creative response to the society' problems & at work; Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, & social entrepreneurship.

Entrepreneurship & Micro, Small & Medium Enterprises: Concept of business groups & role of business houses & family business in India; The contemporary role models in Indian business: their values, business philosophy & behavioural orientations; Conflict in family business & its resolution

Public & private system of stimulation, support & sustainability of entrepreneurship: Requirement, availability & access to finance, marketing assistance, technology, & industrial accommodation, Role of industries/entrepreneur's associations & self-help groups, The concept, role & functions of business incubators, angel investors, venture capital & private equity fund.

Sources of business ideas & tests of feasibility: Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product,

market potential may be covered); Project submission/ presentation & appraisal thereof by external agencies, such as financial/non-financial institutions.

Mobilising Resources: Mobilising resources for start-up. Accommodation & utilities;

Preliminary contracts with the vendors, suppliers, bankers, principal customers;

Contract management: Basic start-up problems

### **Text/Reference Books**

1. Innovation and Entrepreneurship. Drucker P. Collins.2006.
2. Essentials of Entrepreneurship and Small Business Management. Thomas Z. Prentice Hall. 2001.
3. Entrepreneurship and Small Firms. David D. Mc GrawHill Education. 2002.
4. Entrepreneur and Small Scale Industries. Akansha P.PHI. 2006.
5. Entrepreneur and Innovation in Tourism. Frank N. Sagamore Publications Ltd. 2005.
6. SIDBI Reports on Small Scale industries:
  - a. <http://dcmsme.gov.in/publications/traderep/sidbirep.pdf>
  - b. <http://www.sidbi.com/sites/default/files/financials/FINAL%20SIDBI%20ANNUAL%20REPORT%202012-13.pdf>
7. Government Reports on Unorganized Sector:
  - a. [http://nceuis.nic.in/Techonology\\_Upgradation.pdf](http://nceuis.nic.in/Techonology_Upgradation.pdf)
  - b. [http://msme.gov.in/WriteReadData/DocumentFile/2015\\_02\\_MSME\\_Committee\\_report\\_Feb\\_2015.pdf](http://msme.gov.in/WriteReadData/DocumentFile/2015_02_MSME_Committee_report_Feb_2015.pdf)
  - c. [http://planningcommission.nic.in/aboutus/committee/wg\\_sub\\_pvtsec\\_MSME.pdf](http://planningcommission.nic.in/aboutus/committee/wg_sub_pvtsec_MSME.pdf)
  - d. [http://msme.gov.in/WriteReadData/DocumentFile/MSME%20ANNUAL%20REPORT%202014-15\\_English.pdf](http://msme.gov.in/WriteReadData/DocumentFile/MSME%20ANNUAL%20REPORT%202014-15_English.pdf)

# Detailed Syllabus for B.B.A. Degree Programme

## Semester-IV

### (Core Course)

BM-294  
Leadership in Organisations

L-T-P-C  
3-0-0-3

**Objective:** *The course will acquaint the students with leadership practices, behavior, attitudes & leadership styles. They will also acquire an overview of the voluminous leadership literature & research.*

#### **Course content**

Introduction: The current business Scenario, understanding leaders & leadership, Leaders & Managers, Changing Paradigms of leaders, Leadership in different Cultures, Current issues in Leadership, Leadership Development: Experience, Education & Training.

Attributes of Leaders: Concept of Power & Authority, Leadership traits, Influencing Tactics

Leadership Style: Ohio State Leadership style, Michigan Leadership style, Managerial Grid, Contemporary Leadership styles.

Theories of Effective Leadership: Contingency theories- Fiedler's theory, Path-goal Model, Cognitive Resources Theory (CRT), situational Leadership theory.

Power & Leadership: sources of Leader power, leader motives, Influence tactics. Leadership & values

Leadership & Teambuilding: Team Leadership vs. Solo Leadership, leader's action that foster teamwork. Motivation skills of a leader: Expectancy theory & Leadership, Goal theory & Leadership.

Leadership Succession: Corporate stories, Leadership & change Management. Case Studies.

### **Text/Reference Books**

- 1 Leadership: Enhancing the Lessons of Experience. Cuppy, G., Ginnett, R.C. and Hughes, R.L, 5<sup>th</sup> Ed. McGraw Hill Companies Inc. 2005.
- 2 Leadership and Change Management. Annabel B. SAGE Publications Ltd. London. 2009.
- 3 Building the bridge as you walk on it: A guide for leading change. Quinn R. Jossey-Bass. 2004.
- 4 Sustaining change: Leadership that works .Rowland D. and Higgs M. Jossey-Bass. 2008.
- 5 Leadership for Results. Barker T. Pearson Education. 2006.
- 6 Managing Organizational Change. Ramnarayan V. Response Books. 2004.
- 7 Leadership Research Findings, Practice and Skills. Dubrin, A.J. 2008 Ed. Biztantra Series. 2008.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester – IV

### (Core Course)

BM-295  
International Business

L-T-P-C  
3-0-0-3

**Objective:** *The objective of the course is to familiarise the students with the concepts, importance & dynamics of international business & India's involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations & developments.*

#### Course Content

Introduction to International Business: Globalisation & its importance in world economy; Impact of globalization; International business vs. domestic business: Complexities of international business; Modes of entry into international business. International Business Environment: National & foreign environments & their components - economic, cultural & political-legal environments

Theories of International Trade – an overview ( Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage); Commercial Policy Instruments tariff & non-tariff measures – difference in Impact on trade, types of tariff & non tariff barriers ( Subsidy, Quota & Embargo in detail) ; Balance of payment account & its components. International Organizations & Arrangements: WTO – Its objectives, principles, organizational structure & functioning; An overview of other organizations – UNCTAD,; Commodity & other trading agreements (OPEC).

Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America & Asia (NAFTA, EU , ASEAN & SAARC) . International Financial Environment: International financial system & institutions (IMF &

World Bank – Objectives & Functions) ; Foreign exchange markets & risk management; Foreign investments - types & flows; Foreign investment in Indian perspective Organisational structure for international business operations; International business negotiations. Developments & Issues in International Business: Outsourcing & its potentials for India; Role of IT in international business; International business & ecological considerations.

Foreign Trade Promotion Measures & Organizations in India; Special economic zones (SEZs) & export oriented units (EOUs), ; Measures for promoting foreign investments into & from India; Indian joint ventures & acquisitions abroad; Financing of foreign trade & payment terms – sources of trade finance ( Banks, factoring, forfaiting, Banker's Acceptance & Corporate Guarantee) & forms of payment (Cash in advance, Letter of Credit, Documentary Collection, Open Account)

### **Text/Reference Books**

1. International Business. Bennet R. Pitman Publishing, London. 1999.
2. Going International: Response Strategies of the Indian Sector. Bhattacharya B. Wheeler Publishing. 1996.
3. International Business: Environment and Operations. Danoes J.D. and Radebaugh L.H. 8<sup>th</sup> Ed. Addison Wesley Readings. 1998.
4. International Business: A Managerial Perspective. Griffin R.W. and Pustay M.W. Addison Wesley Readings. 1999.
5. International Business. Hill C.W.L. 8<sup>th</sup> Ed. McGraw-Hill Higher Education. 2010.
6. International Business. Daniels, J. and Radebaugh, L. 15<sup>th</sup> Ed. Pearson. 2014.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - IV

### (Ability-Enhancement Compulsory Course)

HU-252 L-T-P-C  
Language through Literature & Films 0-2-0-2

**Objective:** *To introduce the nuances of English Literature & develop reflective, creative & literary abilities.*

#### Course Content

The Eyes Have It- Ruskin Bond

Appro JRD - Sudha Murthy

Bacon - Of Studies; Of Youth & Age

Douglas Malloch - Be the best of whatever you are

Rabindranath Tagore - Where the mind is without fear

Enhancement of emotional, creative & social quotient through viewing & discussions on selected films.

#### Text/Reference Books

1. Literature and Language Teaching: A Guide for Teachers and Trainers. Lazar G. Cambridge University Press. 2008.



# Detailed Syllabus for B.B.A. Degree Programme

## Semester V

### (Core Course)

BM-391	L-T-P-C
Principles of Marketing	5-0-0-5

**Objective:** *The objective of this course is to provide basic knowledge of concepts, principles, tools & techniques of marketing.*

#### Course Content

Introduction: Nature, scope & importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, & components (Economic, Demographic, Technological, Natural, Socio-Cultural & Legal).

Consumer Behaviour: Nature & Importance, Consumer buying decision process; Factors influencing consumer buying behaviour.

Market segmentation: concept, importance & bases; Target market selection; Positioning concept, importance & bases; Product differentiation vs. market segmentation.

Product: Concept & importance, Product classifications; Concept of product mix; Branding, packaging & labeling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process.

Pricing: Significance. Factors affecting price of a product. Pricing policies & strategies.

Distribution Channels & Physical Distribution: Channels of distribution - meaning & importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling & retailing; Types of Retailers; e-tailing, Physical Distribution.

Promotion: Nature & importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, & their distinctive characteristics; Promotion mix & factors affecting promotion mix decisions;

Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism

### **Text/Reference Books**

1. Principles of Marketing. Kotler, P., Armstrong, G., Agnihotri P. and Haque E. 13th edition. Pearson Education.
2. Marketing: Concepts and Cases. (Special Indian Edition). Michael, J. Etzel, Bruce J. Walker, William J Stanton and Pandit.A. McGraw Hill Education
3. Basic Marketing. Perreault W.D. and McCarthy, E. J. Pearson Education.
4. The Essence of Marketing. Majaro S. Pearson Education, New Delhi.
5. The Consumer Protection Act 1986.
6. Marketing Management: A South Asian Perspective. Iacobucci and Kapoor, Cengage Learning.
7. Marketing. Grewal D. and Levy M. McGraw Hill Education.
8. Marketing Management. Chhabra, T.N., and S. K. Grover. Fourth Edition. Dhanpat Rai and Company.
9. Principles of Marketing, Kapoor N. PHI Learning
10. Principles of Marketing, Maheshwari R. International Book House

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - V

### (Core Course)

BM-392	L-T-P-C
Fundamentals of Financial Management	4-1-0-5

**Objective:** *To familiarize the students with the principles & practices of financial management.*

#### Course Content

Introduction: Nature, scope & objective of Financial Management, Time value of money, Risk & return (including Capital Asset Pricing Model), Valuation of securities – Bonds & Equities.

Investment Decisions: The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach & Risk- Adjusted Discount Rate.

Financing Decisions: Cost of Capital & Financing Decision: Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt & Cost of Preference Capital, Weighted Average cost of capital (WACC) & Marginal cost of capital. Capital structure – Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating & financial leverage; Determinants of capital structure

Dividend Decisions: Theories for Relevance & irrelevance of dividend decision for corporate valuation; Cash & stock dividends; Dividend policies in practice

Working Capital Decisions: Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management & payables management.

### **Text/Reference Books**

1. Financial Management and Policy. James C. Van Horne and Sanjay Dhamija. Pearson Education.
2. Principles of Financial Management. Levy H. and M. Sarnat . Pearson Education
3. Fundamentals of Financial Management. Brigham and Houston. Cengage Learning
4. Basic Financial Management. Khan and Jain. McGraw Hill Education
5. Fundamentals of Financial Management. Prasanna, Chandra. McGraw Hill Education
6. Financial Management- text and Problems. Singh J.K. Dhanpat Rai and Company, Delhi.
7. Fundamentals of Financial Management. Rustagi R.P. Taxmann Publication Pvt. Ltd.
8. Fundamentals of Financial Management. Singh Surender and Kaur Rajeev. Mayur Paperback New Delhi.
9. Financial Management. Pandey I.M. Vikas Publications.
10. Fundamentals of Financial Management. Bhabatosh Banerjee. PHI Learning

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - V

### (Discipline specific Elective)

BMF-301  
Management Accounting

L-T-P-C  
5-0-0-5

**Objective:** *To impart the students, knowledge about the use of financial, cost & other data for the purpose of managerial planning, control & decision making.*

#### Course Content

Introduction: Meaning, Objectives, Nature & Scope of management accounting, Difference between cost accounting & management accounting, Cost control & Cost reduction, Cost management

Budgetary Control : Budgeting & Budgetary Control: Concept of budget, budgeting & budgetary control, objectives, merits, & limitations. Budget administration. Functional budgets. Fixed & flexible budgets. Zero base budgeting. Programme & performance budgeting.

Standard Costing: Standard Costing & Variance Analysis: Meaning of standard cost & standard costing, advantages, limitations & applications. Variance Analysis – material, labour, overheads & sales variances. Disposition of Variances, Control Ratios.

Marginal Costing: Absorption versus Variable Costing: Distinctive features & income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis- algebraic & graphic methods. Angle of incidence, margin of safety, Key factor, determination of cost indifference point.

Decision Making: Steps in Decision Making Process, Concept of Relevant Costs & Benefits, Various short term decision making situations – profitable product mix, Acceptance or Rejection of special/ export offers, Make or buy, Addition or Elimination of a product line, sell or process further, operate or shut down. Pricing Decisions: Major

factors influencing pricing decisions, various methods of pricing

Contemporary Issues: Responsibility Accounting: Concept, Significance, Different Responsibility Centres, Divisional Performance Measurement: Financial & Non-Financial measures. Transfer Pricing

### **Text/Reference Books**

1. Introduction to Management Accounting. Horngren Charles T., Sundem Gary L., Burgstahler, Schatzberg. Pearson Education.
2. Management Accounting. Atkinson Anthony A., Kaplan, Robert S. Matsumura Ella Mae, Young S. Mark. Dorling Kindersley (India) Pvt. Ltd.
3. Managerial Accounting: Creating Value in a Global Business Environment. Hilton Ronald W. and Platt`. Mc Graw Hill Education.
4. Management Accounting. Singh, Surender. Scholar Tech Press, New Delhi.
5. Management Accounting. Goel Rajiv. International Book House.
6. Management Accounting. Arora, M.N. Vikas Publishing House. New Delhi.
7. Management Accounting. Maheshwari, S.N. and S.N. Mittal. Shree Mahavir Book Depot New Delhi.
8. Management Accounting – Theory and Practice. Singh, S. K. and Gupta Lovleen. Pinnacle Publishing House.
9. Management Accounting. Khan, M.Y. and Jain, P.K. McGraw Hill Education
10. Fundamentals of Management Accounting. Jhamb. H.V. Ane Books Pvt. Ltd.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - V

### (Discipline specific Elective)

BMF-302

Banking & Insurance - I

L-T-P-C

5-0-0-5

**Objective:** *The objective of this course is to provide knowledge about basic structure of bank & operational activities of bank. Students will get knowledge about NEFT, RTGS & Net banking services*

#### Course Content

Growth of banking, RBI & its functions, Nationalization of banks in India, Wealth Management in banking, Emerging trends in banking, Structure of banking system, Classification of Commercial banks in India, Financial & Non financial Intermediaries, Functions of Commercial banks, Plastic Money.

Profitability & Efficiency in Indian banks, Bank Marketing & Positioning bank Services in the market, opportunities & challenges in bank marketing. Principles of lending – various credit products, Credit appraisal techniques, Credit monitoring, NPA management, Rebranding in banks.

Impact of globalization on Indian banking, Economic reforms & Efficiency of banking in India, Corporate Social Responsibility in banks, Work Culture in Indian banking, IT & Core Banking in banks, Global banking scenario, Risk Management in banks.

Introduction to banking Operations, E banking concept, Quality Circles in Banks, Human Capital management in banks, Liabilities & Assets in banks, Payment & Settlement system, BPR in banks,

Introduction to Insurance, Principles & functions, Distribution in bancassurance, Development of Insurance in India, Risk Management in Insurance, Legal Framework.

**Text/Reference Books**

1. Banking Theory and Practice. Shekhar and Shekhar. Vikas Publishing, New Delhi.
2. Introduction to Banking. Vijayaragavan Iyengar. Excel Books, New Delhi.
3. Modern Banking. Uppal R.K., Mishra Bishnupriya. New Century Publications, New Delhi
4. Modern Banking in India. Vasant Desai. Himalaya Publishing House, New Delhi
5. Modern Banking and Insurance. Jain J.N. and Jain R.K. Regal Publications, New Delhi
6. Management of Banking and Financial Services. Padamlatha Suresh Justin Paul. Pearson, Delhi
7. Management of the Financial Institutions in India. Shrivastva R.M. Himalay Publishing, New Delhi
8. Management of Financial Services. Bhalla V.K. Anmol Publications, New Delhi



# Detailed Syllabus for B.B.A. Degree Programme

## Semester - V

### (Discipline specific Elective)

BMF-303  
Export Management

L-T-P-C  
5-0-0-5

**Objective:** *This course will provide knowledge about export & import procedure. The basic terms which are used during the export & import dealing, students may able to learn these terms while pursuing this course.*

#### Course Content

Export-Import procedure: Introduction-compliance with legal frame work, Obtaining import export code number, Registration with sales tax & central excise authorities.

Registration with export promotion organization, concluding an export deal.

Appointment of clearing & forwarding agents, arranging cargo insurance, booking shipping space, dispatch of goods to port, port procedure & custom clearance, dispatch of documents to exporter, sending shipment advice, presentation of documents at the negotiating bank, claiming export incentives.

Term of Delivery in International Trade Transactions : EXW, FCA, FAS, FOB, CFR, CIF, CIP, CPT, DF, DES, DEQ, DDU & DDP.

Arranging export finance, Procuring of goods, Pre-shipment inspection, Central excise clearance on goods for exports, Packaging, marking & labeling of goods.

Documentation for international trade transactions: Commercial documents, regulatory documents.

Global Operation & supply chain management, global e-business.

#### Text/Reference Books

1. Mastering Import and Export Management. Tomas A. Cook R. A. and Kelly R. Amacon. 2007.

2. International Business. Joshi R. M. Oxford Publication. 2010.
3. Export-Import Management. Justine P. and Aserkar R. Pearson. 2010.
4. Ministry of Commerce and industry. Hand book of procedure. GOI. New Delhi.2014.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - V

### (Discipline specific Elective)

BMI-301 L-T-P-C  
Project Management Information System 4-0-1-5

**Objective:** *The course aims at providing an insight into the basic concepts of Information systems & project management with the help of a project management tool.*

#### Course Content

Information System Concepts: Introduction, Definition of System, Open System vs. Closed System, Classification of IS in Organization, Functional Information Systems, Introduction to Enterprise resource planning solutions.

Project Management: Introduction, Project Attributes, Project Management tools & techniques, project success, program & project portfolio management, role of the project manager, Project management information system: application & benefits.

Managing Projects Scheduling, Importance of project schedule, defining & sequencing activities, Types of tasks, Developing the Work Breakdown Structure, approaches of creating WBS, milestones, types of dependencies & constraints. Gantt Charts, CPM, PERT, controlling the schedule.

Resources: Types of resources, resource allocation, managing resource conflicts.

Project Cost & Quality Management: Importance of Cost Management, Basic principles of cost management, estimating costs, determining budget, Tracking & Monitoring projects, Project Baseline, Comparing the Baseline Plan vs. the Current Plan, Methods of project monitoring, Earned Value Analysis.

Relevant Case Studies

### **List of Experiments**

1. Setting up the project management tool for managing projects, developing the work breakdown structure & outlining, creating tasks & milestones, defining durations, making dependencies, setting constraints for tasks, managing schedule conflicts, changing the work time (calendars)
2. Using & defining filters, changing views, using the network diagram, representation of lagged activities, backward & forward pass, identifying critical path, activity float, PERT, working with tables
3. Defining resources, assigning resources, identifying resource conflicts using the many resource views
4. Setting the baseline, setting the status date, updating the project, rescheduling the project, printing views, printing reports

### **Text/Reference Books**

- 1 Management Information Systems. Laudon K. and Laudon J. 7<sup>th</sup> Ed. Pearson Education Asia. 2009
- 2 Management Information Systems. Jawadekar W.S. Tata McGraw Hill. 2002.
- 3 Software Project Management. Hughes B. and Cotterell M. 3<sup>rd</sup> Ed. Tata McGraw-Hill.2009.
- 4 Microsoft Project 2010 Step by Step. Carl Chatfield C. and Johnson T. Microsoft Press. 2010.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - V

### (Discipline specific Elective)

BMI-302  
Systems Analysis & Design

L-T-P-C  
5-0-0-5

**Objective:** *The course has been designed to provide a solid foundation of systems principles & the process of systems design & development.*

#### Course Content

System definition & concepts: Characteristics & types of system, Systems environment & boundaries, Basic principles of successful systems. Systems analysis: Role & need of systems analyst, Qualifications & responsibilities, Systems Analyst as a change agent

System Development Approaches: Introduction to systems development life cycle (SDLC): Various phases of development: Analysis, Design, Development, Implementation, Maintenance. Systems Prototyping. Systems documentation considerations: Principles of systems documentation, Types of documentation & their importance.

Data & fact gathering techniques: Interviews, Observation, Presentations, Site visits. Feasibility study & its importance Types of feasibility reports, System Selection plan & proposal. Cost-Benefit & analysis: Tools & techniques

Systems Design & modelling: Process modeling, Logical & physical design, Design representation, Systems flowcharts & structured charts, Data flow diagrams, Common diagramming conventions & guidelines using DFD & ERD diagrams. Data Modeling & systems analysis, Designing the internals: Program & Process design. Input & Output designing: Classification of forms, Input/output forms design, User-interface design, Graphical interfaces

Modular & structured design: Module specifications, Module coupling & cohesion , Top-

down & bottom-up design

System Implementation & Maintenance: Planning considerations, Conversion methods, System acceptance Criteria, System evaluation & performance, Testing & validation, Systems quality Control & assurance

**Text/Reference Books**

1. Analysis and Design of Information Systems. Senn J. A. 2<sup>nd</sup> Edition. TMH. 2003.
2. Systems Analysis and Design. Awad E. M. Galgotia Publications. 2010.
3. Modern Structured Analysis. Yourdon. E. PHI.2003.
4. Analysis and Design of Information Systems. Rajaraman. V. PHI. 2011.

# Detailed Syllabus for BBA Degree Programme

## Semester – V

### (Discipline Specific Elective)

BMI-303  
Managing Data Resources

L-T-P-C  
3-0-2-5

**Objective:** *It is an applied course for introducing data base concepts with tools for managing business data resources. It aims to understand the data mining techniques which in turn help in predicting consumer behaviors & assist in business strategy formation.*

#### Course Content

Introduction: about data models, database keys, Relational database concepts, advantages, relationships, kinds of normalization, data integrity Rule, Entity-Relational Model

Data Mining & data warehousing concepts, Data Warehouse architecture, Data marts, Preparing Data for Mining, The Virtuous Cycle of Data Mining, Data Mining Methodology & Best Practices, Decision Tools: Decision Trees & decision tables, On-Line Analytical Processing, OLAP & Data Mining

Business Intelligence: Approaches, Methodology, Business intelligence project planning, Resources & roles, Risk management, Data migration issues, Human factors Applications in Marketing & Customer Relationship Management, Data Mining in Customer Life Cycle, Market Basket Analysis, Application in financial data analysis & Human resource planning.

#### List of Experiments

1. Creating databases
2. Importing & exploring Data
3. Graphical representation of business Data

4. Managing Database integrity
5. Handling Database anomalies
6. Query Management & Report preparation
7. Analyzing financial & customer data
8. HR planning

### **Text/Reference Books**

1. Database Systems: Design, Implementation and Management. Coronel C. Morris S. and Rob P. 10<sup>th</sup> Edition. Course Technology. 2012.
2. Database System Concepts. Silberschatz A., Korth H.F. and Sudarshan S. 6<sup>th</sup> Edition. McGraw Hill. 2010.
3. Data Mining Techniques. Berry M. and Linoff G. 3<sup>rd</sup> Edition. Wiley India. 2011.
4. Successful Business Intelligence: Secrets to Making BI a Killer Application. Howson C. TMH. 2007.



## Detailed Syllabus for B.B.A. Degree Programme

### Semester - V

#### (Core Course)

BM-373	L-T-P-C
Summer Internship	- - - 4

*Summer internships offer students personal & real world spirits & exposes to an actual working life, an experiential foundation to their career choices & the chance to build valuable business networks. Under this programme, each student undergoes training in any functional areas of management in an industry for a minimum period of four weeks during the summer vacation after completion of the IV Semester. Through these training students are expected to get exposure with the various managerial procedures & correlate with the knowledge they gained in the classroom. Student will execute a small project having relevance to the industry under the supervision of competent personnel in the industry & a faculty member of the School of Management. After completion of the internship, students are required to prepare a report on the basis of the activities performed during the internship, as per the prescribed format/ guidelines. The report, duly certified by the supervisors, should be submitted to the Head of the Department. The report should also be presented in the form of a seminar in the V Semester. Evaluation of the Summer Internship will be done as per the approved procedure.*

## Detailed Syllabus for B.B.A. Degree Programme

### Semester - V

#### (Ability Enhancement Compulsory Course)

HU-351	L-T-P-C
Fun with Drama	0-2-0-2

**Objective:** *To stimulate imagination, cultural enrichment & explore multidimensional use of language through drama.*

#### Course Content

Script writing: Story, structure, character development, dialogue, visuals & language with emphasis on critical & analytical thinking, problem-solving & communication skills.

Direction: Techniques & art of play direction with emphasis on methods of actor coaching, rehearsal procedures & presentation of several scenes of varying dramatic styles.

Enactment: Controlled use of body & voice, analysis & interpretation of roles, characterization & emotional projection.

Analysis: Insightful analysis of various aspects of translating a play from script to stage, director's concepts, visual composition, attention to character development & narrative structure & power of the unspoken word.

#### Text/Reference Books

1. Drama Techniques in Language Learning. Maley A. and Duff A. 3<sup>rd</sup> Ed. Cambridge University Press. 2005.
2. Drama (Resource Book for Teachers). Wessels C. Oxford University Press. 1987.

## Detailed Syllabus for B.B.A. Degree Programme

### Semester - VI

#### (Core Course)

BM-395	L-T-P-C
Business Research Methods & Project Work	3-0-3-6

**Objective:** *The course provides primary knowledge about research, research process & design including methods of data collection, analysis & report writing.*

#### Course Content

Business Research Methods: Introduction: Meaning of research; Scope of Business Research; Purpose of Research – Exploration, Description, Explanation; Unit of Analysis – Individual, Organization, Groups, & Data Series; Conception, Construct, Attributes, Variables, & Hypotheses

Research Process: An Overview; Problem Identification & Definition; Selection of Basic Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies

Measurement & Hypothesis Testing: Measurement: Definition; Designing & writing items; Uni-dimensional & Multi-dimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings & Ranking Scale, Thurstone, Likert & Semantic Differential scaling, Paired Comparison; Sampling –Steps, Types, Sample Size Decision; Secondary data sources Hypothesis Testing: Tests concerning means & proportions; ANOVA, Chi-square test & other Non-parametric tests Testing the assumptions of Classical Normal Linear Regression

Project Report: Report Preparation; Meaning, types & layout of research report; Steps in report writing; Citations, Bibliography & Annexure in report; JEL Classification

**Texts / Reference Books**

1. Statistics for Management. Levin R. and Rubin D.S. 7<sup>th</sup> Ed. Prentice Hall/Pearson Education. 2008.
2. Research Methodology. Kothari C.R. Wiley eastern.2013.
3. Statistical Methods. Gupta S.P. Sultan Chand. 2001.
4. Marketing Research. Malhotra N.K. 6<sup>th</sup> Ed. Pearson. 2010.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - VI

### (Discipline specific Elective)

BMH-301	L-T-P-C
Industrial Relations & Labour Laws	5-0-0-5

**Objective:** *The course aims at giving an insight into concepts of IRs, how Industrial relations influence the performance of the organizations & how sound Industrial relations can be developed. It also covers the legal framework regulating the terms & conditions of employment of workers which may be helpful to students in further studies & practice in HR.*

#### Course Content

HRM: Introduction & concepts, Industrial Relations -Origin, Definition, Scope, Determinant, Socio-Economic, Technical, Political factors affecting IR in changing Environment, Approaches to the study of IR - Psychological, Human Relation, Socio-Political, Gandhian approach Trade Union - Function of Trade Union, Types & structure of Trade Union

Industrial Dispute-Meaning, Causes. Industrial Relation Machinery to solve Industrial Dispute: Collective Bargaining, Negotiation, Mediation, Arbitration, Adjudication, Work Committees, Conciliation, Board of Conciliation, Court of enquiry, Labour Court, Industrial Tribunal, National Tribunal, Role of Judiciary & its impact on industrial relation. Workers Participation in Management -Concept, Pre-Requisites, Levels Of Participation, Benefits of Participation.

Basic Provisions relating to Various Labour Laws:

Industrial Disputes Act, 1947, Trade Unions Act, 1926, Minimum Wages Act, 1948, Payment of Bonus Act, 1965, Factories Act, 1948, Employees' State Insurance Act, 1948, Employees' Provident Fund & Miscellaneous Provisions Act, 1952, Payment of Gratuity Act, 1972.

**Texts / Reference Books**

1. Industrial Relations. Venkata Ratnam C.S. Oxford Press.2010.
2. Industrial Relations and Labour Welfare-Text and Cases. Sivarethnamohan.R.PHI. 2010
3. Industrial Relations and Labour Laws.Monappa A., Selvaraj.P.TataMcGraw Hill.2e.2012
4. Industrial Relations and Labour Law. Srivastava SC. New Delhi. Vikas.2010

# Detailed Syllabus for B.B.A. Degree Programme

## Semester - VI

### (Discipline specific Elective)

BMH-302

Human Resource Management

L-T-P-C

5-0-0-5

**Objective:** *The objective of the course is to acquaint students with the techniques & principles to manage human resource of an organisation.*

#### Course Content

Introduction: Human Resource Management: Concept & Functions, Role, Status & competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenges of Human Resource Management; Workforce diversity; Empowerment; Downsizing; VRS; Human Resource Information System

Acquisition of Human Resource: Human Resource Planning- Quantitative & Qualitative dimensions; job analysis – job description & job specification; Recruitment – Concept & sources; Selection – Concept & process; test & interview; placement & induction

Training & Development: Concept & Importance; Identifying Training & Development Needs; Designing Training Programmes; Role-Specific & Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

Performance Appraisal: Nature, objectives & importance; Modern techniques of performance appraisal; potential appraisal & employee counseling; job changes - transfers & promotions; Compensation: concept & policies; job evaluation; methods of wage payments & incentive plans; fringe benefits; performance linked compensation.

Maintenance: Employee health & safety; employee welfare; social security; Employer-Employee relations- an overview; grievance-handling & redressal; Industrial Disputes: causes & settlement machinery

**Text/Reference Books**

1. Human Resource and personnel Management- Text and Cases. Aswathappa. K.Tata McGraw-Hill publishing Company Ltd. New Delhi.2008.
2. Personnel Management. Edwin Flippo. Prentice Hall India Ltd. New Delhi.2000.
3. Human Resources Management. Gary Dessler. Prentice Hall Of India Private Ltd. New Delhi. 2006.
4. Personnel Management and Industrial Relations. Memoria C. B. Gankar. S. V., Himalaya Publishers Co. New Delhi.2007.
5. The Management of Human Resources. Ramaswami. N. T.R. Publications. Chennai. 2000.
6. Human Resource Management. Rao P.L. Excel book. New Delhi. 2004.



# Detailed Syllabus for B.B.A. Degree Programme

## Semester - VI

### (Discipline specific Elective)

BMH-303

Contemporary Issues in HR

L-T-P-C

5-0-0-5

**Objective:** *The course highlights the trends, challenges & HR issues affecting organization's effectiveness. Also the purpose of the course is to convey those aspects of HR that make a difference to the success of organizations.*

#### Course content

Basics of HRM: Introduction, Functions: Human Resource Planning, Job Analysis, Acquiring HR: Recruitment & Selection, Induction, Merit Rating, Job Evaluation, Human Resource Development (HRD), Training, Worker's Participation & Empowerment, Industrial Relations.

HR challenges

Emotional Intelligence

Work-Life Balance

International Human Resource Management: Intercultural issues in Training, International perspective on Performance Appraisal, Reward system in various countries.

Talent Management

The changing context of work & managing organizational change

CSR (Corporate Social Responsibility)

Employee Involvement: Delegation, Participative management, work teams, goal setting, Employee training & Empowering of employees

Morality at work; 'ethical' decision-making & whistle blowing

Surveillance & control at work

Organizational & Individual stress

Workplace Violence: Trends & Impact on Human Resources

The Glass ceiling & implications for organizational effectiveness

Workforce diversity issues: Age, Gender, Culture etc.

Alternative Work Arrangements: Home office, Virtual teams & Telecommuting

Other contemporary issues

### **Texts / Reference Books**

1. Leadership for Results. Tom Barker. Pearson Education. 2006.
2. Human Resource Management. Snell, Bohlander. Cengage learning.
3. Human Resource Management. Robert L. Mathis and John H. Jackson. Thomson Southwestern, Singapore. 2003.
4. Organizational Culture and Leadership. Edgar Schein. Jossey Bass.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester – VI

### (Discipline specific Elective)

BMM-301	L-T-P-C
Retail Management	5-0-0-5

**Objective:** *The course enables students to appreciate the importance of retailing & distribution in the emerging market scenario, & equips them with the tools & techniques.*

#### Course Content

Introduction: Retail: an overview of retailing environment, Indian Retailing Industry, Retail Formats in India, segmentation & target Market, Building– Location, & Service strategy, Sustainable Competitive Advantage

Retail customers: consumer behavior, consumer decision making process, Indian shoppers, research & analysis of consumer profile.

Product management: Product range & assortment, Brand management & retailing, Merchandise Management- Merchandise mix, merchandise control & planning, Product Pricing: external influences, pricing objectives, approaches & strategies

Retail promotion & communication: selection of promotion mix- advertising, media, sales promotion, personal selling & publicity, atmospherics & retailing,

Emerging trends: CRM in Retailing, HRM in retailing, Direct marketing, electronic retailing & emerging trends, Information system & Logistics: Retailing: the role of information technology, Retail information system (RIS).

**Text/Reference Books**

1. Retail Management: A Strategic Approach. Berman B. and Evans J. R. Prentice Hall. 1998.
2. Retail Management. Bajaj C. Tuli R. and Srivastava N. 12<sup>th</sup> Impression. Oxford Higher Education. 2009.
3. Marketing Environment: Planning, Implementation and Control, the Indian context. Ramaswamy V.S. and Namakumari S. Mcmillan. 1990
4. Retail Management. Levy M.B. and Weitz A. McGraw Hill. 1997.

# Detailed Syllabus for B.B.A. Degree Programme

## Semester – VI

### (Discipline specific Elective)

BMM-302

Consumer Affairs & Consumer Care

L-T-P-C

5-0-0-5

**Objective:** *This paper seeks to familiarise the students with of their rights as a consumer, the social framework of consumer rights & legal framework of protecting consumer rights with understanding of the procedure of redress of consumer complaints.*

#### Course Content

Conceptual Framework: Consumer & Markets: Concept of Consumer, Nature of markets, Concept of Price, Maximum Retail Price (MRP) & Local Taxes, Fair Price, labeling & packaging, Consumer Satisfaction/dissatisfaction-Grievances complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Internal & External Complaint handling: Corporate Redress Systems & Public Redress Systems

Consumer Protection in India: Consumer Movement in India; Evolution of Consumer Movement in India. Formation of consumer organizations & their role in consumer protection, Recent developments, Citizens Charter, Product testing. Quality & Standardization: Voluntary & Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing & Surveillance; ISO: An overview

The Consumer Protection Act, 1986 (CPA): Objectives & Basic Concepts: Consumer, goods, service, defect in goods, deficiency in service, spurious goods & services, unfair & restrictive trade practice. Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State & District Levels, Basic Consumer Rights; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, & Jurisdiction (Pecuniary & Territorial), Role of Supreme Court

under the CPA.

Grievance Redress Mechanism under the Consumer Protection Act, 1986: Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing & hearing of a complaint; Disposal of cases, Relief/Remedy to be beprovided; Enforcement of order, Appeal, frivolous & vexatious complaints; Offences & penalties. Seven Leading Cases decided under Consumer Protection Act: Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity, Water, & Telecom Services; Education; Defective Product; Unfair Trade Practice.

Industry Regulators & Consumer Complaint Redress Mechanism: Banking: RBI & Banking Ombudsman; Insurance: IRDA & Insurance Ombudsman; Telecommunication: TRAI; Food Products: FSSAI (an overview); Electricity Supply: Electricity Regulatory Commission; Advertising: ASCI.

### **Text/Reference Books**

1. Consumer Affairs. Khanna, Sri Ram, Savita H., Kapoor S. and Awasthi H.K. (2007) Delhi University Publication.
2. Consumer Protection: Law and Practice. Aggarwal, V. K. (2003). 5th ed. Bharat Law House, Delhi.
3. Consumer Right for Everyone. Girimaji, Pushpa (2002). Penguin Books.
4. The Consumer and Corporate Accountability. Nader, Ralph (1973). USA, Harcourt Brace Jovanovich, Inc.
5. Empowering Consumers e-book, [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)
6. The Consumer Protection Act, 1986

# Detailed Syllabus for B.B.A. Degree Programme

## Semester – VI

### (Discipline specific Elective)

BMM-303  
Marketing of Services

L-T-P-C  
5-0-0-5k

**Objective:** *The objective of this course is to acquaint the students to the uniqueness of the services characteristics & its marketing implications. The intent of the course analyze several facets in the area of services marketing essential for the success of a service sector firm.*

#### Course Content

Introduction to Service Marketing, Understanding Service, The Nature of Service Marketing, Classification of service. Service Consumer Behavior - Understanding Consumer Behaviors, Customer expectations & perceptions, managing & exceeding customer service exportations, Strategic for influencing customer perception.

Strategic Issues in Services Marketing - Market Segmentation & Targeting; Individualized Service & Mass Customization, Differentiation & Positioning of Services; Steps in developing a positioning strategy, Developing & maintaining demand & capacity. The marketing mix & services - The marketing mix dements, Traditional marketing mix - Product, price place, promotion & communication services, & extended marketing mix – people, process physical evidence in services.

Challenges of service marketing - Developing & managing the customer service function, Marketing planning for service; Developing & maintain quality ill services, Relationship marketing , Service marketing - specific Industries, Tourism, Travel, Transportation service marketing, financial services; Education & Professional service, Telecom & Courier, Media Service

**Text/Reference Books**

1. Services Marketing. Zeithaml V. A. and Bitner M. J. (2003), 3 rd Edition, Tata McGraw Hill, Delhi.
2. Service Marketing: People, Technology, Strategy. Lovelock C. H. and Wirtz, J. (5th ed., 2004). Pearson Education.
3. Essential of Service Marketing: Concepts Strategies and Cases. Hoffman, K. D. J. and Bateson, E.G. (2003). Thomson South Western.
4. Services Marketing. Kurtz D. L. and Clow K. E. (2003). Biztantra, New Delhi.