

ORDINANCE AND SYLLABI

Bachelor of Business Administration

BBA is a three years full time programme. The course structure and programme ordinance are as follows:

Course Structure:

The programme shall be of three years duration i.e. 1st, 2nd & 3rd year, each year consists of two semesters. The list of papers offered during 1st, 2nd & 3rd year of the programme shall be as follows.

FIRST YEAR

1st Semester

| Paper Code | Title of Paper | Max. Marks | |
|-------------|-------------------------------------|------------|------------|
| | | Internal | External |
| BBA-N101 | Business Organisation | 30 | 70 |
| BBA-N102 | Business Maths | 30 | 70 |
| BBA-N103 | Principles of Economics | 30 | 70 |
| BBA-N104 | Book-Keeping & Basic Accounting | 30 | 70 |
| BBA-N105 | Business Laws | 30 | 70 |
| BBA-N106 | Fundamentals of Business Management | 30 | 70 |
| BBA-N107 | Business Ethics | 30 | 70 |
| Total Marks | | 210 | 490 |

2nd Semester

| Paper Code | Title of Paper | Max. Marks | |
|-------------|--------------------------|------------|------------|
| | | Internal | External |
| BBA-N201 | Business Environment | 30 | 70 |
| BBA-N202 | Business Communication | 30 | 70 |
| BBA-N203 | Indian Economy | 30 | 70 |
| BBA-N204 | Principles of Accounting | 30 | 70 |
| BBA-N205 | Organisational Behaviour | 30 | 70 |
| BBA-N206 | Business Statistics | 30 | 70 |
| BBA-N207 | Presentation & Viva Voce | 30 | 70 |
| Total Marks | | 210 | 490 |

SECOND YEAR

3rd Semester

| Paper Code | Title of Paper | Max. Marks | |
|--------------------|---------------------------|-------------------|-----------------|
| | | Internal | External |
| BBA-N301 | Advertising Management | 30 | 70 |
| BBA-N302 | Indian Banking System | 30 | 70 |
| BBA-N303 | Human Resource Management | 30 | 70 |
| BBA-N304 | Marketing Management | 30 | 70 |
| BBA-N305 | Company Accounts | 30 | 70 |
| BBA-N306 | Company Law | 30 | 70 |
| BBA-N307 | Viva Voce | – | 100 |
| Total Marks | | 180 | 520 |

4th Semester

| Paper Code | Title of Paper | Max. Marks | |
|--------------------|--|-------------------|-----------------|
| | | Internal | External |
| BBA-N401 | Consumer Behaviour | 30 | 70 |
| BBA-N402 | Financial Management | 30 | 70 |
| BBA-N403 | Production Management | 30 | 70 |
| BBA-N404 | Sales Management | 30 | 70 |
| BBA-N405 | Research Methodology | 30 | 70 |
| BBA-N406 | Operations Research | 30 | 70 |
| BBA-N407 | Market Survey Report Project Evaluation & Viva-Voce | 30 | 70 |
| Total Marks | | 210 | 490 |

THIRD YEAR

5th Semester

| Paper Code | Title of Paper | Max. Marks | |
|--------------------|--|------------|------------|
| | | Internal | External |
| BBA-N501 | Managerial Economics | 30 | 70 |
| BBA-N502 | Entrepreneurship & Small Business Mgt. | 30 | 70 |
| BBA-N503 | Income Tax Laws and Accounting | 30 | 70 |
| BBA-N504 | Cost & Management Accounting | 30 | 70 |
| BBA-N505 | Industrial Law | 30 | 70 |
| BBA-N506 | Fundamentals of Computers | 30 | 70 |
| BBA-N507 | Environmental Science | 30 | 70 |
| BBA-N508 | Viva Voce | - | 100 |
| Total Marks | | 210 | 590 |

6th Semester

| Paper Code | Title of Paper | Max. Marks | |
|--------------------|----------------------------------|------------|------------|
| | | Internal | External |
| BBA-N601 | International Trade | 30 | 70 |
| BBA-N602 | Strategic Mgt. & Business Policy | 30 | 70 |
| BBA-N603 | VAT & Service Tax | 30 | 70 |
| BBA-N604 | Management Information System | 30 | 70 |
| BBA-N605 | Auditing | 30 | 70 |
| BBA-N606 | Fundamentals of e-Commerce | 30 | 70 |
| BBA-N607 | Project Report & Evaluation | 30 | 70 |
| BBA-N608 | Comprehensive Viva-voce | -- | 100 |
| Total Marks | | 210 | 590 |

BBA- I Semester

BBA-N101 Business Organisation

- Unit I Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation . Modern Business, Business & Profession.
- Unit II Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Plant location, Plant Layout & size of business unit.
- Unit III Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.
- Unit IV Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.
- Univ V Business Finance: Financial need of Business methods & sources of finance.
Security Market, Money Market, Study of Stock Exchange & SEBI.

Suggested Books:

- 1.Chottorjee S.K. Business Organisation
- 2.Jagdish Prakash Business Organistaton and Management
- 3.Om Prakash Business Organisation
- 4.Sherlekar S.A. Business Organisation and Management
- 5.Singh & Chhabra Business Organisation

BBA- I Semester

BBA N 102

Business Mathematics

| | |
|----------|--|
| Unit I | Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction. |
| Unit II | Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Guassian Elimination Method. |
| Unit III | Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest. |
| Unit IV | Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination. |
| Unit V | Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems. Etc) |

Suggested Books:

| | |
|-------------------|----------------------------|
| 1.Mehta & Madnani | Mathematics for Economics |
| 2.Mongia | Mathematics for Economics |
| 3.Zamiruddin | Business Mathematics |
| 4.Raghavachari | Mathematics for Management |

BBA- I Semester

BBA N 103 Principles of Economics

| | |
|----------|---|
| Unit I | Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Utility analysis, Marginal Theory of utilities and Equi-Marginal theory of utility. |
| Unit II | Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve and Nature of Curves, Laws of Demand Elasticity of Demand Types & Measurement, Indifference curves analysis Consumer Equilibrium & Consumer Surplus. Price, Income and substitution effect. |
| Unit III | Production-Meaning and Analysis Production function. Laws of production, Laws of increasing returns & Laws of constant returns. Equal product curves and Producer equilibrium. |
| Unit IV | Market analysis-Nature of market, Types of markets and their characteristics Pricing under different market structures-Perfect Monopoly, oligopoly and Monopolistic completion. Price discrimination under monopoly competition. |
| Unit V | Theories of factor pricing, factor pricing v/s product pricing. Theories of rent theories of interest theories of wages theories of profit, Concept of profit maximization |

Suggested Books:

1. Adhikari M Management Economics
2. Gupta G.S. Managerial Economics
3. Lal S.M. Principles of Economics
4. Vaish & Sunderm Principles of Economics

BBA- I Semester

BBA N 104

Book Keeping and Basic Accounting

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|----------|---|
| Unit I | Meaning of book keeping. Process of book keeping and accounting, Basic terminology of accounting, subsidiary books of accounts, Difference between accounting & book keeping. Importance & Limitations of Accounting, Various users of Accounting Information, Accounting Principles, conventions & Concepts. |
| Unit II | Accounting Equation, Dual Aspect of Accounting Types of accounting Rules of debit & Credit, Preparation of Journal and Cash book including banking transaction, Ledger and Trial balance. |
| Unit III | Rectification of errors preparation of bank reconciliation Statement, Bills of Exchange And promissory notes. |
| Unit IV | Valuation of stocks, Accounting treatment of depreciation. Reserve and provision, Preparation of final accounts along with adjustment entries. |
| Unit V | Issue of shares and debentures, Issue of bonus shares and right issue, Redemption preference shares and debentures. |

Suggested Books:

| | |
|---------------------------|----------------------------|
| 1.Agarwal B.D. | Advanced Accounting |
| 2.Chawla & Jain | Financial Accounting |
| 3.Chakrawarti K.S. | Advanced Accounts. |
| 4.Gupta R.L. & Radhaswamy | Fundamentals of Accounting |
| 5.Jain & Narang | Advanced Accounts |
| 6.Shukla & Grewal | Advanced Accounts |

BBA- I Semester

BBA N 106

Fundamentals of Management

| | |
|----------|---|
| Unit I | Introduction Concepts, Objectives, Nature Scope and significance of management Evolution of management thought-Contribution Taylor, Weber and Fayol management. |
| Unit II | Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making. |
| Unit III | Organizing: Concept, Objectives, Nature of organizing, Types of Organization, Delegation of authority, Authority and responsibilities, Centralization and Decentralization Span of Control. |
| Unit IV | Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Meaning. Importance, Styles, Supervision, Motivation Communication. |
| Unit V | Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling. |

Suggested Books:

| | |
|-----------------------------|---------------------------------------|
| 1.Pagare Dinkar | Principles of Management |
| 2.Prasad B M L | Principles and Practice of Management |
| 3.Satya Narayan and Raw VSP | Principles and Practice of Management |
| 4.Srivastava and Chunawalla | Management Principles and Practice |

BBA- I Semester

BBA N 107

Business Ethics

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|----------|--|
| Unit I | Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics. |
| Unit II | Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance. |
| Unit III | Relationship between Ethics & Corporate Excellence- Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. |
| Unit IV | Gandhian Philosophy of Wealth Management-Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins. |
| Unit V | Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit. |

Suggested Books:

1. Koltar, Philip Marketing Management
2. Stanton, Etzel Walker, Fundamentals of Marketing
3. Saxena Rajan Marketing Management
4. McCarthy, FJ Basic Marketing

BBA- II Semester

BBA N 201

Business Environment

| | |
|----------|--|
| Unit I | Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business. |
| Unit II | Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector |
| Unit III | Industrial Policy –Its historical perspective(In brief);Socio-economic implications of Liberalisation, Privatisation, Globalisation. |
| Unit IV | Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA |
| Unit V | Overview of International Business Environment, Trends in World Trade : WTO- Objectives and role in international trade. |

Suggested Readings:

- 1.Francis Cherunilum Business Environment
- 2.K.Aswathapa Business Environment

BBA- II Semester

BBA N 202

Business Communication

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|----------|--|
| Unit I | Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication |
| Unit II | Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations |
| Unit III | Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies. |
| Unit IV | Oral & Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys. Body Language, Para Language, Effective Listening, Interviewing skill, Writing resume and Letter or application |
| Unit V | Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations. |

Suggested Books:

| | |
|-----------------|--|
| 1.Bapat & Davar | A Text book of Business Correspondence |
| 2.Bhende D.S. | Business Communication |
| 3.David Berio | The Process of Communication |
| 4.Gowd & Dixit | Advance Commercial Correspondence |
| 5.Gurky J.M. | A reader in human communication |

(BBA) IIND SEM.

| 203 | INDIAN ECONOMY |
|------------|--|
| UNIT-1 | Meaning of Economy, Economic growth & development, characteristics of India Economy, Concepts of Human development, Factors affecting economic development. |
| UNIT-2 | An overview of Economic Resources of India, Human Resources of India: Concept of Population Explosion, Interrelation of Population and economic development, Population policy of India, Problem of Unemployment in India. |
| UNIT-3 | Economic planning in India; Planning commission of India; (NITI AYOOG) |
| UNIT-4 | Problems and prospects of Indian Agriculture, agriculture development during plan period. Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile) |
| UNIT-5 | Service and Entrepreneurial Sector, role of Commercial Bank and Financial Institutions, Role of Small Scale Industries in Indian Economy. |

SUGGESTED READINGS:

- 1.Kenes J.M. General Theory of Employment, Interest and Money
- 2.Brooman Macro Economics
- 3.Seth, M..L. Monetary Theory
- 4.Vaish, M.C. Monetary Theory
- 5.Singh, S.P. Macro Economics

BBA- II Semester

BBA N 204

Principles of Accounting

| | |
|----------|---|
| Unit I | Accounting standards in India, Concept of GAAP (Generally Accepted Accounting Principles) International Accounting Standards, Accounting for Price level changes. |
| Unit II | Accounting of Non-trading Institutions, Joint Venture and Consignment. |
| Unit III | Accounts of banking companies and General Insurance companies, Department and Branch account. |
| Unit IV | Accounts related to Hire Purchase and Instalment payment transactions, Royalty Accounts |
| Unit V | Partnership Accounts: Final Account, Reconstitution of Partnership firms- admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner). |

Suggested Readings:

1. Agarwal, B.D. Advanced Accounting
2. Chawla & Jain Financial Accounting
3. Chakrawarti, K.S. Advanced Accounts
4. Shukla, M.B. Financial Analysis and Business Forecasting
5. Jain & Naranag Advanced Accounts

BBA- II Semester

BBA N 205

Organisation Behaviour

| | |
|----------|---|
| Unit I | Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB. |
| Unit II | Individual Behavior – Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory. |
| Unit III | Behavior Dynamics : Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations.. |
| Unit IV | Group Behavior : Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict. |
| Unit V | Management of Change : Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, Recent advances in OB. |

Suggested Readings:

| | |
|-----------------|---|
| 1.Bennis, W.G. | Organisation Development |
| 2.Breech Islwar | Organaistion-the frame-Work of Management |
| 3.Dayal, Keith | Organisational Development |
| 4.Sharma, R.A. | Organisational Theory and Behavior |
| 5.Prasad, L.M. | Organisational Behavior |

BBA- III Semester

BBA N 301

Advertising Management

| | |
|----------|---|
| Unit I | Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising. |
| Unit II | Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising. |
| Unit III | Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget-approaches allocation of budget. |
| Unit IV | Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. |
| Unit V | Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising. |

Suggested Books

1. Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases Manendra Mohan,
TMH
3. Advertising Management Rajeev Batra, PHI

BBA- III Semester

BBA N 302

Indian Banking System

| | |
|----------|---|
| Unit I | Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development banks. |
| Unit II | State Bank of India: Brief History; Objectives Functions; Structure and organization; Working and progress. |
| Unit III | Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co-operative banks. |
| Unit IV | Regional Rural and Co-operative banks in India: Functions; Role of regional rural and co-operative bank in rural India; Progress and performance. |
| Unit V | Reserve Bank of India; Objectives; Organization; functions and working; monetary policy credit control measures and their effectiveness. |

Suggested Readings:

1. Basu A.K. : Fundamentals of banking- Theory and Practice; A. Mukherjee and Co., Calcutta
2. Sayers R.S. : Modern Banking; Oxford University, Press.
3. Panandikar, S.G. and Mithani D.M.: Banking in India; Orient Longman
4. Reserve Bank of India : Functions and Working
5. Dekock : Central Banking; Crosby Lockwood Staples, London
6. Tennan M.L.: Banking-Law and Practice in India; India law House, New Delhi.

| BBA- III Semester | |
|----------------------------------|--|
| Human Resource Management | |
| BBA N 303 | |
| Unit I | Introduction to HRM & HRD Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower. |
| Unit II | Human Resource Policies & Strategies Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme., developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors. |
| Unit III | Human Resource Procurement & Mobility Productivity & improvement job analysis & Job design, work measurement, ergonomics. Human Resource planning-objectives, activities, manpower requirement process Recruitment & Selection Career planning & development, training methods, basic concept of performance appraisal. Promotion & Transfer. |
| Unit IV | Employee Compensation Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965. |
| Unit V | Employee relations Discipline & Grievance handling types of trade unions, problems of trade unions |

Suggested Books:

1. Human Resource Management – Dipak Kumar Bhattacharya
2. Managing Human Resource-Arun Monappa
3. Essential of HRM and Industrial Relations-P.Subba Rao
4. Personnel Management-C.B. Memoria

| BBA- III Semester Marketing Management | |
|---|---|
| BBA N 304 | |
| Unit I | Marketing : Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing. |
| Unit II | Segmentation : Concept, basis of segmentation, Importance in marketing; Targeting : Concept Types, Importance; Positioning : Concept, Importance, Brand positioning, Repositioning. |
| Unit III | Marketing Mix: Product : Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging. Distribution : Concept, importance, different types of distribution channels etc. |
| Unit IV | Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion : Promotional mix, tools, objectives, media selection & management. |
| Unit V | Marketing Research : Importance, Process & Scope Marketing Information Systems : Meaning Importance and Scope Consumer Behavior : Concept, Importance and factors influencing consumer behavior. |

Suggested Books:

1. Marketing Mgt. by Philip Kotlar (PHI)
2. Marketing by Etzet, Walker, Stanton
3. Marketing Management by Rajan Saxena

**BBA- III Semester
Company Accounts**

BBA N 305

| | |
|----------|--|
| Unit I | Joint Stock Companies- its types and share capital, Issue, Forfuture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture. |
| Unit II | Final Accounts : Including Computation of managerial Remuneration and disposal of profit. |
| Unit III | Accounting for Amalgamation of companies as per Accounting Standard 14 Accounting for Internal reconstruction. |
| Unit IV | Consolidated Balance Sheet of Holding Companies with one Subsidiary Only. |
| Unit V | Liquidation of Company, Statement of Affairs and Deficiency/Surplus, Liquid for final statement of A/c Receivers Receipt and Payment A/c. |

Suggested Books:

- 1.Gupta R.L. Radhaswamy M, Company Accounts, Sultan chand &
- 2.Maheshwari, S.N., Corporate Accounting, Vikas Publishing
- 3.Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting
- 4.Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts, S. Chand & Co.
- 5.Moore C.L. and Jaedicke R.K., Management Accounting

BBA- III Semester

Company Law

BBA N 306

| | |
|----------|---|
| Unit I | Corporate Personality : Kinds of Company, Promotion and Incorporation of Companies. |
| Unit II | Memorandum of Association, Articles of Association Prospectus. |
| Unit III | Shares ; Share Capital, Members , Share Capital-Transfer and Transmission, Directors-Managing Director, Whole Time Director. |
| Unit IV | Capital Management-Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds quorum, voting resolutions, minutes. |
| Unit V | Majority Powers and minority Rights Prevention of oppression and mismanagement, winding up-Kinds and Conduct. |

Suggested Books:

- 1.Grower L.C.B. Principles of Modern Company Law, Stevens & Sons, London
- 2.Ramaiya A. Guide to the Companies Act. Wadhwa & Co., Nagpur
- 3.Singh, Avtar Company Law, Eastern Book Co. , Lucknow
- 4.Kuchal, M.C. Modern Indian Company Law, Sri Mahavir Books, Noida
- 5.Kapoor, N.D. Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons

BBA- IV Semester

Consumer Behaviour

BBA N 401

- Unit I Introduction to consumer Behavior (CB)- Importance, Scope, need for studying CB, Consumer research process.
- Unit II Consumer models : Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-kollat-Blackwell model.
- Unit III Individual determinates:
Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.
- Unit IV Influences & Consumer Decision making :
Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.
- Unit V Industrial Buying Behaviour :
Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.

Suggested Books:

- | | |
|--|--------------------|
| 1.Consumer Behaviour in Indian Perspective | Suja. R. Nair |
| 2.Consumer Behaviour | Schifman & Kanuk |
| 3.Consumer Behaviour | Louden & Bitta |
| 4.Consumer Behaviour | Bennet & Kasarjian |

| BBA- IV Semester | |
|-----------------------------|--|
| Financial Management | |
| BBA N 402 | |
| Unit I | Introductory : Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting. |
| Unit II | Capital Structure Planning : capitalization Concept, basis of capitalization, consequences and remedies of over and under capitalization. Determinants of Capital structure, Capital structure theories. |
| Unit III | Management of Fixed Capital: Cost of Capital, Nature & Scope of Capital budgeting-payback NPV, IRR and ARR methods and their practical applications. Analysis of risk & uncertainty. |
| Unit IV | Management of Working Capital : Concepts of working Capital, Approaches to the financing of current Assets determining capital (with numerical problems) Management of different components of working capital. |
| Unit V | Management of Earning : Concept & relevance of Dividend decision. Dividend Models-Water, Gordons, MM Hypothesis. Dividend policy-determinants of dividend policy. |

Suggested Books:

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|------------------------|-----------------|
| 1.Financial Management | S.N. Maheshwari |
| 2.Financial Management | Khan & Jain |

BBA- IV Semester

Production Management

BBA N 403

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|----------|--|
| Unit I | Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC. |
| Unit II | Types of manufacturing Systems: Intermittent & Continuous Systems etc., Product design & development. |
| Unit III | Plant Location & Plant layout. |
| Unit IV | Materials Management & Inventory Control : Purchasing Economic lot quality/Economic order quantity(EOR), Lead time, Rorder level. Brief of ABC analysis, Stock Keeping. |
| Unit V | Quality Control : Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control. |

Suggested Books:

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|--------------------------------------|-----------|
| 1. Production Operation management | B.S. Goel |
| 2. Production & Operation Management | Buffa |
| 3. Production & Operation Management | S.N.Chany |

BBA N 404

**BBA- IV Semester
Sales Management**

Unit I

Sales Management :

- Evolution of sales function
- Objectives of sales management positions
- Functions of Sales executives
- Relation with other executives

Unit II

Sales Organisation and relationship :

- Purpose of sales organization
- Types of sales organization structures
- Sales department external relations
- Distributive network relations.

Unit III

Salesmanship :

- Theories of personal selling
- Types of Sales executives
- Qualities of sales executives
- Prospecting, pre-approach and post-approach
- Organising display, showroom & exhibition

Unit IV

Distribution network Management

- Types of Marketing Channels
- Factors affecting the choice of channel
- Types of middleman and their characteristics
- Concept of physical distribution system

Unit V

Sales Force Management

- Recruitment and Selection
- Sales Training
- Sales Compensation

Suggested Books:

- | | |
|----------------------------|-------------------------|
| 1.Sales Management | -Cundiff, Still, Govoni |
| 2.Salesmanship & Publicity | -Pradhan, Jakate, Mali |
| 3.Sales Management | -S.A. Chunawalla |

BBA- IV Semester

Research Methodology

BBA N 405

| | |
|----------|---|
| Unit I | Introduction – Meaning of Research ; Objectives of Research; Types of Research; Research Process; Research Problem formulation. |
| Unit II | The Design of Research-Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Data types; Sources of Error. |
| Unit III | Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling. |
| Unit IV | Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing- Chi-square test, Z test, t-test, f-test. |
| Unit V | Presentation- Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report. |

Reference Books:

1. Research Methodology

C.R. Kothari

BBA- IV Semester

Consumer Behaviour

BBA N 406

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|----------|--|
| Unit I | Nature, Definition & characteristics of operations research, Methodology of DR, Models in OR; OR & managerial Decision making, OR techniques. |
| Unit II | Linear programming : Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method, Simplex Method (including Big M method) |
| Unit III | Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems |
| Unit IV | Decision making under Uncertainty-Criteria of Maximax, maximin, Maximax Regret, laplace & Hurwinz. Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications. |
| Unit V | PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique. |

Reference Books:

1.Operation Research

V.K. Kapoor

BBA- V Semester

BBA N 501 Consumer Behaviour

Objectives : The Basic objective of this course is to familiarize the students with the concepts and tools of managerial Economics as applicable to decision making in contemporary business environment.

- Unit I Nature and Scope :
Nature and Scope of Managerial Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Intermental concept, Principle of time perspective, Discounting principle and Equimarginal principle.
- Unit II Demand Analysis :
Concept and importance of Demand & its determinants Income & Substitution effects. Various elasticities of demand, using elasticities in managerial decisions, revenue concepts, relevance of demand forecasting and methods of demand forecasting.
- Unit III Cost Concept :
Various cost concepts and classification, Cost output relationship in short run & long run cost curves). Economics and diseconomies of scale, Cost control and Cost reduction, Indifferent curves.
- Unit IV Pricing :
Pricing methods, Price and output decisions under different market structures-perfect competition, Monopoly and Monopolistic Competition, Oligopoly.
- Unit V Profit Mgt & Inflation :
Profit, Functions of profit, Profit maximization, Break Even analysis.
Elementary idea of Inflation.

Suggested Readings:

- 1.Varsney & Maheshwari :Managerial Economics
- 2.Mote Paul & Gupta :Managerial Economics : Concepts & cases
- 3.D.N.Dwivedi :Managerial Economics
- 4.D.C.Huge :Managerial Economics
- 5.Peterson & Lewis :Managerial Economics
- 6.Trivedi :Managerial Economics
- 7.D.Gopalkrishnan :A Study of Managerial Economics

BBA- V Semester
Entrepreneurship & Small Business

BBA N 502
Management

Objective : The objective of the course is to familiarise the students with the basic concepts of entrepreneurship.

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| Unit I | Name & Scope Role & Importance in Indian Economy, Theories of Entrepreneurship traits of entrepreneur, entrepreneurs Vs professional managers, problems faced by entrepreneurs. |
| Unit II | Entrepreneurial Development Entrepreneurial Development, Significance and role of environment infrastructural network, environmental analysis, E.D. programmes (EDP), problems of EDP. |
| Unit III | Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems |
| Unit IV | Project & Reports Search for business idea, transformation of idea into reality: projects and classification. Identification of projects, project design and network analysis, project appraisal plant layout. |
| Unit V | Small industry setup Types of organization-sole proprietorship, partnership, joint stock company, co-operative organization, their merits, limitations, suitability. Organisational locations, steps in starting a small industry, incentives and subsidies available, export possibilities. |

Reference Books:

1. Entrepreneurship Development

Vasant Desai

BBA- V Semester

BBA N 503

Consumer Behaviour

Objectives- It enables the student to know the basics of Income Tax and its implications.

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| Unit I | Basic Concept : Income, Agriculture Income, Casual Income, Assessment Year. Previous Year. Gross Total Income, Total Income, Person, Tax Evasion, Avoidance and Tax Planning. |
| Unit II | Basis of Charge : Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income. |
| Unit III | Heads of Income : Income from Salaries, Income from House Properties. |
| Unit IV | Heads of Income : Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources. |
| Unit V | Aggregation of Income, Set off and Carry forward of losses, deduction from gross total Income. |

Suggested Readings:

- 1.Mehrotra, H.C. Income Tax Law and Account
- 2.Prasad, Bhagwati Income Tax Law and Practice
- 3.Chandra Mahesh and Shukla D.C. Income Tax Law and Practice
- 4.Agarwal, B.K. Income Tax
- 5.Jain, R.K. Income Tax

BBA- V Semester

BBA N 504

Cost and Management Accounting

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| Unit I | Introduction : Nature and Scope of Cost Accounting, Cost, concepts and Classification, Methods and Techniques, Installation of Costing System. |
| Unit II | Accounting for Material, Labour and Overheads. |
| Unit III | Element of Cost, Assessment of Cost-Preparation of Cost Sheet and Statement of Cost. |
| Unit IV | Management Accounting – Meaning, Nature, Scope, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting. |
| Unit V | Marginal Costing and Absorption Costing. |

Suggested Readings:

Maheshwari S.N. : Advanced Problem and Solutions in Cost Accounting

Khan & Jain : Management Accounting

Gupta, S.P. Management Accounting

BBA- V Semester

BBA N 506

Consumer Behaviour

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| Unit I | History of computing, Characteristics of computers, Limitations of computers, Basic computer organization, Generations of computers. |
| Unit II | Input-Output Devices : Keyboard, Mouse, Light pen, touch screens, VDU, Scanners, MICR, OCR, OMR, Printers and its type, Plotters, Microfilm, Microfiche, Voice Recognition and Reponse Devices. |
| Unit III | Storage Devices : Primary and Secondary Storage devices- RAM, ROM, Cached Memory, Registers, Storage Concept, Hard disk, Floppy disk, CD-ROM, Magnetic tapes and cartridges, comparison of sequential and direct- Access devices. |
| Unit IV | Computer Software : Relationship between hardware and software, Computer languages-Machine language Assembly language, High-level languages, Compilers & interpreters, Characteristics of good language. |
| Unit V | Operating System & Internet : Definition and functions of O.S. Batch Processing, Multipurposing, Multiprogramming, time sharing, On-line process, Real time process. Introduction to window-98, Internet & its uses, terminology of internet, Browser, Search engines, E-Mail, Video conferencing. |

Reference Books:

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| 1.Computer Fundamental | Sinha, P.K. |
| 2.Fundamentals of Computers | Jain, V.K. |
| 3.Operating System | Godbole, G.B. |
| 4.Window-98 | Manual |
| 5.Internet | Leon & Leon |

BBA- VI Semester

BBA N 601

International Trade

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| Unit I | Basics of international trade: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade. |
| Unit II | Foreign trade & economic growth: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions. |
| Unit III | International economic institutions: International economic institutions, IMF, World Bank, WTO (in brief), Regional economic groupings NAFTA, EU, ASEAN, SAARC. |
| Unit IV | Recent trends in India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. |
| Unit V | India's Trade Policy: India's Trade policy, export assistance, marketing plan for exports. |

Suggested Readings:

1. Varshney & Bhattacharya: International Marketing

BBA- VI Semester

BBA N 602 Strategic Management & Business Policy

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| Unit I | Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism or Policy making. |
| Unit II | Responsibilities & tasks of Top Management: objectives of Business Characteristics, Classification, Types of objectives and their overall Hierachy, Setting of objectives, Key areas involved. |
| Unit III | Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance. |
| Unit IV | Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Procoess, Criteria, Environmental Analysis, Resource Analysis |
| Unit V | Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its relevance |

Suggested Readings:

1. Peter F. Drucker Management Task & Responsibilities
2. Igor Ansoff Corporate Strategy
3. Gluek & Jaunch Corporate Strategy
4. Hatton & Hatton Strategic Management
5. Christian, Anderson, Bower Business Policy
6. McCarthy, IninChiello, Curran Business Policy & Strategy
7. Azhar Kazmi Business Policy
8. Stanford Management Policy

(BBA) 6th SEM.

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| 603 | GOODS AND SERVICES TAX |
| UNIT-1 | Introduction, An overview to GST, Person Liable to pay tax in GST, Migration of the persons registered under earlier law in GST |
| UNIT-2 | Registration in GST, What is supply, Time of supply of Goods, Time of supply of services, Value of supply, Place of supply |
| UNIT-3 | Determination of supply in the course of intra-state trade or commerce or intra-state supplies, Job work, Invoice, credit and debit notes, Input tax credit |
| UNIT-4 | Brief about persons requiring mandatory registration, Composition levy, Payment of taxes |
| UNIT-5 | Return, Assessment, Refund |

SUGGESTED READINGS:

1. 1. TAXMANN'S
2. Systematic Approach to Income Tax, Dr. Girish Ahuja and Dr. Ravi Gupta Bharat law House.
3. Indirect Taxes law and Practice, V.S. Datey, Taxman
4. Income Tax, Dr. V.K. Singhania, Taxman

BBA- VI Semester

BBA N 604

Management Information System

- Unit I Management Information System(MIS): Concept & definition, Role of MIS, Process of Management, MIS-A tool for management process, Impact of MIS, MIS & computers, MIS & the user, IMS- a support to the Management.
- Unit II Planning & Decision making: The concept of corporate planning, Strategic planning, Type of strategic, Tools of Planning, MIS-Business Planning; Decision making concepts, Methods, tools and procedures, Organizational Decision making, MIS & Decision making concepts.
- Unit III Information & System: Information concepts, Information: A quality product classification of the information, Methods of data & information collection, Value of information, MIS & System concept, MIS & System analysis, Computer System design.
- Unit IV Development of MIS: Development of long range plans of the MIS. Ascertaining the class of information, determining the information requirement, Development and implementation of the MIS, Management of quality in the MIS, organization for development of the MIS, MIS: the factors of success and failure.
- Unit V Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence(AI) System, Knowledge based expert system(KBES), MIS & the role of DSS, Transaction Processing System(TPS), Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System, Benefits of ERP, EMS & ERP

Reference Books:

1. Management Information System, Jawadekar W S
2. Managing with information, Kanter, Jerome
3. Management Information System, Louden & Louden
4. Information system for Modern Management, Murdick & Ross, R.claggetti

BBA- VI Semester

BBA N 605

Auditing

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| Unit I | Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking. |
| Unit II | Internal Check System: Internal Control, audit Procedure: Vouching Verification of Assets and Liabilities. |
| Unit III | Audit of Limited Companies: Company Auditor-Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate. |
| Unit IV | Special Audit, Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. |
| Unit V | Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit. |

Suggested Books:

1. BK Basu An insight with Auditing
2. Kamal Gupta Contemporary Auditing

