

तार : विश्वविद्यालय  
Gram : UNIVERSITY



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# बुन्देलखण्ड विश्वविद्यालय, झाँसी BUNDELKHAND UNIVERSITY, JHANSI

झाँसी (उ.प्र.) 284128

संदर्भ...IMS/2228

दिनांक...14.07.2022

## CERTIFICATE

With reference to the BOS Meeting of Institute of Management Studies held on 24.7.2017, it is hereby certified that CBCS has been introduced in the MBA & MBA IB Programmes from the session 2017-18 onwards. In the view of the same 100% syllabus revision may be considered.

HOD

MINUTES OF BOS MEETING HELD ON 24.07.2017

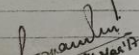
MINUTES OF BOS MEETING HELD  
ON 24.7.2017.

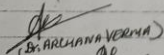
A meeting of the Board of Studies in Management has been organised today on 24<sup>th</sup> March 2017 at 11:30 am and the following Members attended

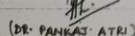
1. Prof. Pankaj Atri - Convener
2. Prof. Poonam Puri - Member
3. Prof. Archana Verma - Member
4. Prof. Umesh Holani - Subject Expert

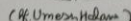
AGENDA & DECISION

1. MBA & MBA (IB) Syllabus of Sales & Distribution Management was revised.
  2. MBA & MBA (IB) Syllabus of Strategic Management was revised.
  3. Syllabus of Industrial Law BBA(H)-3918 of 5<sup>th</sup> sem & Labour Law BBA(H)-3930 of 6<sup>th</sup> sem of BBA(H) was revised.
  4. Syllabus of Industrial Marketing of MBA (IB) was revised and the title of this paper was changed to Rural & Industrial Marketing.
  5. In BBA(H) the paper International Financial Institutions BBA(H)-3920 was shifted from 5<sup>th</sup> semester to 6<sup>th</sup> semester and the paper Management of Financial Services BBA(H)-3934 was shifted from 6<sup>th</sup> semester to 5<sup>th</sup> semester.
  6. In BBA(H) the paper Sales & Distribution BBA(H)-3919 was shifted from 5<sup>th</sup> semester to 6<sup>th</sup> semester and the paper Retail Management BBA(H)-3924 was shifted from 6<sup>th</sup> semester to 5<sup>th</sup> semester.
- The meeting ended with the vote of thanks to the chair.

  
(Dr. POONAM PURI)

  
(Dr. ARCHANA VERMA)

  
(Dr. PANKAJ ATRI)

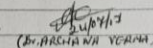
  
(Dr. Umesh Holani)

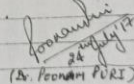
A meeting of the Board of Studies in Management has been organised today on 24<sup>th</sup> July 2017 at 11:00 am and the following members attended.

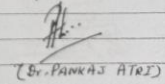
1. Prof. Pankaj Atri - Convener
2. Prof. Poonam Puri - Member
3. Prof. Archana Verma - Member

AGENDA & DECISION

1. The minutes of the last meeting held on 09<sup>th</sup> March 2017 were confirmed.
  2. It is approved in the meeting of BOS held on 23<sup>rd</sup> Jan 2016 and subsequently approved by the appropriate bodies it was decided to implement CBCS for MBA & MBA (IB) programme from the session 2017-18 onwards.
  3. Syllabus of Rural and Industrial Marketing MBA-7954 was revised in MBA-VI Semester.
  4. Syllabus of Rural and Industrial Marketing BBA(H)-3928 of BBA(H)-VI semester was revised.
- The meeting ended with the vote of thanks to the chair.

  
(Dr. ARCHANA VERMA)

  
(Dr. POONAM PURI)

  
(Dr. PANKAJ ATRI)

# **BACHELOR OF BUSINESS ADMINISTRATION (Hons.)**

**Duration : Three years**

## **PROGRAMME OBJECTIVES**

BBA Hons. Programme is a 3 years undergraduate program that is designed to impart knowledge of business management and administration skills through various courses. The courses focus on building skills that further enable students to understand the functioning of business organizations. The main objective of the programme is to impart management education and create opportunities for the students to upgrade themselves with contemporary business practices and at the same time to gain hands-on corporate work experience.

### **Specifically:**

The primary objectives of this course are:

- To acquaint with and develop an understanding of concepts, principles, functions and functional areas of management.
- To assess and help students identify their area of interest by offering different specializations viz, marketing , finance and HR.
- To develop acumen for more profitable business practices.
- To create conducive environment for professionals to grow as good and responsible human beings imbibing values and ethics.
- Develop decision making and analytical skills.
- Character building and holistic knowledge nurturing.
- To develop Entrepreneurship and technical skills to handle real corporate circumstances.
- Soft skill development and simulated learning.
- To provide a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.
- Developing humanitarian outlook.

## **Programme Outcomes**

**Upon completion of the BBA Hons. Programme, the students will be able to:**

- PO1** Understand the meaning of business & commerce, objectives and scope of business.
- PO2** Professional Excellence: Stay motivated for positions of leadership in business organizations at the local, national and international levels
- PO3** Critical Thinking: Identify the business-related problems and apply different business-related tools and techniques to solve the problems and interpret results.
- PO4** Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- PO5** Ethics: Students can recognize different Social and Ethical issues relating to business and research aspects.
- PO6** Academic Excellence: Students can cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular aspects.
- PO7** Effective Communication: Communicate clearly in person and through electronic media and connect people, ideas, media and technology to give meaningful results.
- PO8** Possess persuasive written and oral communication skills.
- PO9** Demonstrate human skills and a better understanding of human behavior in organizations.
- PO10** Have knowledge relating to management, accounting, banking systems, economic theory, knowledge about business, micro & macroeconomics etc. and e-Commerce.

### **Specific Programme Outcomes:**

- Students will be equipped with sound base of knowledge to set up a new business.
- Students will have a strong conceptual base that shall serve as a forerunner for MBA aspirants.
- The students would find a strong foothold to enter their careers immediately after completion of their BBA Hons. Programme. based on their areas of specialization and interest.
- Work as management professionals in various industries.
- Understand the Social Responsibilities of Business.

**Course Structure :**The Course structure of the B.B.A.(Hons.) programme shall be as under:

## **FIRST YEAR**

### **FIRST SEMESTER**

<b>S.N.</b>	<b>Name of Paper with code No.</b>	<b>Paper code</b>	<b>INT</b>	<b>EXT</b>	<b>PRAC.</b>	<b>TOTAL MARKS</b>	<b>REMARK</b>
1	BBA (H) Conceptual Foundation of Management	BBA(H)1911	30	70	-	100	Core Course
2	BBA (H) Business Communication	BBA(H)1912	30	70	-	100	Core Course
3	BBA (H) Financial Accounting	BBA(H)1913	30	70	-	100	Core Course
4	BBA (H) Legal Framework of Business	BBA(H)1914	30	70	-	100	Core Course
5	BBA (H) Managerial Economics	BBA(H)1915	30	70	-	100	Core Course
6	BBA (H) Computer Application Computer Practical-	BBA(H)1916 BBA(H)1091 7	30	50	- 20	100	Core Course

### **SECOND SEMESTER**

<b>S.N.</b>	<b>Name of Paper with code No.</b>	<b>Paper code</b>	<b>INT</b>	<b>EXT</b>	<b>PRAC.</b>	<b>TOTAL MARKS</b>	<b>REMARK</b>
1	BBA (H) Organisational Behaviour	BBA(H)1917	30	70	-	100	Core Course
2	BBA (H) Business Environment	BBA(H)1918	30	70	-	100	Core Course
3	BBA (H) Quantitative Techniques	BBA(H)1919	30	70	-	100	Core Course
4	BBA (H) Environmental Management	BBA(H)1920	30	70	-	100	Core Course
5	BBA (H) Accounting for Management	BBA(H)1921	30	70	-	100	Core Course
6	BBA (H) Profit Planning & Control	BBA(H)1922	30	70	-	100	Core Course

## SECOND YEAR

### THIRD SEMESTER

S.N.	Name of Paper with code No.	Paper code	INT	EXT	PRAC.	TOTAL MARKS	REMARK
1	BBA (H) Production Management	BBA(H)2911	30	70	-	100	Core Course
2	BBA (H) Human Resource Management	BBA(H)2912	30	70	-	100	Core Course
3	BBA (H) Marketing Management	BBA(H)2913	30	70	-	100	Core Course
4	BBA (H) Business Finance - I	BBA(H)2914	30	70	-	100	Core Course
5	BBA (H) Statistical Methods	BBA(H)2915	30	70	-	100	Core Course
6	BBA (H) Computer Application in Business Computer Practical	BBA(H)2916 BBA(H)20917	30	50	- 20	100	Core Course

### FOURTH SEMESTER

S.N.	Name of Paper with code No.	Paper code	INT	EXT	PRAC.	TOTAL MARKS	REMARK
1	BBA (H) Operations Research	BBA(H)2917	30	70	-	100	Core Course
2	BBA (H) Company Law	BBA(H)2918	30	70	-	100	Core Course
3	BBA (H) Office Management	BBA(H)2919	30	70	-	100	Core Course
4	BBA (H) Indian Economy	BBA(H)2920	30	70	-	100	Core Course
5	BBA (H) Research Methodology	BBA(H)2921	30	70	-	100	Core Course
6	BBA (H) Business Finance - II	BBA(H)2922	30	70	-	100	Core Course

## THIRD YEAR

### FIFTH SEMESTER

There shall be three compulsory papers in addition to the summer training report and the student will also be required to study three papers (any one group) of the specialization in the area he elects. The area of specialization will be as follows.

#### Compulsory Papers

S.N.	Name of Paper with code No.	Paper code	INT	EXT	PRAC.	TOTAL MARKS	REMARK
1	BBA (H) Business Taxation	BBA(H)3911	30	70	-	100	Core Course
2	BBA (H) Management Information System	BBA(H)3912	30	70	-	100	Core Course
3	BBA (H) Banking Law & Practice	BBA(H)3913	30	70	-	100	Core Course
4	BBA (H) Summer Training Report	BBA(H)30923		100	-	100	Core Course

### Specialization(Any One Group)

#### I. HR (Group)

S.N.	Name of Paper with code No.	Paper code	INT	EXT	PRAC	TOTAL MARKS	REMARK
1	BBA (H) Industrial Relations	BBA(H)3917	30	70	-	100	Elective Course
2	BBA (H) Industrial Law	BBA(H)3918	30	70	-	100	Elective Course
3	BBA (H) Human Resource Development	BBA(H)3919	30	70	-	100	Elective Course

#### II. Finance (Group)

S.N.	Name of Paper with code No.	Paper code	INT	EXT	PRAC.	TOTAL MARKS	REMARK
1	BBA (H) Management of Financial Services	BBA(H)3920	30	70	-	100	Elective Course
2	BBA (H) Money & Capital Market	BBA(H)3921	30	70	-	100	Elective Course
3	BBA (H) Income Tax	BBA(H)3922	30	70	-	100	Elective Course

#### III. Marketing (Group)

S.N.	Name of Paper with code No.	Paper code	INT	EXT	PRAC	TOTAL MARKS	REMARK
1	BBA (H) Retail Management	BBA(H)3914	30	70	-	100	Elective Course
2	BBA (H) Advertising Management	BBA(H)3915	30	70	-	100	Elective Course
3	BBA (H) International Marketing	BBA(H)3916	30	70	-	100	Elective Course

## SIXTH SEMESTER

(There shall be three compulsory papers in addition to Comprehensive Viva - Voce/ Project Report) and the student will also be required to study three papers (any one group) of the specialization in the area he elects. The area of specialization will be as follows.

### Compulsory Papers

S.N.	Name of Paper with code No.	Paper code	INT	EXT	PRAC.	TOTAL MARKS	REMARK
1	BBA (H) Strategic Management	BBA(H)3923	30	70	-	100	Core Course
2	BBA (H) Entrepreneurial Development	BBA(H)3924	30	70	-	100	Core Course
3	BBA (H) Insurance Law & Practice	BBA(H)3925	30	70	-	100	Core Course
4	BBA (H) Comprehensive Viva-Voce	BBA(H)30935		100	-	100	Core Course

### Specialization (Any One Group)

#### I. HR (Group)

S.N.	Name of Paper with code No.	Paper code	INT	EXT	PRAC.	TOTAL MARKS	REMARK
1	BBA (H) Compensation Management	BBA(H)3929	30	70	-	100	Elective Course
2	BBA (H) Labour Law	BBA(H)3930	30	70	-	100	Elective Course
3	BBA (H) Counseling Skills for Managers	BBA(H)3931	30	70	-	100	Elective Course

#### II. Finance (Group)

S.N.	Name of Paper with code No.	Paper code	INT	EXT	PRAC.	TOTAL MARKS	REMARK
1	BBA (H) Financial Institutions & Market	BBA(H)3932	30	70	-	100	Elective Course
2	BBA (H) Auditing	BBA(H)3933	30	70	-	100	Elective Course
3	BBA (H) International Financial Institutions	BBA(H)3934	30	70	-	100	Elective Course

#### III. Marketing (Group)

S.N.	Name of Paper with code No.	Paper code	INT	EXT	PRAC.	TOTAL MARKS	REMARK
1	BBA (H) Services Marketing	BBA(H)3926	30	70	-	100	Elective Course
2	BBA (H) Sales and Distribution	BBA(H)3927	30	70	-	100	Elective Course
3	BBA (H) Digital Marketing	BBA(H)3935	30	70	-	100	Elective Course



## SEMESTER – I

### BBA (H) 1911 CONCEPTUAL FOUNDATIONS OF MANAGEMENT

#### Course Objectives

This course covers an exhaustive and systematic coverage of management theory and practice. The course aims at providing fundamental knowledge and exposure of the concepts, theories and practices in the field of management.

#### Course Outcomes

After completion of the course, the students shall be able to:

1. Describe fundamental concepts and principles of management
2. Understand the role and responsibilities of managers and adapt to the various styles of management across organizations.
3. Apply various tools that would simplify the decision-making process in the organisation.
4. Use the effective Leadership styles & Motivational techniques in the organization.

**Unit 1** –Management – Characteristics of Management. Nature and Tasks of Manager. New look at the tasks of the CEO. Evolution of Management Thought and different approaches to management. Scientific and Operational Management. Behavioural Science, Systems and Contingency approaches.

#### Case Study/Caselets/Articles.

**Unit 2** –Planning & Decision Making – Nature and significance of Planning ; the Planning Process; Types of Plans, Limitations of planning, making planning effective. Decision Making Process; Problem Solving techniques. Aids of Planning and Decision Making. Management By Objectives. Organising - The organizing process, need of an Organization Structure, Basis of organizing; departmentation; Line and Staff relationships; Delegation of Authority; Centralization, Decentralization, Span of Management; Committee System.

#### Case Study/Caselets/Articles.

**Unit 3** –Leading – Mc.Gregor’s Theory X and Y, Management Grid, Likert’s Four Systems of Management

Control – Importance, Process and Types of Control; Limitations of Control; essentials of an effective Control system.

#### Case Study/Caselets/Articles.

#### Reference:

1. Prasad, L.M., Principles and Practice of Management, 7Ed, S.Chand Publishers, 2007.
2. Heinz Weihrich& Harold Koontz, Essentials of Management, TMH,7 th edition.
3. Robbins. S.P, Essential of Organizational Behaviour, 10 Ed, PHI, 2010.
4. Gupta Meenakshi ,Principles of Management , PHI learning Private limited,2012 .
5. Chandan ,J.S.,Management Concept and Strategies,Vikas Publishing house pvt ltd

## **BBA (H) 1912 BUSINESS COMMUNICATION**

### **Course Objectives**

To provide an overview of prerequisites of business communication, understanding of its nuances and to impart correct practices and strategies to effective business writing.

### **Course Outcomes**

On completion of this syllabus, the students will be able to

1. To demonstrate his/her ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.
2. To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
3. To draft effective business correspondence with brevity and clarity.
4. To demonstrate his verbal and non-verbal communication ability through letters, reports and presentations.

**Unit 1** –Meaning, Definition Nature & Scope of Communication, Types of Communication, Communication Barriers, Principles of Communication. Written Communication – Types of Letter, Letter lay-out, Essentials of effective letter writing, Need and functions of Business letters.

**Case Study/Caselets/Articles.**

**Unit 2** –Oral Communication – Types of oral communication, Barriers to oral communication, speech – Introduction & Characteristic of good speech. Mass Communication – Nature & Scope of Mass, functions and Media of mass communication. Role of Mass Media in India.

**Case Study/Caselets/Articles.**

**Unit 3** –Report Writing – Reports its meaning, Importance and their selection in different business situations. Characteristic of a good report.

**Case Study/Caselets/Articles.**

### **Reference:**

1. Jain, V K Omprakash Biyani ,Business Communications, Schindler 2007
2. Kaul, Asha Effective Business Communications, Prentice Hall India Learning Pvt Ltd, 2nd edition 2015
3. Vikram Bisen, Priya, Business Communications , New Age International Pvt Ltd 2008
4. Madhukar R K, Business Communications, S Chand Publishing 3rd edition 2018
5. Hartley, Peter Clive Bruckmann, Business Communications, Routledge 1st edition 2001

## **BBA (H) 1913 FINANCIAL ACCOUNTING**

### **Course Objectives**

- 1.The basic objective of this course is to develop an insight of postulates, principles and techniques of Accounting.
- 2.To make them aware of analysing financial accounting information of business organisation through the Final Accounts.

### **CourseOutcomes**

1. Student will be able to understand the basic concepts, principles and conventions of Accounting in business.
2. They will be able to analyze the financial position of the business through the preparation of Final Accounts i.e. income statement and balance sheet.

**Unit 1** – Accounting- meaning, definition, objectives, scope, basic terms. Branches of accounting, uses & limitations of Accounting. Accounting Principles- Concepts & Conventions, types of accounts, Accounting uses, Accounting information, Accounting equation – Meaning of accounting equation, effects of transactions.

#### **Case Study/Caselets/Articles.**

**Unit 2** –Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage. Ledger- meaning, utility, posting entries. Practical system of book keeping – Cashbook, types of cash book, single column, double column entries, Trial Balance - Objectives preparation, errors & rectification.

#### **Case Study/Caselets/Articles.**

**Unit 3** –Bank Reconciliation:- Meaning, causes of differences, need & importance, preparation & presentation of BRS. Depreciation – meaning, need for depreciation, straight line method and written - down method. Trading Account – Meaning, need & preparation, Profit & loss Account – meaning, need & preparation, Balance Sheet- Meaning, need & Preparation, Final Accounts with adjustment entries.

#### **Case Study/Caselets/Articles.**

### **Reference:**

1. Shah, Basic Financial Accounting for Management, Oxford Press.
2. Narayanswamy ,Financial Accounting :A Managerial Perspective, , Prentice Hall of India.
3. Vij Madhu, Financial Management Accounting, N.D. Anmol Publications.
4. Bhattacharya ,S.K. and Dearden J.,Accounting for Management,Text and Cases,VikasPublications,New Delhi.
5. 5.Van Horne,Jamesc.,Financial Management and PolicyPrentice Hall of India,New Delhi.

## **BBA (H) 1914 LEGAL FRAMEWORK OF BUSINESS**

### **Course Objectives**

To help the students to understand the basic laws related to Business. To give knowledge of The Indian Contract Act, 1872, Law of sale of goods, Law of negotiable instruments, Law of Partnership.

### **Course Outcomes**

1. Students would learn the basics of Laws governing commercial contracts
2. Students would learn the rules regarding the Contract of Sale
3. Students would learn various provisions related to The Negotiable Instrument Act, 1881 with Amendment Act, 2015.
4. Students would learn the rules regarding The Partnership Act, 1932.

**Unit 1** –What is Law, various sources of Law, significance of law, business law, impact of law on society & business, economic aspects of Constitution & its implications. Law of Contract – definition & nature of Contract, types of contract, offer & acceptance, consideration & capacity to contract, free consent, legality of object & consideration, contingent contract, quasi contract , discharge of contract, remedies for breach of contract, indemnity & guarantee, pledge. Principal – agent relationship & rights & obligation of Principal & agent.

#### **Case Study/Caselets/Articles.**

**Unit 2** –Law of sale of goods – nature of contract of sale, conditions & warranties, Transfer of ownership, performance of contract of sale, rights of unpaid seller, Remedies for breach of contract, Auction sale, Law of negotiable instruments – nature of N. I., Promissory notes, BOE, Cheque, Parties of NI.

#### **Case Study/Caselets/Articles.**

**Unit 3** –Holder & Holder in due course, liability & negotiation, Presentation of N.I., Dishonor of N.I., Discharge of liability, crossing of cheque. Banker & customer, Hundi, Miscellaneous provision. Law of Partnership- nature of Partnership, Registration of firms, kinds of partners. Relationship between partners, relation of partners with third parties, Partnership deed, Rights of partners, obligations of partner, Reconstitution of firms, dissolution of firms.

#### **Case Study/Caselets/Articles.**

### **References:**

1. Kapoor,N. D, Elements of Mercantile Law, Sultan Chand & Sons
2. Kuchal,M.C.Business Law, , Vikas Publications
3. Maheshwari,S.N.andMaheshwari.S,K,,A manual Business Law, HimalyaPublishing House
4. Bulchandani,K.,Business Law for Management, , HimalyaPublishing House
5. Tulsian.P.C., and Tulsian Bharat ,Business Law, , McGraw Hill

## **BBA (H) 1915 MANAGERIAL ECONOMICS**

### **Course Objectives**

- 1.To help students understand the meaning, nature, scope and significance of managerial economics,its relationship with other Sciences, better understanding of Law and determinants of Demand, differentdemand Curves, Elasticity of Demand and demand Forecasting
2. To help students explore nature, phases and theories of Business Cycle
3. Understand the Concept of Inflation, Characteristics, types and effects of Inflation
4. To help students understand various Market Structures, their features, Pricing Decisions related to different market Structures.

### **CourseOutcomes**

Post Study, Students will

1. Understand the nature, Scope, meaning and Significance of ME
- 2.Understand Demand Analysis, Various Elasticity of Demandexplore Forecasting of Demand
- 3.Students will understand concept of Business Cycle,different theories of Business Cycles, their merits and limitations ,understand the Concept of Inflation, its types and Characteristics,Inflation in terms of demand Pull and Cost Push factors  
Students willexplore Various Market Structures,
4. Pricing Output Decisions under different Market Structures,
5. Comprehend the concept of Profit, Factors determining Profit inShort term and long term and Theories of Profit

**Unit 1** – M.E. – Meaning, Nature, Scope, relationship with other sciences & its Significance, Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.

**Case Study/Caselets/Articles.**

**Unit 2** –Business Cycles: Nature and phases of a business cycle: Theories of business cycles- psychological, profit, monetary, innovation, cobweb, Samuelson and Hicks theories. Inflation: Definition, characteristics and types; Inflation in terms of demand-pull and cost- push factors; Effects of inflation.

**Case Study/Caselets/Articles.**

**Unit 3** – Price output decisions, classification of markets. Structures and their making features, Pricing under Perfect Competition and Monopoly. Profit Planning & Management – Types of Profit, some concepts related to profit, factors determining, profit in short & long term. Dynamics of surplus, Theory & residual claimant theory of Profit.

**Case Study/Caselets/Articles.**

### **References**

- 1.Trivedi, M.L. , Managerial Economics - Theory and Application, McGraw Hill
- 2.Manglani, Hemlata , Managerial Economics, Neelkanth Publishers Pvt. Ltd.
- 3.Keat, Paul.G | Young, Philip K.Y |  
Erfle, Stephen E | Banerjee, Sreejata, Managerial Economics, Pearson
- 4.Mithani, D.M, Managerial Economics, Himalaya Publishing House
- 5.Singh, Sandhya & Sharma, Neeshu, Managerial Economics, Vayu Education of India

## **BBA (H) 1916 COMPUTER APPLICATION**

### **Course Objective**

1. Define a computer and its various parts.
2. Classify computer according to purpose, technology used, size and capacity.
3. Describe various characteristics of computer.
4. Describe various Input and output devices.
5. Understand the concept of Office Automation.
5. Describe various components of a computer system.
6. Describe various generations of the computer.

### **Course Outcomes**

1. To provide knowledge about the functioning of computers and its uses for managers
2. To provide hands on learning on Internet and its applications
3. To provide hands on learning on Word processing software.
4. To provide hands on learning of HTML programming concepts.

**Unit 1** –Introduction – Defining Computers, features, History, Generations, Components, classification of computers, input-output devices, Types of computer memory, introduction to computers, Hardware and Software. Introduction to HTML – Applying Bold, Italic, underline, Strikethrough, overlie, marquee, images, Hyperlinks, Textboxes, Buttons, Checkboxes, Radio Buttons, ordered and Unordered List, Tables, FRAMESET, LEGEND. Operating System – Meaning, functions, dikes operating system bandits commands & elementary idea of the operating system.

#### **Case Study/Caselets/Articles.**

**Unit 2**-Introduction to Boolean Algebra: AND, OR NOT, NAND gates, Half – Adder, Full – Adder, Karnaugh Maps, Simplification. Introduction to computer network – Concepts of Networking, Advantages, classification of NETWORKS – LAN, MAN, WAN, VWAN, Usenet, Telnet. Concept of Green P.C. Concept of Screen Saver, Ergonomics, Nazis Schiedermann Diagram, Decision Trees, Decision Tables, HIPO, VROC, IPO, Data Dictionary Menu design, MIS, Anthony's classification, DSS, Software documentation.

#### **Case Study/Caselets/Articles.**

**Unit 3** –WINDOWS introduction, utilities, shortcuts, working with word pad, MS Paint, MS Word, MS Excel  
Internet – What is internet, History, Importance, equipment, needed, www-meaning, procedure for E-mail, Transfer files to Computer.

#### **Case Study/Caselets/Articles.**

### **References**

1. Computer Fundamentals -6<sup>th</sup> Edition, 2021 By Pradeep K. Sinha, Priti Sinha, Publisher: BPB Publications
2. Satish Jain-BPB's Computer Course Windows 10 with MS Office 2016 (BPB)
3. Fundamental of Computers – Rajaraman, Publisher : Prentice Hall India Learning Private Limited; 6th edition (17 December 2014), ISBN-13 : 978-8120350670
4. peter norton's\* introduction to com puters- 25 march 2021-edition, Published by the Tata McGraw-Hill Publishing Company Limited, ISBN-13:9780130705937 ISBN-10:0-07-059374-4
5. Linda Foulkes- Learn Microsoft Office 2019: A comprehensive guide to getting started with Word, PowerPoint, Excel, Access, and Outlook (Packet Publishing Limited)

## **SEMESTER – II**

### **BBA (H) 1917 ORGANISATIONAL BEHAVIOUR**

#### **Course Objectives**

The objective of this paper is to familiarize the student with basic behavioural concepts and processes.

#### **Course Outcomes**

Student will be able to relate the different aspects of the human behavior to the individual, group & organizational perspectives of the workplace

**Unit 1-**Organisational Behaviour – Concept and its Emergence, Importance of OB, HR Movement and Hawthorne Studies. Perception – Nature, Process & Application. Social perception and its application. Learning – Types of Learned Behaviour, Elements & Processes; Theories: Connectionist and Behaviorist Theories.

#### **Case Study/Caselets/Articles.**

**Unit2-**Values – Definition and Types. Attitudes – Concept, Opinion & Beliefs. Function of Attitude. Theories of Attitude Formation, Balance Theory, Congruity Theory, Cognitive Dissonance Theory. Personality – Determinants, Development of Personality, Trait Approaches, Erik-Erikson's Theory of Development of Personality. Personality Characteristics. Stress – Meaning ,Causes, Effect and Coping Strategies.

#### **Case Study/Caselets/Articles.**

**Unit3-**Motivation – Heirarchy of Needs Theory, Motivation-Hygiene Theory, Equity Theory, Hackman & Oldham Theory and Reinforcement Theory.

#### **Case Study/Caselets/Articles.**

#### **References**

1. Luthans F. OrganisationalBehaviour,New York, Mc Graw Hill
2. Robbins SP, OrganisationalBehaviourNew Delhi, PHI.
3. Organizational Behaviour by L.M. Prasad
4. Ashwathappa K. OrganisationalBehaviour, Mumbai, Himalaya Publishing House.
5. .Singh Kavita. OrganisationalBehaviour, Chennai, Pearson.
6. .Gupta C.B. A text book of organizational Behaviour, Delhi, S. Chand.

## **BBA (H) 1918 BUSINESS ENVIRONMENT**

### **Course Objectives**

This course aims at providing knowledge of the environment in which businesses operate, the economic, political, legal and social framework in reference to Indian Economy.

### **Course Outcomes**

At the end of the course, student should be able to

- Students would be acquainted with business objectives, dynamics of business and environment, various types of business environment and its analysis.
- To systematically learn impact of legal & regulatory, cultural, political, technological, global environment on Business enterprise.
- To examine the critical opportunities and threats that arise from an analysis of external business conditions by applying scenario planning to synthesize trends prevailing in the external environment.

**Unit-1** --Theoretical Framework of Business Environment: Concept, significance and nature of business environment; Elements of environment —internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.

Economic Environment of Business: Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies -industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic reforms, liberalization and structural adjustment programmes.

### **Case Study/Caselets/Articles.**

**Unit 2**--Political and Legal Environment of Business: Critical elements of political environment; Government and business; Changing dimensions of legal environment in India and licensing policy; Socio-Cultural Environment: Critical elements of socio-cultural environment; Social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business; Consumerism in India.

### **Case Study/Caselets/Articles.**

**Unit 3** -International and Technological Environment: Multinational corporations; Foreign collaborations and Indian business; Non-resident Indians and corporate sector; International economic institutions - WTO, World Bank, IMF and their importance to India; Foreign trade policies; Impact of Rupee devaluation; Technological environment in India; Policy on research and development; Patent laws; Technology transfer. Cross National Cooperation & Agreements SAARC etc.

### **Case Study/Caselets/Articles.**

### **References:**

1. Aswathappa, Essentials of Business Environment, Himalaya Publishing House
2. Agarwal, Raj, Business Environment, Excel Books, New Delhi
3. Cherunilam, Francis, Business Environment, Himalaya Publishing House
4. Adhikari, M, Economic Environment of Business, Sultan Chand & Sons
5. Lokanathan & Laxmi Rajan, Business and Society, Emerald Publishers



## BBA (H) 1919 QUANTITATIVE TECHNIQUES

### Course Objectives

1. identify and discuss the role and importance of international research in the social sciences.
2. identify and discuss the issues and concepts salient to the research process.
3. identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.
4. identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.

### Course Outcome

Students who successfully complete this course will be able to:

1. explain key research concepts and issues
2. read, comprehend, and explain research articles in their academic discipline

**Unit 1**-Business Arithmetic – Profit & Loss, Average, Partnership, Time & work, Ratio&Proportion, percentages, time & distance, Simple and Compound Interest.Types of Annuities.

**Case Study/Caselets/Articles.**

**Unit 2**-Measurement of central tendency, Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Relationship between mean, median and mode, Merits and Demerits of Mean, Median and Mode. Partition Values – Quartiles, Deciles and percentiles. Measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance and coefficient of variation.

**Case Study/Caselets/Articles.**

**Unit 3**-Theory of Indices, Linear equation, Quadratic equation, Arithmetic Progression, Geometric Progression. Matrices – Types, Determinant, Adjoint& inverse of square metrics, System of linear equations. Permutation and Combination. Probability – Problems based on addition and multiplication theorems.

**Case Study/Caselets/Articles.**

### References

1. Sharma J.K, Operations Research - Theory andApplicationsMacmillan India Ltd.
2. Hooda, R.P, Statistics for Business and Economics Macmillan, New Delhi
3. Agarwal,S. C., Operations Research, V K GlobalPublications Pvt. Ltd.
4. Gupta ,P. K., Operations Research ,S Chand New Delhi
5. Hillier S. Frederick . Introduction to Operations Research ,Tata Mc Graw Hill

## **BBA (H) 1920 ENVIRONMENTAL MANAGEMENT**

### **Course Objective**

To familiarize the students with the concept and scope of environmental law and also of its particular dominant issues so as to become a value addition in learning and to ignite academic/research interest, eventually;

and to help them to acquire a set of values for environmental protection.

### **Course Outcomes**

On completion of this syllabus, students will be able to

1. Understand the emerging environmental issues as ozone depletion, climate change, energy crisis, nuclear issues, waste accumulation, marine ecology etc. and the viability of posited solutions.
2. Learning about the significance of developments in environmental law and the fundamental principles that have emerged.
3. The primary learning outcome is to sensitize the students towards human activities that adversely affect the environment and the need for regulation of such activities.
4. Students will develop a thorough understanding of practice and procedure followed by various environmental law enforcing agencies/bodies.

**Unit 1-Renewable & Non Renewable Resources** – Use & over utilization, Deforestation and its effects on forest & tribal people, Water Resources:- Use & over utilization of surface & ground water, flood, drought dams, benefits & problem, Mineral Resources:- Use & explanation, Food Resources:- World food problem, change causes by agriculture & over grazing effects of modern agriculture fertilizer, pesticide problem, change caused by Agriculture & over gazing effects of modern Agriculture fertilizers, pesticide problem. Energy Resources:- Growing energy needs use Alternate energy source, Land Resource:- Land as resource, land degradation, landside, soil erosion & desertification. Ecosystem:- concepts, function, structure, food chain, food webs, in following ecosystem, Forest Ecosystem, Grass land, Desert Land, Aquatic land.

### **Case Study/Caselets/Articles.**

**Unit 2-Biodiversity & its Conservation:-** Introduction, definition genetic species & ecosystem diversity, biodiversity at global, national & local levels, India as a mega diversity nation, threats to Biodiversity, Conservation of Biodiversity, Environmental pollution :- Definition, Causes, effect & control measure of Air pollution, Water, soil & marine, noise, thermal, nuclear hazards, Role of and Individual in prevention of pollution, Disaster management, Flood Earthquake land, Slide, Cyclone.

### **Case Study/Caselets/Articles.**

**Unit 3 -Social Issues in Environment:-** From unstable to sustainable Development urban Problem related to energy, Resettlement & Rehabilitation of people, Environmental ethics, Consumerism, Environment Protection Act, Climate change, global warming, acid rain, ozone-layer depletion & nuclear accidents, Air Act, Waters Act, wild life protection Act, Issues involved in enforcement of environmental legislation for public Awareness, Human population & Environmental:- Population growth, variations among national, population explosion- family welfare program, Environmental & Human health, Human Right, HIV/AIDS women's & child welfare, Role of Information Technology in environment.

### **Case Study/Caselets/Articles.**

### **References**

1. Joseph Benny, Environmental Studies, McGraw Hill Education; Third edition, 2017.
2. Basu Mahua and Savarimuthu SJ, Xavier Fundamentals of Environmental Studies by, Cambridge publications, 2017.
3. Wright Richard T., Boorse Dorothy F., Environmental Science: Toward a Sustainable Future, Pearson Publications..
4. Santra, S.C., Environmental Science New Central Book Agency.
5. Ricklefs Robert, The Ecology of Nature, W.H. Freeman and Company

## **BBA (H) 1921 ACCOUNTING FOR MANAGEMENT**

### **Course Objectives**

The objective is to develop an insight of principles and techniques of accounting and utilisation of accounting information for planning decision making and control

### **Course Outcome**

1. Students will be able to understand the concept of financial accounting cost accounting and management accounting
2. helps to understand the financial position of the business through analysis of the financial statements
- 3 Aids the process of decision making .

**Unit 1-**Management Accounting – Meaning, need and characteristics of Management accounting. Scope and Functions of Management accounting, Distinction between Management Accounting and Financial Accounting, Tools and Techniques of Management Accounting.

#### **Case Study/Caselets/Articles.**

**Unit 2-**Cost Concept - Elements of Cost – Direct and Indirect Cost. Types of Overheads. Standard Costing – Meaning and need of Standard Costing, Steps involved in Standard Costing, Standard Cost Vs Estimated cost, Establishing a system of Standard Costing, Variance Analysis, Classification of Variances, Introduction of direct material Variances and direct labor Variances.

#### **Case Study/Caselets/Articles.**

**Unit 3** -Statement of Changes in Financial Position- Basic Understanding of Cash Flow and Funds Flow Statements. Ratio Analysis- Types of Ratios- Liquidity, Solvency, Activity Turnover and Profitability ratios.

#### **Case Study/Caselets/Articles.**

### **Reference:**

1. Shah, Basic Financial Accounting for Management, Oxford Press.
2. Narayanswamy, Financial Accounting A Managerial Perspective, , Prentice Hall of India.
3. I.M. Pandey, Financial Management, Vikas Publishing House.
4. Archer, Stephen H, Financial Management, New York, John Willey.
5. Bhalla, V.K., Financial Management and Policy Anmol Publications, New Delhi.

## **BBA (H) 1922 PROFIT PLANNING & CONTROL**

### **Course Objectives**

To make students understand the importance of profit planning in business

### **Course Outcomes**

1. To develop an insight about profit and its importance .
2. Understand the techniques of profit planning and control.
3. Learning the importance of budgeting in profit planning.

**Unit 1**-Profit Management – Meaning, nature and concept, Kinds of profit theories of profit. Dynamic Surplus theory of profit, Risk and uncertainty theory, Monopoly theory Accounting profit and economic profit, role of profit, Profit policy, Profit limitation factor to set profit Standard.

#### **Case Study/Caselets/Articles.**

**Unit 2**-Marginal Costing – Concept of Marginal Costing, Scope and Characteristic of Marginal Costing, Assumptions and Limitations of Marginal Costing, Marginal Costing Vs Absorption costing, Contribution, Marginal Cost equations, Profit-Volume ratio, Cost Volume Profit (CVP) analysis, determination of Break even point, BEP Chart & BEP Graph, Margin of safety, Angle of Incidence, Assumptions & Limitations of Break even point.

Budgeting: Meaning and Types of Budgets, Characteristics of Budgeting, Objectives of Budgetary Control, Budgeting Vs Forecasting, Limitations of Budgetary Control.

#### **Case Study/Caselets/Articles.**

**Unit 3**-Inventory Management, nature & concept of inventory control, Objective of inventory, objectives of inventory control barriers. Importance of Inventory control, factors affecting inventory control policy, Limitations. Reporting to management Reporting needs of different Management levels. Types of Reports, General Principles of Reporting, Report to the Board of Directors, Report to Top Management, Report to top divisional Management. Preparation of Reports, Reports to junior management level, use of Reports by management.

#### **Case Study/Caselets/Articles.**

### **References:**

1. Archer, Stephen H., Financial Management, New York, John Willey.
2. Bhalla, V. K., Financial Management and Policy Anmol Publications, New Delhi.
3. Vij Madhu, Financial Management and Accounting, Anmol Publications, New Delhi
4. Bhattacharya, S. K. and Dearden J., Accounting for Management, Text and Cases, Vikas Publications, New Delhi.
5. Van Horne, James C., Financial Management and Policy Prentice Hall of India, New Delhi.

## SEMESTER — III

### BBA (H) 2911 PRODUCTION METHODS

#### Course Objectives

- 1.To help students understand the meaning, functions and genesis of Production Management
- 2.Concept of Production System, Production Planning and Production Control
- 3.To help students understand various types of Manufacturing Systems, meaning, objectives, types and features of Plant Layout and Plant Location
- 4.To help students understand the various Work Study methods, Quality Control & Inspection, Routing and Scheduling, Statistical Quality Control, Work Sampling and Sampling Plans

#### Course Outcomes

Post Study, Students will

- 1.Understand the concept of Production, Production Management, Production Planning and Production Control
2. Students will discover Various types of Manufacturing Systems and their applications thorough and Pragmatic Knowledge about Plant layouts and Plant Location
- 3.Students will understand the concepts of Work Study, Work Sampling, Quality Control, Statistical Quality Control, Routing and Scheduling and their applications

**Unit 1** –Production Management – Meaning, function, Historical development, classification of goods & services, concept of Production system, Responsibilities of Production manager, Production Planning – Introduction, levels of production planning. Objectives of production Planning, Production Control –Necessity, Objectives, Relation between Production Planning and control.

#### Case Study/Caselets/Articles.

**Unit 2** –Manufacturing System – Introduction of manufacturing system, Intermittent manufacturing system – Job & Batch production system, Continuous manufacturing System – Mass Process, Production system, Plant Location – meaning & definition, Objectives, Factors affecting, plant location, location analysis, Plant layout – Meaning, Objectives, features, Types of Plant layout, Production Process.

#### Case Study/Caselets/Articles.

**Unit 3** –Work Study – Meaning, Technique of method study, Process charts, work sampling, Sampling Plans, Routing & scheduling. Quality control & inspection, Inspection, Acceptance Sampling, Producer's & Consumer's Risk, Statistical Quality Control, Control Charts.

#### Case Study/Caselets/Articles.

#### References

- 1.Mahadevan, B., Operations Management: Theory and Practice, Financial Times
- 2.Nair, N.G., Production and Operations Management, Books n Books
- 3.Dr. Goel, B.S., Production/ Operations Management, PragatiPrakashan
- 4.Meredith, Jack Et Al, Operations Management, John Wiley
- 5.Kachru, Upendra, Production and Operations Management, Excel Books

## **BBA (H) 2912 HUMAN RESOURCE MANAGEMENT**

### **Course Objective**

: Human Resource Management (HRM) is to give students the knowledge, understanding and key skills that are required by today's HR professionals and to enable students to effectively contribute to dynamic organizations.

### **Course Outcomes**

1. Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM.
2. Demonstrate competence in development and problem-solving in the area of HR Management.
3. Provide innovative solutions to problems in the fields of HRM.

**Unit 1** –Concept and perspective of HRM, HRM in changing Environment, Role of HR Executives in Indian Organizations, Functions of HRM, Manpower Planning, Job Analysis, Job descriptions, Job specification.

**Case Study/Caselets/Articles.**

**Unit 2** –Manpower search – Recruitment methods, selection process, Induction & socialization, placement, promotion. Manpower training and development, training techniques, training evaluation.

Performance appraisal – Concept and various methods.

**Case Study/Caselets/Articles.**

**Unit 3** –Job evaluation, wage and salary administration, methods of wage payment, Fringe benefits, incentives. Job satisfaction, team building. Employee welfare & productivity.

**Case Study/Caselets/Articles.**

### **Reference:**

1. Durai Pravin, Human Resource Management, Pearson Publication
2. Ashwathappa, K., Human Resource Management, , Tata McGraw Hill
3. Hollenbeck Noe., Wright and Gerhart Fundamental of Human Resource Management, , Mc Graw Hill
4. Rao, P Subba , Essential of Human Resource Management and Industrial Relations, Himalya Publishing House
5. Bhattacharyya , Dipak Kumar, H R Analytics, Sage Publications

## BBA (H) 2913 MARKETING MANAGEMENT

### Course Objectives

The purpose of this course is to develop an understanding of the underlying concepts, strategies and issues involved in the Marketing of products and services.

**Unit 1-Introduction to Marketing:** Nature Scope & Importance of Marketing, Marketer's Orientation Towards the Market place. **Buying Behaviour**—Factors Influencing Consumer Behavior, Consumer Buying Decision Process, **Marketing Information System and Marketing Research Process**- An overview.

**Case Study/Caselets/Articles.**

**Unit 2- Target Marketing:** Market Segmentation, Targeting and Positioning. **Product Decisions** – Product Mix Decisions, Product Life Cycle, New Product Development.

**Pricing** —Setting the price, adapting the price. Price discrimination.

**Case Study/Caselets/Articles.**

**Unit 3- Channel Decisions** – Types of Marketing Intermediaries, Reasons for using Intermediaries, Marketing Channel functions, Channel Design Decisions, Channel Management Decisions & Channel conflict. **Promotion Decision**— Promotion Mix: Advertising, Sales Promotion, Publicity and Personal Selling.

**Case Study/Caselets/Articles.**

### References

1. Kotler Philip, Marketing Management: Analysis, Planning, Implementation and Control, New Delhi, PHI, millennium Ed.
2. Ramaswamy, VS and Namakumari, S. Marketing Management: Planning, Control, New Delhi, Macmillan, 1990.
3. V.S. Ramaswamy, Marketing Management: A Strategic Decision Making Approach Sage Publications India Pvt Ltd
4. A. Sherlekar, Marketing Management, Himalaya, Publishers, 2001.
5. Kumar Arun and Meenakshi N, Marketing Management, Vikas Publishing House

## **BBA (H) 2914 BUSINESS FINANCE – I**

### **Course Objective**

The objective of the course is to understand the concept of business finance for Planning decision-making and control

### **Course Outcome**

1. To help students understand these sources of finance for a business.
2. Understanding the importance of capital structure and leverage.
3. To develop insight about how to calculate the cost of capital for business.

**Unit 1** – Introduction of Business Finance:- Evolution of Business Finance. Scope of Finance, Finance functions. Financial Manager's role. Financial Goal : Profit versus wealth, Conflict of Goals, Management Versus owners. Financial Goal and Firms Objectives. Sources of Finance – Ordinary Shares. Rights Issue of Equity Shares, Debentures, Preference Shares, Terms Loans. Important Features, advantages and Limitations of various type of sources of fund. Retained earnings as an internal source of fund.

#### **Case Study/Caselets/Articles.**

**Unit 2**—Capital structure and Leverage – Meaning of Capital structure, Features of an appropriate Capital Structures. Capital Structure Theories. Meaning of Financial Leverage, Measures of financial Leverage, Financial leverage and shareholders Return, Operating Leverage – concept and Implications. Combining financial and Operating leverage. Venture capital financing – Meaning and significance of venture capital. Development of Venture capital in India. Venture Capital Investment Process. Methods of Venture capital Financing disinvestment Mechanism, fiscal Incentives. Future Prospects of Venture Financing.

#### **Case Study/Caselets/Articles.**

**Unit 3** –Cost of Capital – Meaning and Significance of cost of capital. The cost of capital and opportunity cost concept. Determining component cost of capital – cost of equity, Cost of preference shares and cost of Debt. Weighted Average Cost of Capital (WACC). Flotation Cost, Cost of Capital and Investment Analysis.

#### **Case Study/Caselets/Articles.**

### **References**

1. Archer, Stephen H., Financial Management, New York, John Willey.
2. Bhalla, V.K., Financial Management and Policy Anmol Publications, New Delhi.
3. VijMadhu, Financial Management and Accounting, Anmol Publications, New Delhi
4. Bhattacharya ,S.K. and Dearden J., Accounting for Management, Text and Cases, Vikas Publications, New Delhi.
5. Van Horne, Jamesc., Financial Management and Policy Prentice Hall of India, New Delhi.



## BBA (H) 2915 STATISTICAL METHODS

### Course Objectives

5. identify and discuss the role and importance of international research in the social sciences.
6. identify and discuss the issues and concepts salient to the research process.
7. identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.
8. identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.

### Course Outcomes

Students who successfully complete this course will be able to:

3. explain key research concepts and issues
4. read, comprehend, and explain research articles in their academic discipline

**Unit 1** –Introduction to Statistics – Origin, meaning and purpose of statistics. Scope and limitations of statistics. Science or Art and distrust of statistics. Collection and presentation of data. Sources and methods of data collection. Principles of data classification. Tabulation of data. Correlation and Regression Analysis: Introduction to Correlation and Regression. Simple linear regression model and coefficients of regression. Correlation Analysis – Significance and types of correlation, Correlation analysis – Scatter, diagram Karl-Pearson's coefficients, Rank correlation and method of least squares, standard Error of estimates.

#### **Case Study/Caselets/Articles.**

**Unit 2** –Time series Analysis – Introduction, Utility of time series analysis, Components and analysis of time series. Measuring Trends of time series, semi-average, moving averages and method of least squares. Index numbers their characteristics and utility. Methods of constructing Index numbers, problems in construction of Index Number, Limitations of Index numbers.

#### **Case Study/Caselets/Articles.**

**Unit 3** –Sampling Theory – Introduction to sampling, purpose, principles and method of sampling. Types of sampling, sample size, sampling and Non-Sampling errors, Central limit theorem. Theory of Estimation & Tests of Hypothesis–Large Sample Test, Z Test, Small sample Test – Student's - t Test, Chi Square Test.

#### **Case Study/Caselets/Articles.**

### References

1. David M. Levine, Business Statistics, Pearson
2. Hooda, R.P, Statistics for Business and Economics, Macmillan, New Delhi
3. Dr Prashantha Athma & MRajyalaxmi, Business Statistics, Sia Publisher
4. Dr S Sachdeva, Business Statistics, Laxmi Narain Agarwal
5. Gupta M P & S P Gupta, Business Statistics, Sultan Chand & Sons

## **BBA (H) 2916 COMPUTER APPLICATION IN BUSINESS**

### **Course Objectives**

- 1.To understand the applications of Software Engineering concepts and Design in Software Development.
- 2.To introduce upcoming trends in Information technology.
- 3.To enable the students to know the importance of computer application in business.

### **Course Outcomes**

- 1.To provide knowledge about the functioning of computers and its uses for managers.
- 2.To provide hands on learning on Internet and its applications .
- 3.To provide hands on learning on Word processing software
- 4.To provide hands on learning of applications on Spreadsheet software.
- 5.To provide hands on learning on Presentation software.

**Unit 1** –Data Representation – Binary Number system conversion of binary to decimal and vice-versa, binary Arithmetic, Introduction to Boolean Algebra, Computer Codes, BCD, ASCII, DBCDIC Unicode, Parity codes, Evolutionary Software Process Models. The Incremental Model and spiral model, Problem Analysis – Algorithm design, Advantages & disadvantages of algorithms, flowcharts, symbols used in flowcharts, coding and testing. Software testing techniques – white – Box testing, Basis, Path testing, Cyclomatic complexity; Control structure settings.

#### **Case Study/Caselets/Articles.**

**Unit 2** –Programming languages – Introduction, machine language, assembly language, High level language. Language translators – Compilers assemblers, interpreters editors, Programming in C++ Measures Metrics and indicators in Software Engineering. User interface Design in Software Engineering.

**Unit 3** –Introduction to MS Word. Creation of Simple document, editing text working with table and graphic. Formatting document use of tools like spell-check, hyphenation, mail-merge printing of document, envelopes and labels. Introduction of MS Excel, meaning of workbook opening of excel sheet and workbooks. Formulating and printing Workbooks/sheets. Formulas and functions, graphs and chart Introduction to Power Point.

#### **Case Study/Caselets/Articles.**

### **References**

- 1.Computer Fundamentals -6<sup>th</sup> Edition, 2021 By Pradeep K. Sinha, Priti Sinha, Publisher: BPB Publications
- 2.Satish Jain-BPB's Computer Course Windows 10 with MS Office 2016 (BPB)
- 3.Fundamental of Computers – Rajaraman, Publisher : Prentice Hall India Learning Private Limited; 6th edition (17 December 2014), ISBN-13 : 978-8120350670
- 4.PETER NORTON'S\* INTRODUCTION TO COMPUTERS- 25 March 2021- EDITION, Published by the Tata McGraw-Hill Publishing Company Limited, ISBN-13:9784M>7-0S9374\*9 ISBN-10:0-07-059374-4
- 5.Linda Foulkes- Learn Microsoft Office 2019: A comprehensive guide to getting started with Word, PowerPoint, Excel, Access, and Outlook (Packet Publishing Limited)

## SEMESTER – IV

### BBA (H) 2917 OPERATIONS RESEARCH

#### Course Objectives

The basis objective of this subject is to identify and develop Operational research models from the verbal description of the real system.

Understand the mathematical tools that are needed to solve optimization problems.

#### Course Outcome

Formulate and solve problems as networks and graphs.

Develop linear programming models for shortest path, minimum cost and transportation problem.

Use CPM and PERT techniques.

Prepare the best strategy using decision making methods under uncertainty and game theory.

**Unit 1-Introduction to Operations Research:-** Meaning, Evolution, approaches, techniques and scope of operations research, managerial application of Operations Research. Linear programming:- Introduction, meaning characteristics, graphical approach and its utility Simplex method, Duality in linear programming.

**Case Study/Caselets/Articles.**

**Unit 2—Transportation & Assignment Problem:** - The general structure of the transportation problem, methods of initial basic feasible solution, Degeneracy, Optimal solution. Assignment problem, Structure, variations in assignment problem.

**Case Study/Caselets/Articles.**

**Unit 3 —Network Analysis:-** PERT/CPM background and development, stages in PERT. CPM, determination of CPM, Determination of earliest expected & latest allowable times.

Game Theory – Introduction two person zero sum game, Saddle point, Pure and mixed strategy, Odd's method, Dominance principle & sub game method.

**Case Study/Caselets/Articles.**

#### Reference:

1. Sharma J.K, Operations Research - Theory and Applications, Macmillan India Ltd.
2. Agarwal S C, Operations Research, V K Global Publications Pvt. Ltd.
3. Gupta P K, Operations Research, S Chand New Delhi
4. Frederick S. Hillier, Introduction to Operations Research, Tata Mc Graw Hill
5. Gupta, Prem Kumar, Hira, D.S., Operations Research, S. Chand and Publications.

## BBA (H) 2918 COMPANY LAW

### Course Objectives

To help the students to understand from the Companies Act, 2013, the concepts and features of companies, various provisions related to Member of a Company, Modes of Acquiring & Cessation of Membership, Legal position of Director. Legal provisions relating to Company Meetings.

### Course Outcomes

On completion of this syllabus, students will be able to

1. Learn the basics of laws governing a Company, concepts and features of companies, roles, duties & liabilities of Promoters, classification of Companies.
2. Start a new company following all the procedures regarding its pre & post-incorporation stages, Memorandum of Association & Articles of Association, Common procedure for Incorporation of Company, Prospectus and Private Placement.
3. Would able to monitor and follow all the provisions member of a company or Director and could conduct the company meetings as per the corporate guidelines.

**Unit 1—Nature of Company** – Definition, Characteristics, Difference between Company and Partnership. **Kinds of Companies** – Classification on the basis Incorporation, Liability, Number of members, Control, Ownership. **Formation of company** – Incorporation, Certificate of Incorporation, Promoter.

### Case Study/Caselets/Articles.

**Unit 2—Memorandum of Association-** Fundamental Document, Contents of Memorandum, Alteration, Doctrine of Ultra Vires. **Article of Association** –Contents, Alteration, Relation between Articles and Memorandum, Difference between Articles and Memorandum, **Prospectus** – Definition, contents, consequences of Misstatement in Prospectus. **Membership in a company** – who can become a member, Cessation of Membership, Rights and Liabilities of members, Register of member. **Share Capital** – Kinds, Alteration of capital, Reduction and further issue of capital, Reorganization of capital. Voting Rights. **Shares** – Definition, types, Application and Allotment of shares, Calls on shares, Share Certificate, Share Warrants, Transfer of share, Lien on shares, Forfeiture of shares, Transmission and Nomination of shares. Borrowing Power, Debentures, Kinds of Debentures, Creation of Charges.

### Case Study/Caselets/Articles.

**Unit 3—Company Management** – Directors, Appointment and position of Directors, Number of Directorship, Disqualifications of Directors, Managerial Remuneration, Meeting of director, Power and Duties of Directors, Liabilities of Director, Managing Director, Manager. **Meeting and Proceedings** – General meeting, Requisites of a valid meeting, Proxies, Voting and poll. **Account and Auditors** – Account, Statutory Books, Annual Accounts and Balance sheet. **Auditors**—appointment, Rights, Powers and Duties of Auditors. Prevention of Oppression and Mismanagement. Compromises, Arrangements and Reconstruction. **Winding up** – Meaning, Mode, winding up by the court, Contributory, Voluntary Winding up, Consequences of Winding up.

### Case Study/Caselets/Articles.

### References

1. Kapoor, N. D, Elements of Mercantile Law, Sultan Chand & Sons
2. Kuchal, M.C. Business Law, , Vikas Publications
3. Maheshwari, S.N. and Maheshwari, S.K., A manual Business Law, Himalya Publishing House
4. Bulchandani, K., Business Law for Management, , Himalya Publishing House
5. Tulsian, P.C., and Tulsian Bharat, Business Law, , McGraw Hill

## **BBA (H) 2919 OFFICE MANAGEMENT**

### **Course Objectives**

- 1.To help students understand the concept, functions and importance of Office, Office Accommodation
- 2.Explore the objectives, Principles, types and merits of Office Layout
- 3.To help students discover the Office Environment- its importance, Physical Conditions
- 4.Understand the concept of Office Security- its Principles, Planning
- 5.To help students understand the meaning, purpose and Principles of Record Management,  
Discover the steps and classification of Filing System

### **Course Outcomes**

Post Study, Students will

1. understand the concept of Office,  
ii) explore the concept of Office Layout and Office Accommodation

Post Study, Students will

- i) understand elements of Office Environment,  
ii) explore the Planning and Principles of Office Security

Post Study, Students will

2. understand the importance of managing records,  
ii) discover the importance of Filing Systems, its classification and steps involved

**Unit 1-**Office and its Functions, Importance of office, Functions of office, office Accommodation and Layout – Factors to be considered in providing accommodation, Importance, Objectives, Principles of office layout. Advantages of good layout, types of Layout. Open versus small individual office and new developments in office layout.

#### **Case Study/Caselets/Articles.**

**Unit 2-**Office Environment – Importance, different physical conditions. Office Security – Principles & Planning of Security, Layout and security, Security in practice, Training and discipline in security, security manual and computer security.

#### **Case Study/Caselets/Articles.**

**Unit 3** —Record Management – meaning, purpose, principles. Records Manuals, Filing and essentials of a good filing system. Steps in initiating a filing system, Classification in filing, Old and Modern method of filing. Advantages of modern methods of filing. Centralized versus Decentralized filing.

#### **Case Study/Caselets/Articles.**

### **References–**

- 1.Ghosh, Prasanta K, Office Management: Principles and Practice, Sultan Chand & Sons
- 2.Dr..Sahai, L.M, Office Management & Secretarial Practice, Sahitya Bhawan Publications, Agra
- 3.Bhatia, R.C., Modern Office Management & Commercial Correspondence, Sterling Publishers
- 4.Prof. Agarwal, R.C., Office Management, SBPD Publishing House
- 5.Upadhyaya, Sumit, Office Management, Neha Publishers

## **BBA (H) 2920 INDIAN ECONOMY**

### **Course objectives**

the objective is to have an insight about different issues related to Indian economy

### **Course Outcomes**

- 1.Understand to differentiate the different types of economies.
- 2.understand the role of savings and investment in an economy
- 3.understand roles of public sector and private sector better
- 4.study the role and importance of monetary and fiscal policy for the economy

**Unit 1** — Overview of Indian Economy, Trends towards market economy, problems of underdevelopment – meaning, Main problems, reasons, of underdevelopment. Development-Factors and measure, Meaning of Economic development, National income, Per Capita income, Quality of life, Capital Formation – Savings, Financing and Investment.

#### **Case Study/Caselets/Articles.**

**Unit 2**-Planning in India, Meaning, Importance, Main reasons of adopting, planning in India, Objectives of planning, Economic development, moderation, stability, self sufficiency, employment etc, Foreign Aid, Employment, Allocation of Resources, Private and Public Sector, Public Sector – role and growth, Achievements of the public sector, Private Sector – Importance Problems, New foreign Trade Policy.

#### **Case Study/Caselets/Articles.**

**Unit 3** —Present Economic Policy, Main features, Globalization, Expansion of Private sector, a market oriented approach. Public distribution system, Industrial policy – 1948, 1956, 1977, 1980, 1990, 1991, 2000-2001, 2015 Industrial Licensing, Monetary and Fiscal Policy.

#### **Case Study/Caselets/Articles.**

### **References:**

- 1.Mishra & Puri, Indian Economy, Himalaya Publishing House
- 2.Jain, T.R., Indian Economy, V.K.Publications
- 3.Dr. Kumar, Saroj, Indian Economy, Thakur Publication Pvt.Ltd.
- 4.Bhargava, B.K. Sethi,Vandana, Indian Economy Performance And Policies, Sultan Chand & Sons

## **BBA (H) 2921 RESEARCH METHODOLOGY**

### **Course Objectives**

To identify and discuss the role and importance of research in the Management Sciences, the issues and concepts salient to the research process, the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project, the concepts and procedures of sampling, data collection, analysis and reporting.

### **Course Outcomes**

1. Explain key research concepts and issues.
2. Application of the concepts of Research to solve the various Business Problems.
3. Read, comprehend, and explain research articles in their academic discipline.

**Unit 1**-Research –An introduction and meaning, objectives and types of research. Process of research.

Research Problem – Process of problem formulation, selection of research problem.

#### **Case Study/Caselets/Articles.**

**Unit 2**-Research Design – Meaning and need of research design, features of a good research design, Types of research design, Sampling Design – sampling procedure and different methods of sampling, appropriate sample size.

Methods of Data Collection – Types and Sources of Data collection, Methods of Data Collection Survey, Experiments, Observation, Interview Tools of Data Collection – Questionnaire and Schedule.

#### **Case Study/Caselets/Articles.**

**Unit 3**-Processing and Analysis of Data – Editing, coding, classification and tabulation, Techniques of analysis, Advance techniques of analysis – Discriminant analysis, factor analysis, conjoint analysis, multidimensional scaling and clustering methods.

Report writing – report preparation, elements of a report, types of report.

#### **Case Study/Caselets/Articles.**

### **Reference:**

1. Kothari,C.R., Research Methodology , WishwaPrakashan
2. Krishnaswamy K.N., and Sivkumar Appa Iyer Management Research Methodology, Pearson
3. Ramamurthy,G.C., Research Methodology, Kogent Dreamtech Press
4. Goel,B.K., Marketing Research, Pragati Prakashan
5. Sachdeva,J.K. Business Research Methodology, Himalya Publishing House

## **BBA (H) 2922 BUSINESS FINANCE-II**

### **Course Objectives**

Two acquaint students with the different sources of working capital And the impact of dividend policy of a firm.

### **Course Outcomes**

1. Students will understand the different sources of working capital
2. How to manage the inventory at minimum cost
3. The impact of dividend policy on the firm

**Unit 1**-Working Capital Management – Meaning, nature and need for working capital, operating cycle, optimum level of working capital, factors determining working capital, Computation of working capital level, estimation of current assets and liabilities.

Management of cash – Objectives of holding cash, Objectives, functions of cash Management, Miller Orr Model and Baumol Model.

Receivable management – Objectives of receivables management, Types of Credit Policy – Strict, Optimum and Liberal, Formulation & Execution of Credit Policies.

#### **Case Study/Caselets/Articles.**

**Unit 2**—Inventory Management – Objectives and techniques of inventory management – EOQ, ABC Analysis, Reorder Level, JIT, Two – Bin system. Techniques of Inventory valuation LIFO, FIFO Capital Budgeting – meaning, nature and significance of capital budgeting decision, important evaluation techniques – non discounted cash flow techniques – pay back (PB) method. Average rate of return (ARR)

discounted cash flow techniques profitability Index (PI) net present value (NPV), and internal rate of return (IRR).

#### **Case Study/Caselets/Articles.**

**Unit 3** —Dividend Policy – determinants of dividend policy, bonus shares stock split – concept and implication, dividend and valuation – Walter’s model, Gordon’s model and MM hypothesis.

#### **Case Study/Caselets/Articles.**

### **References:**

1. Archer, Stephen H., Financial Management, New York, John Willey.
2. Bhalla, V. K., Financial Management and Policy Anmol Publications, New Delhi.
3. Vij Madhu, Financial Management and Accounting, Anmol Publications, New Delhi
4. Bhattacharya, S.K. and Dearden J., Accounting for Management, Text and Cases, Vikas Publications, New Delhi.
5. Van Horne, James C., Financial Management and Policy Prentice Hall of India, New Delhi.



## **SEMESTER — V**

### **COMPULSORY PAPERS**

#### **BBA (H) 3911 BUSINESS TAXATION**

##### **Course Objective**

The objective of this is to acquaint these students with the implications of the tax structure Prevalent in India

##### **Course Outcomes**

to understand the direct and indirect tax

to understand the role of customs duty in export of goods

The role and importance of GST in the economy

**Unit 1-Tax System in India:-** An Introduction to Direct and Indirect Taxes in India. Direct Tax; a Brief Introduction to Income Tax and its Heads of Income, Brief History and Recent Reforms in Indian Taxation System. Scheme of GST;- Regular and Composition Scheme. Types of GST:- CGST, SGST, IGST, UTGST. Classification of Goods. Exemptions to Small Business.

**Case Study/Caselets/Articles.**

**Unit 2-GST Taxable event; “Supply” of Goods and Services. Place of Supply:-** Within State, Interstate, Import and Export. Valuation rules. Tax Invoice:- Tax Invoice, Bill of Supply. Accounts and Records. E-way Bill. Payment of Tax:- Payment of Tax, Interest and Other Amounts, Import And Export Under GST, Goods and Services Not Covered Under GST,

**Case Study/Caselets/Articles.**

**Unit 3-Customs Duty:** Nature and types of custom duties, Valuation Rules, under customer duty. Procedure for Import and Export. Export Promotion Schemes-Export Oriented unit (EOU) , Export Processing Zone (EPZ) Special Economic Zone (SEZ)

**Case Study/Caselets/Articles.**

##### **References**

1. Mehrotra, H.C. , Agarwal, V.P ,Goods and Services Tax (GST), Sahitya Bhawan Publication.
2. . Mehrotra,H.C., .Agarwal ,V.P.,Income Tax & GST A.Y, , Sahitya Bhawan Publication, . 2021-22
3. Taxation (Income Tax Law & Indirect Tax), ICAI, [https://www.icai.org/post.html?post\\_id=17657](https://www.icai.org/post.html?post_id=17657)
4. Saha,R.G., Shah,Divyesh& N. Usha Devi GST (Indirect Tax), Himalya Publishing House Pvt Ltd,2020
5. K. Singhanian,K., Singhanian, Monica ,Students' Guide to Income Tax Including GST | Problems and Solutions,Vinod Taxmann,2022

## **BBA (H) 3912 MANAGEMENT INFORMATION SYSTEM**

### **Course Objectives**

To develop conceptual understanding about latest developments in the field of Information Technology and learn to use Information Technology to gain competitive advantage in business

### **Course Outcomes**

1. Student will record the current issues of information technology and relate those issues to the firm
2. Enables students to reproduce a working knowledge of concepts and terminology related to information technology
3. Analyse how information systems impacts a firm.

**Unit 1-**Information systems : Meaning and need of management information systems, Business perspective of information systems, Approaches to information systems, , Management process and information need, Management levels and Decision making, information characteristics.

Introduction of different types of information systems, Different decision making and information systems. Management information system and computers: Meaning, concept and characteristics of MIS, components of MIS, Organization of MIS, Decision making process, Classification of MIS.

### **Case Study/Caselets/Articles.**

**Unit 2-**Decision support system: Characteristics of DSS, Difference between MIS and DSS, Comparison of manual and computerized information systems, Managerial use of CMIS, Selection of computer systems. Planning of management information systems Meaning, needs and dimension of management information system plan, Strategic planning for management information systems, Steps in planning.

### **Case Study/Caselets/Articles.**

**Unit 3-**Conceptual System Design : Defining the problems, setting system objectives establishing system constraints, determining information needs, determining information sources, developing alternatives, conceptual designs and selecting one; documenting the system concept and preparing the conceptual design report ,Detailed System Design-aim, project management of MIS, detailed design, documenting the detailed design Implementation and Evaluation : Methods and tasks in implementation, Planning for implementation, Behavioral implications in management information system, Approaches and process of evaluation of management information system.

### **Case Study/Caselets/Articles.**

### **References**

1. Nitin C kamal, Management Information Systems, Himalaya Publishing house
2. Carol W. Frenzel & John . C Frenzel, Management of Information Technology, Thomson Technology Course
3. James O'Brien : Management Information Systems, Tata-McGraw Hill, New Delhi.
4. Murdick, Ross & Clagget : Information Systems for Modern Management, Prentice Hall, New Delhi.
5. Sadagopan, S : Management Information Systems, Prentice Hall, New Delhi.

## **BBA (H) 3913 BANKING LAW & PRACTICE**

### **Course Objective**

To acquire knowledge about banking laws in India; to have conceptual clarity about the process of banking and stakeholders with reference to particular acts passed in India.

### **Course Outcomes**

On completion of this syllabus, the students will be able to

1. Have information regarding legal and regulatory aspects of banking.
2. Understand the procedures of opening accounts of various types.
3. Elucidate the broad functions of banks and its different kinds of lending policies and procedures.

**Unit 1**-Banking regulation Act 1949 – features, objectives, Evolution of banking, function of commercial banks, Indian banking system- commercial banks, RBI Industrial Banks, Exim Bank, NABARD, Co-operative Banks, Indigenous Banks, Scheduled & non – scheduled banks, regional rural banks, land Development banks, State Bank of India – role & functioning.

Defining banker, customers, general & special relationship of banker & customers, obligation to honor cheques garnishee order, obligation to maintain secrecy, Right of lien, Right to set off, Clayton's rule, Right to close about, power of attorney. Kinds of Accounts – C. A., F.D.A., S.B.A, R.D. – Procedures to open different kinds of Accounts, forms used in operation, closure of accounts, Insurance of bank deposits, Nomination facility, NR accounts.

### **Case Study/Caselets/Articles.**

**Unit 2**-Types of Account Holders – Minor, lunatic, drunkard, insolvent, illiterate person, blind, married women, trustees, executors, administrations, Joint account holders, partnership firm, JHF, Joint stock company, Non Trading Institutions, Pass book – Statement of account, examining entries favorable to banker, entries favorable to customer, closing of accounts, demand draft, Services to customers – Mail Transfer, Telegraphic Transfer, Traveler's cheque, safe deposit lockers & operations, Teller system, Net Banking, ATMs.

### **Case Study/Caselets/Articles.**

**Unit 3**-Cheque – Meaning, feature, types- cheque, crossed cheque, general crossing, special crossing, account payees crossing, double crossing, Bankers liability, Payment of Cheques – precautions of payment, statutory protection of banker (paying), Dishonor of cheque, Wrongful dishonor & its liability collection of cheques, collecting bankers conversion, Duties & protection of collecting banker, Agent for collection, Marking of cheques.

Employment of bank funds – Types of securities, Modes of creating charge line, pledge, mortgage, hypothecation, identity, Guarantee, Purchase & discounting of bills, Letter of credit, Financing of Agriculture & Rural development, Documentation, Frauds, Mechanization in banks, Post Office saving banks.

### **Case Study/Caselets/Articles.**

### **References**

1. Maheshwari S N, Banking Law and Practice, 3rd edition Kalyani Publication
2. Clifford Gomez, Banking and Finance: Theory Law and Practice, PHI Learning Pvt Ltd. 2011
3. Ross Cranston, Emiliou Avgouleas, Kristin Van Zwieten, Principles of Banking Law, Oxford Publication, 3rd edition
4. Sukhwinder Mishra, Banking Law and Practice, S Chand publications
5. Mohan Lal Tannan, Rajesh Narain Gupta, Banking Law and Practice in India, LexisNexis 2017

## **BBA(H) 30923 SUMMER TRAINING REPORT**

Each student shall undergo summer training for 6-8 weeks at the end of the fourth semester and shall be required to submit a Training Report and present the same in the form of Viva Voce at the end of the fifth semester, each carrying 50 marks

## **OPTIONAL GROUP (ANY ONE)**

### **I—MARKETING GROUP**

#### **BBA (H) 3914 RETAIL MANAGEMENT**

##### **Course Objective:**

Designed to help students develop acumen and competence in retailing and provide an insight to the concepts of store layout, trading areas, operation, merchandising and retail promotion.

##### **Course Outcomes:**

After the completion of the course the students would be able to :

- Identify the concepts of organised retailing and various employment opportunities in retailing.
- Analyse and frame retail marketing strategies and plan marketing operations of a retail business organization.
- Understand the different retailing formats
- Understand the use of marketing tools in retailing.

**Unit 1-Retail Management;** The marketing concept and Retailing, the economic Impact of retailing; Strategic planning in Retailing, The wheel of Retailing, Institutions of Retailing management; Planned shopping centers, Franchising & the retailing of food.

##### **Case Study/Caselets/Articles.**

**Unit –2** Retail Store location, Trading Area Analysis & store layout, The store exterior and the interior, Retail Organization, Buying and Handling Merchandise; Nature and process.

##### **Case Study/Caselets/Articles.**

**Unit – 3** Retail Promotional policies; Promotion in Retailing management, retail advertisement and sales promotion, Joint promotion, personnel selling, Customer Loyalty: Meaning and development.

##### **Case Study/Caselets/Articles.**

##### **References**

1. Berman barry& vans R.Joel. Retail Management – A Strategic Approach, New Delhi, Pearson Education.
2. Levy Michael, Weiz Barton & Grewal Dhruv. Retailing Management, New York, McGraw Hill.
3. Nair Suja. Retail Management, Nagpur, Himalaya Publishing House.
4. Sheikh Arif& Fatima Kaneez. Retail management, Nagpur, Himalaya Publishing House.
5. Pillai madhisoodan P. &pillaiVijayachandran B. retail marketing, New Delhi, Sonali Publications

## **BBA (H) 3915 ADVERTISING MANAGEMENT**

### **Objectives:**

Designed for students planning to make a career in the field of Marketing. The course objective is to familiarize them with the world of advertising which has gradually emerged as an industry with reference to India. Effort has also been made to provide them with practical exposure to the field through illustrations, case studies, and exercises in various aspects of the craft of advertising.

### **Course Outcomes:**

After going through the course a student shall be able to:

- Identify the significance of communication to the customer.
- Develop an understanding of the marketing communication programme derived from the marketing world
- Develop an understanding of various promotional tools and its logical application.
- Create the strategy and execution of an ad campaign

**Unit 1** —Advertising Management – Introduction, facilitating institutions, planning framework – factors involved in advertising planning and decision making, the communication & persuasion process.

### **Case Study/Caselets/Articles.**

**Unit 2** —The advertising Budget decision, Budgeting decision rules – percentage of sales, Affordable Approach, Competitor Parity approach, objective & Task method. Budgeting Process. Setting Advertising objectives- Sales as an objective, operational objectives, Behavioral objectives, dynamic, DAGMAR.

### **Case Study/Caselets/Articles.**

**Unit 3**-The source of message and social factors, Creation and Production of a copy, Types of television commercials, Public Relations – Meaning, Difference between advertising & Public Relations.

### **Case Study/Caselets/Articles.**

### **References:**

1. Batra Rajeev. Advertising Management, Financial Times, Imprint of Pearson
2. Berman Barry & Vans R. Joel. Retail Management – A Strategic Approach, New Delhi, Pearson Education.
3. Levy Michael, Weiz Barton & Grewal Dhruv. Retailing Management, New York, McGraw Hill.
4. Nair Suja. Retail Management, Nagpur, Himalaya Publishing House.
5. Sheikh Arif & Fatima Kaneez. Retail management, Nagpur, Himalaya Publishing House.

## **BBA (H) 3916 INTERNATIONAL MARKETING**

### **Course Objectives**

To familiarize students with the cross –cultural familiar and its management for successful operations of the international firms.To help the students understand the peculiarities of international marketing.Students explore all aspects of marketing from a global perspective to better respond to international opportunities and competitive situations.

### **Course Outcomes**

- Understand the concept and technique of international marketing
- Develop plans and marketing strategies for entering into international markets and managing overseas operations.
- Apply the key terms, definitions, and concepts used in marketing with an international perspective. Compare the value of developing global awareness vs. a local perspective in marketing.

**Unit 1**-Nature and Importance of International marketing – process of International marketing, International dimensions of marketing and benefits of international marketing, steps of development of the transnational corporation.

#### **Case Study/Caselets/Articles.**

**Unit 2**-Global marketing information system and research – nature of marketing research, sources of information and marketing research – primary and secondary global market segmentation, targeting and positioning. Foreign market entry strategy – market analysis, export, licensing, joint ventures, Manufacturing, management contracts turn key operations, acquisition and mergers, analysis of entry strategy.

#### **Case Study/Caselets/Articles.**

**Unit 3**-Global marketing mix – International product decision, product development, product positioning, theory of PLC, Product standardization and product adaptation, branding and packaging, International pricing decision – role of price supply and demand, international channel decisions – importance and scope of channel decision, direct and indirect selling channel, sales and promotion, advertising.

#### **Case Study/Caselets/Articles.**

### **References:**

- 1.Rakesh Mohan Joshi, international marketing second edition, oxford university press
- 2.Sak Onkvisit,JohnJShaw, International Marketing Strategy and Theory, Routledge Publishers,2009
3. Philip R Cateora and Mary C Gilly and John L Graham,International Marketing , McGraw Hill,16<sup>TH</sup> EDITION
- 4.R Shrinivasan,Internationalmarketing,PHI Learning,4<sup>th</sup> edition
5. KristiaanHelsen,International Marketing, John Wiley Publishers,6<sup>th</sup> edition

## **III - HR GROUP**

### **BBA (H) 3917 INDUSTRIAL RELATIONS**

#### **Course Objective**

The purpose of this paper is to provide an in depth understanding of the role of good industrial relations for the smooth conduction of business

#### **Courseoutcomes**

3. Understand the various issues Related to industry and 38amiliarize38
4. understand the dynamism of industrial relations
5. think strategically about the employer employee relations

**Unit 1-**Industrial relations: Concept, Background, Approaches & perspective, Industrial relations & the emerging Socio-Economic Scenario, Industrial Unrest in India, Industrial relations and the state-legal framework of IR.

#### **Case Study/Caselets/Articles.**

**Unit 2-** Trade Unionism; concept, functions, Approaches, Reorganization, and structure of Trade unions, Trade movement in India, INTUC, AITUC, BMS, UTUC, CITU, CUTU- An overview, Trade Union and the employee, Trade Union and management, Emerging Trends in Union Management relations and Employer's association.

#### **Case Study/Caselets/Articles.**

**Unit 3-**Discipline Grievance Management: Nature and content of /Collective Bargaining, Negotiations skills and collective settlements, conciliations, Arbitration and process, Participants forums, Quality Management, Industrial relations and Technological change.

#### **Case Study/Caselets/Articles.**

#### **References –**

1. Ramaswamy, E.A. The Rayon's Spinner : The Strategic Management of Industrial Relations, N.D. Oxford University Press.
2. Niland Jaya, The Future of Industrial relations, N.D. Sage Pub.
3. Mamoria, C.B. and Rao P. Subba, Dynamics of industrial relations
4. Essential of Human Resource Management and Industrial Relations, by P Subba Rao, Himalya Publishing House
5. Industrial Relations, Trade Unions and Labour Legislation, by P R N Sinha, InduBala Sinha & Seema Priyadarshani Shekhar, Pearson



## **BBA (H) 3918 INDUSTRIAL LAW**

### **Course Objectives**

To know the development and the judicial setup of Labour Laws. To learn the salient features of welfare and wage Legislations. To learn the laws relating to Industrial Relations, Social Security and Working conditions. To understand the laws related to working conditions in different settings.

### **Course Outcomes**

1. The student knows about the basic concepts relating to Industrial Jurisprudence and Labour Policy in India.
2. The student has elementary knowledge about industrial peace, labour harmony and is capable to apply labour laws in day to day labour issues and problems.
3. The student has general awareness about Industrial Relations, Social Equity and Social Security

**Unit 1-Factories Act 1948** - Objectives, Definition of factory, provision regarding health, safety and welfare, working hours, holidays, annual leave with pay, working hours of adults, general schemes important terms and provisions regarding hazardous process, provisions regarding employment of women, employment of young person, penalties, procedure, offers and special provisions, miscellaneous.

**Case Study/Caselets/Articles.**

**Unit 2-Industrial disputes Act 1947** – Defining industry & Industrial dispute, need and objective of the act, procedure and machinery for settlement, strikes and lockout, layoff & retrenchment, provisions & penalties.

**Industrial Employment (Standing Orders) Act 1946** - Objective, scope, application, importance, definition, procedure for submission of draft, procedure for appeals, registration, certification, posting, duration and modification of standing orders, payment of subsistence allowance, penalties and procedure & miscellaneous.

**Case Study/Caselets/Articles.**

**Unit 3 —Workman compensation Act 1923.-** Scope & coverage, Definitions, Rules regarding workmen's compensation, Amount of compensation, Distribution of compensation.

**Case Study/Caselets/Articles.**

### **References:**

1. Kapoor. N.D., Elements of Mercantile Law, Sultan Chand & Sons
2. Kuchhal, M.C., Business Law, Vikas Publications
3. A manual Business Law, by S N Maheshwari and S K Maheshwari, HimalyaPublishing House
4. Business Law for Management, by K Bulchandani, HimalyaPublishing House
5. Tulsian.P.C., and Tulsian. Bharat, Business Law, McGraw Hill

## **BBA (H) 3919 HUMAN RESOURCES DEVELOPMENT**

### **Course Objectives**

To be able to demonstrate competence in development and providing innovative solutions to problems in the field of HRD and further identify and appreciate the significance of the ethical issues in HR.

### **Course outcomes**

On completion of this syllabus, the students will be able

1. To develop the understanding of the concept of human resource development and to understand its relevance in organizations.
2. To develop necessary skill set for application of various HR issues.
3. To analyse the strategic issues and strategies required to select and develop manpower resources.
6. To integrate the knowledge of HR concepts to take correct business decisions.

**Unit 1**-HRD concept, Importance, Evolution, Functions. Organisation of HRD functions. Process and system of HRD, Approaches to HRD, HRM & HRD, Challenges of HRD, HRD strategies, Designing HRD strategy, HRD model.

**Case Study/Caselets/Articles.**

**Unit 2**-Training & Development – Management development, designing management development techniques, HRD for workers, performance and potential appraisal. Career and succession planning, career development.

**Case Study/Caselets/Articles.**

**Unit 3** —Competency mapping, Employee familiarization and mentoring, Employee empowerment, Organizational change and development, Quality of work life, quality circles, HRD audit.

**Case Study/Caselets/Articles.**

### **Reference:**

1. Eugene Sadler Smith, Human Resource Development from theory into practice, Sage Publications
2. David McGuire, Human Resource Development, Sage Publications
3. John P Wilson, Human Resource Development, Kogan Page 2nd edition
4. D K Bhattacharya, Human Resource Development, Himalaya Publishing House 1st edition
5. Birendra Kumar, B S Hansra, Extension Education for Human Resource Development, Concept Publishing Co.

## II . FINANCE GROUP

### BBA (H) 3920 MANAGEMENT OF FINANCIAL SERVICES

#### Course Objective

To help students understand the various financial services and their role in overall financial system

#### Courseoutcomes

Students will

1. Understand the conceptual dynamics of Indian financial system
2. Have knowledge about the services provided by the financial system

**Unit 1-**An Overview of Indian Financial System – Formal and informal system, functions, features and role. Nature & Scope of Financial Services, Regulatory Framework for Financial Services.

**Case Study/Caselets/Articles.**

**Unit 2-**Financial Services – Classification, Scope, innovations and challenges.

Stock Exchange – Functions and Organization – recent developments in Indian stock market.

Mutual Funds — Types of mutual fund, schemes, mutual fund investors, constitution of mutual funds, benefits of mutual funds.

Merchant Banking Services – Services provided, regulations on merchant bankers, code of conduct for merchant bankers, Merchant bankers in India – public and private sector.

**Case Study/Caselets/Articles.**

**Unit 3-** Leasing and Hire purchase – elements & types of leasing, main clauses in lease agreement, pros and cons of leasing, features of hire purchase agreement, Distinction between leasing and hire purchase.

Credit Rating – meaning, types, importance, limitations, process of credit rating.

Credit Cards – Introduction, Types of credit cards, facilities and services provided by credit cards, credit card business cycle, benefits of credit cards.

Venture Capital – Features, stages of venture capital financing, organization of venture capital industry, sources of venture capital funds, exit alternatives.

**Case Study/Caselets/Articles.**

#### References—

1. Bhalla, V.K., Management of Financial Services, Anmol Publications.
2. Desai Vasant, Financial markets and Services Hiamlya publishing House
3. Awadhani, V.A., Marketing of financial Services.
4. Gordon, E and. Natrajan K., Financial Markets and Services
5. Bhalla ,V.K., and Dilbag, Singh, International Financial Centres, New Delhi ,Anmol Publications.

## **BBA (H) 3921 MONEY AND CAPITAL MARKET**

### **Course objectives**

The objective of the course is to acquaint students with the different aspects of capital market and money market

### **Course Outcomes**

To familiarize students with the role of financial markets in the financial system

To understand the different instruments of the capital market and money market

To understand the relationship between capital and money market

**Unit 1-Financial Markets – Definition, Meaning, Features, Importance, Types, Functions, Role of Financial markets in financial system, differences between capital market and money market.**

#### **Case Study/Caselets/Articles.**

**Unit 2-Money Market – Features, Functions, Importance, investment of money market – Treasury bill,**

Call money market, commercial bills, commercial paper, certificate of deposits, term money.

Players in money market, defects of Indian money market.

#### **Case Study/Caselets/Articles.**

**Unit 3-Capital Market — Features, Functions, Importance. Types of capital Market – Equity and debt market.**

Equity Market – Meaning, Features, Importance, Types of equity market – Primary and Secondary markets, derivatives market. (Public issue market) (NSE, BSE, OTCEI)

Debt Market – Meaning, Benefits, Players / Participants, Types of debt market.

Derivatives market – meaning, Features, Benefits, Types of financial derivatives.

#### **Case Study/Caselets/Articles.**

### **References—**

1. Bhalla, V.K., Management of Financial Services, Anmol Publications.
2. Desai Vasant, Financial markets and Services Himalaya publishing House
3. Awadhani, V.A., Marketing of financial Services.
4. Gordon, E and Natrajan K., Financial Markets and Services
5. Bhalla, V.K., and Dilbag, Singh, International Financial Centres, New Delhi, Anmol Publications.

## **BBA (H) 3922 INCOME TAX**

### **Course Objectives**

1. The basic objective of this course is to develop an understanding of direct Tax i.e. Income Tax.
2. To make the students aware of Income Tax planning, calculation and benefits of deductions.

### **Course Outcomes**

1. Students will be able to understand the basic concept and importance of Direct Tax and government rules for taxation.
2. Student will learn to compute the Income under different heads of income.
3. They will be able to calculate the Income Tax liability in the Financial year through the slab system.

**Unit 1-Basic Concepts:** Income, agricultural income, casual income, assessment year, previous year, person, gross total income, total income. Basis of charge: Residence and tax liability, income which does not form part of total income., Taxable income under the head of salary.

#### **Case Study/Caselets/Articles.**

**Unit 2-Taxable Income** under the head of house property, Business or Profession, Capital gains. Income from other sources, Set off & Carry forward of losses. Deductions from Gross total income. Computation of total income.

#### **Case Study/Caselets/Articles.**

**Unit 3-Tax planning,** Scope of tax management, Tax deducted at source, advance payment of tax, Income Tax Authorities.

#### **Case Study/Caselets/Articles.**

1. Singhanian V K, Singhanian Kapil - Direct Taxes, Law & Practice, Taxmann
2. Saha, R. G. Saha & N., Usha Devi, Income Tax - Direct Tax, Himalaya Publishing House.
3. Singhanian, K., Vinod . Monica Singhanian , Students' Guide to Income Tax Including GST, TAXMANN
4. Palkhiwala- Income Tax, Tripathi Publication
5. Prasad Bhagwati- Income Tax Law & Practice, VishwaPrakashan

# SEMESTER – VI

## COMPULSORY PAPERS

### BBA (H) 3923 STRATEGIC MANAGEMENT

#### **Course Objectives**

Strategic management is central to the operation of a variety of businesses in different sectors and environments. In a competitive global environment, understanding strategic principles, tools for analysis and techniques for implementation are of great importance to managers, to assist them in enhancing firm performance.

#### **Courseoutcomes**

- Students are encouraged to analyse and think critically as well as apply some of the introduced concepts and tools.
- An intellectual application of these theories together with the self-development of your own ideas will be familiar to demonstrate transferability of skills via a series of practical case applications.
- Develop skills for applying these concepts to the solution of business problems and Create mastery in analytical tools of strategic management.

**Unit 1-**Concept of Strategy: Defining strategy, process of strategic management; Approaches to strategic decision making; Mission and objectives; Strategic management in non business organization. Environmental Analysis and Diagnosis: Concept of environment and its components; Environment scanning and appraisal; Organisational appraisal; SWOT analysis.

#### **Case Study/Caselets/Articles.**

**Unit 2-**Generic Strategy Alternatives: Stability, Expansion, Retrenchment and combination, Strategy Variation – internal expansion, internal retrenchment, major approaches for turnaround strategy, External Expansion – Acquisition, Merger and consolidation, External Retrenchment, Entry/Exit Barriers, End game strategies, Horizontal Expansion, horizontal retrenchment, vertical expansion, Captive company strategy, related expansion, unrelated expansion. Generating strategic alternatives and choice of strategy, BCG's Matrix, Hofer's Matrix, Shell's matrix and GE Matrix.

#### **Case Study/Caselets/Articles.**

**Unit 3-**Functional Area Policies: Marketing, Production, Personnel, Purchase and Financial strategy implementation, evaluation and control, strategy implementation process, resource allocation, strategy evaluation and control process.

#### **Case Study/Caselets/Articles.**

#### **References**

1. Rao ,P SubbaBusiness Policy And Strategic Management ,2017, Himalaya Publishing House
2. Kazmi,AzharStrategic management,4th edition,Mcgraw Hill education India pvt ltd
- 3.Ramaswamy,V, S Namakumari,Strategic planning Formulation of corporate Strategy,Text and cases Indian Context ,Macmillan Publishers
4. Gupta,C.B., Business Policy and Strategy,S Chand Publishers
5. CherunilamFrancis, Business policy and strategic management,4th revised edition.Himalaya Publishing house

## **BBA (H) 3924 ENTREPRENEURIAL DEVELOPMENT**

### **Course Objective**

To provide a comprehensive understanding of the concept of an Entrepreneur and intricacies involved in managing entrepreneurial projects. The goals of this programme are to inspire students and help them imbibe an entrepreneurial mind-set. They will be introduced to key traits and be given an opportunity to assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur.

### **Course Outcomes**

After completing the course, the students shall be able to:

- To examine entrepreneurial strategies to explore new entry opportunities, methods of enhancing creativity and generation of ideas.
- To illustrate the concept of corporate entrepreneurship and development of the same in the organizations.

**Unit 1**—Definition, concept of entrepreneurship, classification of entrepreneurship, socioeconomic impact of entrepreneurship. Nature and importance of entrepreneurs, Entrepreneurs Vs Professional managers.

#### **Case Study/Caselets/Articles.**

**Unit 2**—Characteristics of entrepreneur, barriers to entrepreneurship, entrepreneurial environment, entrepreneurial functions, entrepreneurial process, entrepreneurial structure. Entrepreneurial development training – importance of training, objectives of training methods of training, benefits of training process.

#### **Case Study/Caselets/Articles.**

**Unit 3** —Institutions in aid of entrepreneurs – Introduction, entrepreneurship development program organization – MDI, NIESBUD, IED, EDII.

#### **Case Study/Caselets/Articles.**

#### **Reference:**

- 1.A.Vinod, Entrepreneurial Development, Central Correspondence Stores Ltd.
- 2.Prof. Nanda Gopal, V.B., Entrepreneurial Development, Vikas Publications
- 3.Dr.Kesavan,D &Mr.Vivek, N, Entrepreneurial Development, Notion Press
- 4.Singal, R.K., Entrepreneurial Development &Management, S.K.Kataria& Sons
- 5.Jain, N.K., Fundamentals of Entrepreneurial Development, SanjeevPrakashan

## **BBA (H) 3925 INSURANCE LAW AND PRACTICE**

### **Course objectives**

To understand the various operations involved in managing insurance understand the strategies of insurance companies

### **Courseoutcomes**

Students will be able to understand the various operations involved in managing insurance

Students will understand the role of the insurance companies, the importance of life insurance and general insurance for the public

**Unit 1-**Principles of Insurance , Insurance Act 1938, IRDA Act 1999 .Types of Insurance, Basis of premium, LIC Agents.

**Case Study/Caselets/Articles.**

**Unit 2-**General Insurance: Meaning, scope, settlement of claims, working of General Insurance companies GIC. Prospects and Challenges.

Health Insurance- Need, Functions and Types of Health Insurance Plans.

**Case Study/Caselets/Articles.**

**Unit 3-**Life Insurance:Meaning, Need, Functions and Development of life Insurance in India, LIC, Important Plans. Endowment, Annuity Insurance plans, Group Insurance plans, Unit Linked Insurance, Liberalisation and life Insurance.

**Case Study/Caselets/Articles.**

### **References-**

1. Kannan.K., Justice Principles of Insurance laws Lexis Nexis
- 2.Singh Avtaar, Law of Insurance, EBC Publication
- 3.Dr Rastogi Sachin, Insurance laws ,Lexis Nexis
- 4.Varshney Gaurav, Insurance laws, Lexis Nexis
- 5.KSN Murhy, Modern law of insurance, Lexis Nexis



## **BBA(H) 30935 COMPREHENSIVE VIVA-VOCE**

Each student shall appear for a comprehensive viva voce at the end of the sixth semester. This viva voce shall be of 100 marks.

## **OPTIONAL GROUP (ANY ONE)**

### **I – MARKETING GROUP**

#### **BBA (H) 3926 SERVICES MARKETING**

##### **Course Objectives**

The objectives of this course is to develop an understanding of the service sector and its marketing implications and accordingly to equip the students with requisite knowledge and enable them with skills required to excel in the area of services marketing.

##### **Course Outcomes**

After completion of the course, the students shall be able to:

- Describe fundamental concepts and principles of services marketing.
- Deduce customer expectations of the service and ascertain quality perception and satisfaction.
- Develop ability to design and execute effective services marketing strategies

**Unit 1**—Introduction to Services: What are services? Why services marketing ? Differences in goods versus services marketing. The services marketing triangle. The services marketing mix. The gaps model of service quality. Services categories in the decision — making process. Information search. Evaluation of service alternatives. Service Purchase and consumption, Post purchase evaluation.

Customer Expectations of Service Meaning and types of service expectations, Factors that influence customer expectations of service, A model of customer service expectations. Customer Perception of Service, Service quality, Building Blocks of satisfaction and service quality, Strategies for influencing customer perception.

##### **Case Study/Caselets/Articles.**

**Unit 2**—Service Development and Design: New service development. Physical Evidence and the Servicescape : Physical evidence — What is it ? Types of servicescapes. Roles of the servicescape. Employees roles in service delivery : the critical importance of service employees. Boundary-spanning roles. Strategies for closing gap.

##### **Case Study/Caselets/Articles.**

**Unit 3**—Customer role in service delivery : The importance of customers in service delivery, customers' roles, strategies for enhancing customer participation, Defining customers' jobs, Recruit, educate, and reward customers.

Delivering services through intermediaries and electronic channels: Direct or company owned channels, Key problems involving intermediaries; Key intermediaries for service delivery. Pricing of Services: Three key ways service prices are different for consumers.

##### **Case**

##### **Study/Caselets/Articles.**

##### **References**

1. Zeithaml A. Valerie, Bitner Jo Mary, Gemler D. Dwayne & Pandit Ajay. Services Marketing- Integrating Customer Focus Across the Firm, Chennai, Mc Graw Hill.
2. Lovelock C., Wirtz J & Chatterjee Jayanta. Services Marketing, People. Technology, Strategy, Delhi, Pentice Hall.
3. Gay R. Alan C. & Esen R. Online marketing – A Customer led Approach, Noida, Oxford.
4. Shainesh g. & Sheth N jagdish. Customer Relationship Management – A strategic Perspective, Delhi, Mcmillan.
5. Srinivasan R. Services marketing: The Indian Context, New Delhi, PHI.

## **BBA (H) 3927 SALES & DISTRIBUTION MANAGEMENT**

### **Course Objectives**

To help students understand the meaning, objectives and functions of Sales Management, Process of Personal Selling, Sales Force Management, Sales Organizations, Manpower Planning, Recruitment, Selection, Training, motivation and compensation

To develop, among students, better understanding of Sales Terms like Sales Quotas, Sales Budget, Sales Territory, Sales Audit and Sales Analysis

To help students understand the nature and scope of Physical Distribution, Distribution Strategies, Types and selection of Warehousing, Order Processing and Transportation

### **Course Outcomes**

Post Study, Students will

7. understand the concept of Sales Management,
- ii) types and Process of Personal Selling,

8. explore elements of Sales Force Management

Post Study, Students will

- i) understand the Process and application of different Sales Terms- Sales Analysis, Sales Quotas, Sales Budget, Sales Territory, Sales Audit

Post Study, Students will

9. understand the concept of Physical Distributions and its elements,
- ii) explore various Distribution Strategies,

10. have better comprehension of Order Processing, Warehousing and Transportation

**Unit 1**-Sales Management – Meaning, Objectives, Sales executives as coordinators, sales management and control, personal selling, different types of personal selling situation, personal selling process, sales forecasting.

Sales Force Management – Sales Organization, Sales force manpower planning, recruitment, selection training, motivation and compensation.

### **Case Study/Caselets/Articles.**

**Unit 2**—Sales Administration & Control – Sales Analysis, Sales quotas, sales budget, Sales territory, sales audit.

### **Case Study/Caselets/Articles.**

**Unit 3** —Physical Distribution — Nature and scope of physical distribution, order processing, distribution strategies, warehousing and transportation – types and selection.

### **Case Study/Caselets/Articles.**

### **References**

1. Weinberg, Mike, Sales Management Simplified, Harper Collins Focus
2. Cole, William.F., The Complete Sales Manager, Trafford Publishing
3. Mathur, U.C., Sales and Distribution Management, New Age International (P) Ltd.
4. Richard, Edward, Cundiff, Norman, Govoni, Sales and Distribution Management, Pearson Publications
5. Havaladar, Krishna K & Cavale, Vasant M, Sales and Distribution Management, McGraw Hill Education (India) Pvt Ltd

## **BBA (H) 3935 DIGITAL MARKETING**

### **Course objectives**

The objective of the course is to provide students with a broad understanding of the impact of marketing in the digital environment. The course targets to equip them with the knowledge of the new paradigm of understanding consumer in this rapidly changing digital environment and seeks to familiarize the participants with the concepts and techniques applicable to digital marketing.

### **Course Outcomes**

**After going through the course the students shall be able to**

1. Understand the similarities between non-digital and digital marketing.
2. Understand the difference between non-digital and digital marketing.
3. Understand consumer behavior in the digital environment.
4. Formulate digital strategy
5. Understand the concept of social media marketing.

### **Unit I**

E- Definitions: E-commerce, E-business, E-marketing, M-commerce. Ten Cs for Internet Marketers. & M-marketing : Strengths and Applications, communication modes. Internet Penetration And Digital Commerce; Social Media; Similarities And Differences Between Online And Offline marketing; Internet Marketing In India; Business Response To Emerging Digital Revolution; Digital Devices, Platforms, Media, Data And Technology. (Case Study/ Caselets / Articles )

### **Unit II**

**Digital Marketing Strategy:** Digital Conversion Funnel: Customer Acquisition, Conversion And Retention; Acquisition: Search Engine Optimization; Paid Advertising, Search Advertising, Display Advertising, Social Media Marketing, Email Marketing; Measuring Success Of Search Engine Optimization, Mapping Search Engine Journey; On Page And Off page Search Engine Optimization;

### **Unit III**

Online Consumer Behaviour: Decision Making Process; Problem Recognition, Information Search, Evaluation, Choice And Post Purchase Behaviour.

Online Consumer Segmentation; Online Marketing Mix; Consumer Segments And Targeting, User Experience.

Social Media Analytics: Data Type And Collection, Structured And Semi-Structured data, Social Media Metrics, Social Media ROI, Social Networks And Social Network Analysis; Social Media Analytics With Unstructured Data: Text Mining, Social Customer Relationship Management, Text Mining For Communication And Reputation Management. Big Data

(Case Study/ Caselets / Articles )

### **References**

1. Aslam K (2017). The 7 Critical Principles of Effective Digital Marketing. Arizona: Scottsdale, The Stone Soup Hustler Publication.
2. Bly R.W. (2018). The Digital Marketing Handbook. Entrepreneur Press.
3. Giovannoni, E (2018). The Digital Marketing Planning. Brisbane: Chasefive.com.
4. Maity, M (2017). Internet Marketing. New Delhi. Oxford University Press, Faculty of Management Studies, University of Delhi.155
5. Rayan D and Russ, H (2017). Digital Marketing for Dummies. NJ: John Wiley.

## III — HR GROUP

### BBA (H) 3929 COMPENSATION MANAGEMENT

#### Course Objectives

To make the HR professionals understand the issues involved in compensation management

#### Courseoutcomes

1. Study the techniques of retaining the employees
2. Understand the composition pattern of industry better
3. Study the importance of retaining employees

**Unit 1-**Conceptual and theoretical understanding of economic theory related to reward management. Criteria of reward fixation, factors affecting compensation – productivity learning, quality, Diagnosis and Bench Marketing, determination of Inter- Industry and Citra Industry compensation differentials, Internal and External equity in compensation system,

**Case Study/Caselets/Articles.**

**Unit 2-**Tools used in designing and implementing compensation packages, Compensation for executives and senior managers. Components of compensation packages like fringe benefits, incentive and retirement plans, strategic compensation system.

**Case Study/Caselets/Articles.**

**Unit 3-**Statutory provision governing different component of Reward system – Payment of wages Act 1936, Minimum wages Act 1948 and Bonus Act 1966. Working of wage Boards and pay commissions.

**Case Study/Caselets/Articles.**

#### References

1. Bhattacharya, Deepak Kr ,Compensation Management ,Oxford University Press
2. Henderson,Richard,Compensation Management,Prentice Hall of India
3. Mustachio.,Joseph J.,Strategic Compensation,Pearson Publications
4. Ramaswamy, E.A. The Rayon's Spinner : The Strategic Management of Industrial Relations, N.D. Oxford University Press.
- 5.Niland Jaya, The Future of Industrial relations, N.D. Sage Pub.

## **BBA (H) 3930 LABOUR LAWS**

### **Course Objectives**

To know the development and the judicial setup of Labour Laws. To learn the salient features of welfare and wage Legislations. To learn the laws relating to Industrial Relations, Social Security and Working conditions. To understand the laws related to working conditions in different settings.

### **Course Outcomes**

1. The student knows about the basic concepts relating to Industrial Jurisprudence and Labour Policy in India.
2. The student has elementary knowledge about industrial peace, labour harmony and is capable to apply labour laws in day to day labour issues and problems.
3. The student has general awareness about Industrial Relations, Social Equity and Social Security

**Unit – 1 Payment of wages Act 1936** – Application, Definitions, Rules, deduction from wages, Inspectors, Appeal, Penalty for offences.

**Minimum wages Act 1948** – Object, Definition, fixation, revision of wage, advisory board, central advisory board, safeguards in payment of minimum wages, inspectors, offences & penalties, power to make rules.

**Case Study/Caselets/Articles.**

**Unit-2 Payment of gratuity Act 1972** – Meaning of gratuity, Definitions, payment of gratuity, forfeiture of gratuity, nomination, Determinations of gratuity, recovery of gratuity, inspectors, Penalty of offences.

**Payment of Bonus Act 1965** – Objective, definition, application, exception, meaning of bonus, abolition of bonus, restoration of minimum bonus, eligibility and disqualification of bonus, determining bonus, calculation of gross profit, determination of available surplus, allocation special provisions, payment of bonus, inspector, penalties, procedure & miscellaneous,

**Case Study/Caselets/Articles.**

**Unit- 3 Employee state Insurance Act 1948** – Definition, Administration of the scheme, offices & staff, Employee state insurance fund, contributions, Benefits, Adjudication of disputes and claims.

**Employee Provident Funds and Miscellaneous Provision Act 1952** – Application, Definition, EPF Schemes, Employee Pension scheme and funds, Employee deposit – linked insurance scheme and funds, Administration of the scheme, Determination of money due from employees, inspectors, penalties & offences.

**Case Study/Caselets/Articles.**

### **References:**

1. Kapoor, N. D, Elements of Mercantile Law, Sultan Chand & Sons
2. Kuchal, M.C. Business Law, , Vikas Publications
3. Maheshwari, S.N. and Maheshwari, S.K., A manual Business Law, Himalya Publishing House
4. Bulchandani, K., Business Law for Management, , Himalya Publishing House
5. Tulsian, P.C., and Tulsian Bharat, Business Law, , McGraw Hill

## **BBA (H) 3931 COUNSELLING SKILLS FOR MANAGERS**

### **Course Objectives**

To help the students to understand and familiarize as a facilitative and non-directive process, developing empathy and its contribution towards self-development.

### **Course Outcomes**

On completion of this syllabus, students will be able to

1. Initiate career conversations with team members using career familiarization skills.
2. Leverage personal strengths and expertise to create & maintain a managerial relationship.
3. Active listening and reflective responses.
4. Deciding on goals for self-change.
5. Recognizing when professional help is needed.

**Unit – 1** Emergence and growth of counseling services. Approaches to counseling.

**Case Study/Caselets/Articles.**

**Unit – 2** Counseling Process – Beginning and terminating a counseling relationship. Follow ups. Counselor's Attitude and skill of counseling. Assessing client's problems.

**Case Study/Caselets/Articles.**

**Unit – 3** Selecting counseling strategies and intervention. Changing Behavior through counseling. Special problems in counseling. Application of counseling to organizational situations with focus on performance counseling.

**Case Study/Caselets/Articles.**

### **References —**

1. Singh Kavita, Counseling Skill for Managers, PHI Learning Pvt Ltd 2nd edition 2015
2. Premveer Kapoor, Counselling and Negotiation Skills for Managers, Dreamtech Press 2011
3. Nigel MacLennan, Counselling for Managers, Gower Publications 1996
4. Sujata Sriram, Counselling in India, Springer 1st edition 2016
5. Barki, B.K., B Mukhopadhaya, Guidance and Counselling, Advent Books 1989

## **II — FINANCE GROUP**

### **BBA (H) 3932 FINANCIAL INSTITUTIONS AND MARKETS**

#### **Course objectives**

The objective of the course is to acquaint students with the different aspects of Financial institutions and markets

#### **CourseOutcomes**

To familiarize students with the role of financial markets in the financial system

To understand the different instruments of the capital market and money market

To understand the relationship between capital and money market

#### **Unit 1**

Financial System – meaning, features, purpose, roles, importance, components, organized and unorganized sector.

Stock Exchange – features, roles, functions, types, constituents, listing of securities, methods of trading.

**Case Study/Caselets/Articles.**

#### **Unit 2**

Developmental Financial Institutions – IDBI & IFCI – establishment, purpose, working, limitation, source of finance.

STARTUP FUNDING – SOFTBANK, BLACKSTONE, CARLYLE GROUPS - establishment, objectives, functions

**Case Study/Caselets/Articles.**

#### **Unit 3**

Mutual Funds – Constituents, Investors, benefits, types. Financial Regulators – SEBI – power, functions, SEBI and investor protection, Guidelines for new issue market and capital market.

ASSET MANAGEMENT COMPANIES IN INDIA – Objectives, benefits for HNI & Small Investors.

**Case Study/Caselets/Articles.**

#### **References**

1. Bhole L M, Financial Institutions and markets, McGraw Hill Education.
2. Sankar Siddhartha, Indian Financial System, McGraw Hill Education.
3. Dr. Vinod Kumar, Financial Markets Institutions & Services, Taxmann's
4. Frederic S. Mishkin, Financial Markets & Institutions, Pearson
5. Michael W. Brandl, Money, Banking, Financial Markets & Institutions, Cengage



## **BBA (H) 3933 AUDITING**

### **Course objectives**

Aims at imparting knowledge about the principles and methods of auditing and their application

### **Course outcomes**

Students will be able

1. to understand the process of auditing
2. to understand the importance of internal control cheque system
3. become familiar with the recent trends in auditing
4. to understand the significance of auditing

**Unit 1**—Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routing Checking and Test Checking.

**Case Study/Caselets/Articles.**

**Unit 2**—Internal Check System – Internal Control, audit procedure: Vouching Verification of Assets and liabilities.

**Case Study/Caselets/Articles.**

**Unit 3**—Audit of Limited Companies: Company Auditor-Appointment, Powers, Duties and Liabilities. Auditor's Report an Audit Certificate. Recent Trends in Auditing: Nature and Significance of cost Audit, Tax Audit, Management Audit.

**Case Study/Caselets/Articles.**

### **References-**

1. Principles and Practice of Auditing by R. G. Saxena, Himalaya Publishing House.
2. Kumar Anil, Gupta Lovleen , Arora Jyotsna Rajan, Auditing and Corporate Governance, Taxmann
3. Mehta ,Dr. B. K., Auditing, SBPD Publisher.
4. Basu,S. K., Fundamentals of Auditing, Prsn
5. Jha,Aruna, Student's Guide to Auditing, Taxmann.

## **BBA (H) 3934 INTERNATIONAL FINANCIAL INSTITUTIONS**

### **Course objectives**

The objective of this course is to discuss the role and working of international financial institutions

### **Course outcomes**

1. To Familiarize students with different sources of international finance
2. make students understand the concept of balance of payment
3. understand the role of international lending agencies for growth of the economy

**Unit – 1** International finance – Functions & key participants in the international finance function.

Meaning and types of foreign investment, Theories of international investment, factors affecting investment, significance, limitations and benefits of international investment.

**Case Study/Caselets/Articles.**

**Unit 2-**International flow of funds – BOP

Structure of BOP, Current account and capital account transactions, official reserve account, BOP equilibrium disequilibrium and adjustments, approaches to BOP adjustment.

**Case Study/Caselets/Articles.**

**Unit 3-**International Financial Market – Significance & channels / Sources for international flow of funds, structure of international financial markets.

World Bank – Set up, Purpose, Resources. Principles in lending operations, its affiliates – IBRD, IDA, IFC, MIGA, ICSID,

IMF – Set up, Purpose, Resources, financing facilities.

ADB – Set up, Resources, Objectives.

**Case Study/Caselets/Articles.**

### **References**

1. Bhalla, V.K. Managing international investment and finance by, Anmol Publications, New Delhi
2. C Shaipro Alan, Multinational financial management, Prentice hall of India, New Delhi
3. Bhole L M Financial Institutions and markets, McGraw Hill Education.
4. Sankar Siddhartha, Indian Financial System, McGraw Hill Education.
5. Kumar, Dr. Vinod Financial Markets Institutions & Services, Taxmann's