DEPARTMENT OF MANAGEMENT

IASE University

Gandhi Vidya Mandir, Sardarshahr (Rajasthan) – 331401, INDIA

Teaching and Examination Scheme and Syllabus

for

BACHELOR OF BUSINESS ADMINISTRATION
(Three-Year Full Time Programme)

Sessions 2009-10, 2010-11 and 2011-12
**Rules, Guidelines and Teaching & Examination scheme for the course of BBA**

1. The **BACHELOR OF BUSINESS ADMINISTRATION** course is a Three Year (6 Semester) Full time integrated degree Programme.

2. **ELIGIBILITY FOR ADMISSION:**
   A candidate seeking admission to the first year of the **Bachelor of Business Administration** course shall be required to have passed 10+2 examination in any discipline from any Board recognised by Board of Secondary Education Rajasthan, Ajmer, with at least 45% marks in aggregate for general category candidates, 40% for SC/ST/OBC candidates.

3. **ADMISSION PROCEDURE:**
   Admission to the first semester **B.B.A.** course shall be made on the basis of marks scored by the candidates in his/her 10+2 examination.

4. **THE PROGRAMME**
   The Bachelor of Business Administration (BBA) is a three year (six semesters) full-time programme. The course structure and programme administration are as follows:

5. **COURSE STRUCTURE**
   Programme has been organized in three years – First Year, Second Year and Third year, each comprising two semesters. The three years, six semester teaching consists of theory (Lectures and Tutorials) and practical/sessional (Laboratory work and Project etc.). Examination will be held at the end of the each semester. Details of these are given in the Teaching and Examination Scheme.

6. **SUMMER TRAINING**
   At the end of fourth semester, all students will undergo summer training for a period of at least 45 working days with an industrial, business or service organisation by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organisations approved by the Head of the Department. Each student will be required to submit a project report to the Head of the Department for the work undertaken during this period within three weeks of the commencement of the fifth semester for the purpose of evaluation in the fifth semester.

7. **PROGRAMME ADMINISTRATION**

   **7.1. MEDIUM OF INSTRUCTION**

   English shall be the medium of instruction and examination.
7.2. EVALUATION

a. Each paper will be evaluated through a theory paper at the end of the semester carrying 100 marks along with continuous evaluation of sessional work, carrying 50 marks. The theory paper shall be of three hour duration. The sessional work will consist of continuous assessment of student’s performance by teachers in tutorial classes and class tests.

b. Three class tests will be organised in each semester as per scheme. The higher two out of the marks scored in the three tests will be considered for the sessional marks.

c. Evaluation of laboratory/practical work will be through continuous assessment throughout the semester as well as examination at the end of the semester.

d. The evaluation of Summer Training Project, Project Study and Viva Voce shall be based on quality of work done and class presentation as well as Viva Voce as examination at the end of semester.

8. PROMOTION AND SPAN PERIOD

8.1. The maximum span period of the programme is six years from the date of registration in the programme.

8.2. The minimum marks for passing the examination for each semester shall be 50% in each sessional, 40% in End Semester Examination of each theory paper, 50% in each project and 45% in aggregate of all the subjects (theory, sessional and project) of the semester.

8.3. Students have to pass the subject BBA-107 – Environmental Studies during their period of study of three years. However the marks obtained by them in this will not be considered for deciding their division.

8.4. A student will be permitted to attend the classes of the second/fourth/sixth semesters immediately after the examination of the first/third/fifth semester’s examination, as the case may be, provided he/she has appeared in the first/third/fifth semester examination respectively.

8.5. To be eligible for promotion to the 3rd semester of the program a student must have successfully cleared at least 7 subjects out of the 13 subject including practicals/sessionals of the first and second semesters taken together, excluding the compulsory paper.

8.6. To be eligible for promotion to the 5th semester of the program a student must have successfully cleared at least 6 subjects out of the 12 subjects including practicals/sessionals of the third and fourth semesters taken together.
8.7. A student promoted to the third/fifth semesters, without having cleared all the subjects, will have to appear and pass the backlog subjects of the first/third semesters along with the regular examinations of the first/third semesters and the backlog subjects of the second/fourth semesters along with the regular examination of the second/fourth semesters. For this purpose syllabus prevailing at the time of examination will be applicable.

8.8. A candidate who has secured minimum marks to pass in each paper but has not secured the minimum marks required to pass in the aggregate for the semester concerned may take re-examination in not more than two theory subject to obtain the aggregate percentage required to pass the semester. The candidate will have to pay the requisite examination fee in order to be eligible for re-examination. In this case the marks secured by the candidate in the earlier examination in the subject concerned will be treated as cancelled. For this purpose syllabus prevailing at the time of examination will be applicable.

8.9. The degree shall be awarded to the successful students on the basis of the combined results of the four semesters, as follows:
- Securing 60% marks and above – 1st division
- Securing 50% and above but below 60% – 2nd division
- Securing 45% and above but below 50% – Pass
- A student who has secured 75% marks and above shall be declared to have passed in first division with honors. However, for this division the student must have cleared successfully all the subjects in single attempt with the final year period of his/her study.
- Similarly to be eligible for a gold medal on account of having secured first position, the student must have cleared all subjects in single attempt and passed with first division.

8.10. If a student (who has successfully completed the programme) wishes to reappear in one or more theory subjects of the first, second, third or fourth, semesters for the purpose of improving his/her marks, he/she will be permitted to do so on payment of requisite examination fee along with the regular examinations of the that semester; however, the total number of such attempts shall not exceed four theory subjects during the span period of the programme. For this his/her previous performance in the subject/subjects concerned shall be treated as cancelled. The application for such repapering/re-examination must be submitted before the next examination of the corresponding semester. However, such candidates shall not be considered for award of gold medal.

8.11. A student to be eligible for award of degree has to clear all subjects offered during three-year programme within the span period of six years.

9. ATTENDANCE
All students are required to have 75% attendance in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.
10. RULES FOR THE AWARD OF GRACE MARKS

UNDER GRADUATE/ POST GRADUATE (MAIN/SUPPLYMENTARY EXAMINATIONS UNDER THE FACULTIES OF ENGINEERING & TECHNOLOGY.

Grace marks to the extent of 1% of the aggregate marks prescribed for an examination will be awarded to a candidate failing in not more than 25% of the total number of theory papers, practicals, sessionals, dissertation, viva-voce and the aggregate, as the case may be in which minimum pass marks have been prescribed; provided the candidate passes the examination by the award of such Grace marks. For the purpose of determining the number of 25% of the papers, only such theory papers practicals, dissertation, viva-voce etc. would be considered, of which, the examination is conducted by the University.

N.B.: If 1% of the aggregate marks or 25% of the papers works out in fraction, the same will be raised to the next whole number. For example, if the aggregate marks prescribed for the examination are 450, grace marks to the extent of 5 will be awarded to the candidate, similarly, if 25% of the total papers is 3.2, the same will be raised to 4 papers which grace marks can be given.

GENERAL:--

- A candidate passes in a paper/practical or the aggregate by the award of grace marks will be deemed to have obtained the necessary minimum for a pass in that paper/practical or in the aggregate and shown in the marks sheet to have passed by grace. Grace marks will not be added to the marks obtained by a candidate from the examiners nor will the marks obtained by the candidate be subject to any deduction due to award of grace marks in any other paper/practical or aggregate.
- If a candidate passes the examination but misses First or Second Division by one mark, his aggregate will be raised by one mark so as to entitle him for the first or second division, as the case may be. This one mark will be added to the paper in which he gets the least marks and also in the aggregate by showing +1 in the tabulation register below the marks actually obtained by the candidate. The marks entered in the marks-sheet will be inclusive of one grace mark and it will not be shown separately.
- Non appearance of a candidate in any paper will make him ineligible for grace marks. The place of a passed candidate in the examination list will, however be determined by the aggregate marks he secures from the examiners, and he will not, by the award of grace marks, become entitled to a higher division.
- Distinction won in any subject at the examination is not to be forfeited on the score that a candidate has secured grace to pass the examination.

Note: - The Grace marks will be awarded only, if candidate appears in all the papers prescribed for the examination.
## TEACHING & EXAMINATION SCHEME

for BBA Three-Year (6 Semester) Full Time Degree Programme

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course No.</th>
<th>Subject</th>
<th>Periods</th>
<th>Evaluation Scheme</th>
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<tr>
<td>1</td>
<td>BBA 101</td>
<td>Business and Management Concepts</td>
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<td>BBA 102</td>
<td>Financial Accounting</td>
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<td>BBA 103</td>
<td>Business Mathematics</td>
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<td>BBA 104</td>
<td>Business Communication</td>
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<td>Business Economics</td>
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<td>6</td>
<td>BBA 106</td>
<td>General English</td>
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</table>

**Total Marks – 600**  **Total Periods – 35**

**TA** – Teacher’s Assessment  **Total Marks – 900**
**CT** – Class Test  **Total Periods – 35**
**ESE** – End Semester Examination

*Students have to pass this course, however the marks obtained in this will not be counted for deciding the division of the student.*

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<td>7</td>
<td>BBA 107</td>
<td>Environmental Studies*</td>
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## BBA – First Year

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<tr>
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<td>BBA 201</td>
<td>Organisational Behaviour</td>
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<td>2</td>
<td>BBA 202</td>
<td>Basic Costing</td>
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<td>3</td>
<td>BBA 203</td>
<td>Business Statistics</td>
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<td>BBA 204</td>
<td>Business Law</td>
<td>4</td>
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<td>5</td>
<td>BBA 205</td>
<td>Insurance</td>
<td>4</td>
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<td>BBA 206</td>
<td>Computer Application in Business</td>
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**PRACTICALS / SESSIONAL**

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<td>BBA 207</td>
<td>Computer Application (Lab Work)</td>
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</table>

**TA** – Teacher’s Assessment  **Total Marks – 1000**
**CT** – Class Test  **Total Periods – 36**
**ESE** – End Semester Examination
### BBA – Second Year

<table>
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<td>CT</td>
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<td>BBA 301</td>
<td>Values &amp; Ethics in Business</td>
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<td>Quantitative Techniques</td>
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<td>BBA 303</td>
<td>Banking Law and Practice</td>
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<td>BBA 304</td>
<td>Management Accounting</td>
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<td>BBA 305</td>
<td>Taxation Laws</td>
<td>4</td>
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<td>6</td>
<td>BBA 306</td>
<td>Business Environment</td>
<td>4</td>
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</table>

TA – Teacher’s Assessment  
Total Marks – 900  
CT – Class Test  
Total Periods – 32  
ESE – End Semester Examination

*Students have to pass this course, however the marks obtained in this will not be counted for deciding the division of the student.

### BBA – Second Year

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course No.</th>
<th>Subject</th>
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<td>CT</td>
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<tr>
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<td>Financial Management</td>
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<td>Production &amp; Operation Management</td>
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<td>BBA 406</td>
<td>Business Information System</td>
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</tbody>
</table>

TA – Teacher’s Assessment  
Total Marks – 900  
CT – Class Test  
Total Periods – 30  
ESE – End Semester Examination

**Note:** At the end of fourth semester, all students will undergo summer training for at least 45 Days with an industrial, business or service organisation by taking up a project study.
## BBA – Third Year

### Semester – 5<sup>th</sup>

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course No.</th>
<th>Subject</th>
<th>Periods</th>
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<tr>
<td>1</td>
<td>BBA 501</td>
<td>Business Policy &amp; Strategic Management</td>
<td>4 1 -</td>
<td>30 20 50</td>
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<td>100 150</td>
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<tr>
<td>2</td>
<td>BBA 502</td>
<td>International Business Management</td>
<td>4 1 -</td>
<td>30 20 50</td>
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<tr>
<td>3</td>
<td>BBA 503</td>
<td>Creativity and Innovation Management</td>
<td>4 1 -</td>
<td>30 20 50</td>
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<td>4</td>
<td>BBA 504</td>
<td>Investment Management</td>
<td>4 1 -</td>
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<td>Advertising and Sales Management</td>
<td>4 1 -</td>
<td>30 20 50</td>
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<td>PROJECT REPORT</td>
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<td>Seminar on Summer Training Project</td>
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<td>BBA 506</td>
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**TA** – Teacher’s Assessment

**CT** – Class Test

**ESE** – End Semester Examination

Grand total: \(-900 + 1000 + 900 + 900 + 900 + 900 = 5500\)

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## BBA – Third Year

### Semester – 6<sup>th</sup>

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<td>Entrepreneurship and Small Business</td>
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<td>2</td>
<td>BBA 602</td>
<td>Management of Services</td>
<td>4 1 -</td>
<td>30 20 50</td>
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<td>3</td>
<td>BBA 603</td>
<td>Organization Development and Change</td>
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<td>E-Commerce</td>
<td>4 1 -</td>
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<td>BBA 605</td>
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<td>BBA 606</td>
<td>Viva Voce and Seminar</td>
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**TA** – Teacher’s Assessment

**CT** – Class Test

**ESE** – End Semester Examination

Grand total: \(-900 + 1000 + 900 + 900 + 900 + 900 = 5500\)
FIRST YEAR
Semester – I

BBA-101 – Business and Management Concepts

Objectives
The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multifunctional approach to organisational objectives

Unit 1:
Fundamental of Business: Forms and choice of Business Organisation; Definition, functions, process, scope and significance of Management; Nature of management, Managerial roles, managerial skills and activities; Difference between management and Administration; Significance of values and ethics in Management.

Unit 2:
Evolution of management, thought, approaches of management; early evolution of management; Different schools of management thought; Functions of management.

Unit 3:
Planning and organisation nature, objectives and significance of planning, element and steps of planning; Decision making organising principles, Span of control. Line and staff relationship; Authority, delegation and decentralization; Effective organising, organisational structures; Formal and informal organisations; Staffing.

Unit 4:

Unit 5:
Controlling and coordination-Elements of managerial control, Control systems, Management control techniques, Effective control systems, Coordination concepts, Importance, Principles and techniques of coordination, Concepts of Managerial Effectiveness

Reference:
4. P. Robbins and Mary Coulter; Management, Pearson Education, New Delhi, 2001
9. Y.K. Bushan: Business Organisation and Management (M/s Sultan Chand & sons, New Delhi)
14. Terry and Franklin-- Principles of Management (All India Travellers Booksellers)
15. Joseph L. Massie- Essentials of Management (Prentice Hall of India)
16. Robert N. Lussier-M, Lissier-Management Fundamentals (South-Western College Publishing)
17. Dr. B.S. Mathur--Principles of Management (National Publishing House. Chaura Rasta, Jaipur)
18. M.J. Mathew-Business Management (Sheelsons. Jaipur)
19. G.S. Sudha --Business Management (R B S A, Jaipur)
BBA-102 – Financial Accounting

Objectives
To make the students understand the concept and basic accounting principles of financial accounting. To familiarize students with the mechanism of preparation, presentation and interpretation of financial statements.

Unit 1:
Financial accounting: Introduction, Meaning, nature, functions need, objectives; Accounting as an information system; Concepts, Conventions and Assumptions, Accounting Principles, Double entry Systems; Concept of business transaction, classification of accounts, rules of debit & credit.

Unit 2:

Unit 3:
Preparation of trial balance: Accuracy of trail balance; Accounting errors, rectification of errors, effects of errors on final accounts; Accounting for Bills of Exchange; Accounting for depreciation: Significance and methods; Inventory Valuation Methods and choice of methods, different types of reserves.

Unit 4:
Preparation of Final Accounts: Concept and measurement of income, matching of cost and revenue, difference between capital and revenue, Balance sheet concept and purpose, assets and liabilities, preparation of Trading accounts Profit and Loss account(only for sale proprietorship and partnership firms); Final Accounts With Adjustments.

Unit 5:
Accounting for consignment; Accounting for non profit organisations; Company Final Accounts: Books of Account, Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet, Preparation of Simple Company Final Accounts.

Reference:
5. Shukla and Grewal - Advance accountancy -Latest Ed.
6. Janeja,Sexena Accounting - Theories and practices (Kalayani publisher seventh received Ed.1993)
7. A.Mukherjee and M.Hanif: Modern accounting volume I&II
10. Sharma & Bhardwaj--Book-keeping & Accounting
12. R.L. Gupta & M. Radhaswamy--Advanced Accountancy I & II
BBA-103 – Business Mathematics

Objectives
The objective of the course is to provide basic knowledge of the concept of mathematics and some of the mathematical techniques having their application in the field of business.

Unit 1:

Unit 2:
Quadratic Equation: Methods of solving Quadratic Equations, Roots of Quadratic Equation, simultaneous Equations with Two or Three Unknowns; Binomial Theorem; General Term and Greatest term in the Expression \((x+y)^n\), Binomial Coefficient.

Unit 3:
Logarithms: Definition and Properties of Logarithms, Common Logarithms, Business Application of Logarithms, Functions: Algebraic, Logarithmic and Exponential Functions their Graphs Limit and Continuity

Unit 4:
Differentiation; Derivatives of Algebraic, Logarithmic and Exponential Functions, Minima and maxima, Business Applications of Differentiation Integral Calculus: Methods of Integration, Limited integration, Business Application of Integrated calculus.

Unit 5:
Determinants and Matrix; Definition and Types of Matrices, Transpose of matrix, Matrix Addition and subtraction, Multiplication of two Matrices, Matrix Inverse, Matrix applications in Business, Simultaneous Equations Solution By Matrix method.

Reference:
1. Grawoing Dennis Decision Mathematics
2. Sancheti D.C.Kapoor VR Business Mathematics
3. Prasad Gorakh Integral Calculus
4. Zmirudeen, Khanna, Bhambri Business Mathematics
5. Dramper and Klingman Mathematical Analysis Business and Economic Application
6. Mongia; Mathematics for Business and Economics, 2004
10. Zamiruddin; Business Mathematics, 1999
11. Sunderasam and Jayseelam; An Introduction to Business Mathematics
17. V.K.Kapoor: Operations Research
APPENDIX – 7/II - 12

BBA-104 – Business Communication

Objectives
The objective of the course is to acquaint the students with the knowledge of the communication written as well as oral required in the corporate world in its day to day functioning.

Unit 1:
Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 C's; Media of Communication: Types of communication; Communication models, barrier and bottlenecks in communication, corporate communication: Formal and informal communication networks, Grapevine, non verbal communication; Importance of communication in business world (Practical exercise in communication).

Unit 2:
Letter writing: Need, Functions, Principles, structure, planning, drafting, writing, re-writing, editing, Layout of letter writing; Different Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments; Memos in business communication, modern office techniques used in Business Communication; Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Office memorandums, Office orders; Press Release.

Unit 3:
Oral communication, public speaking, body language, presentation before the group, factors affecting presentation, effective listening, intervene skills, arranging and participation in group discussion, seminars and conferences.

Unit 4:
Aids to correct Business Writing: Practical grammar (basic fundamentals), Sentence errors; Punctuation; Vocabulary Building. Report writing: Writing skills, planning, drafting, writing, re-writing, editing, different types of business reports, structure, steps towards writing of different types of business reports, style of report writing

Unit 5:
Business Etiquettes: Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone; Handling Business Meetings; Role play on selected topics with case analysis and real life experiences.

Reference:
3. E.H.McGrath, S.J.; Basic managerial skills for all, fourth edition, Prentice Hall of India Pvt. Ltd., New Delhi,
4. Robinson, David; Business Etiquette, Kogan Page.
7. Convey, R. Stephen; The seven habits of highly effective people.
8. Rogets Thesaurus.
12. Lesikar R.V.; Petit J.D., Business Communication, All India Traveler bookseller.
13. Rajendra Paland J.S. Korlahalli-Essentials of Business Communication (Sultan Chand & Sons.)
15. C.B. Gupta-Business Communication & Customer Relations (Sultan Chand & Sons.)
17. Karl Erik Rosengren-Communication-An Introduction (Sage Publications)
19. Krishna Mohan and Meera Banerji-Developing Communication Skills(Macmillan India Ltd.)
BBA-105 – Business Economics

Objectives
The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multifunctional approach to organisational objectives.

Unit 1:
The Meaning, Scope and methods of managerial economics; Economics concept relevant to business; Demand and supply production; Distribution, Consumption and Consumption function, cost, price competition, monopoly profit, Optimizations, Margin & Average Elasticity, Micro & Macro Analysis.

Unit 2:
Demand Analysis and Business forecasting. Marketing Structure, Factor influencing Demand Elasticity and Demand Level, Demand analysis for various product and situations, Determinants of Demand for durable and non durable goods, long-run, derived and autonomous Demand, Industry & firm Demand.

Unit 3:
Production function Analysis: Factors of production, laws of production, Stages of production, Concept of cost and revenue. Break even points.

Unit 4:
Pricing Decision: Pricing and output decision under prefect and imperfect competition, oligopoly and monopoly, pricing methods products line pricing, specify pricing problems, price discrimination, price forecasting.

Unit 5:

Reference:
BBA-106 – General English

Objectives
This is essentially a language-based course. It aims at making students read English prose with a view to enlarging their comprehension of the language and encouraging them to develop reading habits. It also aims at giving them basic skills in grammar, widening their vocabulary and teaching them to write simple and correct English.

Unit 1:
Grammar - Words and Sentences, Verbs / Tenses, Questions / Questions Tags, Modal Verbs, The Passive

Unit 2:
Grammar - The Infinitive and The ING form, Nouns and Articles, Determiners, Reported Speech, Adjectives and Adverbs

Unit 3:
Grammar - Prepositions, Verbs with Prepositions and Adverbs, Pronouns, Relative, Clauses, Conditionals, Linking Words

Unit 4:
Compositions - Essay and Report Writing, Review Writing

Unit 5:

Reference:
3. Dr. Ravi S. Varma, “A Complete Course in Communication Skills” M/s Sheel Sons, Jaipur
4. V.N. Narayanswami “Strengthen your writing” Orient Longman Ltd.
7. Bhatnager & Bell “Communication in English” Orient Longman Ltd.
9. Other English Grammar books suggested by class teacher
BBA-107– Environment Studies

Note: Students have to pass this course, however the marks obtained in this will not be counted for deciding the division of the student.

Objectives
To understand the concepts of environmental science, complexity of ecosystems; Major environmental problems including their causes and consequences; Current and controversial environmental issues and possible solutions to environmental problems.

Unit 1:
Environment: Definition, scope and importance; Concept of an Ecosystem: Structure and function of an ecosystem; Producers, consumers and decomposers; Energy flow in the ecosystem; Food chains, food webs and ecological pyramids; Introduction, types, characteristic features, structure and function of the following ecosystem: (a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans)

Unit 2:
Biodiversity and Its Conservation: Introduction, definition: genetic, species and ecosystem diversity; Biogeographical classification of India; Value of biodiversity: Biodiversity at global, National and local levels; India’s Hot-spots of biodiversity; habitat loss, poaching of wildlife, man-wildlife conflicts; Endangered and endemic species of India; Conservation of biodiversity; Renewable and non-renewable resources.

Unit 3:
Environmental Pollution: Definition; Causes, effects and control measures of Air pollution; Water pollution; Soil pollution; Marine pollution; Noise pollution; Thermal pollution; Nuclear hazards; Solid waste management: Causes, effects and control measures of urban and industrial wastes; Role of an individual in prevention of pollution. Indian Environmental laws: Introduction to Environment Protection Act;

Unit 4:
Natural Disasters: Floods, earthquakes, cyclones, land slides, disaster management; Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Forest: Forest degradation and management, Hazard based environmental issues, Fast depletion of forest resources and their regeneration.

Unit 5:
From unsustainable to sustainable development; Urban problems related to energy; Water conservation, rain water harvesting, watershed management; Case studies; Environmental ethics: Issues and possible solutions.

Reference:
4. Agarwal, A, Narain; S. State of India’s Environment, Published by Centre for Science and Environment, ND,
12. N.Arumugam, V.Kumaresan Environmental Studies (UGC Syllabus), Saras Publication
Semester –II

BBA-201 – Organisational Behaviour

Objectives
The course aims to provide basic concepts, theories and techniques in the field of human behaviour at the individual, group and organisational levels.

Unit 1:
Introduction: Concept and nature of Organisational behaviour; Contributing disciplines to the field of O.B.; O.B. Models; Need to understand human behaviour; Challenges and Opportunities.

Unit 2:
Individual Behaviour: Self Concept; Ability; Learning – theories and reinforcement schedules; Values and Attitudes; Personality – determinants and traits; Emotions; Perception –Process and errors.

Unit 3:
Interpersonal Behaviour: Johari Window; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

Unit 4:
Group Behaviour & Team Development: Concept of Group and Group Dynamics; Types of Groups; Formal and Informal Groups; Theories of Group Formation; Group Norms, Group Cohesiveness; Group Think and Group Shift. Group Decision Making; Inter Group Behaviour; Concept of Team Vs. Group; Types of teams; Building and managing effective teams.

Unit 5:
Organisation Culture and Conflict Management: Organisational Culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation.

Reference:
6. Khanka, S.S.; Organisational Behaviour, Sultan Chand and Sons, New Delhi
11. A. K. Korman : Organisational Behaviour
12. Korman, Abrahim K - Organisational Behaviour
13. Singh and Chhabra - Organisation Theory and Behaviour
14. Khanka S S - Organisational Behaviour
15. Maslow A H - Motivation and Personality
BBA-202 – Basic Costing

Objectives
The primary objective of the course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of costing.

Unit 1:

Unit 2:
Material Costing: Meaning, types of inventory, issue and accounting, level of inventory, control techniques: ABC analysis, EOQ accounting for wastage, scrape, spoilage, defective, and obsolesates.

Unit 3:
Labour cost: Meaning, importance, types of cost contract labour, time keeping and control idle time, overtime and their treatment in cost accounting, labour turnover and its implication for cost, system of wage compensations.

Unit 4:
Overhead: Meaning, types, importance of overhead, treatment of various overhead with special reference to depreciation, interest on capital and research and development; Allocations of overhead; Absorption of overhead, under and over.

Unit 5:
Cost accounting and Records: Cost ledges, Reconciliation of Financial Accounting and Cost Accounting; Costing Methods: Unit costing; Process costing; Job and contract costing; Operating costing; Costing system for mines; (only Introductory Part) Cost control: Needs and technique of cost control.

Reference:
8. S.N.Maheswari:Cost accounting, Sultan chand & sons
9. S.P.Iyengar: Cost accounting, Sultan chand & sons
10. N. K. Prasad :Cost Accounting
11. B. M. L. Nigam ; Cost Accounting
12. M.N. Arora: Cost Accounting- Principles and practices
BBA-203 – Business Statistics

Objectives
The objective of this paper is to develop student’s familiarity with the basic concept and tools in statistics.

Unit 1:
Introduction to statistics: Definition, Functions of statistics, scope and importance or statistic, limitations and distrust of statistics, types of statistical methods.

Unit 2:
Data collection and Analysis: Types of data, primary and secondary, Methods of data collection, classification of data, characteristics of a graph, and their merits and demerits.

Unit 3:
Measures of central Tendency: Meaning and definition, Type of Average, Median, Mode, Arithmetic Mean, Geometric Mean, Harmonic mean, Advantage and Disadvantage of an Average, Median, Mode, Comparative study of Different Averages; Measures of Dispersion and skew ness.

Unit 4:
Measures of Correlation and Regression: Meaning and definition of correlation, Uses of Correlation, types of Correlation, problems of Correlation, Meaning, Definition of Regression, Difference between Correlation and regression, Type of Regression Analysis.

Unit 5:
Index Number, Time Series Analysis, Interpolation and Extrapolation; Theory of probability: Introduction & definition, Type of events, Rules of probability, Types of probability including Bayesian Theories and Mathematical expectation.

Reference:
1. Gupta S.P. – Statistical Methods, Sultan Chand and Sons, New Delhi
3. Gupta C B- An Introduction to Statistical Methods (Vikas)
7. Levin & Rubin: Statistics for Management, Prentice Hall India
15. Emory and Cooper - Business Research Method
17. B. N. Asthana: Elements of Statistics
BBA-204 – Business Law

Objectives
The objective is to acquaint the student with a basic and elementary knowledge about important business laws relevant to Business and Corporate World.

Unit 1:

Unit 2:

Unit 3:
The Negotiable Instrument Act, 1881 (sections -1 to 25,36,53,31, to 101 & 118,138 to 142): Definition; Essential features of Negotiable instruments; Types of Instruments and Endorsement; Kinds of N.I. Holder and Holder in Due Course, Negotiation by Endorsements; Parties to Negotiable Instrument; crossing of a cheque and Dishonour of a cheque.

Unit 4:

Unit 5:
The Companies Act 1956 (Basic elementary knowledge): Meaning & Nature of Company, types of companies, Functions, Duties, Liabilities and Rights of Promoters; Procedure of Registration; Memorandum and Articles of Association; Prospectus Statement in lieu of Prospectus, Shares – kinds, Allotment and Transfer, Debentures, Essential conditions for a valid meeting, Kinds of meetings and resolutions. Directors: Power and Duties, Appointment and Removal of Directors; Appointment and Role of Company Secretary.

Reference:
4. Dr. Singh, Avtar; Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi.
5. Avtar Singh--Mercantile Law (Eastern Book Co., Lucknow)
6. Dr. Avtar Singh : The Indian contract act,
14. Majumdar and Kapoor--Company Law and Practice (Taxman, New Delhi)
15. J. D. Jain : Indian Contract Act
16. Mulla : Mercantile Law
17. Kuchal MC - Mercantile Law
18. Shukla MC - A Manual of Mercantile Law
19. Gulshan and Kapoor--Busines Law
20. G.M.Kothari - A study by industrial Law
BBA-205 – Insurance

Objectives
The objective is to acquaint the student with a basic and elementary knowledge Insurance sector.

Unit 1:
Meaning, Function, Types, Origin and Development of Insurance; Role of Insurance in the Indian Economy; Basic Principle of Insurance; Insurance as a Risk Control Device and Risks Classification; Re-Insurance and Double Insurance.

Unit 2:
**Basic elements of life Insurance:** Life Insurance contract, Procedure of Life Insurance (from proposal to policy) Life policy conditions (Renewals, Loan, Surrender, Nomination & Transfer etc.) Life Insurance premium calculation and Mortality tables.

Unit 3:
Some Important plans of Assurance- Endowment, Whole life Non-medical policies, Group Insurance and Salary Saving Scheme. Settlement of claims under Assurance.

Unit 4:

Unit 5:
Organisational Structure of L.I.C., L.I.C. Agents; Privatisation of Insurance sector in India; Role of IRDA.

Reference:
1. Agrarwala A.N. ‘Insurance in India’
2. dinsdale W.A. & Mc Muride D.C. - ‘Elements of Insurance’
5. Nolkha R.L. ‘Elements of Insurance’
6. Sudha G.S. ‘Insurance’
7. Singhal J.P. ‘Insurance’
Objectives
This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and exposes them to other related papers of IT.

Unit 1:
**Basics of Computer and its evolution:** Evolution of computer, Data and Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software), Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of Input (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super), Different Generation of computers (I to V).

Unit 2:
Types of software (System and Application), Compiler and Interpreter, Generation of language (Machine Level, Assembly, High Level, 4GL), Different Number System (Decimal, Binary, Octal and hexadecimal) and their inter conversion (Fixed Point Only), Binary Arithmetic (Addition, Subtraction, Multiplication and Division).

Unit 3:
**Input and Output Devices:** Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type (VGA, SVGA and XGA), Printer and its type (Impact and Non-Impact with example), Plotter; Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and its type (CD ROM, DVD ROM).

Unit 4:
**Computer Memory:** Primary Memory (ROM and its type – PROM, EPROM,EEPROM, RAM) Secondary memory, Operating System Concept: Introduction to operating system; Function of OS, Types of operating systems, Booting Procedure, Start-up sequence, Details of basic system configuration, Important terms like Directory, File, Volume, Label, Drive name, etc.

Unit 5:
**Concept of Data Communication and Networking:** Networking Concepts, Types of networking (LAN,MAN AND WAN), Communication Media, Mode of Transmission (Simplex, Half Duplex, Full Duplex), Synchronous and Asynchronous Transmission, Different Topologies; The Internet and Web.

Reference:
2. Chien E Chao- Introduction to Microcomputer and its application
3. Davies P.J.: Exploiting MD-DOS
4. Thomas Serliner: The Illustrated lotus-123
5. Hollerbach: Word Processing
6. V. Rajaraman: Fundamental of computer
10. Simkin Marg G: Information System
11. Taxali: PC Software
12. Leon and Leon; Introduction to Information Technology, Leon Tech World.
16. Jain, V. K.; Computers and Beginners
17. Raja Raman: Computer fundamentals, V. Phl, New Delhi
18. Jain, V. K.: Personal Computer software
19. Stultz: Learn DOS in a Day
20. Raja Raman: System Analysis and Design
BBA-207 – Computer Application (Lab Work)

Objectives
Development of basic understanding of computers and practical application in management.

Unit 1:
Operating Systems (Working knowledge at Common Users Level only) Overview of important DOS commands, working with Windows: Installation, Scandisk, Control Panel, Taskbar, Toolbars, Display Settings (Background, Wallpaper, Screensaver, Desktop Themes); Windows Explorer.

Unit 2:
Files and Folder management, Finding Files and Folders, Formatting Disks and Copying files, Printer Settings, Modem Installation. Mouse Installation, Adding and Removing Programs, Active Desktop Concepts; Winzip and its applications; Norton Antivirus and its use; Use of Calculator, Paintbrush, winamp, MPEG Player, and Windows Help.

Unit 3:
Word Processing Software-MS Word Entering; Editing and Formatting Text; Document Formats (Page Size and Orientation, Headers and footers; Columns and Sections; Page layout), Spelling and Grammar Checkers; Thesaurus; Find and Replace; Cut and Paste, Tables and formatting tables, Mail Merge, Styles and Templates)

Unit 4:
Introduction to Spreadsheet Package-MS Excel: Tables, Values, Dates, Formulas, Cell reference; Formats Functions; Templates, Charts and Maps, Analyzing data in a spreadsheet.

Unit 5:

Reference:
1. Sinha, P. K.: Computer fundamentals
2. Leon and Leon; Introduction to Information Technology, Leon Tech World.
6. Jain, V.K.; Computers and Beginners
7. Norton, Peter; DOS 5.0/6, 2000.
10. Chien E Chao- Introduction to Microcomputer and its application
12. Working with window
13. Working with Microsoft Office.
15. Satish Jain ; Website Development - ‘O’ Level ; Doeace Society.
SECOND YEAR
Semester –III

BBA-301 – Values & Ethics in Business

Objectives
The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavours to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.

Unit 1:
Introduction: Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business. Management of Ethics: Management process and ethics, managerial performance, ethical issues, ethos of Vadanta in management, Hierarchism as an organisational value.

Unit 2:
Corporate Social Responsibility & Consumer Protection: Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology.

Unit 3:
Understanding Progress, Results & Managing Transforming: Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformation. Understanding Success: Definitions of success, Principles for competitive success, pre-requisites to create blue print for success. Successful stories of business gurus.

Unit 4:
Knowledge and Wisdom: Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management.

Unit 5:

Reference:
2. Chakraborty, S.K.; Human values for Managers
BBA-302 – Quantitative Techniques

Objectives
The objective is to provide basic knowledge of the concept of quantitative techniques having their application in the field of Business.

Unit 1:
Quantitative Techniques: An Introduction, Statistical and operations Research techniques, Scope and application of quantitative techniques, Scientific approach in decision making. Limitation of these techniques. Decision Theory
Linear Programming: Graphical and Simplex Solutions of LPP. Primal and its duel.

Unit 2:
Transportation and Assignment Problems.

Unit 3:
Network Analysis: Programme Evaluation and Review Technique (PERT) and critical path Method (CPM), Cost Analysis and Crashing the Network.

Unit 4:
Theory of Games and Queuing Models

Unit 5:
Replacement Theory: Replacing of items that deteriorate with time, Time value of money concept and replacement of items that fails suddenly. Simulation: Advantages, Limitations, Monte casio Method.

Reference:
1. Kothari, CR, Quantitative Techniques, N. Delhi: Vikas publishing
5. Kapoor V.K. ‘Operation Research’ Sultan Chand, New Delhi
10. Akhilesh K B and Balasubramanyam S- Quantitative Techniques (Vikas)
BBA-303 – Banking Law and Practice

Objectives
To acquaint the student with a basic and elementary knowledge of the subject.

Unit 1:
Banking Legislations in India – Reserve Bank of India Act.1934; Main provisions of the Banking Regulation Act 1949; Banking Companies (Acquisition undertaking and Transfer)

Unit 2:
Definition of term Banker & Customer – General and Special Relationship; Termination of relationship; Opening and operations of different kinds of bank accounts & their special features; Types of Customers (Practical Problems).

Unit 3:
Negotiable Instruments – Concepts and Elements; Practice & law relating to Negotiable Instruments; Types – Cheques , Bill of exchange, promissory notes; Endorsement, Crossing, Presentation, Maturity( Elementary Knowledge); Payment in due course; Paying and Collecting – Rights, Duties, and Precautions (Practical Problems); Dishonour, Noting and Protesting of Negotiable Instruments.

Unit 4:
Investment and Landing of Bank Funds; Legal provisions regarding loans & advances, general principles of sound lending; Types of securities & secured advance like lien, pledge, hypothecation & mortgage; Non Profitable and Profitable investments of funds (Cash Reserves, Statutory Reserves); Bankers Advance against Marketable Securities.

Unit 5:

Reference:
1. Varshney : Banking Law and Practice
2. B. M. L.: Nigam Banking Law and Practice
3. Tannon : Banking Law and Practice
4. Davar S. R. – Banking Law and Practice
5. Shrivastava P.K. - Banking Theory and Practice
BBA-304 – Management Accounting

Objectives
The objective is to provide basic knowledge of the science of Accounting, interpretation of financial statements and to develop an Understanding of Accounting Tools, Techniques and information and their Uses in Managerial Decision Making Course Contents.

Unit 1:
Introduction to Management Accounting: Nature, scope, Significance, and functions of Management Accounting; limitation of management accounting; Management Accounting VS Financial Accounting; Management accounting VS Cost Accounting; Role of management accounting in decision making.

Unit 2:
Cost analysis: Absorption and variable costing, understand about cost behaviour, fixed, variable, semi-variable cost.
Cost-volume-profit analysis: Concept of break-event point volume relation, margin of safety, angle of incidence, BEP char, profit graph.

Unit 3:
Decisions Involving Alternative Choices: Concept of Relevant Costs, sunk cost, programme cost, , Steps in Decision Making, Decisions regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-down or continue.

Unit 4:
Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, Preparation of Different Types of Budgets, capital expenditure budgeting and cash budget; Fixed and Flexile Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres; forecasting profit and loss accounts and balance sheet

Unit 5:

Reference:
9. Anthony, RN and Welsh, GA - Fundamentals of Management Accounting
10. Gupta, RL - Advanced Accountaney
11. Shukla and Grewal - Advanced Accounts
12. Jain & Narang: Cost Accounting
BBA 305 – Taxation Laws

Objectives
To acquaint the student with a basic and elementary knowledge of the subject.

Unit 1:

Unit 2:
Income Tax Act 1961: Computation of tax under different heads: Salary, House Property, Business or Profession,

Unit 3:
Computation of Income from Capital gains, Income from other source. Rebates and Relief’s, Set off and carry forward of losses, Exempted incomes, deduction from gross total income. Deduction of tax at source;

Unit 4:
Payment of advance tax, law relating to maintenance of books, accounts and vouchers. Assessment of individuals, Tax liability of HUF (simple problems).

Unit 5: Service Tax (Finance Act 1994)
Salient features taxable service, registration and records required, service tax return, determination of the value of taxable service.

Reference:
4. ICAI; Service Tax, Guidelines.
5. Students Guide to Direct Taxes : Dr. V. K. Singhania
6. Direct Taxes : Bhagwati Prasad
7. Direct Taxes : Dinkare pagare
BBA-306 – Business Environment

Objectives
The objective is to educate the students on the role of business in modern society. Emphasis is placed on the significant relationship, which exists between business and the social, legal, political, economic, financial and fiscal environment in India; Also to analyze the competitive business environment.

Unit 1:

Unit 2:

Unit 3:

Unit 4:

Unit 5:

Reference:
7. Ghose A N - Indian Economy-Its nature and Problems
8. Agarwal A N - Emerging Dimensions of Indian Management
9. Datta R & Sundharan KPM -Indian Economy
10. Adhikari M - economic Environment of Business
11. P.K.Ghosh: Business Environment
BBA-307 – Languages Lab.

Note: Students have to pass this course, however the marks obtained in this will not be counted for deciding the division of the student.

**Unit 1:**
Phonetic symbols and transcription

**Unit 2:**
Listening Skills and comprehension

**Unit 3:**
Conversation practice, perfecting English sounds, pronunciation, stress and intonation etc.

**Unit 4:**
Vocabulary building, synonyms and antonyms, one word for many words commonly misspelt and mispronounced

**Unit 5:**
Practice of Seminar presentation, Group discussion and Interview skills.
Semester – IV

BBA-401 – Business Research

Objectives
The objective of this paper is to understand the various aspects of Research, identify the various tools available to a Researcher. Research can help the Managers in decision making.

Unit 1:
Introduction of Business Research: Define Research, aims and objectives of Research. Applications of Research, marketing information system, evaluation and control of Research, value of information in decision making, steps in Research; Research Design: Formulating the research problem, choice of research design, types of research design; Sources of experimental errors.

Unit 2:
Sample and Sampling Design: Some basic terms, advantages and limitation of sampling, sampling process, types of sampling, types of sample designs, testing of hypothesis, determining the sample size, sampling distribution of the mean. Scaling Techniques: The concept of attitude, difficulty of attitude measurement, types of scales, criteria for good test, use of scaling in Business Research.

Unit 3:
Data Collection: Methods of data collection: secondary data, sources of secondary data, primary data, collection of primary data observation, questionnaire, designing of questionnaire, interviewing.

Unit 4:

Unit 5:
Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report, writing a report format, evaluation of research report.

Reference:
1. C.R . Kothari, Research Methodology Methods & Techniques, 2/e, Wishwa Prakashan
2. Sangeeta Agrawal “Business Research”
8. Boyd and Westfall: Marketing Research
9. Cooper- Business Research (Tata Mcгрaw-Hill)
10. Gupta,S.P. Statistical Methods, 30th ed" Sultan Chand, New Delhi
22. K.V. Rao : Research Methodology
BBA-402 – Financial Management

Objectives
The objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

Unit 1:
Introduction: Meaning, Scope, role and objectives of financial management, Organisation of finance function, relationship of finance function with other functions.

Unit 2:
Investment Decisions: Return on investment, method of evaluation of capital investment proposals, pay back, accounting rate of return, discounted cash flow technique: Rate of return, Discounted cash flow techniques: NPV, profitability Index/ cost benefit ratio and internal rate of return.

Unit 3:
Cost of capital meaning: Significance and computation; Financing decision, financial Planning, capitalization and capital structure, source of finance ;Equity V/s Debt, new instrument of finance, Money markets and capitals markets.

Unit 4:
Divided Decisions: Meaning, Scope and determination of income dividend policy: Theories and method of dividend payment retained earnings.

Unit 5:
Operating Funds Management: Concept, determinants and source of working capital, Inventory, receivable and cash management. Tools or financial Analysis: Ratio, fund flow and cash flow analysis, Break even analysis and leverage.

Reference:
BBA-403 – Marketing Management

Objectives
The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

Unit 1:
Introduction to Marketing: Nature, scope and importance of marketing, basic concepts, marketing environment, Market segmentation, targeting and positioning.

Unit 2:

Unit 3:
Pricing Decisions: Designing pricing strategies and programmes, pricing techniques.

Unit 4:
Place: Types of channels, meaning & importance, channel strategies, designing and managing value network and marketing channel, managing retailing, physical distribution, marketing logistics and supply chain management.

Unit 5:
Promotion: Advertising-meaning and importance, types, media decisions, promotion-promotion Mix, Personal Selling-Nature, importance and process, direct marketing, Sales Promotion (push versus pull study).

Reference:
9. Stanton WJ - Fundamentals of Marketing
10. Rusenberg L J – Marketing
11. Ramasami & Nama Kumari - Marketing Management
Objectives

The objective of the course is to familiarize students with the different aspects of managing people in the organisation through the phases of acquisition, development and retention.

Unit 1:

Unit 2:
Manpower planning and Procurement: Job analysis, Job description and specifications, HR planning, recruitment, selections, placements, induction.

Unit 3:
Training and Development: Concept, purpose, process, method, responsibility for training and development.

Unit 4:
Performance appraisal: Promotions and transfers, career planning and development.

Unit 5:

Reference:

13. Daver R.S.; Personnel Management and Industrial Relations
14. S.C.Jain and Mathur: Performance Appraisal
BBA-405 – Production & Operation Management

Objectives
The objective of the course is to give first hand information and knowledge to the students to understand the basics of the production areas and its management.

Unit 1:
Introduction to production and operations Management, Type of production systems, forecasting, capacity planning, location and layout.

Unit 2:
Production, planning and control; aggregate planning; Manufacturing resource planning; Line balancing; PERT/CPM (elementary).

Unit 3:
Inventory control, relevant cost, elementary Models, price breaks model, selective control, Material requirement planning, elementary probability Models.

Unit 4:
Concept and definition of quality, quality cost, statistical quality control, control charts, acceptance sampling, Maintenance types and cost.

Unit 5:
Operational Management in service. Contemporary issue.

Reference:
6. Adam and Ebert: Production and operational Management PHI (Indian Edition)
BBA-406 – Business Information System

Objectives
The objective of the course is to acquaint the students about the concept of information system in business organisations, and also the management control systems.

Unit 1:
Introduction to MIS: Concept of MIS, role of MIS, objectives of MIS, emergence of MIS, MIS and computers Impact of MIS, systems approach to MIS Advantages, and disadvantages of computer based MIS; Information : Classification of information, levels of information, Levels of information, Methods of data and Information collection value of Information,

Unit 2:
System Analysis and Design: Introduction, System Analysis for existing system, system analysis for new requirements, MIS and system or systems analysis, cost benefit analysis.

Unit 3:
Development of MIS: Determining the Information requirements Development of MIS Implementation of MIS, Factors responsible for development of MIS, Evaluation of MIS.

Unit 4:
Information system for decision making Decision-making and MIS, decision making concepts organisational decision-making, MIS and decision making concepts. MIS as technique for programme decisions, Decision support system; MIS and role of DSS.

Unit 5:
Data base Management systems: Data base Management systems: Data base concepts, data base models; Network : Introduction, topology, LAN and WAN, Data communication; MIS in operations: MIS for Finance, MIS for Marketing MIS for production, MIS for Human resource Management, MIS for marketing.

Reference:
2. Kenter J “Management Information System” Prentice Hall Of India, New Delhi
5. Locus, Analysis, Design and Implementation of Information System (McGraw-Hill Book Co.)
7. Bruch and Grudnitski : information system-Theory & Practice
8. Gardenas A : Data Base Management system.
19. Dranell, Rick; HTML 4 unleashed, Techmedia Publication.
THIRD YEAR
Semester – V

BBA-501 – Business Policy & Strategic Management

Objectives
The objective is to develop an understanding of the concept of corporate strategy-formulation, implementation and its evaluation.

Unit 1:

Unit 2:
Corporate Planning, Concept of Planning, Planning Process, Types of Planning, Strategic Planning, Strategic Decision Making, Mission, Objectives and Goals.

Unit 3:

Unit 4:

Unit 5:
Strategy Evaluation and Strategic Controls; An Overview of Strategic Evaluation and Control; Strategic Control.

Reference:
BBA 502-International Business Management

Objectives
The objective is to provide elementary knowledge to the students about international business and environment.

Unit 1:
Meaning, need for International Trade, distinction between foreign trade and domestic trade. Need for separate theory of international trade. Classical and neo-classical theories of international trade Gains from international trade.

Unit 2:
Balance of trade, Balance of payments, Disequilibrium in balance of payments; Causes, Consequences and Cures. Rationale for globalization, Liberalization and Privatization

Unit 3:

Unit 4:
FOREIGN EXCHANGE: Meaning and need, Theories for exchange rate determination Mint parity theory, Purchasing Power parity Theory, Balance of payment theory.

Unit 5:
Direction and Composition of India’s foreign trade, recent trends, export promotion policies. International Liquidity Problems. I.M.F. and W.T.O.

Reference:
1. Negandhi A.R. “International Management” Practice Hall Of India, New Delhi, 1987
16. Taggart- The Essence of International Business (PHI)
BBA 503-Creativity and Innovation Management

Objectives
The objective is to provide elementary knowledge to the students about Creativity and Innovation.

Unit 1:
The Winning Edge: Concepts of Creativity and Innovation – Importance – Characteristics Common to Creative people and Innovators – Steps to develop Creativity – Provocation and Creativity – Creative Personality Creative Period – Group Creativity Theories – Creativity and Innovation – Significance to Competition Barriers to Creativity and Innovation.

Unit 2:

Unit 3:

Unit 4:
Improvement Management: Coping with change – Customer Focus – Employee Focus – Focus on quality – Focus on Productivity – Focus on Cost – Sharing and Learning.

Unit 5:

Reference:
BBA-504 – Investment Management

Objectives
The objective of this course is to impart knowledge to students regarding the theory and practice of Investment Decision Making Process.

Unit 1:

Unit 2:
New Issue Market and stock Exchange, Mechanics of Floating new issues and security trading, stock exchange: membership listing of securities stock exchange and legal control security and exchange, Board of India and its function capital issue control

Unit 3:
Fundamental and general market analysis, Technical analysis Price charts and stocks company analysis selection techniques valuation models of equity, preference convertible debt securities investment objectives Constraints and alternatives forms.

Unit 4:
Traditional portfolio management; Modern portfolio theory portfolio construction models methodology and uses.

Unit 5:
Diversification and un-diversification and un diversification risks, Intersect rates, Dividend policies, Tax beneficial schemes and financial intermediaries.

Reference:
1. Frederie’ atnling: Investment (Prentice Hall)
4. Doughall and Corrigan: Investment (Prentice Hall)
8. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management.6/e, PHI, N.D.
BBA-505 – Advertising and Sales Management

Objectives
The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective Advertising and Sales Management.

Unit 1:
Advising: Advertising Concept, definition and objectives, advertising copy. Marketing communication models.

Unit 2:
Advertising its place in marketing – different kinds of advertising. Advertising art & layout, advertising effectiveness.

Unit 3:

Unit 4:
Sales management an introduction: personal selling and salesmanship-nature & scope; organization of sales department. Sales quotas and budgets.

Unit 5:
Marketing channels concepts: channel participants, designing marketing channel, channel management, transporting & warehousing; channel control.

Reference:
1. Aaker, David A and Myera John G. : Advertising Management (Prentice Hall of India)
3. Ogilvy D. Longman publication: Ogilvy on Advertising
4. Chunnawala: Advertising Management
10. Charless Futrell: Sales Management Decisions Strategies & Cases
11. Charless Futrell: Sales: Sales Management
12. Stem and Ansari: Marketing Channels
13. Rosen Bloom: Marketing Channels: Management View
17. Chunnawala : Advertising Management
BBA-506 – Summer Training Project

Objectives
To enable the student to practically observe and participate in management problems and situations in a real-life organisation and to report the facts, observations and inferences on the basis of Summer Training.

Methodology:
The report will be based on Summer Training undertaken by the student who will be assigned to a reputed organisation during the Summer Vacation between second and third semester. The training will be for a minimum period of 45 working days. The report will consist broadly of two parts. First part will be an introduction to the organisation covering various aspects such as brief history, organisation structure, financial performance, and products, services etc. Second part of the training report will be based on the practical project assigned by the organisation which will be undertaken on the basis of the standard research methodology in management. The report should contain practical suggestions and recommendations that could be considered for implementation by the organisation. Size of report should not be less than 100 pages. The candidate will make a class presentation on the basis of the report, outlining the objectives, methodology adopted, recommendation etc. and the faculty members and students could ask question or seek clarification. Three copies of the report will be submitted. The report will be examined on the basis of Viva-voce conducted by a board of examiners appointed by Head of Department, and will consist of two examiners. Head of the Department will be the chairman of this board. Due consideration will be given to the remarks provided by the organisation on the performance, conduct, and behaviour of the candidate as well as the quality of class presentation.
Semester – VI

BBA-601 – Entrepreneurship and Small Business

Objectives
The objective is to provide adequate knowledge to the students for setting up of small scale business Organisation and Industry.

Unit 1: 
Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur; leadership; risk taking; decision making and business planning

Unit 2: 
promotion of a Venture: Opportunities analysis; external environmental analysis-economic, social and technological; competitive factors; legal requirements of establishment of a new unit and rising of funds; Venture capital sources and documentation required.

Unit 3: 
Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organising EDP’s critical evaluation.

Unit 4: 
Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution, forex earnings, and augmenting and meeting local demand.

Unit 5: 
SSI: meaning, importance, characteristics, advantages and problems of SSIs. Steps for starting a small industry, guidelines for project report, registration as SSI; Assistance to SSI: need for incentives & subsidies, need for institutional support, role of government and other institutions.

Reference:

2. Vasant desai: Management of a small scale industry (himalya publishing house)
6. Tandon B.C.; Environment and Entrepreneur; Chug Publications, Allahabad
7. Siner A david: Entrepreneurial Megabuks; John Wiley and Sons, New York
9. Bhanu Sali : Entrepreneurship Development
10. Sarvanaval P.: Entrepreneurial Development
BBA-602– Management of Services

Objectives
The objective of this paper is to develop understanding of basic aspects of Service sector and familiarize the student with various Services and related matters.

Unit 1:
*Meaning of Services*: Concept – Goods and Services – Salient features of Services – Importance, Growth and Development of Service Sector in India; Classification of Services: Infrastructure of Services – Business Oriented Services – Trade Services – Social and Personal Services and Public Services.

Unit 2:

Unit 3:

Unit 4:

Unit 5:
*Management of Consultancy Services*: Concept, Scope and Importance – Main Types of Consultancy Services – Legal, Technical Financial and Taxation, Managerial; M.I.S. Pricing Strategies – Consultancy Organisation in India

Reference:
2. Valarie A. Zeithaml & Mary Jo. Bitner :- Services Marketing – Tata Mcgraw hill
4. Shiv Shankar “Service Marketing”.
5. Vasanti Venugopal Raghu V.N. “Service Marketing”.
7. Seth Prem Nath, “ Successful Tourism Management”.
BBA-603: Organization Development and Change

Objectives
To familiarize the students with basic organizational processes to bring about organizational development and change.

Unit 1:
Organization Development (OD)
Definition, Characteristics and underlying assumptions of OD, value of OD, assumption about people,

Unit 2:
The concept of system, system of terminology, operational diagnostic, action and process maintenance components of OD, action research approach, uses and varieties of OD.

Unit 3:
OD interventions
Nature of OD interventions, some classifications, climate for OD interventions, comprehensive interventions Confrontation meeting survey feedback, liket’s system of management, and OD contingency theory of Lawrence and Lorsch.

Unit 4:
Organizational change
Management of Organizational change, determinants of Organizational change, alternative change strategies, Process of change,

Unit 4:
Change Effectiveness and Development Skills and Change Agent. Evaluating organizations: internal and external criteria, perspective and framework,

Reference:
BBA- 604 – E-Commerce

Objectives
The objective of this paper is to develop understanding of basic aspects of e-commerce.

Unit 1:

Unit 2:
Business to Business Electronic Commerce: Inter-organizational transactions, Electronic markets, Electronic data interchange (EDI), EDI: the nuts and bolts, EDI and Business Inter organizational E-Commerce.

Unit 3:

Unit 4:

Unit 5:

Reference:
1. Developing E-Commerce Systems by Jim A. Carter PHI.
BBA-605 – Materials Management

Objectives
The objective is to provide adequate knowledge to the students for setting up of small scale business Organisation and Industry.

Unit 1:
Objectives of materials management, organization of material function, materials planning, codification & standardization, value analysis in material management.

Unit 2:
Warehousing management, purchasing cycle, materials handling, vendor rating, contract management

Unit 3:
Legal aspects of buying, spare parts management, material requirement planning, capacity management

Unit 4:
Forecasting, Products & Processes, Just-in-time manufacturing, TQM, Incoming material quality

Unit 5:
Cost-effectiveness & performance management, material management information system, stores management, material management-cases

Reference:
BBA-606 – Viva Voce and Seminar

Objectives
To test the understanding of students of all the courses learnt by them in BBA with special emphasis on evaluating the development of skills in analysing and interpreting practical business problems through the application of theory, concepts and techniques of management.

Methodology:

The Viva –Voce shall be conducted at the end of the Sixth Semester and will be based on all the courses in the BBA curriculum involving the seminar presentation. The Viva – Voce will be conducted by a Board of Examiners, appointed by the Head of Department and will consist of two examiners. The awards will be countersigned by the Head of the Department.