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BBA COURSE STRUCTURE

Implemented w e f Session 2004

The course contents of scheme are exactly same as per the scheme applicable for 2002 batch and onward. Only change is the paper CE-216 Environmental Science has been introduced in the sixth semester as per the directions of Hon'ble Supreme Court.

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BBA - COURSE STRUCTURE AND TEACHING SCHEME

		L	T	P	Marks Int.	Marks Ext.	Total Marks	Duration of Exam. Hrs.
Semester I								
BB101	Principles of Management	60	00	00	40	60	100	3 Hrs.
BB102	Business Mathematics	60	00	00	40	60	100	3 Hrs.
BB103	Microeconomics	60	00	00	40	60	100	3 Hrs.
BB104	Organization Behavior	60	00	00	40	60	100	3 Hrs.
BB105	Business Communication – I	60	00	00	40	60	100	3 Hrs.
BB106	Introduction to Computers - I	60	00	00	40	60	100	3 Hrs.
Semester II								
BB201	Financial Accounting	60	00	00	40	60	100	3 Hrs.
BB202	Macroeconomics	60	00	00	40	60	100	3 Hrs.
BB203	Business Laws – I	60	00	00	40	60	100	3 Hrs.
BB204	Human Resource Management	60	00	00	40	60	100	3 Hrs.
BB205	Business Communication – II	60	00	00	40	60	100	3 Hrs.
BB206	Introduction to Computers – II	60	00	00	40	60	100	3 Hrs.
Semester III								
BB301	Indian Economy	60	00	00	40	60	100	3 Hrs.
BB302	Marketing Management	60	00	00	40	60	100	3 Hrs.
BB303	Cost and Management Accounting	60	00	00	40	60	100	3 Hrs.
BB304	Business Statistics	60	00	00	40	60	100	3 Hrs.
BB305	Production and Operations Management	60	00	00	40	60	100	3 Hrs.
BB306	Seminar	60	00	00	100	00	100	3 Hrs.
Semester IV								
BB401	Research Methodology	60	00	00	40	60	100	3 Hrs.
BB402	Financial Management	60	00	00	40	60	100	3 Hrs.
BB403	Consumer Behavior	60	00	00	40	60	100	3 Hrs.
BB404	Business Laws – II	60	00	00	40	60	100	3 Hrs.
BB405	Quality Management	60	00	00	40	60	100	3 Hrs.
BB406	Introduction to Database Management Systems	60	00	00	40	60	100	3 Hrs.
Semester V								
BB501	Business Environment	60	00	00	40	60	100	3 Hrs.
BB502	Project Management	60	00	00	40	60	100	3 Hrs.
BB503	Advertising and Sales Management	60	00	00	40	60	100	3 Hrs.
BB504	Marketing Research	60	00	00	40	60	100	3 Hrs.
BB505	Management Information Systems	60	00	00	40	60	100	3 Hrs.
BB506	Seminar on Training Report	60	00	00	100	00	100	3 Hrs.
Semester VI								
BB601	Corporate Strategy	60	00	00	40	60	100	3 Hrs.
BB602	Entrepreneurship	60	00	00	40	60	100	3 Hrs.
BB603	Services Marketing	60	00	00	40	60	100	3 Hrs.
BB604	Business Laws – III	60	00	00	40	60	100	3 Hrs.
BB605	Banking and Working Capital Management	60	00	00	40	60	100	3 Hrs.
BB606	Project Presentation	60	00	00	100	00	100	3 Hrs.
CE-216	Environmental Science				40	60	100	

Note: A team of two examiners will evaluate the Final Research Project. There will be one external and one internal examiner, each evaluating out of 100 marks. The institute will select and invite an external examiner for the evaluation.

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BBA COURSE STRUCTURE

SEMESTER – I

BB101	**Principles of Management**
BB102	**Business Mathematics**
BB103	**Microeconomics**
BB104	**Organization Behavior**
BB105	**Business Communication – I**
BB106	**Introduction to Computers - I**

SEMESTER – II

BB201	**Financial Accounting**
BB202	**Macroeconomics**
BB203	**Business Laws – I**
BB204	**Human Resource Management**
BB205	**Business Communication – II**
BB206	**Introduction to Computers – II**

SEMESTER - III

BB301	**Indian Economy**
BB302	**Marketing Management**
BB303	**Cost and Management Accounting**
BB304	**Business Statistics**
BB305	**Production and Operations Management**
BB306	**Seminar**

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SEMESTER – IV

BB401	**Research Methodology**
BB402	**Financial Management**
BB403	**Consumer Behavior**
BB404	**Business Laws – II**
BB405	**Quality Management**
BB406	**Introduction to Database Management Systems**

SEMESTER – V

BB501	**Business Environment**
BB502	**Project Management**
BB503	**Advertising and Sales Management**
BB504	**Marketing Research**
BB505	**Management Information Systems**
BB506	**Seminar on Training Report**

SEMESTER - VI

BB601	**Corporate Strategy**
BB602	**Entrepreneurship**
BB603	**Services Marketing**
BB604	**Business Laws – III**
BB605	**Banking and Working Capital Management**
BB606	**Project Presentation**
CE-206	**Environmental Science**

NOTE: Students are required to undergo Summer Training for six to eight weeks during the summer break between fourth and fifth semester.

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PRINCIPLES OF MANAGEMENT

Max. Marks: 100
External Assessment: 60
BB101 **Internal Assessment: 40**

Management and its various functions

Definition of management: nature and scope, organizational objectives, management by objective

Planning: nature, purpose and functions, types, steps in planning,

Decision making and its process

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span, Graicunas formula,

Departmentation: definition, departmentation by function, territory, product/service, customer group and matrix organization

Authority: definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: definition, manpower management, factors affecting staffing, job design, selection process, techniques, performance appraisal: need and process

Communication; importance, process, barriers and breakdown of communication

Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices,

Social responsibility and business ethics

References:

1. **Koontz & Weirich**: Essentials of Management (Tata McGraw Hill)
2. **L.M. Prasad**: Principles & Practices of Management
3. **Stephen Robbins**: Management

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BUSINESS MATHEMATICS

BB-102

Max. Marks 100
External Assessment 60
Internal Assessment 40

Set theory, logical statements and truth tables, real number system, linear and quadratic equations. Permutations and combinations.

Binomial theorem, arithmetic and geometric progressions, functions, limitations and continuity, differential calculus (including maxima and minima; excluding trigonometric functions).

Matrices: Simultaneous equations by Cramer's rule, Matrix Inversion method, Guass Elimination method.

Logarithms: Law of operation, Log tables, compound interest and depreciation.

References:

Sancheti and Kapoor **: Business Mathematics**

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MICROECONOMICS

BB-103

Max. Marks 100
External Assessment 60
Internal Assessment 40

Microeconomics: meaning nature and scope. Basic concepts of economics: Static and dynamic approaches, equilibrium, utility, opportunity cost, marginal and incremental principles. Microeconomics and Business.

Theory of demand: Nature of demand for a product, individual demand, market demand, determinants of demand. Elasticity of demand and its determinants. Demand as multivariate function.

Theory of Consumer Behavior: Utility analysis, indifference curve analysis, applications of indifference curves.

Theory of production and costs: The concept of production function, production with one and two variable inputs, optimal input combination, theory of cost in short run and long run, revenue function.

Theory of firm and market organization: Breakeven analysis, pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly: cournot model, kinked demand curve and price leadership.

References

1. Koutsoyiannis : Modern Microeconomics
2. Varshney & Maheshwari : Managerial Economics
3. Mote, Paul & Gupta : Managerial Economics
4. Ferguson & Gould : Microeconomics

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ORGANIZATION BEHAVIOUR

BB-104

Max. Marks 100
External Assessment 60
Internal Assessment 40

Introduction: meaning of organizational behaviour and its relevance in today's business environment.

Individual behaviour in organization: understanding self; perception – nature and importance, perceptual selectivity, stereotyping, halo effect.

Learning and its theories, behaviour modification, attitudes, personality; meaning, self-concept, self-esteem, major determinants of personality.

Motivation; types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Group behaviour in organization: group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation.

Dynamics of managerial leadership: leadership styles, trait approach, behavioral approaches, and managerial grid.

Inter- personal behaviour in organization:
Transactional analysis
Management conflict
Stress management

References:

1. **Robbins**: Organisation Behaviour (Prentice Hall)
2. **Fred Luthans**: Organization Behaviour (McGraw Hill)
3. **L.M. Prasad**: Organisation Behaviour (Sultan Chand & Sons)

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BUSINESS COMMUNICATION – I

BB-105

Max. Marks 100
External Assessment 60
Internal Assessment 40

Business Communication – its meaning & importance. Barriers to effective communication, basic model & communication.

Essentials of effective business communication.

Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction.

Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular)

Correct word usage – Homonyms, Antonyms and Synonyms.

Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.); job application, leave application.

Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct.

References:

Hewings, Martin: Advanced English Grammer
Cambridge University Press

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INTRODUCTION TO COMPUTERS – I

BB-106

Max. Marks 100
External Assessment 60
Internal Assessment 40

Computer Fundamentals : What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers.

Computer hardware and software. Input/Output devices.

DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK.

Windows: Difference between windows and DOS. Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc.

Use of Windows Explorer for moving and copying files.

Introduction to MS-Office and its integrated nature.

MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders.
Saving, closing, and operating documents.
Adding headers and footers.
Print preview, and printing a document.

Mailmerge: creating main document and data source. Adding and removing fields from data source.

Power Point (Presentation software): Basic concept of presentation software. Standard, formatting, and drawing toolbars in powerpoint and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

References:

1. Saxena : A first Course in Computers. Vikas Publishing House.

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FINANCIAL ACCOUNTING

Max. Marks: 100
External Assessment: 60
BB201 **Internal Assessment: 40**

Basic Accounting Concepts:
Background of Accounting, concepts – matching, Entity Concept, Cost Concept, Basis of Accounting – Objectives and necessity; Accounts – Types and classification; basic terms – Capital, Income, Expenditure, Expenses, Assets, Liabilities and application to problems.

Journal and Ledger:
Double Entry System; Journal and recording of entries in journal with narration; Ledger – Posting from Journal to respective ledger accounts.

Bank Reconciliation Statement:
Bank transactions, Preparation of simple bank reconciliation statement.

Trial Balance:
Need and objectives; Application of Trial Balance; different types of errors escaped trial balance preparation; Rectification of errors.

Depreciation Accounting:
Needs and objectives; concept and application of Fixed and Reducing Installment method; Application of above methods with purchase and sale of assets with alteration (excluding retrospective methods).

Final Accounts:
Concept of adjustment; Application of Trading Account and Profit and Loss Account to get Gross Profit and Net Profit; Application of Balance Sheet with Marshalling; Application of final accounts problems.

References:

1. Jain and Narang : Financial Accounting
2. S.N. Maheshwari : An Introduction to Accountancy
3. Mukherjee & Hanif : Fundamentals of Accounting

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BUSINESS LAWS - I

Max. Marks: 100
External Assessment: 60
BB203 **Internal Assessment: 40**

Law of Contract: Definition and nature of a contract. Offer and Acceptance. Consideration, free consent, and capacity of parties. Legality of Object. Performance and discharge of contract. Remedies for breach of contract. Concept of Agency and various types of mercantile agents.

Law of Partnership: Definition and nature of partnership, rights and duties of a partner. Dissolution of a partnership.

Law of Sale of Goods: Definition of Sales, essentials for contract of sale. Meaning of conditions and warranties. Implied warranties – Caveat Emptor. Transfer of Ownership. Rights of Unpaid seller and other remedial measures.

References:

1. Chawla, Garg, and Sareen : Mercantile Law 7th Ed. Kalyani.

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MACROECONOMICS

Max. Marks: 100
External Assessment: 60
BB202 **Internal Assessment: 40**

Macroeconomics: meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis.

Economy as a circular flow of income and expenditure.

National income; Concepts and measurement through double entry, sectoral accounting and matrix approaches. Classical theory of output and employment, Say's law of markets.

Keynsian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium.

Consumption: Meaning determinants and importance. Theory of consumption: Absolute income hypothesis, relative income hypothesis, permanent income hypothesis, life cycle hypothesis.

Theory of investment: Types of investment determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, neoclassical and Keynesian theories.

Theory of multiplier: Income generation in a static and dynamic setting, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, relevance of multiplier to developing countries.

Inflation: Meaning, types, and theories.

Stabilization policies: Monetary and fiscal policies.
Money its function and role: Quantity theory of money, Fisher and Cambridge equations. Keynes views about money and prices.

References:

1. **Dornbusch & Fisher:** Macroeconomics.
2. **Branson:** Macroeconomic Theory.
3. **Shapiro:** Macroecomics Analysis.
4. **Dwivedi:** Macroecomics.
5. **Ackley:** Macroeconomic Theory and Policy.

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HUMAN RESOURCE MANAGEMENT

Max. Marks: 100
External Assessment: 60
BB204 **Internal Assessment: 40**

Nature, scope, role and importance of HRM. New trends in HRM due to globalisation deregulation and technological advancements.

HRM in India

Job analysis: steps in analysing job and introduction to methods of collecting job analysis information.

Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

Recruitment: sources of recruitment, policies and procedure of recruitment, selection process, testing & interviews.

Placement and induction, transfer and promotion.

Human Resource Development: Identification of training needs and techniques of training, employee development and career planning.

Wage and salary administration and incentives.

Performance appraisal, methods and problems of performance appraisal.

An introduction to teams, employee, empowerment and participation.

Reference:

1. Rao V.S.P. Human Resource Management, Excel books
2. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
3. Dessler, Garg, Human Resource Management, Pearson education.

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BUSINESS COMMUNICATION - II

Max. Marks: 100
External Assessment: 60
BB205 **Internal Assessment: 40**

The concept of effective business communication – definition & importance. Basic model of communication, barriers to effective communication. importance of N.V.C.

Writing inter-office memorandums, faxes, e-mails, writing effective sales letters – to agents, suppliers, customers etc.

Drafting a CV, writing a job application and other applications, interviews.

Paragraph writing, precis making, voice and correct word usage; drafting an advertisement/notice.

Developing reading, listening and speaking skills, group discussions, extempore speaking.

Reference:

Lesikar R.V.; Petit J.D., Business Communication, All India Traveler bookseller.

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INTRODUCTION TO COMPUTERS - II

Max. Marks: 100
External Assessment: 60
BB206 **Internal Assessment: 40**

Concept of spreadsheet and its use in business management.

Excel as a part of M-Office, and its structure and capabilities, drawing toolbars. Selection of cells, entering and editing data and text, entering formulae.

Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Use of Excel as a database, data filters and forms.

Excel Functions: max, min, Sqrt, sum, sum if, mean, mode, median, and using statistical functions, date, count, countif.

MS-Outlook: Using MS-Outlook for managing e-mail, calender, appointments, tasks and address book.

Internet: A brief history of origin of internet. Various applications of Internet such as e-mail, information gathering, retailing etc.

Various methods of connecting to the net e.g. dial up, ISDN and broadband. Use of Microsoft Internet explorer.

A brief introduction to Internet addressing, Internet protocols (TCP/IP, FTP and HTTP).

Use of search engines and e-mail messages. Netiquettes.

Reference:

1. Sanjay Saxena : A First Course in Computers 2000 Ed.
2. Leon & Leon : Internet for Everyone, Leon Tech World.

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COST AND MANAGEMENT ACCOUNTING

Max. Marks: 100
External Assessment: 60
BB303 **Internal Assessment: 40**

Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, Installation of costing system.

Material Control, Labour control, Overhead control, Fixed and Variable, direct and indirect.

Analysis of Cost – Preparation of cost sheet, estimate, tender and quotation.

Marginal Costing: Marginal cost vs. marginal costing; contribution , P/V ration; Break even analysis, margin of safety, application of marginal costing.

Standard Costing and Variance Analysis: material variances , labour variances.

Reconciliation of cost and financial Accounts.

Funds Flow Statement.

Cash Flow Statement (as per AS14)

Budgetary Control: Meaning, Classification, types of budget (fundamentals only).

References:

1. Cost Accounting : Jain & Narang
2. Managements & Cost Accounting : M.Y. Khan & K.Jain

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BUSINESS STATISTICS

Max. Marks: 100
External Assessment: 60
BB304 **Internal Assessment: 40**

Classification of data, presentation of data: graphic and tabulation.

Measures of Central Tendency: mean, mode, median, arithmetic, geometric and harmonic mean, quartiles, deciles, percentiles.

Measures of Dispersion: range, quartile deviation, mean deviation and standard deviation, co-efficient of variation.

Correlation Analysis: Karl Pearson's and Spearman's methods, regression analysis.

Index numbers.
Time series analysis, components of time series, moving averages, exponential smoothing
Theory of probability: Classical approach, relative frequency approach, subjective approach.Probability rules, statistical independence and dependence, Bayes' Theorem.
Theoretical Distributions: normal, bionominal and poision.

References:

Levin & Rubin: Statistics for Management, Prentice Hall India.

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INDIAN ECONOMY

Max. Marks: 100
External Assessment: 60
BB301 **Internal Assessment: 40**

National Income of India: Growth, structure, and interstate variation.
Infrastructure: Physical and social, its role in economic development
Indian planning: Objectives, priorities, and basic strategy. Achievements of economic planning, latest five year plan.
Agriculture: Production and productivity trends, green revolution, land reforms, rural credit.
Industrial sector: Industrial growth during planning period, industrial policy (liberalization, globalisation and privatization)
Changing profile of public sector
Major economic problems: Population, unemployment, Poverty, inflation, regional imbalances, and inequalities.
Recent trends in foreign trade of India. India and WTO.

References:

1. Ruddardatt & Sundaram: Indian Economy
2. Mishra & Puri: Indian Economy
3. Bimal Jalan: Indian Economy
4. RBI: Currency, Banking reports
5. Latest Economic Survey.

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MARKETING MANAGEMENT

Max. Marks: 100
External Assessment: 60
BB302 **Internal Assessment: 40**

Marketing: Nature & Scope of Marketing, Concepts - production, product, selling, marketing & societal marketing, marketing environment –marketing management and its environment.

Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour, purchase behaviour, buyer's role.

Market segmentation: need, concept, nature, basis & strategies, mass marketing vs. Segmentation.

Marketing mix: 4ps of products & 7ps of services, components & factors affecting

Product decisions: product definition, new product development process, and product life cycle, positioning, branding, packaging & labelling decisions

Pricing decisions: importance, objectives & strategies

Product promotion: promotion mix and factors affecting.

Distribution: channel decisions, types & factors, physical distribution system & its components

References:

1. **Philips Kotler**: Principles of Marketing
2. **Stanton**: Fundamentals of Marketing
3. **J.C. Gandhi**: Marketing Management
4. **Ramaswami & Namakumari**: Marketing Management

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PRODUCTION AND OPERATIONS MANAGEMENT

Max. Marks: 100
External Assessment: 60
BB305 **Internal Assessment: 40**

Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product and process layout. Capacity planning.

Production planning and control: Planning, scheduling, routing etc. Assembly line balancing.

Work Study: Method study and time study, Work simplification. Productivity linked incentives.

Inventory Management: ABC analysis and basic model of EOQ (carrying, ordering and shortage costs). Supply Chain Management.

Basic concepts of maintenance management and preventive management.

Statistical quality control and acceptance sampling.

Services: Nature, design of service system.

Latest Concepts: A brief introduction to JIT, computer aided manufacturing, TQM and ISO quality systems.

Reference:

1. Buffa & Sarin : Modern Production and Operations Management
2. Nair : Operations Management, TMH
3. Adam & Ebert : Production and Operations Management, Prentice Hall India

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SEMINAR

Max. Marks: 100

BB306 **Internal Assessment: 100**

The seminar is intended to be an internal paper focused on developing the communication and presentation skills of the students.

The institution should allocate specific topics of general and topical interest and require the students to make a presentation to the entire group. This will encourage the students in improving their breadth of knowledge.

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RESEARCH METHODOLOGY

Max. Marks: 100
External Assessment: 60
BB401 **Internal Assessment: 40**

Introduction to Research: Definition, scope, limitations & types, objectives, research process, research designs.

Population sample, types of sampling techniques, sampling theory of estimation

Collection of data: types, primary & secondary methods.

Scaling: meaning of scaling, important scaling techniques, rating and ranking scales. Scale construction techniques, designing a questionnaire, data preparation, tabulation, coding, editing.

Report writing and presentation

Reference:

1. C.R. Kothari : Research Methodology
2. K.V. Rao : Research Methodology

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FINANCIAL MANAGEMENT

Max. Marks: 100
External Assessment: 60
BB402 **Internal Assessment: 40**

Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs. Wealth Maximization.

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay-back period; rate of return method; Net Present value method; Internal rate of return method; Profitability index method (Numerical questions may be set out of pay-back method and Post pay-back method only).

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares; cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates (Fundamentals only).

Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach.

References:

1. Pandey : Financial Management, Vikas Pub.
2. Chandra : Financial Management, TMH.

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CONSUMER BEHAVIOUR

Max. Marks: 100
External Assessment: 60
BB403 **Internal Assessment: 40**

Consumer behaviour: nature, scope & application

Consumer as an individual:
Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs
Personality: nature, theories; Freudian, neo Freudian & trait
Perception: sensation, absolute threshold and differential threshold
Learning: classical learning, instrumental learning and cognitive learning theories
Attitude: tricomponent attitude model and sources of influence

Consumer in social & cultural setting:
Reference groups: concepts, factors affecting reference groups, social class & its measurement
Culture & sub culture: definition & influence
Introduction to opinion leadership & consumer innovation

References :

1. **Schiffman & Kanuk:** Consumer Behaviour (Pearson Education 7/e)
4. **Engel, Blackwell, & Miriard:** Consumer Behaviour (Dryden Press International Edition)

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BUSINESS LAWS - II

Max. Marks: 100
External Assessment: 60
BB404 **Internal Assessment: 40**

Negotiable Instruments Act: Definition of negotiable instrument. Promisory note, Bill of Exchange and cheques. Parties to negotiable instrument. Discharge of parties from liability. Dishonour of a negotiable Instrument – Liabilities of Banker and drawer for dishonour of a cheque. Hundies.

Law of Insurance: Definition and elements of insurance contract, premium and reinsurance. Basic idea about life, fire, and marine insurance.

Law of carriage: Basic features of law relating to land, air, and sea carriers.

Company Law: Definition and nature of a company, characteristics of a company. Difference between partnership and company. Formation of Company – Memorandum and articles of association. Issue of prospectus and membership of company, liability of a member. Share Capital: types of shares, allotment and transfer and purchase by a company of its own shares.

Company Management: Appointment and removal of directors. Rights and liabilities of directors.

Meetings: Statutory meetings, Basic knowledge of various types of resolutions.

Protection of minority shareholders from mismanagement and oppression.

Winding up by court and voluntary winding up.

References:

1. Chawla, Garg, and Sareen : Mercantile Law 7th Ed. Kalyani.

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QUALITY MANAGEMENT

Max. Marks: 100
External Assessment: 60
BB405 **Internal Assessment: 40**

Definition of quality. Quality as a means to success in a competitive and global environment. The rise of Japan and other eastern economies with a focus on quality.

The customer focus. The power of the customer to choose. Need for customer care and relationship marketing.

Quality leads to profits. Cost of poor quality, need for team work and process of rewards and recognition. Benchmarking and the concept of Kaizen.

Quality Gurus: Deming, Juran, Ishikawa, Crossby and their contribution.

Tools of Quality Management.

Statistical Methods, problem solving tools such as – brainstorming, fishbone diagram and Pareto diagram. Need for unbiased data collection.

Quality Systems – ISO 9000 series standards. Steps required to implement quality management systems. Documentation, elements of ISO 9000 internal audits and registration. Role of consultants in developing and implementing ISO 9000 quality systems.

Reference:

1. Bank : The Essence of Total Quality Management, PHI
2. Besterfield et.al. : Total Quality Management, Pearson Edu.

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INTRODUCTION TO DATABASE MANAGEMENT SYSTEMS

Max. Marks: 100
External Assessment: 60
BB406 **Internal Assessment: 40**

Introduction: definition of data, uses & need of data in organizations.

Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS.

Data Models: The hierarchical model, the network model & the relational model.

Relational Databases: Relations, tupples, domains & keys, normalization – The first & second normal form of databases.

SQL: SQL Database creation & manipulation views & queries.

Data Protection: Recovery, concurrency, security & integrity.

Access: A relational database tool in MS-Office. Parts of access window, toolbars and icons. Creating a new table and new database; saving databases, creating views. Use of query, forms and reports.

Reference:

1. James Martin : Principles of Database Management, PHI.
2. Naveen Prakash : Introduction to Database Management, TMH.
3. Sanjay Saxena : A first course in Computers, Vikas Pub.

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BUSINESS ENVIRONMENT

Max. Marks: 100
External Assessment: 60
BB501 **Internal Assessment: 40**

Business environment: social environment, legal environment, international environment, political environment, and technological environment.

Social environment: social responsibility of business, consumerism and consumer protection act.

Legal environment: competition law, foreign exchange management act (FEMA).

International environment: balance of payments/ trade, foreign direct investment and collaboration, international economic institutions- WTO, UNCTAD, IMF, European union (EU)

Political environment: political systems, government and business

Technological environment: technology policy, technology transfer, and problems in import of technology.

References:

1) **Francis Cherunalum** : Business Environment
2) **Ashwathapa** : Business Environment
3) **Adhikary** : Economic Environment for Business
4) **P.K.Ghosh** : Business Environment

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PROJECT MANAGEMENT

Max. Marks: 100
External Assessment: 60
BB502 **Internal Assessment: 40**

The concept of a project, characteristics of a project, phases in the life cycle of a project.

Time Scheduling a Project:
Gantt Carts and LOB,
Network Techniques: concept of project network, construction of project network, critical path method, slack and free float, PERT and its advantage over CPM. Probability of completing a project on time. Crashing a network and concept of PERT cost.

Forms of project organization, project planning and control, human aspects of project management.

Performance reviews on the basis of planned project cost and time. Major reasons for cost & time over runs and remedial measures.

Reference:

1. Gopala Krishnan & Rama Murthy : A Text book of Project Management, McMillan India.
2. S.Chaudhry : Project Management, TMH
3. Vasant Desai : Project Management, Himalya Pub.
4. Weist & Levy : A Management Guide to PERT/CPM, Prentice Hall India.

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ADVERTISING AND SALES MANAGEMENT

Max. Marks: 100
External Assessment: 60
BB503 **Internal Assessment: 40**

Advertising:
Marketing communication models.
Advertising definition and objectives, advertising copy.
Advertising its place in marketing – different kinds of advertising.
Advertising art & layout, advertising effectiveness.
Brand strategy & campaign planning: TV & radio commercials
Creative copy strategies.
Media planning & scheduling.

Sales Management:
Concept and objectives.
Management of sales promotion at the consumer, trade & sales force levels.
Sales displays & merchandising.
Introduction to types of sale quotas.
Legal & ethical aspects of advertising.

References

1. **Aaker, David A and Myera John G**. : Advertising Management (Prentice Hall of India)
2. **Border, W.H. –1981 John Wiley N.Y.**: Advertising
3. **Ogilvy D.Longman publication** : Ogilvy on Advertising
4. **Chunnawala** : Advertising Management

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MARKETING RESEARCH

Max. Marks: 100
External Assessment: 60
BB504 **Internal Assessment: 40**

Basic concepts: scope, limitations, objectives.
Research process.

Research design and its types: exploratory, descriptive and experimental (in detail)

Data collection: primary and secondary.

Scaling: meaning of scaling, classification, important scaling techniques: rating scales and ranking scales. Scale construction techniques, multidimensional scaling.

Questionnaire: questionnaire construction, tabulation, coding, editing of data.

Sampling: concepts, types and techniques, estimation of sample size.

Data analysis: tests of significance based on t, f and z distribution and chi-square test; cross tabulation.

Marketing research applications.

Recommended texts

1. **Boyd, Westfall & Stasch**: Marketing Research
2. **G.C.Beri:** Marketing Research
3. **D.D.Sharma:** Marketing Research

Suggested references:

1.**Ramanujan Mazindar:** Marketing Research
2. **Luck & Rubin:** Marketing Research
3. **Tull & Green:** Research for Marketing Decisions.
4.C.R.Kothari: Marketing Research

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MANAGEMENT INFORMATION SYSTEMS

Max. Marks: 100
External Assessment: 60
BB505 **Internal Assessment: 40**

Introduction: Definition, characteristics & significance of MIS. Introduction to business systems: payroll, inventory control, financial accounting, sales order processing, manufacturing plants etc.

Information Concepts: Data Vs Information, types of information, quality of information.

Decision Making: Simon's model of decision making, structured & unstructured decisions.

Database Management: Objectives, role, advantages & disadvantages of DBMS, SQL, use of databases for integration across functional areas. Introduction to Decision Support System.

Design Methodology & Techniques: System development life cycle, software development models. System Analysis – SRS, DFD, DD & Decision tables.

System Design – design methods, detailed system design, design documentation.

System Implementation & testing.

Implementation & Evaluation: Planning, organizing, testing & changeover. Evaluation approaches.

References:

1. D.P. Goyal : Management Information Systems. MacMillon.
2. Davis & Olson: Management Information Systems.
3. Murdick, Ross, & Clagett: Information Systems for Management.

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SEMINAR ON TRAINING REPORT

Max. Marks: 100

BB506 **Internal Assessment: 100**

Between the fourth and the firth semester the students of BBA are required to undergo summer training in any organization.
The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training.

This training report is required to be presented to the class and evaluated by a teacher/teachers of the college.

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CORPORATE STRATEGY

Max. Marks: 100
External Assessment: 60
BB601 **Internal Assessment: 40**

Strategic management: introduction, nature & scope, need, strategic decision making

Mission & objectives: need for explicit mission, components of mission statement, formulation of mission & objectives and their specificity

Social responsibility of business:
Scanning the environment: environment scanning, socio economic, technological, political, techniques for environmental analysis

Industry analysis: porter's approach, environmental threat & opportunity profile

Internal analysis: value chain analysis,
Internal factors; marketing & distribution, r&d & engineering, production & operations, finance & accounting, corporate resources & personal factors, analyzing strengths & weaknesses

Strategy formulation & choice:
Generic strategy alternatives; stability, expansion, retrenchment, combination, strategy variations, BCG matrix, GE 9 cell matrix, Hofer's model

Implementation & control: Behavioural aspects, strategy evaluation & control

References :

1. **Jouch & Gluick:** Strategic Management & Business Policy (Mcgraw hill 3/e)
2. **Wheelen & Hunger:** Strategic management & Business Policy (Pearson education 8/e)
3. **Pearce & Robinson:** Strategic Management AITBS
4. **Azhar Kazmi**: Business Policy

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ENTREPRENEURSHIP

Max. Marks: 100
External Assessment: 60
BB602 **Internal Assessment: 40**

Concept of entrepreneurship: meaning & characteristics of entrepreneurship, entrepreneurial culture, socio-economic origin of entrepreneurship, factors affecting entrepreneurship, conceptual model of entrepreneurship, traits of a good entrepreneur, entrepreneur, intrapreneur and manager

Entrepreneurial motivation: motivating, compelling and facilitating factors, entrepreneurial ambition, achievement motivation theory and kakinada experiment

Establishment of entrepreneurial systems: search, processing and selection of idea, Input requirements

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.

References:

1. **C.B. Gupta & N.P. Srinivasan**: Entrepreneurial Development (sultan chand & sons)
2. **Vasant desai**: management of a small scale industry (himalya publishing house)

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SERVICES MARKETING

Max. Marks: 100
External Assessment: 60
BB603 **Internal Assessment: 40**

Concept of services: introduction, growth and role of services, differentiation of goods and services, service characteristics and classifications

Service quality: quality and productivity, quality gaps and their closing

Concept of services marketing: role of marketing in services, service marketing mix, service marketing triangle

Managing effective service delivery: managing demand and capacity, importance of employees, intermediaries and customer participation in effective delivery, channel selection

Knowledge of buyer's behaviour: decision making roles, consumer decision making, consumer evaluation of services

Marketing strategies for service marketing: segmentation, targeting and positioning, differentiation, life cycle, pricing and market communication

References :

1. **Valarie a. Zeithmal:** services marketing
2. **Christopher lovelock:** services marketing:
   people, technology and strategies
   (pearson education)
3. **P.k. sinha & s.c. sahoo**: services marketing – text & readings
   (himalya publishing house)
4. **Helen woodruff:** services marketing
   (macmillan india ltd)

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BUSINESS LAWS - III

Max. Marks: 100
External Assessment: 60
BB604 **Internal Assessment: 40**

The factories Act: Object and definitions. Health, Safety and welfare provisions, Employment of women and young persons.

The Industrial Disputes Act: Scope and object. The settlement machinery and authorities under the act, strikes, lockouts, and layoffs.

The Trade Union Act: Objects, definitions, and registration of trade unions. Rights and liabilities of trade union.

Basic Features of payment of wages Act, Minimum Wages Act and payment of bonus act.

Basic features of Employees Provident Fund Act, and payment of Gratuity Act.

Taxation: Constitutional Frame work of taxation, direct and indirect taxes. Elementary knowledge of personal Income tax, customs, and central excise acts. Central and Punjab State Sales tax Acts.

References:

1. Chawla, Garg, and Sareen : Mercantile Law 7th Ed. Kalyani.

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BANKING AND WORKING CAPITAL MANAGEMENT

Max. Marks: 100
External Assessment: 60
BB605 **Internal Assessment: 40**

Working Capital Management:
Introduction, concept of working capital, characteristics of current assets, factors affecting working capital requirements, importance of working capital, levels of working capital investment, current assets financing policy, operating cycle and cash cycle.

Cash Management System:
Introduction, motives for holding cash, factors determining the cash balance, types of collection system, optimal cash balance, options for investing surplus funds, strategies of managing surplus funds (excluding cash management models).

Credit Management:
Terms of payment; credit policy variables, control of Accounts Receivables.

Inventory Management:
Introduction, need for inventories, Economic order quantity Model; Ordering level; Maximum and Minimum inventory levels; Pricing the issues of Raw materials (FIFO, LIFO, and Average Method only); Cost holding inventory.

References:

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PROJECT PRESENTATION

Max. Marks: 100

BB606 **Internal Assessment: 100**

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group.

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CE-216 ENVIRONMENTAL SCIENCE

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Unit 1 : The Multidisciplinary nature of environmental studies

Definition, scope and importance

(2 Lectures)

Need for public awareness.

Unit 2 : Natural Resources :

Renewable and non-renewable resources :

Natural resources and associated problems.

a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
b) Water resources : Use and over-Utilization of surface and ground water, floods, drought, conflicts and water, dams-benefits and problems.
c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit 3 : Ecosystems

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- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- 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, estuaries)

(6 lectures)

Unit 4 : Biodiversity and its conservation

- Introduction – Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values
- Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity : habitat loass, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity : In-situ conservation of biodiversity.

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Unit 5 : Environmental Pollution

Definition

- Causes, effects and control measures of :-

a. Air pollution
b. Water pollution
c. Soil pollution
d. Marine pollution
e. Noise pollution
f. Thermal pollution
g. Nuclear hazards

- Solid waste Management : Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management : floods, earthquake, cyclone and landslides.

(8 lectures)

Unit 6 : Social Issues and the Environment

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rahabilitation of people ; its problems and concerns. Case studies.
- Environmental ethics : Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.

- Consumerism and waste products.

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- Environment Protection Act.
- Air (Preventation and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

(7 lectures)

Unit 7 : Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV / AIDS
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies.

Unit 8 : Field work

- Visit to a local area to document environmental and river forest grassland hill mountain.
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)