

MRSPTU BBA SYLLABUS 2016 BATCH ONWARDS

Subject Code	Subject Name	Contact Hours			Marks			Credits
		L	T	P	Int.	Ext.	Total	
Semester 1st								
BBAD1- 101	Principles of Management	4	-	-	40	60	100	4
BBAD1-102	Financial Accounting	4	-	-	40	60	100	4
BBAD1-103	Micro Economics	4	-	-	40	60	100	4
BHUM0-105	Business Communication-I	2	-	2	40	60	100	3
BCAP0-191	Introduction to Information Technology & Office Automation	2	-	2	40	60	100	3
BHUM0-103	Human Values and Professional Ethics	3	-	-	40	60	100	3
BBAD1-104	Viva-Voce	-	-	-	-	100	100	1
Total		19	0	4	240	460	700	22
Semester 2nd								
BBAD1-205	Organization Behaviour	4	-	-	40	60	100	4
BBAD1-206	Macro Economics	4	-	-	40	60	100	4
BMAT0-211	Mathematics	4	-	-	40	60	100	4
BBAD1-207	Corporate Accounting	4	-	-	40	60	100	4
BHUM0-206	Business Communication-II	2	-	2	40	60	100	3
BCAP0-192	Fundamentals of Computer Applications	2	-	2	40	60	100	3
Total		20	0	4	240	360	600	22
Semester 3rd								
BBAD1-308	Human Resource Management	4	-	-	40	60	100	4
BBAD1-309	Marketing Management	4	-	-	40	60	100	4
BBAD1-310	Cost/Management Accounting	4	-	-	40	60	100	4
BBAD1-311	Business Statistics	4	-	-	40	60	100	4
BBAD1-312	Environmental Science	4	-	-	40	60	100	4
Total		20	0	0	200	300	500	20
Semester 4th								
BBAD1-413	Research Methodology	4	-	-	40	60	100	4
BBAD1-414	Financial Management	4	-	-	40	60	100	4
BBAD1-415	Consumer Behaviour	4	-	-	40	60	100	4
BBAD1-416	Business Law –I	4	-	-	40	60	100	4
BBAD1-417	Income Tax Act	4	-	-	40	60	100	4
BBAD1-418	Production & Operation Management	4	-	-	40	60	100	4
Total		24	0	0	240	360	600	24
Semester 5th								
BBAD1-519	Business Environment	4	-	-	40	60	100	4
BBAD1-520	Management of Financial System	4	-	-	40	60	100	4
BBAD1-521	Advertising & Sales Management	4	-	-	40	60	100	4
BBAD1- 522	Indirect Tax law	4	-	-	40	60	100	4
BBAD1-523	Business Law –II	4	-	-	40	60	100	4
BBAD1- 524	Summer Internship Presentation	0	-	-	100	-	100	1
Open Elective – I		3			40	60	100	3
Total		23	0	0	340	360	700	24
Semester 6th								
BBAD1-625	Corporate Strategy	4	-	-	40	60	100	4
BBAD1-626	Small Medium Business & Entrepreneurship	4	-	-	40	60	100	4
BBAD1-627	E-Commerce	4	-	-	40	60	100	4
BBAD1-628	Banking & Insurance Services	4	-	-	40	60	100	4
BBAD1-629	Project Report and Presentation	4	-	-	60	40	100	4
Open Elective – II		3			40	60	100	3
Total		23	0	0	260	340	600	23
Overall Programme Credits		Year 1st		Year 2nd		Year 3rd		135
		44		44		47		

**QUESTION PAPER PATTERN
END SEMESTER EXAMINATION**

Time Allowed: 3 Hrs.

Maximum Marks: 60

The question paper shall consist of three sections of 20 marks each.

1. Section A is compulsory. It consists of 10 parts of two marks each and covers the whole syllabus. Question should be numbered as 1(a) to 1(j).
2. Section B consist of 5 questions of 5 marks each with atleast 1 question from each unit. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Human Values & Professional Ethics (for all Courses)

Time Allowed: 3 Hrs.

Maximum Marks: 60

The question paper shall consist of three sections.

For Human Values: The question paper will be set in English, Hindi, Punjabi

1. Section A is compulsory. It consists of 10 parts of one marks each objective type questions and covers the whole syllabus. Question should be numbered as 1(a) to 1(j).
2. Section B contains short type question. It consists of 5 questions of 4 marks each with atleast 1 question from each unit. The student has to attempt all questions.
3. Section C contains descriptive type questions. There will be five questions. Each question contains two parts. The students have to attempt any one part from each question. Each part carries six marks.

PRINCIPLES OF MANAGEMENT

Subject Code: BBAD1-101

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management with special attention to managerial responsibility for effective and efficient achievement of goals.

UNIT-I (12 Hrs.)

Introduction: Definition, Nature, Scope, Importance, Functions of Management and Manager, Managerial roles and Skills. Evolution of Management Thoughts and Thinkers: Scientific Management, General Administrative Theories, Quantitative Approach, Behavioural Approach, Systems Approach, Contingency Approach

UNIT-II (10 Hrs.)

Planning: Nature, Scope, Objectives and Process of Planning, Types of Plans, Business Forecasting

MBO: Concept and Process

Decision-Making: Importance, Types, Process, Approaches and Decision Making Conditions

UNIT-III (11 Hrs.)

Organizing: Concept, Nature, Types, Process, Significance and Principles, Span of Control, Departmentation, Delegation, Centralization and Decentralization

Staffing: Concept, Nature and Importance

UNIT-IV (12 Hrs.)

Controlling: Nature, Scope, Control Process, Tools and Techniques of Control.

Total Quality Management (TQM): Principles, Techniques - Kaizen, Just in Time (JIT), MRP, Six Sigma, Quality Circles and ISO Standards for TQM

Course Outcomes: After completing the course, student will be able to understand and explain the concept of management and its managerial perspective. It will equip students to map complex managerial aspect arises due to ground realities of an organization. They will gain knowledge of contemporary issues in Management principles and various approaches to resolve those issues.

Recommended Books

1. Heinz Wehrich, Cannice & Koontz, 'Management (A Global Perspective)', Tata McGraw Hill.
2. Harold Koontz, and Heinz Wehrich, 'Essentials of Management: An International Perspective', McGraw Hill, New Delhi.
3. Stephen Robbins & Mary Coulter, 'Management', Pearson Education.
4. V.S.P. Rao & V.H. Krishna, 'Management', Excel Books.
5. P. Subba Rao, 'Principles of Management', Himalaya Publishing.

FINANCIAL ACCOUNTING

Subject Code: BBAD1-102

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The aim is to provide an understanding of the basic principles of accounting and their application in business. The course is designed to make the student familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

UNIT-I (13 Hrs.)

Introduction to Accounting: Meaning, Objectives, Basic Accounting Terms.

Accounting Principles: Meaning and Nature, Accounting Concepts, Bases of Accounting, Nature of Accounts, Origin of Transactions Source Documents and Vouchers Accounting Equations

Rules of Debit and Credit Recording of Transactions: Book of Original Entry-Journal, Ledger Posting from Journal and Ledger Balancing, Subsidiary Books

UNIT-II (10 Hrs.)

Trial Balance: Meaning, Objectives and Preparations of Trial Balance

Errors: Types of Errors and Rectification of Errors, Bank Reconciliation Statement, Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure

UNIT-III (10 Hrs.)

Accounting for Depreciation, Provision and Reserves, Preparation of Manufacturing, Trading and Profit & Loss Account, Balance Sheet (With Simple Adjustment in Preparation of Financial Statements)

UNIT-IV (12 Hrs.)

Accounting for Non Profit Organizations: Receipts and Payment Account, Preparation of Income and Expenditure Accounts and Balance Sheet from Receipts and Payment Account with Additional Information

Course Outcomes: After studying this course, the students will be able to define bookkeeping and accounting, explain the general purposes and functions of accounting, explain the differences between management and financial accounting. Students can describe the main elements of financial accounting information – assets, liabilities, revenue and expenses and identify the main financial statements and their purposes.

Recommended Books

1. Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill.
2. Khatri, 'Financial Accounting', Tata McGraw Hill.
3. Libby, 'Financial Accounting', Tata McGraw Hill.
4. S.N. Maheshwari, 'An Introduction to Accountancy', Vikas Publication.
5. Guruprasad Murthy, 'Financial Accounting', Himalaya Publishing.

MICRO ECONOMICS

Subject Code: BBAD1-103

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: This course will cover the area of economics commonly defined as microeconomics which is concerned with the individual parts of the economy such as individual businesses or industries, individual consumers, and individual products. The course aims to provide a thorough introduction to economic theory starting from the basic concepts of microeconomics, utility functions, production functions, demand and supply, effect of market forces. The goal is to study whether the economy uses our limited resources to obtain the maximum satisfaction possible for society.

UNIT-I (12 Hrs.)

Micro Economics: Meaning, Nature, Scope and Limitations

Basic concepts: Marginal and Incremental Principles, Opportunity Cost, Equilibrium

Utility: Cardinal Utility Approach: Diminishing Marginal Utility; Ordinal Utility Approach, Indifference Curve, Properties, Consumer Equilibrium and Marginal Rate of Substitution.

UNIT-II (11 Hrs.)

Demand: Meaning, Determinants, Law of Demand and its Exceptions.

Elasticity of Demand: Measurement, Degree of Elasticity. Price, Income and Cross Elasticity of Demand.

Revenue: Total Revenue (TR), Average Revenue (AR), Marginal Revenue (MR) and their Relationship.

UNIT-III (12 Hrs.)

Production Function: Meaning, Short-Run Production Function and Law of Variable Proportions, Long Run Production and Laws of Returns.

Cost of Production: Concept of Economic and Managerial Costs, Short Run and Long Run Cost Curves. Economies and Diseconomies of Scale

UNIT-IV (10 Hrs.)

Equilibrium of Firm and Industry: Perfect Competition, Monopoly and Discriminating Monopoly.

Monopolistic Competition: Characteristics, Individual and Group Equilibrium, Concept of Selling Cost.

Oligopoly: Characteristics, Cornet's Model, Kinked Demand Curve, Concepts of Cartel and Price Leadership.

Distribution: Marginal Productivity and Modern Theory of Determination.

Course Outcomes: After studying the subject the students will be able to understand and explain the concept of economics and its managerial perspective including the real insight of the consumer's economic behaviour leading them to estimate the demand for the new product as well as changes in the existing products.

Recommended Books

1. D. Salvatore, 'Microeconomic Theory', Tata McGraw Hill.
2. R.H. Dholkia and A.N. Oza, 'Microeconomics for Management Students', Oxford University Press.
3. D. Kreps, 'Micro Economics for Managers', Viva Books Pvt. Ltd.
4. Koutsayiannis, 'Modern Microeconomics', Macmillan Publications.
5. D.N. Dwivedi, 'Managerial Economics', Vikas Publishing.
6. P.L. Mehta, 'Managerial Economics', Sultan Chand.
7. L. Peterson and Jain, 'Managerial Economics', Pearson Education.

BUSINESS COMMUNICATION-I

Subject Code: BHUM0-105

L T P C
2 0 2 3

Duration: 28 Hrs.

Course Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications. This course will give student the exposure of all relevant communicational theories so that they become a highly confident and skilled writer.

UNIT-I (7 Hrs.)

Business Communication: It's Meaning & Importance, Barriers to Effective Communication, Types of Communication – Verbal and Non- Verbal Communication

Basic Model of Communication: History of Communication Theory, Shannon and Wavers' Model of Communication, Encoding and Decoding, Feedback and Noise, Essentials of Effective Business Communication – 7 C's of Communication.

UNIT-II (7 Hrs.)

Basic Parts of Speech: Noun, Pronoun, Verb, Adjective, Adverb, Preposition, Article

Tenses: Introduction, Uses of Present, Past and Future Tense, Use of Prepositions Conjunctions and Interjections. Use of Punctuations.

UNIT-III (7 Hrs.)

Sentences: Affirmative and Negative Interrogative and Assertive, Degree of Comparison, Conversation, Direct and Indirect Speech.

Correct Word Usage – Homonyms, Antonyms and Synonyms.

UNIT-IV (7 Hrs.)

Business Letter Writing: Need, Functions and Kinds, Layout of Letter Writing, Types of **Letter Writing:** Formal, Semi-Formal and Informal. Circulars, Agenda, Notice, Memorandums, Office orders, Press notes

Business Etiquettes: Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings.

Course Outcomes: After completion of the Communication Studies program, students should be able to apply appropriate communication skills across settings, purposes, and audiences, demonstrate knowledge of communication theory and application.

Recommended Books

1. Boove, Thill, Chaturvedi, 'Business Communication Today', Pearson Education.
2. Murphy and Hildebrandt, 'Effective Business Communication', Tata McGraw Hill Education.
3. Krizan, Buddy, Merrier, 'Effective Business Communication', Cengage Course.
4. S.J. McGraw, 'Basic Managerial Skills for All', Prentice Hall of India.
5. Wren & Martin, 'English Grammar and Composition', Sultan Chand & Sons.
6. Lesikar, 'Business Communication: Making Connections in a Digital World', McGraw Hill.
7. S.C. Sharma, Shiv N. Bhardwaj, 'A Textbook of Grammar and Composition', Jawahar Book Centre.

**INTRODUCTION TO INFORMATION TECHNOLOGY AND OFFICE
AUTOMATION**

Subject Code: BCAP0-191

L T P C

Duration: 28 Hrs.

2 0 2 3

Course Objectives: This course will enable the student to gain and understanding of the core concepts and technologies which constitute Information Technology. The intention is for the student to be able to articulate and demonstrate a basic understanding of the fundamental concepts of Information Technology and Office Tools.

UNIT-I (7 Hrs.)

Computer Fundamentals: Definition and Block diagram of a computer, Characteristics of Computers, Hardware Vs Software, Generations of languages - Machine Language, Assembly Language, High Level Language, Assembler, Compiler and Interpreter.

Computer Software: Types of Software, Application Software and System Software.

Input Devices: Keyboard, Mouse, Joy tick, Track Ball, Touch Screen, Light Pen, Digitizer, Scanners, Speech Recognition Devices, and Optical Recognition Devices.

Output Devices: Monitors, Impact Printers, Non-Impact Printers, Plotter.

UNIT-II (7 Hrs.)

Memories: Primary Memory, Secondary Memory and Storage Devices, Creating Directory, Sub Directory, and Renaming, Coping and Deleting the Directory.

File Manipulation: Creating a File, Deleting, Coping, Renaming File, Using Accessories such as Calculator, Paint Brush, CD player, etc.

UNIT-III (7 Hrs.)

Word Processing Tool: Salient features of Word Processing, File, Edit, View, Insert, Format, Tools, Tables, Window, Help options and all of their features, Options and Sub Options etc.

Presentation Tool: Making Presentations, Inserting objects and Animations.

UNIT-IV (7 Hrs.)

Spreadsheet Tool: Excel Worksheet, Data Entry, Editing, Cell Addressing Ranges, Commands, Menus, Copying & Moving cell content, Inserting and Deleting Rows and Columns, Column Formats, Cell Protection, Printing, Creating, Displaying and Printing Graphs, Statistical Functions.

Course Outcomes: Students will be able to understand the core concepts and technologies which constitute Information Technology. Approximately half of the course emphasis is on computer concepts and half of the course emphasis is on the use of computer applications in taking the managerial decisions.

Recommended Books

1. V. Rajaraman, 'Fundamentals of Computers', PHI.
2. Satish Jain, 'Information Technology Concepts', BPB Publications.
3. Turban, Mclean and Wetherbe, 'Information Technology for Management', John Wiley & Sons.
4. G. Courter, 'Mastering MS Office 2000 Professional', BPB Publication.
5. Steve Sagman, 'MS- Office 2000 for Windows', Addison Wesley.

HUMAN VALUES & PROFESSIONAL ETHICS

Subject Code: BHUM0-103

L T P C

Duration: 34 Hrs.

3 0 0 3

Course Objectives: To help the students to discriminate between valuable and superficial in the life. To help develop the critical ability to distinguish between essence and form, or between what is of value and what is superficial, in life - this ability is to be developed not for a narrow area or field of study, but for everyday situations in life, covering the widest possible canvas. To help students develop sensitivity and awareness; leading to commitment and courage to act on their own belief. It is not sufficient to develop the discrimination ability; it is important to act on such discrimination in a given situation. Knowingly or unknowingly, our education system has focused on the skill aspects (Course and doing) - it concentrates on providing to its students the skills to do things. In other words, it concentrates on providing "How to do" things. The aspects of understanding "What to do" or "Why something should be done" is assumed. No significant cogent material on understanding is included as a part of the curriculum.

UNIT-I (8 Hrs.)

Introduction - Need, Basic Guidelines, Content and Process for Value Education, Self-Exploration: Definition, its content and process, Natural Acceptance and Experiential Validation as the mechanism for self-exploration. Continuous Happiness and Prosperity- A look at basic Human Aspirations. Right Understanding, Relationship and Physical Facilities- the basic requirements for fulfilment of aspirations of every human being with their correct priority. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario. Method to fulfil the above human aspirations: understanding and living in harmony at various levels.

UNIT-II (7 Hrs.)

Understanding Harmony in the Human Being - Harmony in Myself, understanding human being as a co-existence of the sentient I and the material Body' Understanding the needs of

Self („I“) and „Body“ - Sukh and Suvidha. Understanding the Body as an instrument of „I“ (I being the doer, seer and enjoyer) Understanding the characteristics and activities of „I“ and harmony in „I“. Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail Programs to ensure Sanyam and Swasthya.

UNIT-III (10 Hrs.)

Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship. Understanding harmony in the Family- the basic unit of human interaction. Understanding values in human-human relationship; meaning of Nyaya and program for its fulfilment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship. Understanding the meaning of Vishwas; Difference between intention and competence. Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals. Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha) - from family to world family!

Understanding Harmony in the Nature and Existence - Whole existence as Co-existence Understanding the harmony in the Nature. Interconnectedness and mutual fulfilment among the four orders of nature- recyclability and self- regulation in nature. Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all- pervasive space. Holistic perception of harmony at all levels of existence.

UNIT-IV (9 Hrs.)

Implications of the above Holistic Understanding of Harmony on Professional Ethics. Natural acceptance of human values. Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order. Competence in professional ethics: Ability to utilize the professional competence for augmenting universal human order. Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems o Ability to identify and develop appropriate technologies and management patterns for above production systems. Case studies of typical holistic technologies, management models and production systems Strategy for transition from the present state to Universal Human Order: At the level of individual: as socially and ecologically responsible engineers, technologists and manager’s at the level of society: as mutually enriching institutions and organizations.

Course Outcomes: After studying this course the students are encouraged to discover what they consider valuable. Accordingly, they should be able to discriminate between valuable and the superficial in real situations in their life. It has been experimented at IIITH, IITK and UPTU on a large scale with significant results.

Recommended Books

1. Ivan Illich, ‘Energy & Equity’, The Trinity Press, Worcester, and HarperCollins, USA.
2. E.F. Schumacher, ‘Small is Beautiful: A Study of Economics as if People Mattered’, Blond & Briggs, Britain.
3. Sussan George, ‘How the Other Half Dies’, Penguin Press.
4. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, ‘Limits to Growth – Club of Rome’s Report’, Universe Books.
5. E.G. Seebauer & Robert L. Berry, ‘Fundamentals of Ethics for Scientists & Engineers’, Oxford University Press.
6. R.R. Gaur, R. Sangal, G.P. Bagaria, ‘A Foundation Course in Value Education’.
7. A. Nagraj, ‘Jeevan Vidya ek Parichay’, Divya Path Sansthan, Amarkantak,
8. P.L. Dhar, R.R. Gaur, ‘Science and Humanism’, Commonwealth Purblishers.

9. A.N. Tripathy, 'Human Values', New Age International Publishers.
10. Subhas Palekar, 'How to Practice Natural Farming', Pracheen (Vaidik) Krishi Tantra Shodh, Amravati.
11. M. Govindrajran, S. Natrajan & V.S. Senthil Kumar, 'Engineering Ethics (including Human Values)', Eastern Economy Edition, Prentice Hall of India Ltd.
12. B.P. Banerjee, 'Foundations of Ethics and Management', Excel Books.
13. B.L. Bajpai, 'Indian Ethos and Modern Management', New Royal Book Co., Lucknow. Reprinted.

ORGANIZATION BEHAVIOUR

Subject Code: BBAD1-205

L T P C

Duration: 45 Hrs.

4 0 0 4

Course Objectives: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

UNIT-I (12 Hrs.)

Introduction: Meaning of Organizational Behaviour and Its Relevance in today's Business Environment, Contributing Disciplines to Organization Behaviour (OB), Role of OB in Management Practices, Challenges and Opportunities for OB. Individual Behaviour in Organization: Foundation of Individual Behaviour, Understanding Self.

UNIT-II (13 Hrs.)

Perception: Nature, Importance, Perceptual Selectivity, Stereotyping, Halo Effect, Course and its Theories, Behaviour Modification

Attitudes: Importance, Components and Major Job Attitude.

Personality: Concept, Self-esteem, Major Determinants of Personality.

Motivation: Definition, Types, Theories of Work Motivation given by Maslow, Herzberg and McGregor.

UNIT-III (10 Hrs.)

Group Behaviour in Organization: Group Dynamics, Types of Groups, Group Norms and Roles, Group Cohesiveness, Group Development and Facilitation.

Understanding Work Teams and Types of Team, Creating Effective Team

Dynamics of Managerial Leadership: Nature, Leadership Styles, Trait, Behavioural, Contingency Theories and Managerial Grid.

UNIT-IV (8 Hrs.)

Inter- Personal Behaviour in Organization: Power and Politics, Management Conflict, Organizational Culture, Organizational Change.

Course Outcomes

After studying this course the students will equip with ability to Identify, explore and examine factors impinge on individual and group behaviour in organizations in the new millennium. Explain the terminology associated with organizational behaviour. Incorporate and apply the predominant organizational behaviour theories to gain knowledge of contemporary issues in organizational behaviour and frameworks to work with real life organizational issues concerned with Human Behaviour at work place.

Recommended Books

1. Robbins, 'Organization Behavior', Pearson Education.
2. Luthans, 'Organization Behavior', Tata McGraw Hill.
3. Hersey, 'Management of Organizational Behavior', Prentice Hall India.
4. Aswathappa, 'Organization Behavior', Himalaya Publications.
5. L.M. Prasad, 'Organization Behavior', Sultan Chand & Sons.

6. Parikh, Gupta, 'Organizational Behavior', Tata McGraw Hill.

MACRO ECONOMICS

Subject Code: BBAD1-206

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The Macroeconomics course is designed to provide students with a unified framework that can be used to analyse macroeconomic issues such as flow of income and expenditure, national income, consumption function, theory of investments, interest rates determinants, inflation, monetary and fiscal policies.

UNIT-I (11 Hrs.)

Macroeconomics: Meaning, Nature and Scope. Basic Concepts, Stock and Flow Variables, Partial and General Equilibrium, Static and Dynamic Analysis, Circular Flow of Income and Expenditure, National Income: Concepts, Measurement, Difficulties and Importance.

UNIT-II (12 Hrs.)

Theory of Income and Employment: Classical Theory of Output and Employment, Say's Law of Markets. Keynesian Theory of Income Determination.

Consumption Function: Meaning, Determinants and Importance.

Theory of Consumption: Absolute Income Hypothesis, Relative Income Hypothesis, Permanent Income Hypothesis, Life Cycle Hypothesis.

UNIT-III (12 Hrs.)

Theory of Investment: Types of Investment, Determinants of Investment, Marginal Efficiency of Capital, Net Present Value, Internal Rate of Return

Interest Rate Determination: Classical, Neo-Classical and Keynesian Theories.

Theory of Multiplier: Static and Dynamic Multiplier, Tax Multiplier, Foreign Trade Multiplier, Balanced Budget Multiplier, Leakages from Multiplier, Importance and Limitations.

UNIT-IV (10 Hrs.)

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.

Course Outcomes: Upon successful completion of the course, the student should be able to demonstrate a basic understanding of news relating to the economy as a whole, the economic implications of changes in government fiscal or monetary policy; how interest rates are determined and the role of interest rates in personal and corporate decision-making; and critically apply economic concepts when participating as a citizen in a democratic society. In particular, the students should be able to calculate equilibrium national income levels, calculate and use various multipliers, convert nominal values to real values.

Recommended Books

1. Olivier Blanchard, 'Macroeconomics', Englewood Cliffs: Prentice Hall.
2. Dimand, Robert W. Durlauf, Steven N., Blume, Lawrence E. 'Macroeconomics, Origins and History'.
3. D.N. Dwivedi, 'Macroeconomics: Theory and Policy', Tata McGraw Hill.

MATHEMATICS

Subject Code: BMAT0-211

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: This mathematics course emphasis the mathematics required in general business processes. This course is designed to prepared students for mathematical and analytical applications required in subsequent business and economic courses. This course covers those topics which can be used in day to day business transactions and covers the mathematical processes and techniques currently used in the fields of business and finance.

UNIT- I (11 Hrs.)

Matrices: Definition of Matrix, Equality of Matrices, Types of Matrices, Scalar Multiplications, Operation on Matrices, Transpose of Matrices, Symmetric and Skew Symmetric Matrices.

Determinants: Introduction, Minors & Cofactors, Ad joint of a Matrix, Inverse of Matrix, Application of Matrices in Solving System of Linear Equations, Using Cramer's Rule and Matrix Inversion Method.

UNIT-II (12 Hrs.)

Binomial Theorem: Introduction, Problems Based on Binomial Theorem, General Term, Particular Terms, Middle Term, Binomial Theorem for any Index, Applications of Binomial Theorem.

Logarithms: Definition, Fundamental Properties of Logarithms with Proofs, Base Changing Formula with Proof, Problem Solving without using Log Table, Application of Logarithms in Solving Problem Based on Compound Interest, Depreciation and Population Growth using Log Tables.

UNIT- III (12 Hrs.)

Derivatives: Definition of Derivatives, Derivative from First Principle, Derivative of Sum, Difference, Product and Quotient of Two Functions, Chain Rule, Derivative of Parametric Equations, Differentiation of One Function w.r.t. Another Function, Implicit Functions, Logarithmic Differentiation, Derivative of Second Order, Application of Derivatives- Maxima and Minima.

UNIT- IV (10 Hrs.)

Indefinite Integrals: Definition, Integrals of Elementary Functions.

Definite Integrals: Definitions, it's Properties, Simple Problems of Applications of Definite Integrals.

Course Outcomes: Upon successful completion, students should be able to appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation.

Recommended Books

1. M. Raghavachari, 'Mathematics for Management', McGraw Hill Education.
2. Cleaves, Cheryl, and Hobbs, Margie, 'Business Mathematics', Prentice Hall.
3. Charles D. Miller, Stanley A. Saltzman, 'Business Mathematics', Pearson Education.
4. Trivedi, 'Business Mathematics', Pearson Education.
5. Sncheti and Kapoor, 'Business Mathematics', Sultan Chand and Sons.
6. Khan, Shadab, 'A Text Book of Business Mathematics', Anmol Publication.

CORPORATE ACCOUNTING

Subject Code: BBAD1-207

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: To make the student familiar with corporate accounting procedures and in-depth knowledge of preparation of various accounts related to corporate field.

UNIT-I (12 Hrs.)

Accounting for Share Capital Transactions - Issue of Shares at Par, At Premium and at Discount; Forfeiture and Re-Issue of Shares; Buy-Back of Shares; Redemption of Preference Shares - Statutory Requirements, Disclosure in Balance Sheet; Rights Issue. Issue and Redemption of Debentures: Issue of Debentures - Accounting Treatment and Procedures; Redemption of Debentures; Conversion of Debentures into Shares. Underwriting of Issues; Profits Prior to Incorporation; Treatment of Preliminary Expenses.

UNIT-II (11 Hrs.)

Preparation and Presentation of Final Accounts: Provisions and Reserves, Determination of Managerial Remuneration; Appropriation out of Profits; Transfer of Profits to Reserves, Payment of Dividend, Transfer of Unpaid Dividend to Investor Education and Protection Fund; Bonus Shares and Payment of Interest out of capital

UNIT-III (12 Hrs.)

Accounting Treatment for Amalgamation and Reconstruction of Companies: Internal Reconstruction Holding and Subsidiary Companies - Accounting Treatment and Disclosures; Consolidation of Accounts Valuation of Goodwill and Shares.

UNIT-IV (10 Hrs.)

Overview of Financial Reporting in Respect of Various Kinds of Financial Institutions Like Mutual Funds, Non-Banking Finance Companies, Merchant Bankers, Stock Brokers, etc. Computerized Accounting: Accounting Software: Role of Computers in Accounting.

Course Outcomes: After studying this Course, the students will be able to learn accounting standards and other regulatory pronouncements that address accounting for inter-entity relationships; an understanding of the concepts which underlie group accounting practice and an ability to apply these concepts and accounting standards to resolving practical problems in accounting. Students will also able to prepare consolidated financial statement and are also able to deal with the constant innovation and change found in contemporary accounting practices.

Recommended Books

1. T.P. Ghosh, 'Accounting Standards and Corporate accounting', Taxman's.
2. M.C. Shukla, T.S. Grewal & S.C. Gupta, 'Advanced Accounts', Sultan Chand & Company Ltd.
3. R.L. Gupta & M. Radhaswamy, 'Company Accounts', Sultan Chand & Sons.
4. S.N. Maheshwari, 'Corporate Accounting', Vikas Publishing House.

BUSINESS COMMUNICATION – II

Subject Code: BHUM0-206

**L T P C
2 0 2 3**

Duration: 28 Hrs.

Course Objectives: The main aim of this course is to develop the reading, listening, and writing and presentation skills of the undergraduate students. The students should be able to act with confidence, should be clear about their own personality, character and future goals.

UNIT-I (7 Hrs.)

Developing Writing Skills: Sentences Formation - Simple Compound and Complex Formation, Transformation of Sentence: Idioms, One Word Substitution. Active and Passive, Drafting, Editing, Paragraph Writing, Precise Making, Faxes, E-mails.

Resume Writing: Planning, Organizing Contents, Layout, Guidelines for Good Resume Report Writing: Types, Formats, Drafting of Various Types of Report.

Importance of Non-Verbal Communication – Positive Gestures, Symbols and Signs, Physical Appearance & The art of Self-Presentation & Conduct, Review/Summarizing of Newspaper Articles, Features etc.

UNIT-II (7 Hrs.)

Developing Reading Skills: Identify the Purpose of Reading, Factors Effecting Reading, Course How to Think and Read, and Developing Effective Reading Habits.

Reading Strategies: Training Eye, Reading.

UNIT- III (7 Hrs.)

Developing Listening Skills: Importance, Purpose of Listening, Art of Listening, Factors Affecting Listening, Components of Effective Listening, Process of Listening, Principles and Barriers to Listening, Activities to Improve Listening and Difference Between Listening and Hearing.

UNIT-IV (7 Hrs.)

Developing Speaking Skills: Its Advantages and Disadvantages, Conversation as Communication, Extempore, Speaking, Art of Public Speaking, Meetings Preparations, Group Communication through Committees, Conference, Seminar, Symposia, Ambiguity, Avoidance, Group Discussion- Guidelines, Uses and Importance.

Presentations: Four P's of Presentation, Structuring, Rehearsing and Delivery Methods, Effective Presentations.

Interviews: Types, Preparation Techniques- Dressing Etiquettes, Body Language and Facial Expression, Cross questioning skills, projecting a positive image.

Note: Practical Classes Includes Framing Advertisements by Explaining its Pros and Cons. Describing Objects, Conducting Role Plays (Framing Dialogues), Reading Novels and Summarizing Them with Different Vocab and Facial Expressions by Giving Demos.

Course Outcomes: After studying this course, the students will be able to apply communication concepts and theories to address everyday dilemmas within dimensions (ethical, social, legal, technological, relational, and cultural). Students will also be able to demonstrate oral, written, speaking and listening communication skills.

Recommended Books

1. Lesikar, Petit, 'Business Communication', All India Traveler Bookseller.
2. Bovee, Thill and Chaturvedi, 'Business Communication', Pearson Education.
3. Lucent's 'General English', Lucent Publishing.
4. Pal, Rajendra & Korlahalli, 'Essentials of Business Communication', Sultan Chand & Sons.
5. Lillian, Chaney, 'Intercultural Business Communication', Pearson Education.
6. Chaturvedi, Mukesh, 'Business Communication: Concepts, Cases & Applications', Pearson Education.

FUNDAMENTALS OF COMPUTER APPLICATIONS

Subject Code: BCAP0-192

L T P C
2 0 2 3

Duration: 28 Hrs.

Course Objectives: This is a basic paper of IT to familiarize the students with computer and its applications in the relevant fields and exposes them with its utility.

UNIT-I (7 Hrs.)

Operating System Concept: Introduction to Operating System, Function of OS, Types of Operating Systems, Booting Procedure, Details of Basic System Configuration.

DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAME, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK. Difference between Windows and DOS.

UNIT-II (7 Hrs.)

Data: Definition of Data, Uses & Need of Data in organizations.

Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and Storing Data in a DBMS, Queries in a DBMS, Structure of a DBMS.

UNIT-III (7 Hrs.)

Computer Network & Communication: Network types, Network topologies, Network Communication Devices, Physical Communication Media, Network Protocol (TCP/IP).

Introduction to World Wide Web: Concepts of Web Technology, Web Browsers, Internet and Intranet, Various applications of Internet such as Search Engines, Email, Information gathering, Telnet, FTP etc.

UNIT-IV (7 Hrs.)

Using MS-Access: Getting Familiar with Access Objects: Tables, Queries, Forms, Reports, and Modules. Creating Tables, adding and deleting records.

Querying: Creating, Saving and Editing, Joining Tables in Queries.

Forms: Creating and Using Forms.

Reports: Creating and Printing Reports.

Course Outcomes: Students will be able to understand the concepts of computer and various software related to it. The use of MS Office (Excel, Access & Power point) helps in different type of analysis and projection of reports related to the business management. The software helps in planning & coordinating the supply chain of the company.

Recommended Books

1. ITL, ESL, 'Introduction to Infotech', Pearson Education.
2. Goyal, Anita, 'Computer Fundamentals', Pearson Education.
3. Joseph A. Brady and Ellen F Monk, 'Problem Solving Cases in Microsoft and Excel' Thomson Course.
4. V. Rajaraman, 'Introduction to Information Technology', Prentice Hall of India.
5. Leon and Leon, 'Introduction to Information Technology', Vikas Publishing House.
6. Deepak Bharihoke, 'Fundamentals of Information Technology', Excel Books.

HUMAN RESOURCE MANAGEMENT

Subject Code: BBAD1- 308

L T P C

Duration: 45 Hrs.

4 0 0 4

Course Objectives: To provide an in-depth overview of the field of HRM, what are the roles and responsibilities of HR professionals how the primary functions affect the broader business strategy.

UNIT-I (11 Hrs.)

Nature, Scope, Role and Importance of HRM, New Trends in HRM due to Globalization Deregulation and Technological Advancements, HRM Practices in India, Issues and Challenges.

UNIT-II (12 Hrs.)

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.

UNIT-III (10 Hrs.)

Recruitment: Sources of Recruitment, Policies and Procedure of Recruitment, Selection Process, Testing and Interviews, Placement and Induction, Transfer and Promotion.

UNIT-IV (13 Hrs.)

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

Course Outcomes: On completion of this course, the student will get familiarized with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

Recommended Books

1. V.S.P. Rao, 'Human Resource Management', Excel Books.
2. Monnappa and Sai Yadan, 'Personnel Management', Tata McGraw Hill.
3. Dessler and Garg, 'Human Resource Management', Pearson Education.
4. C.B. Memoria, 'Personal Management', Himalaya Publications.
5. K. Aswathappa, 'Human Resource Management', Tata McGraw Hill.
6. C.B. Gupta, 'Human Resource Management', Sultan Chand & Sons.

MARKETING MANAGEMENT

Subject Code – BBAD1 – 309

L T P C
4 0 0 4

Duration: 45 Hrs.

Course Objectives: Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

UNIT-I (13 Hrs.)

Marketing: Nature and Scope of Marketing, Customer Needs, Wants and Demand. Various **Marketing Concepts:** Production, Product, Selling, Marketing and Societal Marketing, and Analysing Marketing Environment: Micro, Macro Environment.

UNIT-II (12 Hrs.)

Market Segmentation: Need, Concept, Nature, Basis and Strategies, Mass Marketing Vs. Segmentation. Marketing Mix: 4Ps of Products and 7Ps of Services, Components and Factors Affecting.

UNIT-III (11 Hrs.)

Product Decisions: Product Definition, New Product Development Process and Product Life Cycle, Positioning, Branding, Packaging and Labelling Decisions Pricing Decisions: Importance, Objectives, Designing Strategies, Pricing Techniques.

UNIT-IV (10 Hrs.)

Product Promotion: Promotion Mix-introduction, Importance, Advantages and Disadvantages of Various Components and Factors Affecting. Distribution: Types of Channel, Factors Affecting Decision, Designing and Managing Marketing Channel, Managing Retailing, Physical Distribution System and its Components, Digital Marketing.

Course Outcomes: The students will be apt with the foundation terms and concepts that are commonly used in marketing. They will also be able to understand the essential elements for effective marketing practice in the industry. They will also enable to create a balance between marketing and other management functions.

Recommended Books

1. P. Kotler, K.L. Keller, A. Koshy and M. Jha, 'Marketing Management: A South Asian Perspective', Pearson Education.

2. M. Etzel, B. Walker, W. Stanton and A. Pandit, 'A Marketing Management', Tata McGraw Hill.
3. V.S. Ramaswamy and S. Namakumari, 'Marketing Management: Global Perspective Indian Context', Macmillan Publishers India Ltd.
4. Rajan Saxena, 'Marketing Management', Tata McGraw Hill Education Pvt. Ltd.

COST / MANAGEMENT ACCOUNTING

Subject Code: BBAD1-310

**L T P C
4 0 0 4**

Duration-45 Hrs.

Course Objectives: To familiarize students with basic knowledge of cost and management accounting. To equip students with problem solving skills and to enable students to apply knowledge in decision making.

UNIT-I (13 Hrs.)

Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and Disadvantages, Installation of Costing System. Differences between Cost Accounting and Financial Accounting and Management Accounting, Analysis of Cost – Preparation of Cost Sheet, Estimate, Tender and Quotation, Material Control: Concepts and Techniques, Pricing of Material Issues, Labour Control: Labour Turnover, Idle Time, And Methods of Wage Payment.

UNIT-II (11 Hrs.)

Overhead Control: Classification, Allocation, Apportionment and Absorption of Overheads.
Marginal Costing: Contribution, P/V Ratio: Break Even Analysis, Margin of Safety, Application of Marginal Costing Techniques.

UNIT-III (11 Hrs.)

Standard Costing and Variance Analysis: Material Variances, Labour Variances, Reconciliation of Cost and Financial Accounts. **Budgetary Control:** Meaning, Classification, Types of Budget (Fundamentals Only).

UNIT-IV (10 Hrs.)

Financial Statement Analysis: Meaning, Objectives and Techniques including Ratio Analysis. Cash Flow Statement (as per AS14).

Course Outcomes: The students will learn to the basic cost concepts, allocation and control of various costs and methods of costing. They will be enabled with the Basic cost concepts, element of cost & Preparation of Cost Sheet.

Recommended Books

1. Khan & Jain, 'Cost Accounting', Tata McGraw Hill.
2. Jawahar, 'Cost Accounting', Tata McGraw Hill.
3. Wilson, 'Cost Accounting', Himalaya Publications.
4. Gupta, Sharma, Ahuja, 'Cost Accounting', F.K. Publications.
5. Nigam & Jain, 'Principles & Practices', PHI Course.

BUSINESS STATISTICS

Subject Code – BBAD1-311

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: the course will enable the students to understand statistics, how and when to apply statistical techniques to decision making situations and how to interpret the results.

UNIT-I (12 Hrs.)

Statistics: Definition, Importance & Limitation, Collection of Data, Classification and

Presentation of Frequency Distribution, Measures of Central Tendency and Dispersion: Meaning and Objectives of Measure of Central Tendency- Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean, Characteristics, Applications and Limitations of these Measures; Measure of Variation, Range, Quartile Deviation, Mean Deviation and Standard Deviation, Coefficient of Variation.

UNIT-II (11 Hrs.)

Correlation and Regression: Meaning of Correlation, Types of Correlation Positive and Methods of Studying Correlation, Lines of Regression, Co-Efficient of Regression

UNIT-III (12 Hrs.)

Index Numbers and Time Series: Index Number and Their Uses in Business; Construction of Simple and Weighed Price, Quantity and Value Index Numbers, Test for an Ideal Index Number, Components of Time Series - Secular Trend, Cyclical, Seasonal and Irregular Variations. Use of Time Series in Business

UNIT-IV (12 Hrs.)

Probability & Probability Distributions Definition, Basic Concepts, Events and Experiments, Random Variables, Expected Value Types of Probability: Classical Approach, Relative Frequency Approach or Empirical Probability, Subjective Approach to Probability, Theorems of Probability: Addition Theorem, Multiplication Theorem, and Bays Theorem.

Course Outcomes: The students will understand the concept of population and sample. They will be using frequency distribution to make decision. They will understand to calculate various types of averages and variation. They will understand to use regression analysis to estimate the relationship between two variables.

Recommended Books

1. Sancheti and V.K. Kapoor, 'Statistics Theory, Methods & Application', Sultan Chand & Sons.
2. R.P. Hooda, 'Introduction to Statistics', Macmillan.
3. S.C. Aggarwal & R.K. Rana, 'Basic Statistics for Economists', V.K. India.
4. Lewin and Rubin, 'Statistics for Management', Prentice Hall of India, New Delhi.
5. S.P. Gupta, 'Statistical Methods', Sultan Chand.
6. Beri, 'Business Statistics', Tata McGraw Hill.
7. J.S. Chandan, 'Statistics for Business and Economics', Vikas Publications.

ENVIRONMENTAL SCIENCE

Subject Code: BBAD1-312

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The Environmental Studies major prepares students for careers as leaders in understanding and addressing complex environmental issues from a problem-oriented, interdisciplinary perspective. Students will

1. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
2. Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.
3. Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

UNIT-I (10 Hrs.)

The Multidisciplinary nature of environmental studies, Definition, Scope and importance, Need for public awareness.

UNIT-II (12 Hrs.)

1. **Natural Resources:** Renewable and non-renewable Resources: Natural Resources and Associated Problems.
2. **Forest Resources:** Use and Over-exploitation, Deforestation, Case Studies. Timber Extraction, Mining, Dams and their Effects on Forests and Tribal People.
3. **Water Resources:** Use and over-Utilization of surface and ground water, floods, drought, conflicts and water, dams-benefits and problems.
4. **Mineral Resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
5. **Food Resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
6. **Energy Resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.
7. **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-III (12 Hrs.)

Ecosystems: 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:

1. Forest Ecosystem
2. Grassland Ecosystem
3. Desert Ecosystem
4. Aquatic Ecosystems (Ponds, Streams, Lakes, Rivers, Oceans, Estuaries).

UNIT-IV (11 Hrs.)

Environmental Pollution: Definition, Causes, Effects and Control measures of

1. Air pollution
2. Water pollution
3. Soil pollution
4. Marine pollution
5. Noise pollution
6. Thermal pollution
7. 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.

Course Outcomes: The students will get an understanding of the concepts fundamental to environmental science. They will understand the complexity of ecosystems and possibly how to sustain them. They will understand the relationships between humans and the environment. It will make the students understand major environmental problems including their causes and consequences. It will accomplish an understanding of current and controversial environmental issues and possible solutions to environmental problems and their pros and cons.

RESEARCH METHODOLOGY

Subject Code –BBAD1- 414

**L T P C
4 0 0 4**

Duration – 45 Hrs.

Course Objectives: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision making.

UNIT-I (12 Hrs.)

Research Methodology: Definition, Objectives, Role, And Scope in Management Research, Process of Research, Limitations & Types, And Research Design: Formulating the Research Problem, Choice of Research Design, Types of Research Design, and Sources of Experimental Errors.

UNIT-II (11 Hrs.)

Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-Probability Sampling Techniques, Probability Sampling Techniques, Sampling and Non Sampling Errors. Data Collection: Primary, Secondary Data Collection, Observation Methods and Survey Method:

UNIT-III (11 Hrs.)

Measurement Concept, Levels of Measurement—Nominal, Ordinal, Interval and Ratio Attitude Measurement: Comparative Scaling techniques, Non-comparative Scaling techniques, Questionnaire Designing: Types, Guidelines for developing a good questionnaire

UNIT-IV (11 Hrs.)

Data Preparation and Analysis: Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts), Report Writing: Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.

Course Outcomes: The syllabus will create an awareness of the Process of Research, the tools and techniques of research and generation of reports.

Recommended Books

1. C.R. Kothari, 'Research Methodology', New Age International Publishers.
2. K.V. Rao, 'Research Methodology', Sterling Publishers.
3. Srivastava and Rego, 'Business Research Methodology', Tata McGraw Hill.
4. Rajinder Nargundhkar, 'Marketing Research', Tata McGraw Hill.
5. Cooper and Schindler, Business Research Methods, Tata McGraw Hill.

FINANCIAL MANAGEMENT

Subject Code -BBAD1- 414

**L T P C
4 0 0 4**

Duration – 45 Hrs.

Course Objectives: Students will equip themselves with topics in corporate finance, how the finances are managed and their reflections on the fundamental decisions to be taken by the corporate and finance world.

UNIT-I (11 Hrs.)

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

UNIT-II (12 Hrs.)

Capital Budgeting: Meaning, Importance and Various Techniques; Pay Back Methods; Post Payback Period; Rate of Return Method; Net Present Value Method; Internal Rate of Return Method; Profitability Index Method.

UNIT-III (11 Hrs.)

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).

UNIT-IV (11 Hrs.)

Capital Structure: Introduction; Capital Structure Decisions; Net Income Approach, Net Operating Income Approach; M & M Approach; Traditional Approach.
Working Capital: Meaning, Factors Affecting Working Capital Management and Sources of Working Capital.

Course Outcomes: The students will understand the basic concepts of Financial Management and the role of Financial Management in decision-making. It will provide understanding of nature, importance, structure of finance related areas and to impart knowledge regarding source of finance for a business.

Recommended Books

1. M.Y. Khan and P.K. Jain, 'Financial Management, Text, Problems & Cases', Tata McGraw Hill Company, New Delhi.
2. S.N. Maheshwari, 'Financial Management – Principles & Practice', Sultan Chand & Sons.
3. Prasanna Chandra, 'Financial Management: Theory and Practice', Tata McGraw Hill.
4. Sheeba Kapil, 'Financial Management', Pearson Education.
5. V.K. Bhalla, 'Financial Management and Policy: Text and Cases', Anmol Publications Pvt. Ltd.

CONSUMER BEHAVIOUR

Subject Code – BBAD1- 415

L T P C
4 0 0 4

Duration – 45 Hrs.

Course Objectives: This course aims at enabling students to understand the various aspects of consumer behaviour, the external and internal factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy.

UNIT-I (11 Hrs.)

Consumer Behaviour: Nature, Scope & Application, and Consumer Buying Behaviour: Consumer Decision Making Process (Five Step Model), Factors Affecting Buying Behaviour, Purchase Behaviour, Buyer's Role.

UNIT-II (12 Hrs.)

Consumer as an Individual: Consumer Motivation: Needs & Goals, Positive & Negative Motivation, Types & Systems of Needs Hierarchy & Trio of Needs, Introduction to Personality: Theories, Product Personality, Perception: Concept and Elements of Perception and Attitude with Reference to Consumer Behaviour.

UNIT-III (11 Hrs.)

Consumer in Social & Cultural Setting: Reference Groups: Concepts, Factors Affecting Reference Groups, Family: Functions of Family, Family Decision Making, Family Life Cycle Social Class & its Measurement, Culture & Sub Culture: Definition & Influence.

UNIT-IV (11 Hrs.)

Consumer Decision Making: Introduction to Opinion Leadership Process Diffusion of Innovations: Diffusion Process, Adoption Process, And Introduction to Consumer Decision Making: Levels, Decision Making Process, Various Views of Consumer Decision Making, and Models of Consumer Decision Making.

Course Outcomes: The student gets enabled to explore the mysterious world of the consumer's psyche and guidelines to the students to understand what makes consumers to purchase particular product or avail a particular service.

Recommended Books

1. Schiffman & Kanuk, 'Consumer Behavior', Pearson Education.
2. Engel, Blackwell & Miriand, 'Consumer Behavior', Dryden Press.
3. R. Majumdar, 'Consumer Behavior: Insights from the Indian Market', PHI Course Pvt. Ltd., New Delhi.
4. Bitta Loudon, 'Consumer Behavior', Tata McGraw Hill New Delhi.

BUSINESS LAW – I

Subject Code – BBAD1-416

**L T P C
4 0 0 4**

Duration – 45 Hrs.

Course Objectives: The course will develop understanding of the essential elements of contract law including formation, termination, current issues/changes. This course is intended to make students understand various Acts applicable in business.

UNIT-I (11 Hrs.)

Law of Contract: Introduction, Kinds of Contracts, Offer and Acceptance, Consideration, Capacity of Parties, Free Consent, Legality of Object, Performance and Discharge of Contract Remedies for Breach of Contract, Introduction to the Concept of Agent and Different Types of Mercantile Agents, Bailment and Pledge, Indemnity and Guarantee.

UNIT-II (12 Hrs.)

Sale of Goods Act: Introduction, Formation of Contract, Condition and Warranties, Difference between Transfer of Property and Possession, Right of an Unpaid Seller, Performance of Contract of Sales.

UNIT- III (11 Hrs.)

Negotiable Instrument: Introduction, Bills of Exchange, Promissory Note, Cheque, Parties of Negotiable Instrument, Negotiation, Presentation, Discharge and Dishonour of Negotiable Instrument Rules of Evidence, Banker and Drawer.

UNIT-IV (11 Hrs.)

Law of Partnership: Introduction, Formation, Rights Duties, Liabilities of Partners, Dissolution of Partnership Firm, Limited Liability Partnership. Salient Features of RTI Act, Consumer Protection Act 1986: Objectives Features, Structure.

Course Outcomes:

The students will be acquainted with a basic and elementary knowledge of the subject. The students will be well versed with the various regulations affecting business and to familiarize the students with such regulation.

Recommended Books

1. N.D. Kapoor, 'Element of Mercantile Law', Sultan Chand & Sons.
2. M.C. Kuchhal, 'Business Law', Vikas Publication.
3. Gulshan Kapoor, 'Business Law including C. Law', New Age International.
4. Akhileshwar Pathak, 'Legal Aspects of Business', Tata McGraw Hill Education.
5. Bare Acts: Indian Contract Act, 1872, Sale of Goods Act 1930.

INCOME TAX ACT

Subject Code-BBAD1- 418

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The objective of Income Tax Act as a subject will be to make students comfortable with the basic provisions of income tax so that they should have understanding of some of the practical aspects of taxation.

UNIT-I (11 Hrs.)

Basic Concepts, Agricultural Income and its Assessment, Basis of Charge, Exempted Income.

UNIT-II (12 Hrs.)

Heads of Income: Income from Salaries: Calculation of Gross and Net Salary, Income from House Property.

UNIT-III (12 Hrs.)

Income from Business and Profession, Capital Gains, Other Sources, Set Off of Losses, Set Off and Carry Forward of Losses, Aggregation of Income,

UNIT-IV (10 Hrs.)

Deductions to be Made in Computing the Total Income, Assessment of Individuals Income Tax Authorities, Procedure of Assessment, (Practical Aspect of Filing of Return to be Stressed), Collection of Tax.

Course Outcomes: The students will be exposed to the various provision of Income Tax Act relating to computation of Income individual assesses only.

Recommended Books

1. Lal, 'Income Tax', Pearson Education.
2. Hariharan, 'Income Tax', Tata McGraw Hill Education.

PRODUCTIONS & OPERATIONS MANAGEMENT

Subject Code: BBAD1 - 418

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: This course will help the students to understand the importance of understand the whole process of manufacturing a product or a service, focusing on the concept of optimum utilization of resources and minimization of costs.

UNIT-I (12 Hrs.)

Production and Operations Management; its Functions and Relationship with Other Functional Areas, Facility Location Decision, Layout Decision, Product and Process Layout, Capacity Planning.

UNIT-II (11 Hrs.)

Production Planning and Control: Planning, Scheduling, Routing etc. Assembly Line Balancing, Work Study: Method Study and Time Study, Work Simplification, Productivity Linked Incentives.

UNIT-III (11 Hrs.)

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory Costs: Basic EOQ Model: Re-Order Level: ABC Analysis, Supply Chain Management, and Brief Introduction to JIT.

UNIT-IV (11 Hrs.)

Quality Management: What is Quality, Quality as a Corporate Strategy, Statistical Methods, SPC Control Charts, Acceptance Sampling, and Total Quality Management (TQM) Quality Circles Cost of Quality, Taguchi Philosophy.

Course Outcomes: After the completion of this course the students will have an understanding of the concepts of production and operations management of an industrial undertaking and the benefits of automation.

Recommended Books

1. S.N. Chary, 'Production & Operations Management', Tata McGraw Hill Publishing.
2. Buffa, 'Modern Production Management', Wiley Eastern Pvt. Ltd.
3. Adam, 'Production & Operations Management', Prentice Hall.
4. L.C. Jhamb, 'Production & Operations Management', Everest Publishing House.
5. K. Aswathappa & Bhat, 'Production & Operations Management', Himalaya Publishing.

BUSINESS ENVIRONMENT

Subject Code: BBAD1-519

L T P C
4 0 0 4

Duration: 45 Hrs.

Course Objectives: This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

UNIT-I (11 Hrs.)

Business & Social Environment: Meaning, Salient Features, Significance, Internal & External Environment, Environment Scanning: Features, Process & Techniques, Social Responsibility of Business, Ecological Environment Protection Act.

UNIT-II (12 Hrs.)

Political & Economic Environment: Three Political Institutions: Legislature, Executive & Judiciary, Salient Features of Economic System: Basic Philosophies of Capitalism, Socialism & Mixed Economy, Liberalization, Privatization & Globalization. New Industrial Policy & its Implication in India, Disinvestment of Public Enterprises- Rationale, and Objectives & Implications fiscal Policy: Types, Instruments: Taxation & Public Expenditure & Their impact on Economy Monetary Policy: Types, Instruments, EXIM Policy.

UNIT-III (12 Hrs.)

Technological, Legal and Regulatory Environment: Impact of Technology on Business, Technological Policies, Problems in Technology Transfer, Salient Features of Intellectual Property Rights and Trademarks, Competition Act 2002: Features, Objectives, Objectives, Anti-Competitive Agreement, Abuses of Dominance, Regulations of Combinations, Leniency Regulation, Foreign Exchange Management Act 1999 (FEMA): Features, Objectives, Application of The Act, FEMA Vs FERA.

UNIT-IV (10 Hrs.)

International Environment: Trends in Global Trade & Investment; Balance of Payments/ Trade, Foreign Direct Investment and Collaboration. Economic Institutions: World Trade Organization, UNCTAD, IMF. Trade Blocks: EU, NAFTA, SAARC, And Foreign Trade: SEZ (Special Economic Zone).

Course Outcomes: The students will be acquainted with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Recommended Books

1. Dr Francis Cherunilam, 'Business Environment Text & Cases', Himalaya Publishing House.
2. S.K. Mishra and V.K. Puri, 'Economic Environment of Business', Himalaya Publishing House.
3. Paul Justice, 'Business Environment- Text and Cases', Tata McGraw Hill Publishing.
4. K. Aswathappa, 'Essential of Business Environment', Himalaya Publishing House.

5. 'Economic Survey', Government of India.

MANAGEMENT OF FINANCIAL SYSTEM

Subject Code – BBAD1- 520

L T P C

Duration: 45 Hrs.

4 0 0 4

Course Objectives: Management of Financial Systems is an advanced undergraduate course designed to analyse financial products. This course will build on the concepts developed in financial management, economics and business administration.

UNIT-I (10 Hrs.)

Introduction to Financial Systems, Types of Financial Markets: Money Market Operations, Features, Importance and Composition of the Developed Money Market in India. Capital Markets in India.

UNIT-II (11 Hrs.)

Concept and Functioning of Depository and Depository Participants in India, Merchant Banking in India- Its Origin and Development, Organizational Aspects and Importance of Merchant Bankers, Financial Regulatory Bodies-RBI, SEBI.

UNIT-III (12 Hrs.)

Mutual Funds and AMC's – Concept, Origin and Growth of Mutual Funds
Venture Capital- Concept, Characteristics and Guidelines for Venture Capital
Plastic Money - Concept and Different Forms of Plastic Money - Credit and Debit Cards, Pros and Cons.

UNIT-IV (12 Hrs.)

Credit Rating - The Concept and Objective of Credit Rating, Various Credit Rating Agencies in India and Brief Introduction to International Credit Rating Agencies, Financial Development Institutions: NABARD, IFCI, ICICI, IDBI, etc.

Course Outcomes: The course offers vast employment potential in the banking sector, insurance sector, investment and merchant banking activities, capital markets, share broking, and derivatives market. The knowledge gained by the students also proves helpful and supportive for various competitive exams such as IAS, NET, PhD, IBPS and various other exams conducted for recruitment in banks and insurance companies.

Recommended Books

1. Jeff Madura, 'Financial Markets and Institutions', South-Western College Publishing, Cincinnati.
2. Gordon Natarajan, 'Financial Markets and Services', Himalaya Publishing House.
3. Sandeep Goel, 'Financial Services', PHI Course.

ADVERTISING AND SALES MANAGEMENT

Subject Code: BBAD1-521

L T P C

Duration: 45 Hrs.

4 0 0 4

Course Objectives: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. The course will help students learn rules and techniques of effective advertising and to understand the sales management process and sales force management

UNIT-I (11 Hrs.)

Advertising: Definition, its Role and Importance. Advertising as a Means of Communication, Setting Advertising Objectives, Different Kinds of Advertising, Advertising Copy Creative Copy Strategies, Message Structures, Advertising Art & Layout.

UNIT-II (12 Hrs.)

Media Planning & Scheduling, Advertising Budget, Advertising Agencies: Role, Types and Functions, Measuring Advertising Effectiveness: Pre and Post Testing, Social, Ethical and Legal Aspect of Advertising,

UNIT-III (12 Hrs.)

Sales Management: Definition, Nature, Scope and Importance of Sales Management, Difference between Selling and Marketing and Sales Management and Marketing, Evolution of Sales Management, Emerging Trends in Sales Management. Role and Skills of Sales Managers, Function and Qualities of a Sales Executive, Sales Objectives, Sales Strategies, Personal Selling Process.

UNIT-IV (10 Hrs.)

Sales Force: Recruitment and Selection Process, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of Information Technology in Sales Management.

Course Outcome: On completion of this course, the students will develop the understanding about the marketing communication tools and implement them in designing advertisement strategies. the impact this philosophy has on the organisation and operation of the business.

Recommended Books

1. David A. Aaker and John G. Myera, 'Advertising Management', Prentice Hall of India.
2. W.H. Border, 'Advertising', John Wiley, N.Y.
3. D. Ogilvy, 'Ogilvy on Advertising', Longman Publication.
4. Chunnawala, 'Advertising Management', Himalaya Publishing.

INDIRECT TAX LAW

Subject code: BBAD1-522

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The aim is to provide an understanding regarding the existence of various indirect tax laws in India. The course will make student understand correct, complete and timely reporting of Indirect Tax returns.

UNIT-I (12 Hrs.)

Central Sales Tax Act - Its Features, Terms, Definitions, Registration of Dealer, Procedure of Assessment, Filing of Returns, Sales Tax Authorities - Its Powers and Functions, Penalty and Appeal.

UNIT-II (12 Hrs.)

Customs Act, 1962 - An Overview, Levy, Collection & Exemptions from Custom Duty, Date of Determination of Duties & Tariff Valuation. Prohibitions/Restrictions of Export & Import, Determination of Duty where Goods Consist of Articles of Different Rate of Duties, Warehousing, Duty Drawbacks U/S 74 & 75, Special Provisions Regarding Baggage, Postal Goods.

UNIT-III (10 Hrs.)

Central Excise Act, 1944-Its Meaning, Definitions, Levy and Collection, Classification of Goods, Valuations, Assessment, Payment of Duty and Removal of Goods, Refund of Duties, Appeals and Penalties and CENVAT.

UNIT-IV (11 Hrs.)

Value Added Tax, Service Tax, and GST.

Note: The paper setter will consider the changes up to 30th September of relevant year.

Course Outcomes: At the completion of this course, the students will comprehend the basic principles of the laws governing Indirect taxes.

Recommended Books

1. 'Indirect Taxes', Snowwhite Publications.
2. Saxena, 'VAT Ready Reckoner'.
3. V.S. Datey, 'Elements of Indirect Taxes- Law & Practices', Taxman.

BUSINESS LAW – II

Subject Code: BBAD1- 523

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The course aims at providing fundamental knowledge and exposure of the company law, factories Act, Trade union Act and industrial dispute Act.

UNIT-I (10 Hrs.)

Company Law: Definition, Characteristics, kinds and Formation of Company, Documents: Memorandum, Articles and Prospectus.

UNIT-II (11 Hrs.)

Shares and Share Capital, Provision with respect to Appointment and Removal of Director, Meeting: types of meeting, quorum, notice, agenda. Winding up of companies and its methods.

UNIT-III (12 Hrs.)

Factories Act: Object and Definition, Health, Safety and Welfare Provisions, Provision of Working Hours for Women and Young Persons. Basic Features of Payment of Wages Act, Minimum Wages Act and Basic Features of Employees Provident Fund Act, and Payment of Bonus Act.

UNIT-IV (11 Hrs.)

The Trade Union Act: Objects, Definitions and Registration of Trade Unions. Rights and Liabilities of Trade Union, the Industrial Disputes Act: Scope and Object. The Settlement Machinery and Authorities under the Act, Introduction of Strikes, Lockouts and Layoffs, Retrenchment.

Course Outcomes: The student will feel familiarised with a basic and elementary knowledge of the subject.

Recommended Books

1. N.D. Kapoor, 'Element of Mercantile Law', Sultan Chand & Sons.
2. S.S. Gilshan, 'Business Law', New Age International Publication.
3. M.C. Kuchhal, 'Business Law', Vikas Publication.
4. Gulshan, Kapoor, 'Business Law including C. Law', New Age International.
5. Pathak, Akhileshwa, 'Legal Aspects of Business', McGraw Hill Education.

SUMMER INTERNSHIP PRESENTATION

Subject Code: BBAD1- 524

**L T P C
0 0 0 2**

Between the fourth and the fifth 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.

CORPORATE STRATEGY

Subject Code: BBAD1 -625

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The course aims at providing fundamental knowledge and exposure to the strategies at corporate level. It will help student understand the relationship amongst goals, objectives, strategies, tactics, plans, programs, procedures, rules etc.

UNIT-I (12 Hrs.)

Strategic Management: Introduction, Nature & Scope, Need, Level at which Strategy Operates, Strategic Decision Making, Process of Strategic Management, Strategic Intent: Vision, Mission, Business Definition, Business Model Goals & Objectives, and Strategy Formulation & Process.

UNIT-II (11 Hrs.)

Environment Appraisal and Scanning: External & Internal Environment including PEST, Techniques for Environmental Scanning (SWOT, ETOP, And Quest), and Organizational Appraisal: Dynamics of Internal Environment, Organizational Capability Factors, Methods and Technique Used for Organizational Appraisal.

UNIT-III (12 Hrs.)

Corporate Level Strategy: Concept, Stability, Expansion, Retrenchment, Combination, Strategy, Business Level Strategy: Concept, Porter's Generic Business Strategy, Strategic Choice: Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix.

UNIT-IV (10 Hrs.)

Strategic Implementation: Concept, Interrelationship between Formulation and Implementation, Aspects of Strategy Implementation (Behavioural Implementation, Resource Allocation), Strategic Evolution and Control: An Overview, Technique of Strategic Evolution and Control.

Course Outcomes: The students will get acquainted with the various strategic issues such as strategic planning, implementation and evaluation etc. and preparation of project reports.

Recommended Books

1. Azhar Kazmi, 'Business Policy', Tata McGraw Hill.
2. Jouch & Gluick, 'Strategic Management & Business Policy', Tata McGraw Hill.
3. Wheelen & Hunger, 'Strategic management & Business Policy', Pearson Education.
4. Pearce & Robinson, 'Strategic Management' AITBS.
5. Hill & Manikutty, 'Strategic Management', Cengage Course.

SMALL MEDIUM BUSINESS & ENTREPRENEURSHIP

Subject Code: BBAD1 -626

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: This course has been designed for the students who intent to start their own enterprise. All such students start as entrepreneurs. So they need to understand intricacies of business. This course will guide them right from the idea generation to implementation of the idea.

UNIT-I (11 Hrs.)

Understanding Ownership Structure: Definition of Small Scale, Medium Scale and Large Scale Enterprises, Role of Small Enterprises in Economic Development, Policies Governing Smes, Steps in Setting Up a Small Unit, Sources of Finance for SME's, Setting Up of a Small Business Enterprise-; Rationale for Small & Medium Enterprise; Objective; Scope; Role of SME in Economic Development of India, Identifying Business Opportunity in Various Sectors, SME Registration; NOC from Pollution Board; Machinery and Equipment Selection;

Project Report Preparation; Project Planning and Scheduling using Networking Techniques Of PERT / CPM; Methods of Project Appraisal.

UNIT-II (12 Hrs.)

Institutional Supporting Small Business-Central / State Level Institution, Preparation of a Business Plan – Elements of a Business Plan, Kinds of Business Plans and Overview of Different Aspects Social Entrepreneurship-Definition, Importance and Social Responsibilities-NGOs problems of SMEs and Prospects, Causes and Symptoms of Sickness – Cures of Sickness, Govt. Policies on Revival of Sickness and Remedial Measures, Turnaround Strategies for SMEs

UNIT-III (12 Hrs.)

Understanding Entrepreneurship: Concept and Definitions, Entrepreneurial Characteristics and Skills, Importance and Significance of Growth of Entrepreneurial Activity, Classification and Types of Entrepreneurs; Entrepreneurial Competencies, Theories of Entrepreneurship, Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors; Entrepreneurial Training; Entrepreneurial Success and Failures, Ethics and Social Responsibility of an Entrepreneur.

UNIT-IV (10 Hrs.)

Entrepreneurial Process: Search for Best Opportunity, Steps of Entrepreneurial Process: Deciding – Developing – Moving – Managing – Recognizing. Feasibility Analysis: Economic, Managerial Competency, Marketing, Financial & Technical, Environmental Scanning and SWOT Analysis.

Course Outcomes: The students will achieve an in depth knowledge and understanding of the basic concepts of entrepreneurship and prepare business plan to start a small industry.

Recommended Books

1. Vasant, Desai, 'Entrepreneurship', Himalaya Publishing House.
2. Taneja & S.L. Gupta, 'Entrepreneurship Development'.
3. I.M. Pandey, 'Venture Capital –The Indian Experience', Prentice Hall of India.
4. B.C. Tandon, 'Environment and Entrepreneur', Chug Publications, Allahabad
5. Siner A. David, 'Entrepreneurial Megabooks', John Wiley and Sons, New York.
6. S.B. Srivastava, 'A Practical Guide to Industrial Entrepreneurs', Sultan Chand & Sons.
7. C.B. Gupta & N.P. Srinivasan, 'Entrepreneurial Development', Sultan Chand & Sons.
8. Vasant Desai, 'Management of a Small Scale Industry', Himalaya Publishing House.
9. Hisrich, Robert D. and Peters, P. Michael, 'Entrepreneurship', Tata McGraw Hill.
10. David H. Holt, 'Entrepreneurship: New Venture Creation', Prentice Hall, New Delhi.

E-COMMERCE

Subject Code: BBAD1 -627

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: The objective of the course is to acquaint the students with E-Business in competing international markets.

UNIT-I (10 Hrs.)

Introduction to E-Commerce and E-Business: Definition and competing in the digital economy –Forces Fuelling E-commerce and E- Business Models - Environment of E-Business, Economics and social impact of E- Business, opportunities and Challenges.

UNIT-II (12 Hrs.)

Industry Framework and Types, Structure and Organization of E-Business, Communications – Internet Service Providers, Internet Access Provider, Internet vs. Online Services, WWW: Concepts, Technology, Applications and Services Offered in The Internet. EDI, EFT, Electronic Payment Systems, Industry Applications like Online Banking and Other Business

Applications. Electronic Payment Technology, Digital Cash, Electronic Check, On-Line Credit Card; Electronic Commerce and Banking; Changing Dynamics in The Banking Industry, Home Banking Implementation Approaches, Open vs Closed Models, Management Issues in Online Banking.

UNIT-III (12 Hrs.)

Supply Chain Management: Supply Chain Integration and Coordination, Importance of Supply Chain Management, Objective and Methodology of Supply Chain Management, CRM - Online Sales Force, Online Customer Service and Support, Technology and Marketing Strategy: Intranets and Manufacturing Integrated Logistics, Agile Manufacturing, Internet Marketing. Manufacturing Information Systems, Intranet Based Manufacturing Logistics Management.

UNIT-IV (10 Hrs.)

Security Issues in E-Business: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Securing E-Commerce Networks: Security Protocols such as HTTP, SSL, Firewalls, Personal Firewalls.

Course Outcomes: At the completion of the course, the students will be exposed to electronic modes of commercial operations

Recommended Books

1. G.H. Cady and Part McGreger, 'The Internet', BPB Publication.
2. Phil Carpenter, 'E –Brands', HBS Press, Boston.
3. Peter Keen and Mark McDonald, 'The e-Process Edge', Tata McGraw Hill, Delhi.
4. L. Cathernine Mann, 'Global Electronic Commerce', Institute for International Economics.
5. Sundeep Oberoi, 'E-Security and You', Tata McGraw Hill, New Delhi.
6. Jason R. Rich, 'Starting an E-Commerce Business', IDG Books, Delhi.
7. Shurety Samantha, 'E-Business with Net Commerce', Addison Wesley.

BANKING AND INSURANCE SERVICES

Subject Code: BBAD1 -628

**L T P C
4 0 0 4**

Duration: 45 Hrs.

Course Objectives: Service sector is contributing maximum in India's GDP. Banking and insurance sector constitute important part of service sector. The course has been designed to give students insight into the operations of banking and insurance.

UNIT-I (10 Hrs.)

Evolution of Banking-Banking in India, Types of Banks, Roles of Banks (viz. Intermediation, Payment System, Financial services), Banking Regulations, BASEL Norms, Banking Products – Fee based and fund based, Bank Management: Liquidity Management, Investment Management, Loan Management, Liability Management, Credit Management, Risk Management.

UNIT-II (11 Hrs.)

Emerging Trends in Banking- Financial Sector Reforms, Universal Banking, Micro Financing, and Consolidation of Indian Banks: Banc assurance in India, Basel II norms and its Impact on Indian Banking Sector. Monetary Policy: Objectives, Monetary Supply and Control of Inflation, Interest Rate Policy and its Implication, Branch Licensing Policy.

UNIT-III (12 Hrs.)

Basics of Insurance -Indemnity, Insurable Interest, Materiality of Facts, Uberimmae Fidae and Implications, Duty of Disclosure, Types of Insurance: Life Insurance, General Insurance, Health & Medical Insurance, Property Related Insurance, Liability Insurance, Reinsurance.

Principles Governing Marketing of Insurance Products, Insurance Regulation and Role of IRDA.

UNIT-IV (12 Hrs.)

Management Techniques & Process: Definition of Risk, Classification of Pure Risks: Personal Risks, Property Risks, Liability Risks, Failure of Others, Overlapping Risks; Rules of Risk Management, Risk Management Technique, Risk Management Process: under writing TPA Basic Assessment, Claim Management of Claim Settlement.

Course Outcomes: Students will be equipped with vast knowledge of various banking and insurance operations that will help them in getting employability in banking and insurance sector.

Recommended Books

1. M.N. Mishra, 'Insurance Principle & Practice', Sultan Chand & Company Ltd.
2. Anand Ganguly, 'Insurance Management', New Age International Publishers.
3. Vaughan & Vaughan, 'Fundamentals of Risk & Insurance', John Wiley & Sons.
4. D.C. Srivastava, Shashank Srivastava, 'Indian Insurance Industry Transition & Prospects', New Century Publications.
5. Bisen Kakkar, 'Insurance & Risk Management', New Age Publication.

PROJECT REPORT AND PRESENTATION

Subject Code: BBAD1-629

L T P C

4 0 0 4

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.

The project viva of BBA 606 will be conducted by external examiner.