

CURRICULAM AND SYLLABUS
FOR
BACHELOR OF BUSINESS ADMINISTRATION (BBA)



DEPARTMENT OF MANAGEMENT
AKAL COLLEGE OF ECONOMICS, COMMERCE AND MANAGEMENT
ETERNAL UNIVERSITY, BARU SAHIB, HIMACHAL PRADESH.

w.e.f

Academic session 2021-22

DEPARTMENT OF MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

TITLE:

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Management in the Akal College of Economics, Commerce & Management.

DURATION:

The course shall be a full time course and the duration of the course shall be of three years.

ELIGIBILITY:

Any candidate having passed the Intermediate (10+2) Examination in any discipline, from a recognized Examination Board with 50% marks (45% marks for Scheduled Caste/ Schedule Tribe candidates) shall be eligible to apply for the course. The other terms and conditions shall be applicable as per University norms.

PROGRAMME OBJECTIVES:

1. To provide adequate basic understanding about management education among the students.
2. To prepare students to explore opportunities in the management profession.
3. To train the students in communication skills effectively.
4. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
5. To inculcate entrepreneurial skills in the students.

PROGRAMME OUTCOMES

1. It will nurture socially conscious business professionals with entrepreneurial and management insights.
2. Encourage student's creativity and innovative thinking leading to unique solution for complex problems.
3. Students will learn sound theoretical base and get exposure to current business challenges.
4. Students will develop capabilities and skills in areas of finance, HR and Marketing to take up initial level management roles in industry.
5. Students will be able to take up higher education in the field of business management.
6. Development of entrepreneurial skills in the student.
7. Development of ethical managers with inter disciplinary knowledge.

Expert opinion on the schedule and syllabus for BBA degree programme.

amit kumar <amit03apr@gmail.com>

Wed, Nov 18, 2020, 3:54 PM

to damanaroma

Dr. Daman Preet Kaur
Associate Prof. & Head
Shoolini Institute of Life Sciences & Business Management, Solan

Dear Mam,

I have been directed by The Dean, Akal College of Economics, Commerce & Management, Eternal University, Baru Sahib to inform you that competent authority has given its approval to include your name as member outside expert in the board of studies of the college (copy attached).

The Department of Management has initiated the process to start BBA from Academic Year 2021-22 and so far the schedule and syllabus has been proposed based on the pattern of our neighboring Universities. In this regard

Your valuable expertise will be highly appreciated, if you can spare some time to give your opinion with regard to the above syllabus. A soft copy of the same is attached for early response.

--

Yours Sincerely
Amit Kumar
Asth. Prof. (Management)
Eternal University

2 Attachments

Daman Jhanjua <damanaroma@gmail.com>

Nov 24, 2020, 3:02 PM

to me

Dear Mr Amit

As per your requirement I have gone through the document.

I must congratulate your team to design the syllabus so well. there are some minor changes which I wish your team to incorporate

- 1) BBA-103 Business Environment : International/ Global Environment may be added
- 2) EDU-101 Human Values and Professional Ethics in Higher Education- No doubt it is all about higher education can its role in business be included
- 3) BBA-204 International Business- International HRM shall be included
- 4) BBA-207 Human Resource Management Unit III which is training is covering the topics which are not part of training. Either the heading shall be changed or the units with heading Performance Appraisal and wages and Compensation policy be added

In which semester the students will undertake the project work

All the best for your BBA program

Regards
Daman

amit kumar <amit03apr@gmail.com>

Tue, Nov 24, 2020, 3:31 PM

to Daman

Dear Mam

Thanks for your valuable suggestions, will incorporate the changes and send you the amended copy.

Thanks & Regards
Amit Kumar
Asth. Prof. (Management)
Eternal University

Thu, Nov 26, 2020, 9:45
AM

amit kumar <amit03apr@gmail.com>

to Daman

Dear Mam,
Greetings!!!

As per your suggestions I have made changes in Syllabus. Point wise changes discussed below:

1. BBA 103- Business Environment- Domestic and global environment added in the 1st unit as per your suggestion.
2. EDU-101- Human values and Professional ethics- I consider your suggestion worthy but this is a common subject for all UG/PG classes therefore, change in this course is not possible according to one domain.
3. BBA-204- International Business- International HRM- concept and related issues is added in 4th unit as per your suggestion.
4. BBA-207- Human Resource Management- Topics related to "Training" shifted to 2nd unit as part of HRP and heading for 3rd unit is now changed as performance appraisal & compensation policy.

All the changes are highlighted. looking for your response as the earliest.

Amit Kumar
Asst. Prof, Management
Eternal University
9857227675

Nov 27, 2020, 11:05
AM

Daman Jhanjua <damanaroma@gmail.com>

to me

Dear
Mr Amit,
It has been nice of you to incorporate the the changes.
It's perfectly fine for me now
All the best for your upcoming BBA program..
Best Wishes
Daman

Nov 18, 2020, 4:01
PM

amit kumar <amit03apr@gmail.com>

to kapiluhf

Dr. Kapil Kathuria
Associate Professor
Department of Business Administration
Dr.Y.S.Parmar University of Horticulture & Forestry, Solan

Dear Sir,

I have been directed by The Dean, Akal College of Economics, Commerce & Management, Eternal University, Baru Sahib to inform you that competent authority has given its approval to include your name as member outside expert in the board of studies of the college (copy attached).

The Department of Management has initiated the process to start BBA from Academic Year 2021-22 and so far the schedule and syllabus has been proposed based on the pattern of our neighboring Universities. In this regard

Your valuable expertise will be highly appreciated, if you can spare some time to give your opinion with regard to the above syllabus. A soft copy of the same is attached for early response.

Yours Sincerely
Amit Kumar
Asth. Prof. (Management)
Eternal University

Mon, Nov 23, 2020, 11:56
AM

Kapil Kathuria <kapiluhf@yahoo.com>

to me

Dear Amit ji

Please view the attached.

Rgds
Kapil

Tue, Nov 24, 2020, 10:02
AM

amit kumar <amit03apr@gmail.com>

to Kapil

Dear sir

Thanks for your valuable suggestions, will incorporate the changes and send you the amended copy.

--

Sat, Nov 28, 2020, 4:59
PM

amit kumar <amit03apr@gmail.com>

to Kapil

Dear Sir

Greetings!!!

As per your suggestions changes are incorporated in the syllabus, sending you the amended copy. Point wise discussion (as per your previous mail) mentioned below.

1. BBA-305- Business policy and strategy- I consider your suggestion worthy sir, I had discussion with few experts regarding shifting of this subject to 1st semester, majority of experts have an opinion that it should be taught in the last year. Other neighboring universities which are running BBA degree are also teaching this course in their third year.
2. BBA-102-Principles of Management- Unit 4 has been removed and content of 3rd unit is now extended, theories of motivation and leadership and mintzbergs roles of managers is now added in syllabus.
3. STAT-103- Business statistics- Parametric and non parametric tests are added in 4th unit as per your suggestion.
4. BBA-204- International Business- Unit-2- International trade theories like absolute advantage theory, comparative advantage theory, heckscher- ohlin model is now added in syllabus as per your suggestion.
5. BBA-303- Courses is renamed as Agriculture marketing and contend is also changed.

Thanks & Regards

Amit Kumar

Astt. Prof.

ACECM

Eternal University

Dec 3, 2020, 12:58
PM

Kapil Kathuria <kapiluhf@yahoo.com>

to me

Dear Amit ji

Thank you so much for considering my suggestions and incorporating most of them. I think with your due diligence this should be a good syllabus to launch the BBA programme.

Rgds
Kapil

**Schedule of Course Programme
Bachelor of Business Administration (BBA)**

SEMESTER- I								
S.N.	Course code	Course Title	Course Type	L	T	P	Credits	Credit hrs.
1	BBA-101	Business Organization & systems	Core Course	4	1	0	5	5
2	BBA-102	Principles of Management	Core Course	4	1	0	5	5
3	BC-107	Basics of Business Accounting	Core Course	4	1	0	5	5
4	ECON-106	Managerial Economics	Core Course	4	1	0	5	5
5	CSE-109	IT Tools in Business	Skill Enhancement Compulsory Course	3	0	1	4	5
Total				19	4	1	24	25

SEMESTER- II								
S.N.	Course code	Course Title	Course Type	L	T	P	Credits	Credit hrs.
1	ENG- 112	Business Communication & Professional Ethics	Ability Enhancement Compulsory Course	3	0	1	4	4
2	STAT-103	Business Statistics	Core Course	4	1	0	5	5
3	BC-108	Basics of Cost Accounting	Core Course	4	1	0	5	5
4	BBA-103	Business Environment	Core Course	4	1	0	5	5
5	EDU-101	Human Values and Professional Ethics in Higher Education	Knowledge Enhancement Compulsory Course	1	1	0	2	2
6	BBA-104	Seminar On Contemporary Issues	Skill Enhancement Compulsory Course	1	0	0	1	1
Total				17	4	1	22	22

SEMESTER- III								
S.N.	Course code	Course Title	Course Type	L	T	P	Credits	Credit hrs.
1	BC- 212	Basics of Management Accounting	Core Course	4	1	0	5	5
2	BBA-201	Legal Aspects of Business	Core Course	4	1	0	5	5
3	BBA-202	Ethics & Corporate Social Responsibility	Knowledge Enhancement Compulsory Course	4	1	0	5	5
4	BBA-203	India's Diversity & Business	Knowledge Enhancement Compulsory Course	4	1	0	5	5
5	BBA-204	International Business	Core Course	4	1	0	5	5
6	BBA-205	Seminar on Contemporary Issues	Skill Enhancement Compulsory Course	1	0	0	1	1
Total				21	5	0	26	26

SEMESTER- IV								
S.N.	Course code	Course Title	Course Type	L	T	P	Credits	Credit hrs.
1	BBA-206	Financial Management	Core Course	4	1	0	5	5
2	BBA-207	Human Resource Management	Core Course	4	1	0	5	5
3	BBA-208	Marketing Management	Core Course	4	1	0	5	5
4	BBA-209	Operations Management	Core Course	4	1	0	5	5
5	BBA-210	Seminar on Contemporary Issues	Skill Enhancement Compulsory Course	1	0	0	1	1
6	EVS-301	Environmental Studies	Knowledge Enhancement Compulsory Course	3	0	0	3	3
Total				20	4	0	24	24

SEMESTER- V								
S.N.	Course code	Course Title	Course Type	L	T	P	Credits	Credit hrs.
1	MATH-301	Quantitative Techniques for Management	Core Course	4	1	0	5	5
2	CSE-321	Essentials of E -Commerce	Knowledge Enhancement Compulsory Course	3	0	1	4	5
3	BBAF301 Or BBAHR301 Or BBAM301	DSE-1 (FINANCE/HR/MARKETING) Indian Financial System Or HRD: System & Strategies Or Advertisement & Sales Promotion	DSC-1	4	1	0	5	5
4	BBAF302 Or BBAHR302 Or BBAM302	DSE-2 (FINANCE/HR/MARKETING) Financial Institutions & Market Or Training & Management Development Or Agriculture Marketing	DSC-2	4	1	0	5	5
5	BBA-303	Summer Training & Project Report	Skill Enhancement Course	0	1	4	5	5
Total				15	4	5	24	25

Note: Student can opt any one of the specialization i.e. (Finance, HR, Marketing) in 5th semester and the same will continue in 6th semester.

SEMESTER- VI								
S.N.	Course code	Course Title	Course Type	L	T	P	Credits	Credit hrs.
1	BBA-304	Business Policy & Strategy	Core Course	4	1	0	5	5
2	BBA-305	Women Entrepreneurship Development	Ability Enhancement Compulsory Course	4	1	0	5	5
3	BBAF306 Or BBAHR306 Or BBAM306	DSE-3(FINANCE/HR/MARKETING) Project Appraisal & Analysis Or Performance & Compensation Management Or Supply Chain Management	DSC-3	4	1	0	5	5
4	BBA-307	Business Research Methods	Core Course	4	1	0	5	5
5	BBA-308	Seminar on Contemporary Issues	Skill Enhancement Compulsory Course	1	0	0	1	1
Total				17	4	0	21	21
Total credits (Sem. I to VI)							143	145

DETAILED SYLLABUS

BBA 1ST SEMESTER

(BBA-101) Business Organization and Systems

L/T/P: 4/1/0

Course Objective: The purpose of this course is to make students understand the basic concepts in commerce, trade and industry, modern business practices and procedures and functioning of various business organizations.

Unit 1: Evolution of Commerce and Industry

Meaning, scope and evolution of commerce & industry, industrial revolution and its effects. Emergence of Indian MNCs and transnational corporations, recent trends in business world. Globalization & challenges for Indian Business in new millennium.

Unit 2: Forms of Business Organizations

Business sectors & forms of business organizations, private sector, cooperative sectors, public sector, joint sector, services sector. Various forms of business organizations – sole proprietorship, partnership firms, joint stock companies –their features, relative merits, demerits & suitability. Merger & acquisition- meaning, mergers in India, networking, franchising, BPOs & KPOs, E-commerce, on-line trading, patents, trademarks & copyright.

Unit 3: Setting up a New Enterprise

Decisions in setting up an enterprise, opportunity and idea generation, role of creativity and innovation, feasibility study and business plan, business size and location decisions, various factors to be considered for starting a new unit. Relevant government policies - SEZ (Special Economic Zone) policy etc. Business & society- business and society changing concepts and objectives of business, professionalization, business ethics, business and culture, technological development and social change, social responsibility of business, social audit.

Unit 4: Domestic & Foreign Trade

Organization of wholesale & retail trade, recent trends in wholesale & retailing. Malls and super markets – their effect on economy. Organization of finance, transport, insurance, communication & other utilities (services) to trade, import export trade procedure & their organization.

Suggested Books:

1. Modern Business Organization: S. A. Sherlekar
2. Industrial Organization Management: _Sherlekar, Patil, Paranjpe, Chitale
3. Business Organization and Management: Jallo- Tata McGraw Hill
4. Business Environment Text and Cases: F. Cherunilam- Himalaya Publication House
5. Organizing and Financing of Small Scale Industry: Dr. V. Desai
6. Industrial Organization and Management: Dr. C. B. Gupta- Sultan Chand & Co. Delhi
7. Business Organization and Management: Dr. C. B. Gupta- Sultan Chand & Co. Delhi

BBA 1ST SEMESTER

(BBA-102) Principles of Management

L/T/P: 4/1/0

Course Objective: To provide a basis of understanding to the students with reference to working of business organizations through the process of management.

Unit 1: Introduction & Evolution of Management Thoughts

Meaning, definition, nature, purpose, importance & functions, management as art, science & profession, management as social system, Concepts of management, administration organization. Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, and Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought) Indian Management Thought.

Unit 2: Planning & Organizing

Planning – meaning, need & importance, types levels, advantages & limitations. Forecasting - need & techniques of decision making, types, Process of rational decision making. Organizing - elements of organizing & processes, types of organizations, delegation of authority, need, and difficulties in delegation, decentralization.

Unit 3: Staffing & Directing

Staffing- meaning, nature & importance, basis conceptual discussion- manpower planning, remuneration, training & development, performance appraisal. Direction- nature, principles communication, types & importance. Motivation – importance, theories Motivation theories- Maslow's need hierarchy Herzberg's hygiene theory, McGregor's XY theory. Leadership – meaning, styles, theories- trait theory, behavioral theory, contingency theory, transformational theory, qualities & functions of leaders, Mintzberg management roles.

Unit 4: Controlling & Emerging Issues

Controlling - need, nature, importance, process & techniques. Coordination – need, importance, Emerging issues- social responsibility of management, environment friendly management, management of change, management of crisis, total quality management, stress management, international management.

Suggested Books:

1. Essential of Management: Horold Koontz and Iteinz Weibrich - McGrawhills International
2. Management Theory & Practice: J.N.Chandan
3. Essential of Business Administration: K.Aswathapa- Himalaya Publishing House
4. Principles & practice of management: Dr. L.M.Parasad- Sultan Chand & Sons - New Delhi
5. Business Organization & Management: Dr. Y.K. Bhushan
6. Management: Concept and Strategies: J. S. Chandan- Vikas Publishing
7. Principles of Management: Tripathi & Reddy- Tata McGraw Hill
8. Business organization and Management: Talloo -Tata McGraw Hill
9. Business Environment and Policy- A book on Strategic Management/Corporate Planning: Francis Cherunilam - Himalaya Publishing House 2001 Edition

BBA 1ST SEMESTER

(BC-107) Basics of Business Accounting

L/T/P: 4/1/0

Course Objective: To familiarize students with the mechanics of preparation of financial statement, understanding corporate financial statement, their analysis and interpretation.

Unit 1: Introduction

Financial Accounting- definition, scope, objectives of financial accounting, accounting v/s book keeping, terms used in accounting. Users of accounting information and limitations of financial accounting.

Unit 2: Conceptual Frame Work

Accounting concepts, principles and conventions. Accounting standards- concept, objectives, benefits & its setting up process in india, accounting policies, accounting as a measurement discipline, valuation principles, accounting estimates.

Unit 3: Recording of Transactions

Voucher system, accounting process, journals, subsidiary books, ledger, cash book, bank reconciliation statement, trial balance. Depreciation- meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

Unit 4: Preparation of Final Accounts

Preparation of trading and profit & loss account and balance sheet of sole proprietary business. Introduction to company final accounts- important provisions of companies act, 1956 in respect of preparation of final accounts, understanding of final accounts of a company.

Suggested Books:

1. Fundamentals of Accounting & Financial Analysis: Anil Chowdhry - Pearson Education
2. Financial accounting: Jane Reimers - Pearson Education
3. Accounting Made Easy: Rajesh Agarwal & R Srinivasan -Tata McGraw –Hill
4. Financial Accounting For Management: Amrish Gupta -Pearson Education
5. Financial Accounting For Management: Dr. S. N. Maheshwari -Vikas Publishing House

BBA 1ST SEMESTER

(ECON-106) Managerial Economics

L/T/P: 4/1/0

Course Objective: The purpose of this course is to apply micro economics concept and techniques in evaluating business decisions making process.

Unit 1: Demand, Supply & Market Equilibrium

Meaning of demand, the law of demand, individual demand, market demand, individual supply, market supply, market equilibrium, price elasticity of demand, income elasticity of demand, cross price elasticity of demand. Theory of consumer behavior- cardinal utility theory, ordinal utility theory, indifference curves, budget line, consumer choice, price effect, substitution effect, revealed preference theory.

Unit 2: Production Analysis

Producers and optimal production choice optimizing behavior in short run geometry of product curves, law of diminishing marginal productivity. Three stages of production. Optimizing behavior in long run (iso-quants, iso-cost line ,optimal combination of resources). Traditional theory of cost (short run and long run geometry of cost curves, envelope curves), modern theory of cost (short run and long run) economies of scale).

Unit 3: Market Structure (Perfect Competition)

Meaning and definition of perfect competition, features of perfect competition, price determination under perfect competition, role of time in determining the price. Equilibrium of a firm and the industry in the short and long runs, including industries long run supply curves. Measuring producer surplus under perfect competition, effect of changes in demand, cost and imposition of taxes.

Unit 4: Market Structure (Monopoly and Monopolistic Competition)

Basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, price discrimination basic feature , demand and cost, short run equilibrium, long run equilibrium, excess capacity. Oligopoly - features of oligopoly, pricing under oligopoly, kinked demand curve model.

Suggested Books:

Modern Economics: K.K. Dewett - Sultan Chand & sons.

Principles of Microeconomics: D. Salvatore - Oxford University Press.

Economics: Lipsey and Chrystal - Oxford University Press.

Modern Micro Economics: Koutosyannis - Palgrave Macmillan

Micro Economics: Pindyck, Rubinfeld and Mehta - Pearsons

BBA 1ST SEMESTER

(CSE-109) IT Tools in Business

L/T/P: 3/0/1

Course Objectives: The objective of this course is to acquaint the students with Information Technology tools which includes various office automation tools for individuals and corporate.

Unit 1: Basic Knowledge of computer

History of computers, Advantages, Functions of Computers, Types of Computers, Types of Software, Knowledge of computer parts and their functions, FDD, HDD, DVD, Blu-ray Disk, Pen Drives, Layout of Keyboards – Touch and Sight system of computers. Internet Introduction, World Wide Web (WWW), W-mail, Web-sites, Multimedia and its tools, Basic of Networking and Internet Security.

Unit 2: Word Processing

Introduction to Word processing, Word processing concepts, Use of Templates, working with word document, opening an existing document / Creating a new document, Saving, Selecting Text, Editing Text, Finding and Replacing Text, Closing, Formatting, Checking and correcting spellings, Justification and alignment, Bullets and Numbering, Tabs, Paragraph, Formatting, Indent, Page Formatting, Header / Footer, Special Effects – Bold, Fonts, Scripts, Mail Merge.

Unit 3: Spreadsheet

Spread sheet Concepts, creating a Workbook, saving a workbook, entering a data in a cell, editing a workbook, moving data from selecting cells, Use of basics formulae used in excel, Handling operators in formulae Formula coping, Naming and rearranging worksheets. Creating charts and graphics: Choosing a chart type, understanding data points and data series, editing and formatting chart elements, and creating line graphics. Analyzing data using pivot tables: Creating, formatting and modifying a pivot table

Unit 4: Power point

Meaning of power point, Uses of power point, Slide designs, Slide layout Slide sorter, Slide Show, Slide show, Print options. Animation and multimedia: Using and applying animation schemes, custom animation, understanding sound file formats and video types, adding music, sound and video clips. Final presentation: Applying transition to slides, controlling transition speed, using hidden slides, using custom shows, using on screen pen and adding and accessing notes during a presentation.

Suggested Books:

1. Computer Fundamentals: P.K. Sinha - BPB, New Delhi
2. Office 2010 in Easy Steps: Tata McGraw Hill.
3. Managing Information: Knight A.V. and Silk, D.J. - McGraw Hill Book Company, New Delhi.
4. Essentials of Computer and Network Technology: Gill, N.S. - Khanna Book Publishing Co (P) Ltd., Delhi.

BBA 2nd SEMESTER

(ENG- 112) Business Communication & Professional Ethics

L/T/P: 3/0/1

Course Objectives: The purpose of this course is to help the students to understand the concept, process, importance of communication, to develop effective communication skills- both written and oral and to acquaint with application of communication skills in the business world.

Unit 1: Business Communication & Basic Grammar

Meaning, basic forms of communication, communication models and processes, effective communication, theories of communication, audience analysis. Transformation of sentences, parts of speech, technical word formation, synonyms, antonyms, homophones, homonyms, redundant words, antonyms and synonyms.

Unit 2: Effective Listening & Corporate Communication

Principles of effective listening, oral and informal communication network, Barriers to communication and how to overcome the barriers, improving communication skills, group discussion, meetings and proceedings, seminars, individual and group presentation.

Unit 3: Principles of Effective Communication & Writing Skills

Planning business messages, 7 Cs and 7 Ps, business letters and their types, memo formats; office memorandum, project reports and their types, memos, notices, circulars. Office orders.

Unit 4: Interview Skills & Interactional Communication

Appearing in interviews, before, during and after the interview, types of interviews, writing résumé and letter of application. Covering letter, CVs,

Practical Portion

Practical on presentation preparation, Presentation on assigned topic, group discussion, mock interview, public speech, written communication.

Suggested Books:

1. Business Communication: K. K. Sinha - Galgotia Publishing Company
2. Media and Communication Management: C. S. Rayudu - Himalaya Publishing House
3. Essentials of Business Communication: Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons
4. Business Communication (Principles, Methods and Techniques): Nirmal Singh - Deep & Deep Publications Pvt. Ltd.
5. Business Correspondence and Report Writing: R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited
6. Webster's guide to effective letter writing: Harper and Row

BBA 2nd SEMESTER

(STAT-103) Business Statistics

L/T/P: 4/1/0

Course Objective: To familiarize the students with various statistical data analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

Unit 1: Measures of Central Tendency

Measures of central values - characteristics of an ideal measure, mean, median, mode, harmonic mean and geometric mean, suitability of averages, relationship between averages. Measures of dispersion- meaning and significance, absolute and relative measures of dispersion, Range, quartile deviation, mean deviation, standard deviation, coefficient of variation. Measures of skewness – Karl Pearson's, Bowley's & Kelly's methods.

Unit 2: Correlation & Regression Analysis

Correlation analysis - meaning and significance, correlation and causation, types of correlation, methods of studying simple correlation, Karl Pearson's coefficient of correlation, Spearman's rank correlation coefficient. **Regression analysis** - meaning and significance, regression vs. correlation, linear regression, regression lines (X on Y, Y on X).

Unit 3: Time Series & Index Numbers

Analysis of time series - meaning and significance, components of time series, measurement of trend, method of least squares. Index numbers - meaning and significance, problems in the construction of index numbers, methods of constructing index numbers, weighted and unweighted, test of adequacy of index numbers.

Unit 4: Probability

Meaning and need, probability distribution, Meaning, characteristics of binomial, Poisson and normal distribution. **Hypothesis testing**- concept, level of significance, process of testing, test of hypothesis concerning mean, test of hypothesis Z-test & t-test for single mean, parametric & non parametric tests.

Suggested Books:

Statistical Methods: S.P. Gupta - Sultan Chand & Sons

Statistics for Management: Richard Levin & David Rubin - Prentice Hall

Statistics for Business and Economics: Anderson, Sweeney & Williams - South Western

BBA 2nd SEMESTER

(BC- 108) Basics of Cost Accounting

L/T/P: 4/1/0

Course Objective: To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet. To provide basic knowledge of important Methods & Techniques of costing.

Unit 1: Introduction

Concept of cost, costing, cost accounting & cost accountancy, limitations of financial accounting, origin and objectives of cost accounting, advantages and limitations of cost accounting, difference between financial and cost Accounting, cost Unit & cost Centre. Techniques of costing.

Unit 2: Elements of Cost

Material, labor and other expenses & overheads, classification of cost & types of cost, preparation of cost sheet.

Unit 3: Methods of Costing

Job costing – meaning, features, advantages and limitation. Contract Costing – basic concepts. Process costing - meaning, features, normal and abnormal loss/ gains. Operating Costing – meaning, features & objectives.

Unit 4: Accounting system

Integral and non integral system, reconciliation of cost and financial accounting.

Suggested Books:

1. Advanced cost Accounting: Saxena and Vasistha.
2. Advanced cost Accounting: S.P.Jain and Narang.
3. Cost Accounting: S.N.Maheshwari
4. Cost Accounting: Ratnam.

BBA 2nd SEMESTER

(BBA-103) Business Environment

L/T/P: 4/1/0

Course Objective: To understand the concepts of the Indian business environment and the various forms of environments.

Unit 1: Business Environment

Meaning, objectives, kinds, important terminologies. Types of business environment – internal, external, micro, macro, environmental Factors. Business environment- domestic and global business environment and Economic system- Competitive structure of industries, environment analysis scope of business, characteristics and objectives of business, interaction between business and environment, process and limitations of environmental analysis. Economic systems – features and evaluation of capitalism, socialism and mixed economy, meaning of underdeveloped, developing and developed economy, determinants of development.

Unit 2: Economic Environment

Nature of economic environment, economic factors, growth strategy, basic economic system. Economic planning- economic policies- FEMA, new industrial policy, monetary and fiscal policies. Consumer protection act, competition Act., liberalization, privatization and globalization of Indian economy- trends and issues. NITI aayog

Unit 3: Socio-Cultural Environment

Nature and impact of culture on business, culture and globalization, social audit. Demographic environment- population size, migration and ethnic aspects, birth rate, death rate and age structure. Political Environment - functions of state, economic roles of government, government and legal environment. Constitutional environment - rationale and extent of state intervention.

Unit 4: Natural and Technological Environment

Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time Lag in technology introduction, status of technology in India. management of technology, features and impact of technology. Environment Act.

Suggested Books:

1. Business Environment: Francis Cherunilam - Himalya Publishing House, New Delhi.
2. Essentials of Business Environment: K. Aswathappa - Himalaya Publishing House
3. Economic Environment for Business: M. Adhikary - Sultan Chand & Sons, New Delhi
4. Indian Economy: RuddarDutt and KPM Sundaram - S. Chand and Company Ltd., New Delhi
5. Business Policy and Environment: P.K. Ghosh and G.K. Kapoor – Sultan Chand and Sons, Delhi
6. The International Business Environment: Morrison J. - Palgrave

BBA 2nd SEMESTER

(EDU-101) Human Values and Professional Ethics

L/T/P: 1/1/0

Course Objective: To understand the basic concepts of value, ethics and their importance in professional life.

Unit 1: Introduction

Understanding the need, basic guidelines, content and process of value education, self-exploration, continuous happiness and prosperity, fulfillment of basic aspirations of human being

Unit 2: Existence of Human Being

Understanding the human being as co-existence of Self (I) and body, understanding myself, sanyama and svasthya, understanding values in human relationships, from family order to World family order, understanding the incorrectness and mutual fulfilment understanding existence as co-existence.

Unit 3: Human Values

Basis for universal human values and ethical human conduct, basis for holistic alternative towards universal human order. Professional ethics, issues in professional ethics, inherent contradictions and dilemmas and their resolutions.

Unit 4: Evaluation

The holistic criteria for evaluation, 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, at the level of society.

Suggested Books:

1. A foundation course in Human Values and professional ethics: R R Gaur, R Sangal, G P Bagaria - Excel Books Private Limited New Delhi
2. Teacher's Manual: A foundation course in Human Values and professional ethics: R R Gaur, R Sangal, G P Bagaria - Excel Books Private Limited New Delhi
3. Human Values: A N Tripathy - New Age International Publishers
4. Foundations of Ethics and Management: B P Banerjee - Excel Books

BBA 2nd SEMESTER

(BBA-104) Seminar on Contemporary Issues

L/T/P: 1/0/0

This course covers contemporary issues in Business management. Seminar in-charge appointed by HOD/Dean will allocate the topics to the students and they will prepare PPT presentation on the given topics. Every week on specified day progress made by the student will be monitored by the in-charge. On the satisfaction of seminar in-charge, schedule for presentation of seminar will be notified at least two weeks before the commencement of final examination. The student will be evaluated by three faculty members and then average marks will be awarded to the student. The Proforma includes following criteria for evaluation.

1. Presentation skills
2. Knowledge
3. Logical presentation of ideas
4. Creativity

BBA 3rd SEMESTER

(BC-212) Basics of Management Accounting

L/T/P: 4/1/0

Course Objective: To acquaint students with role of Management Accounting in planning, Control and decision-making.

Unit 1: Introduction

Meaning, nature, scope and functions of management accounting. Management accounting vs. financial accounting.

Unit 2: Financial Statement Analysis

Financial statement analysis, fund flow statement, cash flow statement, comparative statement, common size statement. Computation and implications - profitability ratios, turnover ratios, liquidity ratios, turnover ratios, advantages and limitations of accounting ratios.

Unit 3: Budget & Budgetary Control

Meaning of budget and budgetary control, objectives, merits and limitations, types of budgets, fixed and flexible budgeting, cash budget, zero base budgeting. Numerical on flexible and cash budget.

Unit 4: Marginal & Standard Costing

Break even analysis, marginal costing, margin of safety, marginal costing as a tool for decision making make or buy, change of product mix, shut down decision. Standard Costing - Definition and meaning of various concepts, advantages and limitations of standard costing, variance analysis- material, labor, fixed O/H, variable O/H, price variance and sales variance.

Suggested Books:

1. Management Accounting: Khan M.Y. and Jain P.K. – TMH
2. Advanced Management Accounting: Kaplan R.S. and Aktinson. A.A. - Prentice Hall of India
3. Cost Accounting Principles and Practices: Arora M.N. - Vikas Publishing House
4. Cost Accounting: Jain S.P. & Narang K.L. - Kalyani, New Delhi
5. Financial Policy & Management Accounting: Bhabatosh Banerjee - Prentice Hall of India Ltd.

BBA 3rd SEMESTER

(BBA-201) Legal Aspect & Business

L/T/P: 4/1/0

Course Objective: To gain knowledge of the branches of law related to business transactions, certain corporate bodies and related matters and to understand the applications of these laws to practical commercial situations.

Unit 1: The Indian Contract Act 1872

Meaning and essentials of contract, kinds of contract based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, special contracts, contract of indemnity and guarantee, bailment and pledge, and agency.

Unit 2: Sale of Goods Act 1930

Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. Negotiable Instruments Act 1881- Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

Unit 3: The Companies Act 2013

Meaning and types, incorporation, memorandum & articles of association, prospectus, issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings.

Unit 4: Consumer Protection Act 1986:

Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers. The right to information act 2005- Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

Suggested Books:

1. Business Law/Mercantile Law: M.C.Kucchal - Vikas Publishing.House (P) Ltd
2. Business Legislation for Management: M.C.Kucchal,& Vivek Kucchal - Vikas Publishing House (P) Ltd.
3. Company Law and Practice-A comprehensive textbook on Companies Act 2013: Dr. G. K. Kapoor & Sanjay Dhamija – Taxmann
4. Principle of Mercantile Law: Avtar Singh - Eastern Book Company
5. Principle of Mercantile Law: Maheshwari & Maheshwari - National Publishing Trust

BBA 3rd SEMESTER

(BBA-202) Ethics & Corporate Social Responsibility

L/T/P: 4/1/0

Course Objective: The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Unit 1: Business Ethics

Meaning of ethics, why ethical problems occur in business. Ethical principles in business- utilitarianism, weighing social cost and benefits, rights and duties, Justice and fairness, ethics of care, integrating utility, rights, justice and caring. An alternative to moral principles- virtue ethics, moral issues in business, worker's and employee's rights and responsibilities, profit maximization vs. social responsibility.

Unit 2: Corporate Governance

Concept, need to improve corporate governance standards, features of good governance, role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading. The board – quality, composition and role of board, outside directors on the board (independent, nominee), executive and non-executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO duality.

Unit 3: Role of Auditing in Corporate Governance

Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors. Whistle blowing - kinds of whistle blowing, precluding the need for whistle blowing.

Unit 4: Discrimination

Discrimination, affirmative action, and reverse discrimination- equal employment opportunity, affirmative action, preferential hiring. Corporate social responsibility - meaning, evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

Suggested Books:

1. Business ethics: Manuel G Velasquez - concepts and cases Pearson
2. Social issues in business: Luthans Hodgetts and Thompson - Macmillan USA
3. Business Ethics: A.C. Fernando - Pearson Education
4. Corporate Governance: A.C. Fernando - Pearson Education
5. Strategic approach to corporate governance: Adrian Davies - Gower Pub Co
6. Corporate governance a new paradigm: N. Gopalswamy - Wheeler Publishing Co Ltd
7. Ethics and Social Responsibility of Business: K.V. Bhanumurthy - Pearson Education India

BBA 3rd SEMESTER

(BBA-203) India's Diversity & Business

L/T/P: 4/1/0

Course Objective: The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.

Unit 1: Understanding India's Diversity

Recognizing, accommodating and valuing diversity challenges and dilemmas posed by diversity and drive for homogenization. Sources of dilemma and tension—immigration, competition for limited resources, regional bases of India's diversity, regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements. Social diversity in India: Peopling, demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions.

Unit 2: Livelihoods Related Concerns

People, livelihood and occupational diversity traditional livelihoods and their nature - agriculture, crafts, industry and services, region, occupation and employment.

Unit 3: Factors Affecting Diversity

Linkages between diversity and India's socio-economic challenges, regional variations in terms of geographic and socio-economic factors. Trends and emerging options- food insecurity, economic inequalities and poverty, environmental degradation and sustainable development.

Unit 4: Consumers & Diversity in Manufacturing

Diversity and business, Indian consumers and marketing, rural and urban context, diversity in manufacturing industry and services, diversity and innovation, workforce diversity and management.

Suggested Books:

1. Seven sacred rivers: Bill Aitken - Penguin Books
2. Ecology and Equity: The use and abuse of nature in contemporary India: Gadgil and Guha – Penguin Publishers.
3. Bhatt, B. L.(1980)-“ India and Indian Regions: A Critical Overview” in David E. Sopher 'An Exploration of India- Geographical Perspectives on Society and Culture'. Cornell. Pages- 35-61 for Socio cultural regions.
4. Bose NK (1969) Unity in Indian Diversity in Desai AR (1969) Rural Sociology in India, reprinted 2009, Popular Prakashan, (for diversity as strength Part II chap 3 pp 134-136)
5. Chakravarti AK (2004) Regional Preferences for Food: Some Aspects of Food Habit Patterns In India in Grover N and KN Singh (eds) 2004,Cultural Geography: Form and Process , Concept Publishers, Delhi (for regional specificity of food -Chap 23 pp 355 to 375)
6. Fernando Mart ín-Alca´zar• Pedro M. Romero-Ferna´ndez Gonzalo Sa´nchez-Gardey, Transforming Human Resource Management Systems to Cope with Diversity, Journal of Business Ethics, 2012, 107:511-531
7. Gail Robinson and Kathleen Dechant, Building a business case for diversity, Academy of Management Executive 1997, Vol 11, No. 3

BBA 3rd SEMESTER

(BBA-204) International Business

L/T/P: 4/1/0

Course Objective: To introduce the students to an overall view of international trade and India's involvement with global business and elements of trade environment which are relevant to the global business operations and developments.

Unit 1: Introduction to International Business

Globalization and its growing importance in world economy, impact of globalization, international business contrasted with domestic business, complexities of international business. Modes of entry into international business, international business environment, national and foreign environments and their components- economic, cultural and political, legal environments, global trading environment recent trends in world trade in goods and services: trends in India's foreign trade.

Unit 2: Trade Theories of International Organizations

Theories of international trade- an overview of absolute advantage theory, comparative advantage theory, heckscher- ohlin model, commercial policy Instruments, tariff and non-tariff measures, balance of payment. International organizations and arrangements- WTO- Its objectives, principles, organizational structure and functioning. An overview of other organizations- UNCTAD, World Bank and IMF, commodity and other trading agreements.

Unit 3: International Financial Environment & structure

Regional Economic co-operation- forms of regional groupings, integration efforts among countries in Europe, north america and asia. International financial environment- international financial system and institutions. Foreign exchange markets and risk management- foreign investments, types and flows, foreign investment in Indian perspective. Organizational structure for international business operations- key issues involved in making international production, finance, marketing and human resource decisions: international business negotiations.

Unit 4: Issues in International Business

Developments and Issues in international business, outsourcing and its potentials for India, international HRM- concept & related issues, strategic alliances. Mergers and acquisitions. Role of IT in international Business. International business and ecological considerations. Foreign Trade promotion measures and organization in India- Special economic zones (SEZs) and 100% export-oriented UNITS (EOUs), measures for promoting foreign investments into and from India, Indian joint ventures and acquisitions abroad. Financial of foreign trade and payments terms.

Suggested Books:

1. International Business: Charles, W.L., Hill and Jain, Kumar Arun - Tata McGraw Hill, New Delhi
2. International Business, Text and Cases: Cherunilan, Francis - PHI, New Delhi
3. International Business: Justin, Paul - PHI, New Delhi
4. International Business – Themes and Issues in the Modern Global Economy: Johnson, Deebe, and Colin Turner - Roultedge, London
5. International Business: Bennet, Roger - Pearson, New Delhi
6. Global Business: Peng and Srivastav - Cengage Learning
7. International Business: Sumati Varma - Pearson Education

BBA 3rd SEMESTER

(BBA-205) Seminar on Contemporary Issues

L/T/P: 1/0/0

This course covers contemporary issues in Business management. Seminar in-charge appointed by HOD/Dean will allocate the topics to the students and they will prepare PPT presentation on the given topics. Every week on specified day progress made by the student will be monitored by the in-charge. On the satisfaction of seminar in-charge, schedule for presentation of seminar will be notified at least two weeks before the commencement of final examination. The student will be evaluated by three faculty members and then average marks will be awarded to the student. The Performa includes following criteria for evaluation.

1. Presentation skills
2. Knowledge
3. Logical presentation of ideas
4. Creativity

BBA 4th SEMESTER

(BBA- 206) Financial Management

L/T/P: 4/1/0

Course Objective: To acquaint students with the techniques of financial management and their applications for business decision making.

Unit 1: Nature of Financial Management

Finance and related disciplines, scope of financial management, profit maximization, wealth maximization, traditional and modern approach. Functions of finance - finance decision, investment decision, dividend decision, objectives of Financial Management, organization of finance function, concept of time value of money, present value, future value and annuity. Risk & return – systematic risk & unsystematic risk, their sources and measures.

Unit 2: Long -term Investment Decisions

Capital budgeting - principles and techniques, nature and meaning of capital budgeting, estimation of relevant cash flows and terminal value. Evaluation techniques - accounting rate of return, net present value, internal rate of return, profitability index method. Concept and measurement of cost of capital- explicit and implicit costs, cost of debt, cost of perpetual debt, cost of equity share, cost of preference share, cost of retained earnings, computation of over-all cost of capital based on historical and market weights.

Unit 3: Capital Structure

Approaches to capital structure theories - net income approach, net operating income approach, modigliani-miller (MM) approach, traditional approach, capital structure and financial distress, trade-off theory. Dividend policy decision - dividend and capital, the irrelevance of dividends, general, MM hypothesis. Relevance of dividends: walter's model, gordon's model. Leverage Analysis- operating, financial leverage, combined leverage, EBIT -EPS analysis.

Unit 4: Working Capital Management

Management of cash - preparation of cash budgets (Receipts and payment method only), cash management technique. Receivables management – objectives, credit policy, cash discount, debtors outstanding and ageing analysis. Inventory management (very briefly) - ABC analysis, minimum Level, maximum level, reorder level, safety stock, EOQ. Determination of working capital.

Suggested Books:

1. Financial Management Text Problem and Cases: M.Y. Khan & P.K. Jain - Tata McGraw Hill Publshlng Co. Ltd
2. Financial Management: Theory Concepts and Practices: R. P. Rustogi - Taxmann Publication
3. Financial Management: Theory and Practices: I.M. Pandey - Vikas Publishing House
4. Principles of Corporate Finance: R.A. Brealey, S.C. Myers, F. Allen & P. Mohanty - McGraw Hill Higher Education
5. Fundamentals of Financial Management: J.V. Horne & J.M. Wachowicz - Prentice Hall

BBA 4th SEMESTER

(BBA- 207) Human Resource Management

L/T/P: 4/1/0

Course Objective: The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases.

Unit 1: Human Resource Management

Concept, functions, roles, skills & competencies. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HR role in strategy formulation & gaining competitive advantage.

Unit 2: Human Resource Planning

Process, forecasting demand & supply, skill inventories. Job analysis - uses, methods, job description & job specifications. Recruitment- internal & external sources, e- recruitment. Selection- selection process, orientation process. Training- concept, needs, systematic approach to training, methods of training.

Unit 3: Performance Appraisal & Compensation Policy

Performance management system- concept, uses of performance appraisal, factors that distort appraisal. Compensation- steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees stock option plans. Brief introduction of social security; health, retirement & other benefits.

Unit 4: Industrial Relations

Introduction to industrial relations, trade unions role, types, functions, problems. Industrial dispute- concept, causes & machinery for settlement of disputes grievance, concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure. Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining.

Suggested Books:

1. Fundamentals of Human Resource Management: De Cenzo, D.A. & Robbins - John Wiley & Sons
2. Human Resource Management: Dessler – Pearson
3. Personnel Management: Monappa & Saiyaddin - Tata McGraw Hill
4. Human Resource Management- Text and Cases: Rao, V.S.P - Excel Books
5. Human Resource Management: R. Wayne Mondy & Rober M. Noe - Pearson

BBA 4TH SEMESTER

(BBA- 208) Marketing Management

L/T/P: 4/1/0

Course Objective: This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the marketing mix elements and sensitize them to certain emerging issues in Marketing.

Unit 1: Introduction to Marketing & Consumer Behavior

Definition, scope, marketing concepts- traditional and modern. Selling vs. marketing, functions and evaluation of marketing. Marketing environment- macro and micro environment, SWOT analysis, marketing mix. Consumer behavior - Meaning, determinants- cultural, social, personal, psychological. Industrial buying behavior-meaning, characteristics, differences between consumer buying and industrial buying behavior. Market segmentation, targeting & positioning (STP) - meaning, benefits of market segmentation, basis of segmentation- target market. Branding- definition, importance, branding strategy, packaging.

Unit 2: Concept of Product

Concepts of products, product mix, product line, product width, depth. Product life cycle-meaning and stages, strategies involved in PLC stages. New product development- steps.

Unit 3 : Pricing

Meaning, importance of price in the marketing mix, objectives and methods of pricing, factors affecting price of a product/service, discounts and rebates. Promotion – elements of promotion mix advertising media - their relative merits and limitations, characteristics of an effective advertisement.

Unit 4: Distribution Channel

Meaning, types of distribution channel- direct & indirect. Role of intermediaries and distribution channel management.

Suggested Books:

1. Principles of Marketing: Kotlar Philip and Armstrong Gary – Pearson
2. Marketing Management: Arun Kumar - Vikas Publishing House
3. Marketing Management: Saxena, Rajan – TMH
4. Marketing: Gandhi, J.C - TMH.
5. Marketing Management: Ramaswamy, V.S. and S. Namakumari - Macmillian

BBA 4th SEMESTER

(BBA- 209) Operations Management

L/T/P: 4/1/0

Course Objective: To make the students understand the concepts of production and operations management.

Unit 1: Introduction & Plant location and layout

Introduction - meaning and definition, classification, objectives and scope of production and operation management. Automation- introduction, meaning and definition, needs, types, advantages and disadvantages. Plant location and layout - introduction, meaning and definition, factors affecting location, theory and practices, cost factor in location, plant layout principles, space requirement. Different types of facilities, organization of physical facilities - building, sanitation, lighting, air conditioning and safety.

Unit 2: Materials Management

Introduction, meaning and definition, purchasing, selection of suppliers, inventory management, material handling principles and practices, economic consideration, criteria for selection of materials handling equipment, standardization, codification, simplification, inventory control, techniques of inventory control (concept only).

Unit 3: Production Planning and Quality Control

Objectives and concepts, capacity planning, corresponding production planning, controlling, scheduling routing, quality control production planning/operations planning and control-role of production planning and control in operation management, scope of production planning and control, main functions of PPC, level of production planning, production planning functions, production control functions, benefits of production planning and control, productions planning and control in different productions and system. Meaning of ISO and TQM.

Unit 4: Maintenance and Waste Management

Introduction, meaning, objectives, types of maintenance, break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods, waste management, scrap and surplus disposal, salvage and recovery.

Suggested Books:

1. Production and Operations Management: Ashwathappa. K and Sridhar Bhatt - HPH
2. Productivity Techniques: Gondhalekar and Salunkhe - HPH
3. Production and Operations Management: SN Chary – McGrawHill
4. Production and Operations Management: U. Kachru - ExcelBooks.
5. Production and Operations Management: Alan Muhlemann, John Oaclank and Keith Lockyn - PHI.

BBA 4th SEMESTER

(BBA- 210) Seminar on Contemporary Issues

L/T/P: 1/0/0

This course covers contemporary issues in Business management. Seminar in- charge appointed by HOD/Dean will allocate the topics to the students and they will prepare PPT presentation on the given topics. Every week on specified day progress made by the student will be monitored by the in-charge. On the satisfaction of seminar in-charge, schedule for presentation of seminar will be notified at least two weeks before the commencement of final examination. The student will be evaluated by three faculty members and then average marks will be awarded to the student. The Performa includes following criteria for evaluation.

1. Presentation skills
2. Knowledge
3. Logical presentation of ideas
4. Creativity

BBA 4th SEMESTER

(EVS- 301) Environmental Studies

L/T/P: 3/0/0

Course Objective: To make the students understand the concepts of environment and their use in business.

Unit 1: Introduction

Multidisciplinary nature of environmental studies- definitions, scope and importance, need for public awareness. Natural Resources- renewable and non-renewable resources, natural resources- forest, water, mineral, food, energy and land resources and associated problems. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles. Ecosystems - concept of an ecosystem, its structure and function. Producers, consumers and decomposers. Energy flow, ecological succession, food chains, food webs and ecological pyramids. introduction, types, characteristic features, structure and function of forest, grassland, desert and aquatic ecosystems.

Unit 2: Biodiversity

Biodiversity and its conservation- genetic, species and ecosystem diversity, bio geographical 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 loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit 3: Environmental Pollution

Cause, effects and control measures of air, water, soil, marine, noise, thermal and nuclear pollution. 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. Social Issues and the Environment- from unsustainable to sustainable development, urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people, its problems and concerns. Case Studies.

Unit 4: 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. Environment Protection Act. Air (Prevention 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. 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.

Field work:

- Visit to a local area to document environmental assets 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.

Suggested Books:

Bharucha, E. (2004). Textbook for Environmental Studies. For Undergraduate Courses of All Branches of Higher Education. University Grants Commission, New Delhi. 8th Edition. Pp361. (Latest edition).

Note: All students shall own a hard/soft copy of this textbook and for further reading topic- wise reference may be given by the teacher.

BBA 5th SEMESTER

(MATH- 301) Quantitative Techniques for Management

L/T/P: 4/1/0

Course Objective: To acquaint students with the construction of mathematical models for managerial decision situations and to use computer software packages to obtain a solution wherever applicable. The emphasis is on understanding the concepts, formulation and interpretation.

Unit 1 : Linear Programming

Formulation of L.P. problems, graphical solutions (special cases: multiple optimal solution, infeasibility, unbounded solution). Simplex methods (special cases: multiple optimal solution, infeasibility, degeneracy, unbounded solution). Big- M method and two-phase method, duality and sensitivity (emphasis on formulation & economic interpretation), formulation of integer programming, zero-one programming, goal programming.

Unit 2: Elementary Transportation

Formulation of transport problem, solution by N.W. corner rule, least cost method, vogel's approximation method (VAM), modified distribution method (special cases: multiple solutions, maximization case, unbalanced case, prohibited routes) elementary assignment- hungarian method, (special cases: multiple solutions, maximization case, unbalanced case, restrictions on assignment).

Unit 3: Network Analysis

Construction of the network diagram, critical path - float and slack analysis (total float, free float, independent float), PERT, project time crashing.

Unit 4: Introduction to Game Theory

Pay off matrix-two person Zero Sum game, pure strategy, saddle point, dominance rule, mixed strategy, reduction of $m \times n$ game and solution of 2×2 , $2 \times s$, and $r \times 2$ cases by graphical and algebraic methods, introduction to simulation, monte carlo simulation.

Suggested Books:

1. Quantitative Management: N. D. Vohra - Tata McGraw Hill
2. Operations Research: P. K. Gupta, Man Mohan, KantiSwarup - Sultan Chand.
3. Operations Research: V. K. Kapoor - Sultan Chand & Sons
4. Operations Research Theory & Applications: J. K. Sharma - Macmillan India Limited.

BBA 5th SEMESTER

(CSE- 321) Essentials of E -Commerce

L/T/P: 3/0/1

Course Objective: To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

Unit 1: Introduction of E-Commerce

Meaning, nature, concepts, advantages, categories, limitations, drivers of E-Commerce, technology used in E-COMMERCE, internet, World Wide Web (WWW), Internet and designing, building and launching E- Commerce website. dynamics of internet, pure online Vs brick & click business, designing, developing & deploying the system, IT Infrastructure, text and integrating E-business applications.

Unit 2: E-Commerce Security

E-Commerce security and controls, dimension of E-Commerce security, security threats in E-Commerce environment, need of E-Commerce security, security controls, encryption, digital signature.

Unit 3: Payment through Internet Mechanism E-Payment System

Electronic payment system, payment gateways tools for promoting websites, plastic money, debit card, credit card, Laws relating to online transaction. online banking, electronic funds transfer (EFT), automated clearing house (ACH), unified payment interface (UPI), automated ledger postings, risks involved in E-payment.

Unit 4: Security and Legal Aspects of E-Commerce

Digital signatures, network security, data encryption with secret keys, data encryption with public keys. security and legal aspects of E-Commerce information technology Act, 2000 and information technology amendment act, threats to E-Commerce security of client and service providers cyber laws, relevant provisions of IT Act, 2000 and adjudication.

Practical portion:

- Creating web pages in CSS and HTML. E-Commerce technologies (Design and build E-Commerce web pages in wordpress, woocommerce, magento platform). Building product catalogues and product categories and placing them in the E-Commerce platform. Building an online store in shopify.

Suggested Books:

1. Electronic commerce-a Managerial Perspective: Turban E., Lee J., King D. and Chung H.M - Prentice-Hall International
2. E-commerce: Bhatia V.- Khanna Book Pub. Co.(P) Ltd.
3. E-Commerce : Kenneth C. Laudon and Carlo Guercio Traver - Pearson Education
4. E-commerce: Strategy, Technology and Applications: David Whiteley - McGraw Hill Education
5. E-Commerce: An Indian Perspective: PT Joseph - PHI Learning
6. E-Commerce: TN Chhabra - Dhanpat Rai & Co.
7. E-commerce: KK Bajaj and Debjani Nag - McGraw Hill Education

BBA 5th SEMESTER

(BBAF301) - (DSE (1) Finance)-Indian Financial system

L/T/P: 4/1/0

Course Objective: The objective of this course is to introduce students to the Indian financial system and existence of financial institutions in India.

Unit 1: Financial System & Services

Financial system, structure of financial system, instruments of financial system. Insurance, kinds of insurance, schemes and procedure under insurance. Banking and functions of banking, meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services.

Unit 2: Primary Market & Operations

Merchant banking, functions & activities, Issues management- managing new issues, equity issues, rights issues, under-writing- functions, bankers to an issue, book building and reverse book building, debenture trustees, portfolio managers. An overview of role of SEBI.

Unit 3: Financial Institutions

Role of financial institutions, development banks and other banking institutions. SEBI.

Unit 4: Secondary Market & Operations

Leasing and hire purchase, concepts and features, types of lease accounts, factoring & forfeiting, mutual funds, structure of mutual funds, types of mutual funds, advantages of mutual funds, exchange traded funds, credit rating. stock broking, consumer finance, credit cards.

Suggested Books:

1. Financial Services: M.Y.Khan – Tata McGraw Hill
2. Merchant Banking Principles and Practice : H.R,Machiraju – New Age International
3. Financial Services: Gorden&Nataraju – HPH
4. Merchant banking and financial services: N. Mohan – Excel books
5. Indian Financial System: Pathak - Pearson Education
6. Corporate Finance- Principles and Problems: P V Kulkarni.
7. Changing Role of Development Banks in India: Devindersharma ,SanjivVerma – Konal Publishers New Delhi.

BBA 5th SEMESTER

(BBAHR301) (DSE (1) Human Resource Management)-HRD System & Strategies

L/T/P: 4/1/0

Course Objective: The course gives an overview of the need for HRD and HRD practices which can develop and improve an organization's systems and strategies leading to an optimal HRD climate.

Unit 1: Introduction

Concept, origin and need, relationship between human resource management and human resource development, HRD as a total system, activity areas of HRD - training, education and development, roles and competencies of HRD professionals.

Unit 2: HRD Activities

Assessing need for HRD, designing and developing effective HRD programs, implementing HRD programs, evaluating HRD programs. HRD interventions- integrated human resource development systems, staffing for HRD, physical and financial resources for HRD.

Unit 3: HRD Management

HRD and diversity management, HRD climate, HRD audit. HRD applications- coaching and mentoring, career management and development, employee counseling, competency mapping, high performance work systems, balanced score card. integrating HRD with technology.

Unit-4: HRD Evaluation

Evaluating the HRD effort, data gathering, analysis and feedback, industrial relations and HRD. HRD experience in Indian organizations, international HRD experience, future of HRD.

Suggested Books:

1. Corporate human Resource Development: Nadler, Leonard - ASTD, New York
2. Designing and Managing Human Resource Systems: Rao T.V. and Pareek, Udai - Oxford and IBH Publication Ltd.
3. Reading in human Resource Development: Rao T.V - Oxford IBH Publication .Ltd.
4. Evaluating Management Training and Development: Viramani B.R. and Seth, Pramila - Vision Books.
5. Human Resource Development: Rao T.V. - Sage publication.
6. Human resource Development and Training in Practice: Kapur, Sashi - Beacon Books.
7. Training for Development: Lynton, Rolf P. and Pareek, Udai - Vistaar publication

BBA 5th SEMESTER

(BBAM301) (DSE (1) Marketing) - Advertising & Sales Promotion

L/T/P: 4/1/0

Course Objective: The purpose of this course is to help the students to understand the concept, process, importance of Advertising and sales promotion.

Unit 1: Communication Process

Basic communication process, role of source, Encoding and decoding of message, media, audience, feedback and noise. Advertising and communication mix - Different advertising functions, types of advertising, economic aspects of advertising, advertising process – an overview, setting advertising objectives and advertising budget.

Unit 2: Creative Aspects of Advertising

Advertising appeals, copy writing, headlines, illustration, message, copy Types, campaign planning. Advertising Media, different types of media, media planning and scheduling.

Unit 3: Impact of Advertising

Advertising agency roles, relationship with clients, advertising department, measuring advertising effectiveness, Legal and ethical aspects of advertising, social implications of advertising.

Unit 4: Sales Promotion

Meaning, nature, and functions, relationship between sales promotion and advertising, future of sales promotion, limitation of sales promotion, types of sales promotion schemes, consumer and trade, sales promotion. Sales Promotion Schemes- sampling, coupon, price off, premium plan, consumer contests and sweepstakes, POP displays, demonstration, trade fairs and exhibitions, sales promotion techniques and sales force.

Suggested Books:

1. Advertising Management: Aaker, David and Myers John G. - Prentice Hall of India
2. Advertising & Sales Promotion: Kazmi & Batra - Excel Books.
3. Marketing Management: Arun Kumar - Vikas Publishing House
4. Advertising: Border W.H. - John Wiley
5. Brand Positioning Strategies for Competitive Advantage: Sengupta Subroto - TMH

BBA 5th SEMESTER

(BBAF302) (DSE (2) Finance)- Financial Institutions and Markets

L/T/P: 4/1/0

Course Objective: The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment.

Unit 1: Structure of Indian Financial System

An overview of the Indian financial system, financial sector reforms- context, need and objectives, Issues in financial reforms and restructuring, future agenda of reforms, regulation of Banks, NBFCs & FIs- salient provisions of banking regulation act and RBI Act, role of RBI as a central banker.

Unit 2: Introduction to Financial Markets in India

Role and importance of financial markets, financial markets- money market, capital market, factors affecting financial markets, linkages between economy and financial markets, integration of Indian financial markets with global financial markets, primary & secondary market. Primary market for corporate securities in India- issue of corporate securities, public issue through prospectus, green shoe option, offer for sale, private placement, rights issue, on-line IPO, book building of Shares, performance of primary market in india.

Unit 3: Secondary Market in India

Introduction to stock markets, regional and modern stock exchanges, international stock exchanges, demutualization of exchanges, comparison between NSE and BSE, indian stock indices and their construction, bulls and bears in stock markets, factors influencing the movement of stock markets, indicators of maturity of stock markets, trading of securities on a stock exchange, settlement mechanism at BSE & NSE.

Unit 4: Money Markets & Debt Markets in India

Money market- meaning, role and participants in money markets, segments of money markets, call money markets, repo and reverse Repo concepts, treasury bill markets, market for commercial paper, commercial bills and certificate of deposit. Debt market- introduction and meaning, market for government/debt securities in India.

Suggested Books:

1. Financial Markets and Institutions: Saunders, Anthony & Cornett, Marcia Millon - Tata McGraw Hill
2. Financial Services: Khan, M Y. - McGraw Hill Higher Education
3. Financial Markets in India: A Research Initiative: Shahani, Rakesh - Anamica Publications
4. Financial services: Goel, Sandeep – PHI
5. Financial Services: Gurusamy, S. - TMH.

BBA 5th SEMESTER

(BBAHR302) (DSE (2) Human Resource Management) -Training & Management Development

L/T/P: 4/1/0

Course Objective: To familiarize the students with the concept and practice of training and development in the modern organizational setting.

Unit 1: Introduction

Organization vision & plans, assessment of training needs, setting training objectives, designing training programmes, spiral model of training. Tasks of the training function- building support, overall training capacity, developing materials.

Unit 2: Training Methods

Training methods- on the job training, job instruction training, apprenticeship, coaching, job rotation, syndicate method, knowledge based methods, lecture, conferences, programmed learning, simulation methods, case study, vestibule training, laboratory training, in-basket exercise, experiential methods, and sensitivity training, e-training.

Unit 3: Management development programme methods & Evaluation

Understudy, coaching, action learning, role play, management games, seminars, university related programmes, special projects, behavioral modeling, job rotation, case study, multiple management and sensitivity training, post training training evaluation, training impact on individuals and organizations, evaluating programmes, participants, objectives.

Unit 4: Organizational Development

Organizational development (OD)- definition, foundations of OD, managing the OD process, action research and OD. OD interventions- overview of OD interventions, team interventions, inter-group and third-party peacemaking interventions. Comprehensive OD interventions, structural interventions and the applicability of OD, training experiences.

Suggested Books:

1. Effective Training, Systems, Strategies and Practices: Blanchard P.Nick & Thacker James – Pearson
2. Organization Development, Behavioral Science Interventions for Organization Improvement: French Wendell, Bell Cecil and Vohra Veena - Prentice Hall
3. Training & Development: Lynton Rolf & Pareek Udai - Prentice Hall
4. Training & Development: Bhatia S.K. - Deep & Deep Publishers.

BBA 5th SEMESTER

(BBAM302) (DSE (2) Marketing) – Agriculture Marketing

L/T/P: 4/1/0

Course Objective: The objective of this course is to make students understand the concepts of agricultural marketing in a developing country like India.

Unit 1: Concept & Definition

Overview of agricultur marketing- meaning and definition, importance of agriculture markets, market structure & growth. Marketing the agriculture products - issues in agriculture marketing and agriculture consumer behavior, demand- supply model.

Unit 2: Rural Marketing Strategies

Agriculture marketing strategy, tangible and intangible agriculture products, evolving different marketing strategy for rural products. Exchange function- buying and selling, physical function- storage/warehousing, transportation, facilitating function- packaging, branding, grading, quality control and labeling (Agmark).

Unit 3: Rural Distribution System

Rural distribution systems, rural communication and distribution systems, distribution system for small markets, niche markets and exclusive products, market segmentation, agricultural marketing and role of agricultural produce marketing committees (APMCs) in the context of new farm bills.

Unit 4: Institutional Support

ICTs in rural marketing, role of social media, e-NAM, agricultural marketing network (AGMARKNET), rural as well as urban storage systems. market support, role of commercial bank and rural credit and marketing linkages.

Suggested Books:

1. Principles of Marketing: Kotler, P and Armstrong - Pearson Education.
2. Marketing Management: Kotler, P, et al - Pearson Education
3. Rural Marketing Management: Rajagopal - Discovery Publishing House: New Delhi
4. Agricultural Marketing in India: Acharya S.S and Agarwal N L - Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi.

BBA 5th SEMESTER

(BBA- 303) - Summer Training & Project Report

L/T/P: 0/1/4

Course Objective: The basic objective of this course is to sensitize the students about the application of theoretical models in real world situation while working and observing the functioning of an organization. The goal of training is also to formalize the students with the knowledge about the real functioning of the organization and the problems it faces in their respective areas. The training provide ample opportunities to suggest ways and means (practical solutions) to overcome the problems.

Guidelines:

- At the end of fourth semester examination, every student of B.B.A. have to undergo on-the-job practical training in any manufacturing, service or financial organization.
- The period of training would be six weeks (45 days) and it is to be undertaken at the end of fourth semester but closely monitored by the respective coordinators appointed by the HoD/Dean concerned.
- The students may choose any organization of their choice for the purpose of training: small, medium or large, preferably engaged in effective activities (production or service).
- The students should try to learn the various operations of the firm by visiting, interacting with the personnel and taking part in the respective activities, if possible. They may collect all information published and through observations related to the organization.
- Students should have to be in close contact with the faculty guide allotted to them for any help and guidance required to prepare presentation and project report.
- The student, after the completion of training will prepare a report which will be termed as Summer Training Project Report.
- The students are given presentation in the college as per notified schedule, wherein they are evaluated by three teachers.
- Before the commencement of end-term examinations, the students are to submit three hard copies spiral/com bound copies along with soft copy of project report to the co-ordinator.

The guidelines for preparation of report are given below:

The Summer Training Project Report shall carry total 100 marks as per following distribution:

Activity ➔	Reporting of Attendance to Course Coordinator	Submission of copy of Training Certificate	Attendance during Sem.	Presentation of Project Report	Competence/ skill development during training period	Evaluation of Project Report Submitted	Total
Marks	(10)	(5)	(10)	(25)	(25)	(25)	100

Cover page, Acknowledgement, Company's Certificate, Contents, Introduction, Learning during training period, Conclusion, CV, Appendix-I (Daily Diary of work activities undertaken Appendix-II (Activities photograph).

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BBA 6th SEMESTER

(BBA -304) Business Policy & Strategy

L/T/P: 4/1/0

Course Objective: To equip students with the necessary inside into designing strategies for an Organization and linking the organizations strategies with the changing environment. The Course will focus on Indian cases, approaches and experiences.

Unit 1: Introduction

Nature & importance of business policy & strategy, introduction to the strategic management process and related concepts, characteristics of corporate, business & functional level strategic management decisions. Company's vision and mission, need for a mission statement, criteria for evaluating a mission statement, goal, process & input formulation of the mission statement.

Unit 2: Environmental Analysis

Environmental analysis & diagnosis, analysis of company's external environment, Environmental impact on organizations policy and strategy, organizations dependence on the environment. Internal analysis, importance of organization's capabilities, competitive advantage and core competence.

Unit 3: Strategy Formulation

Formulation of competitive strategies, Michael E. porter's generic competitive strategies, implementing competitive strategies, offensive & defensive moves. Formulating corporate strategies- introduction to strategies of growth, stability and renewal, types of different strategies.

Unit 4: Strategy Analysis

Strategic framework, strategic analysis & choice, strategic gap analyses, portfolio analyses, BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, behavioral considerations affecting choice of strategy.

Suggested Books:

1. Strategic Management formulation implementation and control: J.A. Pearce & R.B. Robinson - TMH
2. Crafting and executing strategy: Arthur A. Thompson Jr. & A.J Strickland III - TMH
3. Exploring corporate strategies: Gerry Johnson & Kevan Scholes - PHI
4. Strategic Management: Upendra Kachru - Excel books
5. Strategic Management –Concepts and Cases: Arthur A. Thompson Jr. and A.J. Strickland - McGraw-Hill
6. Business Policy and Strategic Management: Lawrence R. Jauch & William F. Glueck - Mcgraw Hill Series

BBA 6th SEMESTER

(BBA -305) Women Entrepreneurship Development

L/T/P: 4/1/0

Course Objective: This course aims to develop and motivate entrepreneurial thoughts in students.

Unit 1: Introduction to Entrepreneurship

Introduction to entrepreneurship, concept, meaning and functions, entrepreneurial characteristics and motivations, entrepreneurial mind, Indian entrepreneurs, global competition, economic development in India. Women in corporate sector- issues and programmes, growth of women entrepreneurship.

Unit 2: Women Entrepreneurship

Women entrepreneurship, women entrepreneurs and entrepreneurship, types of women entrepreneurs, characteristics of women entrepreneur, EDPs, entrepreneurship in sectors like agriculture, tourism, health care, transport and allied services, relationship between entrepreneurship and empowerment, achievements of woman entrepreneurs Indian women entrepreneur (Case studies of most successful Indian women entrepreneurs).

Unit 3: Women's Entrepreneurial Environment

Women working environment, women entrepreneurial environment -government policy and frame work, incentives, infrastructural facilities, role of central and state Government agencies with reference to women entrepreneurship, problems faced by women entrepreneurs.

Unit 4: Women's and SSI

Women and small scale industry, setting up small scale industries, need to step up women's role in small scale industries, women employment opportunities, livelihood support for women employment opportunities, rural credit & women's self help groups, skill development and technology transfer, technologies for women, impact of women's development programs and policy measures at International, national and state levels.

Suggested Books:

1. Entrepreneurship in small scale industries: Khanka S.S. - Himalay
2. The Women Entrepreneurs of India (Entrepreneurship development): Ajit Kantikar Nalinee
3. Entrepreneurship: Hisrich Peters - Tata McGraw Hill
5. Entrepreneurship Development: Khanka - Sultan Chand
6. Entrepreneurship: David H. Hant
7. Management of Small Scale Industries: Vasat Desai - Himalaya
8. Women Entrepreneurs in India: Dhulhasi Madha Vize - Mittal Publication
9. Women Entrepreneurs Challenges and Strategies: Iyer Lalitha

BBA 6th SEMESTER

(BBAF306) (DSE (3) Finance)- Project Appraisal and Analysis

L/T/P: 4/1/0

Course Objective: To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives.

Unit 1: Project Appraisal

Introduction, project appraisal and evaluation, project cycle, project cycle management, identification of investment opportunities, industry analysis review of project profiles, feasibility study, project identification and formulation, generation of project ideas, basic principals of project analysis.

Unit 2: Market Analysis

Market analysis of a project, need for market analysis, demand and supply analysis, sources of information- primary /secondary data, forecasting techniques. Technical appraisal of project- material and inputs, production technology, plant location and layouts, selection of plant and equipment.

Unit 3: Financial Analysis

Cost of project and means of financing, major cost components. Profitability and financial projections- cost of production, break even analysis, projected balance sheet, profit and loss account and cash flow statement.

Unit 4: Social Cost Benefit Analysis

SCBA, value added concept, social surplus indirect impact of projects, rationale of SCBA. Efficiency and equity in project appraisal, UNIDO approach. Investment appraisal- introduction and techniques, DCF and non DCF methods, project appraisal parameters.

Suggested Books:

1. Introduction to Project Finance: Machiraju, H.R. - Vikas Publishing House
2. Project Preparation Appraisal Budgeting and Implementation: Prasanna Chandra - Tata McGraw

BBA 6th SEMESTER

(BBAHR306) (DSE (3) Human Resource Management) - Performance & Compensation Management

L/T/P: 4/1/0

Course Objective: To familiarize students about concepts of performance and compensation Management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance.

Unit 1: Introduction & Basic Concepts

Introduction, basic concept, objectives of performance management system, performance management and performance appraisal, performance management process, performance planning, process and documentation of performance appraisal, appraisal interview, performance feedback and counseling, performance management and reward systems, performance coaching, mentoring and counseling, competency development, use of technology and e-PMS, international aspects of PMS, performance systems trends, ethical perspectives in performance appraisal.

Unit 2: Job Evaluation & Compensation

Introduction to job evaluation, methods of job evaluation. Company wage policy- wage determination, pay grades, wage surveys, wage components. Modern trends in compensation - from wage and salary to cost to company concept, comparable worth, broad banding, competency based pay.

Unit 3: Incentive Management

Incentives plans for production employees and for other professionals, developing effective incentive plans, pay for performance, supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits, benefits & incentive practices in Indian industries.

Unit 4: Legal Aspects of wages

Wages in India- Minimum wage, fair wage and living wage. Methods of state regulation of wages. Wage differentials & national wage policy regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity.

Suggested Books:

1. Compensation: Milkovich & Newman - McGraw Hill
2. Compensation Decision Making: T.J. Bergman
3. Compensation management in a knowledge based world: Richard Henderson - Prentice Hall
4. Compensation management: T.N.Chhabra & Savitha Rastogi - Sun India Publications
5. Human Resource Management: Gary Dessler - Prentice Hall
6. Performance Management: Herman Aguinis - Prentice Hill
7. Performance management: Bagchi, S. N. - Cengage Learning
8. Performance management systems and strategies: Bhattacharyya, D.K. - Pearson Education

BBA 6th SEMESTER

(BBAM306) (DSE (3) Marketing) - Supply Chain Management

L/T/P: 4/1/0

Course Objective: The purpose of this course is to help student to develop an understanding about the role of marketing channels, distribution and supply chain, key issues of supply chain.

Unit 1: Introduction

The channel system in marketing, rationale for marketing channel structures, composition of marketing channels, channel environment. Distribution - Basic concept, transportations, inventory, warehousing, managing logistics.

Unit 2: Importance and Issues

Concepts and importance of supply chain (SC), key issues of supply chain management, competitive and supply chain strategies, achieving strategic fit.

Unit 3: Dynamics of SCM

Dynamics of supply chain, supply chain integration, push-based, pull-based and push-pull based supply chain, demand forecasting in a supply chain, managing inventory in SC environment, Transportation in SC environment.

Unit 4: SCM & Business Strategies

Strategic alliances, third party and fourth party logistics, retailer- supplier partnerships (RSP), supplier evaluation and selection, use of best practices and information technology (IT) in supply chain management.

Suggested Books:

1. Handbook of supply chain management: Ayers, J. B. - Auerbach Publication
2. Business logistics/ supply chain management: Ballou, R. H., & Srivastava, S. K. - Pearson Education
3. Supply chain management: Strategy, planning and operation: Chopra, S., & Meindl, P. - Pearson Education
4. The management of business logistics: Coyle, J. J., Bardi, L. J., & Langley, C. J. - South-Western
5. Global Operations Management and Logistics: Text and Cases: Dornier, P. P., Ernst, R., Fender, M., & Kouvelis, P. - John Wiley & Sons
6. Supply chain management: Mentzer, J. T. - Sage Publications
7. Purchasing and supply chain management: Monczka, R. M., Handfield, R. B., Giunipero, L. C., & Petterson, J. L. - Cengage Learning
8. Supply chain management: Text and cases: Shah, J. - Pearson Education

BBA 6th SEMESTER

(BBA- 307) Business Research Methods

L/T/P: 4/1/0

Course Objective: To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business marketing research.

Unit 1: Nature and Scope of Marketing Research

Role of marketing research in decision making. Applications of marketing research, the research process, steps in the research process, the research proposal, problem formulation, management decision problem Vs. marketing research problem.

Unit 2: Research Design

Exploratory, descriptive, causal. Secondary data research, advantages & disadvantages of secondary data, criteria for evaluating secondary sources, secondary sources of data in Indian Context.

Unit 3: Primary Data Collection

Survey Vs. observations. comparison of self administered, telephone, mail, emails techniques. Qualitative research tools- depth interviews focus groups and projective techniques. Measurement & scaling- primary scales of measurement, nominal, ordinal, interval & ratio. Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings, likert scale, questionnaire form & design.

Unit 4: Sampling

Sampling techniques, determination of sample size. Data Analysis- Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test, report writing.

Suggested Books:

1. Business Research Methods: Zikmund, Babin & Carr. - South-Western
2. Business Research Methods: . Cooper & Schindler - McGraw-Hill Education
3. Marketing Research: Methodological Foundations: Churchill. - Cengage Learning
4. Marketing Research: Aaker, Kumar, Day - Wiley.
5. Marketing Research: Naresh Malhotra - Pearson

BBA 6th SEMESTER

(BBA- 308) Seminar on Contemporary Issues

L/T/P: 1/0/0

This course covers contemporary issues in Business management. Seminar in- charge appointed by HOD/Dean will allocate the topics to the students and they will prepare PPT presentation on the given topics. Every week on specified day progress made by the student will be monitored by the in-charge. On the satisfaction of seminar in-charge, schedule for presentation of seminar will be notified at least two weeks before the commencement of final examination. The student will be evaluated by three faculty members and then average marks will be awarded to the student. The Performa includes following criteria for evaluation.

1. Presentation skills
2. Knowledge
3. Logical presentation of ideas
4. Creativity