

Himachal Pradesh Technical University, Hamirpur (H.P.)



CURRICULUM (CBCS)

Bachelor of Business Administration

(3rd to 6th Semester)

2020-21 Onwards

Teaching and Examination Scheme

BACHELOR OF BUSINESS ADMINISTRATION										
SEMESTER –III										
S. N.	Cat .	Subject Code	Title	Teaching Hours Per Week			Credits	Examination		
				L	T	P		IA	ESE	Total
1	PC	BBA-301	Financial Management	3	1	0	3	40	60	100
2	PC	BBA-302	Human Resource Management	3	1	0	3	40	60	100
3	PC	BBA-303	Marketing Management	3	1	0	3	40	60	100
4	PC	BBA-304	Business Statistics	3	1	0	3	40	60	100
5	PC	BBA-305	Management Information System	3	0	0	3	40	60	100
6	E	-	Elective-I	3	0	0	3	40	60	100
Labs:										
1	PC	BBA-308	Seminar of Contemporary Issues	0	0	3	2	20	30	50
			Total	18	4	3	20			

Elective-I										
S. N.	Cat.	Subject Code	Title	Teaching Hours Per Week			Credits	Examination		
				L	T	P/D		IA	ESE	Total
1	E	BBA-306	Investment and Portfolio Management	3	0	0	3	40	60	100
2	E	BBA-307	Indian Financial System	3	0	0	3	40	60	100

Legend:	L - Lecture					T - Tutorial				
	P - Practical					C - Credits				
	IA - Internal Assessment					ESE - End Semester Examination				

BACHELOR OF BUSINESS ADMINISTRATION										
SEMESTER –IV										
S. N.	Cat .	Subject Code	Title	Teaching Hours Per Week			Credits	Examination		
				L	T	P		IA	ESE	Total
1	PC	BBA-401	Cost Accounting	3	1	0	3	40	60	100
2	PC	BBA-402	Consumer Behavior and Consumer Affairs	3	0	0	3	40	60	100
3	PC	BBA-403	Universal Human Values	3	1	0	3	40	60	100
4	PC	BBA-404	Production and Operations Management	3	1	0	3	40	60	100
5	PC	BBA-405	Income Tax	3	1	0	3	40	60	100
6	E	-	Elective-II	3	1	0	3	40	60	100
7	PC	BBA-408	Project Management	3	0	0	2	40	60	100
			Total	18	4	3	20			

Elective-II										
S. N.	Cat.	Subject Code	Title	Teaching Hours Per Week			Credits	Examination		
				L	T	P/D		IA	ESE	Total
1	E	BBA-406	Entrepreneurship Development	3	1	0	3	40	60	100
2	E	BBA-407	Tourism Management	3	1	0	3	40	60	100

Legend:	L - Lecture	T - Tutorial
	P - Practical	C - Credits
	IA - Internal Assessment	ESE - End Semester Examination

BACHELOR OF BUSINESS ADMINISTRATION										
SEMESTER –V										
S. N.	Cat .	Subject Code	Title	Teaching Hours Per Week			Credits	Examination		
				L	T	P		IA	ESE	Total
1	PC	BBA-501	Company Law	3	1	0	3	40	60	100
2	PC	BBA-502	Business Environment	3	2	0	3	40	60	100
3	PC	BBA-503	Management of Financial System	3	1	0	3	40	60	100
4	PC	BBA-504	Accounting For Managerial Decision	3	1	0	3	40	60	100
5	PC	BBA-505	Indirect Taxes	3	1	0	3	40	60	100
6	E	-	Elective-III	3	0	0	3	40	60	100
Labs:										
7	PC	BBA-508	Summer Training and Viva Voce	0	0	3	2	40	60	100
			Total	20	6	0	20			

Elective-III										
S. N.	Cat.	Subject Code	Title	Teaching Hours Per Week			Credits	Examination		
				L	T	P/D		IA	ESE	Total
1	E	BBA-506	Retail Management	3	0	0	3	40	60	100
2	E	BBA-507	Managing Across Culture	3	0	0	3	40	60	100

Legend:	L - Lecture					T- Tutorial				
	P - Practical					C- Credits				
	IA - Internal Assessment					ESE- End Semester Examination				

BACHELOR OF BUSINESS ADMINISTRATION										
SEMESTER –VI										
S. N.	Cat .	Subject Code	Title	Teaching Hours Per Week			Credits	Examination		
				L	T	P		IA	ESE	Total
1	PC	BBA-601	Strategic Management	3	1	0	3	40	60	100
2	PC	BBA-602	Sales and Advertising Management	3	2	0	3	40	60	100
3	PC	BBA-603	E-Commerce	3	0	0	2	40	60	100
4	PC	BBA-604	Team Building & Leadership	3	0	0	3	40	60	100
5	PC	BBA-605	Banking and Insurance Services	3	1	0	3	40	60	100
6	E	-	Elective-IV	3	0	0	3	40	60	100
7	PC	BBA-608	Corporate Governance	3	1	0	3	40	60	100
			Total	18	4	4	20			
*Open Elective(Optional)										
1	OE	BBA-609	Hindi Language	2	0	0	2	40	60	100
			Total	20	4	4	22			

Elective-IV										
S. N.	Cat.	Subject Code	Title	Teaching Hours Per Week			Credits	Examination		
				L	T	P/D		I.A	ESE	Total
1	E	BBA-606	IRDA Regulations	3	0	0	3	40	60	100
2	E	BBA-607	Regulation of Security Market	3	0	0	3	40	60	100

Legend:	L - Lecture					T- Tutorial				
	P - Practical					C- Credits				
	IA - Internal Assessment					ESE- End Semester Examination				

***Open Elective (Optional)**

*Note: -BBA-609 shall be an optional subject for the BBA students to get 2 additional credits.

Instructions for Paper Setter

The question paper for the End Semester Theory Examinations will consist of five sections-A, B, C, D & E. Section A, B, C, D will have two questions each from the corresponding units I,II,III &IV of the syllabus. Section E in the paper will be compulsory and will have short answer type questions consisting of six parts of two marks each covering the whole syllabus. Each question will be of 12 marks. The candidates will attempt five questions in all, i.e. one question each from the sections A, B, C, D and E section is compulsory to attempt.

SEMESTER-III

BBA-301: FINANCIAL MANAGEMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	2	40	60	100	3 hours

Unit	Contents	No. of hours
I	An overview of Financial Management and Time Value of Money <ul style="list-style-type: none">• Introduction to Financial Management, Scope, Objectives of Functions of Financial Management, Profit Versus Wealth Maximization, Financial Decisions, Sources of Finance• Financial Management and other functional areas of business, Functions /Role of Finance Manager in the Changing Scenario, Risk-Return Trade-off• Concept of Time Value of Money, Compounding and Discounting Technique• Elementary valuation of Bonds and Stocks	10
II	Investment Decisions <ul style="list-style-type: none">• Meaning of Capital Budgeting, Importance of Capital Budgeting, Methods of capital budgeting• Investment Evaluation Criteria: Traditional Techniques: Pay Back Period, ARR Modern Techniques: NPV, IRR and PI	10
III	Cost of Capital, Leverages and Capital Structure <ul style="list-style-type: none">• Meaning, Concept and Definition of Cost of Capital, Significance of Cost of Capital, Computation of Cost of Capital, Weighted Average Cost of Capital,• Leverages, Types of Leverages, Financial Leverage or Trading on Equity, Operating Leverage, Composite Leverage• Capital Structure and theories of Capital Structure, Net Income Approach, Net Operating Income Approach, The Traditional Approach, Pecking order theory, Modigliani-Miller Approach	15
IV	Dividend Decisions <ul style="list-style-type: none">• Dividend Policy, Types of Dividend Policy, Factors Influencing Dividend Policy, Dividend Policy and Firm Value• Dividend Theories: Walter's Model, Gordon's Model, Modigliani Miller Model	10

Text Books

1. Horne and Wachowich (2012) Financial Management, 13th Edition, PHI Learning, New Delhi.
2. Pandey IM (2014) Financial Management, Tenth Edition, Vikas Publishing House, New Delhi.
3. Prasanna Chandra (2014) Financial Management, Eighth Edition, Tata McGraw Hill, New Delhi.
4. Horne & Dhamija (2014) Financial Management, Twelfth Edition, Pearson, New Delhi.

Suggested Extra Readings:

1. Sofat and Hiro (2011) Strategic Financial Management, First Edition, PHI Learning, New Delhi.
2. Kishore RM (2011) Strategic Financial Management, Second Edition, Taxmann's, New Delhi.
3. Brigham & Houston (2011) Fundamentals of Financial Management, Tenth Edition, Cengage Learning, Delhi.
4. Rustagi (2011) Financial Management, Fifth Edition, Taxmann's, New Delhi.
5. Kapil (2011) Financial Management, First Edition, Pearson, New Delhi.
6. Parrino & Kidwell (2011) Fundamentals of corporate finance, First Edition, Wiley India Pvt. Ltd., New Delhi.
7. Khan and Jain (2011) Financial Management (Text Problems and Cases), Fifth Edition, Tata McGraw Hill, New Delhi.
8. Ross, Westerfield & Jordan (2012) Fundamentals of Corporate Finance, Ninth Edition, Tata McGraw Hill, New Delhi.

Web link

https://www.youtube.com/watch?v=xoAceq_IKQA

<https://efinancemanagement.com>

BBA-302: HUMAN RESOURCE MANAGEMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements, HRM practices in India, issues and challenges	12
II	Job analysis: steps in analyzing job and introduction to methods of collecting job analysis information, Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.	12
III	Recruitment: sources of recruitment, policies and procedure of recruitment, selection process, testing and interviews, Placement and induction, transfer and promotion.	12
IV	Human Resource Development: Identification of training needs and techniques of training, employee development and career planning, Wage and salary administration and incentives, Performance appraisal, methods and problems of performance appraisal.	12

Text Books:

1. Rao V.S.P. *Human Resource Management*, Excel books
2. Monnappa and Saiyadan, *Personnel Management*, Tata Mcgraw Hill.
3. Dessler, Garg, *Human Resource Management*, Pearson education.
4. C.B. Memoria *Personal Management Himalaya*
5. K. Aswathappa *Human Resource Management* Tata McGrawHill 6 C.B. Gupta Human Resource Management Sultan Chand and Sons.

BBA-303: MARKETING MANAGEMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Marketing: Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro Environment.	12
II	Market segmentation: Need, concept, nature, basis and strategies, mass marketing v/s Segmentation. Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting.	12
III	Product decisions: Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions Pricing decisions: importance, objectives, designing strategies, Pricing Techniques.	12
IV	Product promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Distribution: types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.	12

Text Books:

1. Kotler,P., Keller, K.L. Koshy, A. and Jha, M., *Marketing Management: A South Asian Perspective*, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, *A Marketing Management*, Tata McGraw Hill.
3. Ramaswamy, V.S and Namakumari, S. *Marketing Management: Global Perspective Indian Context*, Macmillan Publishers India Ltd.

4. Saxena, Rajan, *Marketing Management, Fourth Edition*, Tata McGraw Hill Education Pvt. Ltd.

BBA-304: BUSINESS STATISTICS**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Statistics: Definition, Importance & Limitation, Collection of data, classification and presentation of frequency distribution. Measures of Central Tendency and Dispersion : Meaning and objectives of measure of central tendency- arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; Measure of variation, range, quartile deviation, mean deviation and standard deviation, coefficient of variation.	12
II	Correlation and Regression: Meaning of correlation, types of correlation positive and methods of studying correlation, Lines of regression, co-efficient of regression, standard error of estimate.	12
III	Index numbers and Time series : Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers, test for an ideal index number, Components of Time series - secular trend, cyclical, seasonal and irregular variations. Methods of estimating secular trend and seasonal indices: use of time series in business.	12
IV	Probability & Probability Distributions: Definition, Basic concepts, Events and experiments, random variables, expected value Types of probability: Classical approach, Relative frequency approach or empirical probability, Subjective approach to probability, Theorems of probability: Addition theorem, Multiplication theorem, Conditional probability, Bays Theorem.	12

Text Books:

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

BBA-305: MANAGEMENT INFORMATION SYSTEM

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Introduction: Definition, characteristics & significance of MIS. Introduction to business systems: Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems. Information Concepts: Data Vs Information, types of information, quality of information.	12
II	Decision Making: Simon's model of decision making, structured & unstructured decisions. Database Management: Objectives, role, advantages & disadvantages of DBMS, SQL, use of databases for integration across functional areas. Introduction to Decision Support System.	12
III	Design Methodology & Techniques: System development life cycle, software development models. System Analysis – SRS, DFD, DD & Decision tables. System Design – design methods, detailed system design, design documentation. System Implementation & testing.	12
IV	Implementation & Evaluation: Planning, organizing, testing & changeover. Evaluation approaches. Brief introduction of emerging concepts and issues in Information Systems: Supply Chain Management, Customer Relationship Management, ERP, Data Warehousing, Data Mining.	12

Text Books:

1. D.P. Goyal :*Management Information Systems*. MacMillon.
2. Davis & Olson: *Management Information Systems*.
3. Murdick, Ross, & Clagett: *Information Systems for Management*.
4. Kenneth, Laudon and Jane Laudon: *MIS: Managing the Digital Firm*, Pearson Education.

BBA-306: INVESTMENT AND PORTFOLIO MANAGEMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Introduction to Investment Management: Concept and objectives of investment, Difference between Investment and Speculation, Investment and Gambling, Meaning of Investment Management, Investment Management Process, Investment Alternatives, Features of Investment Avenues Risk and Return: Concept of Risk, Components of Investment Risk, Measurement of Risk through Standard Deviation, Regression Equation, Covariance, Concept of Return, Relationship between Risk and Return. Introduction to Indian Stock Market :BSE,NSE	13
II	Fundamental Analysis: Macro-Economic Analysis, Forecasting, Industry Analysis, Sensitivity of Business Cycle, Industry Life Cycle Analysis. Company Analysis: Meaning of Company Analysis, Strategy Analysis, Accounting Analysis, Financial Analysis, and Estimation of Intrinsic Value. Technical Analysis: Meaning, Difference between Technical and Fundamental Analysis, Assumptions, Tools, Dow Theory, Testing Technical Trading Rules, Evaluation of Technical Analysis.	13
III	Portfolio Theory: Merits of Diversification: Diversification and Portfolio Risk, Portfolio Return and Risk, Calculation of Portfolio Risk, Efficient Frontier for two securities, Efficient Frontier for securities, Optimal Portfolio. Portfolio Analysis: Concept of Traditional and Modern Portfolio Analysis, Markowitz Theory, Single Index Model, Beta Generation in Efficient Frontier, Interactive Risk through Covariance, Sharpe's Model.	14
IV	Portfolio Selection: Concept of Portfolio Selection, Efficient Frontier and Portfolio Selection, Role of Beta and its concept, Capital Market Theory, CAPM, SML Arbitrage Pricing Theory. Portfolio Revision: Meaning, Need, Techniques of Portfolio Revision, Formula Plans, Rules Regarding Formula Plans, Constant Rupee Value Plan, Constant Ratio Plan, Variable Ratio Plan, Modifications, Rupee Averaging Technique.	13

Suggested Readings:

1. Chandra. Prasanna.(2011). Investment Analysis and Portfolio Management, 3rd Edition, Tata McGraw Hill, New Delhi.
2. Fischer. and Jordon (2009). Security Analysis and Investment Management, 6th Edition, Pearson Education.
3. Rustagi. R. P. (2009). Investment Analysis and Portfolio Management, 2nd Edition, Sultan Chand & Sons.
4. Bhalla, V.K. (2012). Investment Management: Security Analysis and Portfolio Management, 17th Edition, S.Chand& Sons.
5. Frank K. Reilly, Keith E Brown. (2009). Investment Analysis and Portfolio Management, 8th Edition, Cengage Learning.

BBA-307: INDIAN FINANCIAL SYSTEM**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	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.	13
II	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.	13
III	Role of Financial Institutions, Development banks and other banking institutions. SEBI.	12
IV	Leasing and hire purchase, concepts and features, types of lease accounts Factoring & Forfeiting, Mutual funds - Structure of Mutual Funds- Types Mutual Funds– Advantages of mutual funds - Exchange Traded Funds, Credit rating. Stock broking, Consumer finance, Credit Cards.	13

Text 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.
8. Karampal, B.S.Bodla,and Mahesh Garg, '***Insurance Management-Principles and Practice***', Deep & Deep Publication,2006.
9. M.N.Mishra, '***Insurance-Principles and practice***', S. Chand and co. Ltd., 2003
10. NaliniPraveTripathy, Prabir Pal, '***Insurance theory and practice***' TMH 2007.
11. Neelam C. Gulati, '***Principles of Insurance Management***', Excel Books, 2007.

BBA-308: SEMINAR OF CONTEMPORARY ISSUES

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks		
L	T	P/D	C	Internal Assessment	External Assessment	Total
0	0	3	2	20	30	50

Instructions for the Teachers:

- To cover this course teacher can make it compulsory for the students to read newspaper and prepare news files.
- Group discussions in the class on various issues of business and economy
- Presentations on various topics by each Student.
- At the end teacher can evaluate the student through news file viva, presentation and GDs conducted throughout the semester.
- At the end, internal/external expert can evaluate the student on the basis of G.D., Presentation and Grooming.

SEMESTER-IV

BBA-401: COST ACCOUNTING

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	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,.	14
II	Elements of Cost: Material Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues — FIFO, LIFO, Simple Average, Weighted Average, Replacement, Standard Cost. Treatment of Material Losses.	14
III	Elements of Cost: Labour Accounting and Control of Labour Cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods of wage payment and the Incentive schemes- Halsey, Rowan, Taylors Differential piece wage.	14
IV	Overheads Cost : Allocation, Apportionment, Re- Apportionment and absorption, Preparation of Cost Sheet with Practical exercise, Reconciliation of Cost Sheet and Financial Statement.	15

Text Books:

1. *Advanced cost Accounting* by Saxena and Vasistha.
2. *Advanced cost Accounting* by S.P.Jain and Narong.
3. *Cost Accounting* by S.N.Maheshwari
4. *Practice in Advanced Costing and Management Accounting* by Prof. SubhashJagtapNiraliPrakashan, Pune.
5. *Cost Accounting* by Ratnam.
6. *Cost Accounting* – BhattaHSM,Himalaya Publication
7. *Cost Accounting* – PrabhuDev , Himalaya Publication
8. *Advanced Cost Accounting* – Made Gowda,Himalaya Publication
9. *Cost Accounting* by S.P. Gupta, VK Global Publications Pvt. Ltd., Delhi.

BBA-402: CONSUMER BEHAVIOR AND CONSUMER AFFAIRS**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Conceptual Framework Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology. Consumer behaviour: nature, scope & application Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour, purchase behaviour, buyer's role.	12
II	The Consumer Protection Law in India Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice. Organizational set-up under the Consumer Protection Act: Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.	12
III	Grievance Redressal Mechanism under the Indian Consumer Protection Law : Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties. Role of Industry Regulators in Consumer Protection i. Banking: RBI and Banking Ombudsman ii. Insurance: IRDA and Insurance Ombudsman iii. Telecommunication: TRAI iv. Food Products: FSSAI v. Electricity Supply: Electricity Regulatory Commission vi. Real Estate Regulatory Authority	12
IV	Consumer Decision Making: Introduction to opinion leadership Process Diffusion of innovations: Diffusion Process, Adoption Process, Introduction to Consumer Decision Making: levels, decision making process, Various views of consumer decision making, Models of	12

	consumer decision-making.	
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Text Books:

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) *Consumer Affairs*, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). *Consumer Protection Law Provisions and Procedure*, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). *Globalisation and Consumerism: Issues and Challenges*, Regal Publications.
4. Suresh Misra and Sapna Chadah (2012). *Consumer Protection in India: Issues and Concerns*, IIPA, New Delhi.
5. Rajyalaxmi Rao (2012), *Consumer is King*, Universal Law Publishing Company.
6. Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.
7. E-books :- www.consumereducation.in
8. Empowering Consumers e-book,
9. ebook, www.consumeraffairs.nic.in
10. Schiffman & Kanuk: *Consumer Behaviour*, Pearson Education
11. Engel, Blackwell, & Miriand: *Consumer Behaviour*, Dryden Press
12. Majumdar, R, *Consumer Behaviour: Insights from the Indian Market*, PHI Learning Pvt. Ltd., New Delhi
13. Loudon, Bitta, *Consumer Behaviour*, Tata McGraw Hill, New Delhi.

BBA-403: UNIVERSAL HUMAN VALUES

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks		
L	T	P/D	C	Sessional	End Semester Exam	Total
4	1	0	2	40	60	100

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Introduction to Value Education: Understanding Value Education, Self-exploration as the Process for Value Education, The Basic Human Aspirations-Continuous Happiness and Prosperity, The Program to Fulfil Basic Human Aspirations. Human Values in Management importance of culture in Organization! PANCHKOSH and Personality Development Western and Indian approach of Management.	12
II	Understanding The Harmony At Various Levels: Understanding the Human Being as Co-existence of Self ('I') and Body, Harmony in the Self ('I')- Understanding Myself, Harmony with the Body-Understanding "Sanyama" and "Svasthya". Harmony : Harmony in the Family- Understanding Values in Human Relationships, Harmony in the society- From Family Order to World Family Order, Harmony in Nature- Understanding the Interconnected need and Mutual Fulfilment, Harmony in Existence Understanding Existence as Co-existence.	12
III	Human duties, Righteousness, Peace of Mind, Concept of Universe, Idea of God, Concept of Knowledge, Field and the Knower of the field, Nature Sanskrit shloka as Management Sutra.	12
IV	Implications of the Right Understanding: Providing the Basis for Universal Human Values and Ethics Human Conduct, Basis for the Holistic Alternative towards Universal Human Order, Professional Ethics in the Light of Right Understanding, Vision for Holistic Technologies, Production Systems and Management Models, Journey towards the Holistic Alternative.	12

Text Books:

1. RR Gaur, R Sangal, GP Bagaria, *A foundation course in Human Values and professional ethics*, Excel Book, New Delhi.
2. S. Kannan, K. Srilakshmi, *Human Values and Professional Ethics with relevant case studies*, Taxmann Publications Private Limited.
3. M. Govindarajan, S. Senthikumar, M.S. Natarajany, *Professional Ethics and Human Values*, PHI.

4. Science and art of happy living Sharma S.N and Sharma Anita, Primal Publication Delhi.
5. New Mantras in Corporate Corridors, Subhash Sharma, New Age International Publishers.
6. Foundations of Managerial Work- Contributions from Indian Thought, Chakra borthy, S.K., Himalaya Publishing House.
7. Ethics in Management: Pedantic Perspectives, Chakra borthy, S.K., Oxford University Press.
8. In the Woods of God Realization- Swami Rama Trisha
9. Swami Vivekananda, Karma Yoga, Ramakrishna Math Prankish

BBA-404: PRODUCTION AND OPERATIONS MANAGEMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product and process layout. Capacity planning.	14
II	Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification. Productivity linked incentives.	15
III	Inventory Management: Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Supply chain management, brief introduction to JIT	15
IV	Quality Management: What is Quality, Quality as a corporate strategy, statistical methods, SPC control charts, acceptance sampling, Total Quality Management (TQM). Quality circles cost ofQuality, Taguchi philosophy.	16

Text Books:

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

BBA-405: INCOME TAX

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Basic concepts, Agricultural income and its Assessment, Basis of charge, Exempted income, Scope of Income.	12
II	Heads of Income: Income from salaries: calculation of gross and net salary, income from House property.	12
III	Income from Business and profession, Income from Capital gains, Income from Other sources (Only Theoretical).	12
IV	Set off of Losses, Set off and carry forward of losses, Aggregation of income, Deduction to be made in computing the total income, Computation of tax liability, TDS, Advance Income Tax, Filing of Income Tax Returns.	12

Text Books:

1. Lal, *Income tax*, Pearson Education
2. Hariharan, *Income tax*, Tata McGraw Hill Education

BBA-406: ENTREPRENEURSHIP DEVELOPMENT**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	<p>(a) Concept of entrepreneurship Evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea generation, Identifying opportunities and Evaluation; Building the team / Leadership strategies planning for business steps in strategies planning Harvesting and Exit strategies</p> <p>(b) Forms of Ownership Sole proprietorship; Partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth.</p>	12
II	<p>(a) Entrepreneurship Creativity and Innovation Stimulation Creativity; organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organization for Innovation and Positive Creativity.</p> <p>(b) Social Entrepreneurship Introduction to social entrepreneurship: Characteristics and Role of Social Entrepreneurs: Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization.</p>	12
III	<p>(a) Concept of Family Business The Entrepreneur; Role and personality; Family Business : Concept, structure and kinds of family firms ; Culture and evolution of family firm; managing Business, family and shareholder relationships;</p> <p>(b) Business Groups and Role of Business Houses Concept of business Groups and role of business house and family business Conflict and conflict resolution in family firms, Managing Leadership, succession and continuity; women's issues in the family business ; Encouraging change in the family business system.</p>	12
IV	<p>(a) Sources of Business Ideas Significance of business plan/ Project proposal Designing business process, location, layout, operation planning & control. Preparation of Project report</p> <p>(b) Mobilising Resources Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.</p>	12

Text Books:

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P.F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Gersick, K.E., Dacin, J.A., Hampton, M.M., & Lansberg, I. (1997). Generation to generation: Life cycles of the family business, Boston: Harvard Business School Press.
4. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.
5. Holt, D. H. (2004). Entrepreneurship new venture creation, New Delhi: Prentice Hall of India.
6. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
7. Khandwalla, P. (2003). Corporate creativity, New Delhi: Tata McGraw Hill.
8. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
9. Nicholls, A. (Ed.). (2006). Social entrepreneurship new models of sustainable social change, Oxford University Press.
10. Prahalad, C.K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits, Wharton School Publishing.
11. Scarborough & Zimmerer, Effective small Business Management
12. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston: Harvard Business Press.

BBA-407: TOURISM MANAGEMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Understanding Tourism: Meaning, nature and Characteristics Tourism Terms: Tourist, Tourism Resources; Tourism Product; Tourism Market, Destination; Recreation; Pleasure. Benefits from Tourism: Economic, Social, Cultural and Environmental benefits of tourism.	14
II	Growth of Tourism: Factors contributing for growth of tourism, Tourism Trends and patterns at global level, Tourism trends and patterns in India, Motivations for tourism, Motivations, Needs and Expectations. Push and Pull factors: Push and Pull factors in Motivation Theory, Types of Tourism and Tourists.	16
III	Major Tourism Services: Travel Agency and Tour Operator Services, Tourist Transportation Services, Hospitality Services. Tourism Chain: Meaning, Process, Vertical and horizontal integration of services.	16
IV	International Tourism growth: Forces and factors influencing growth of international tourism Trends in tourists' arrivals and receipt in international tourism. Measurement of International Tourism: Methods and their merits and demerits, Foreign exchange Earnings and its Impact on Economy.	14

Text Books:

1. Anand, M.M. *Tourism and Hotel Industry in India*, prentice Hall New Delhi, 1976.
2. Bhatia, A.K., Tourism development(2012): *Principles, practices and Philosophies*, Sterling Publisher, New Delhi.
3. McIntosh, Robert, W. Goldner, Charles, *Tourism principles , practices and Philosophies*, John Wiley and sons Inc. New York, 1990 (9th edition).
4. Mill, Robert Christie and Alastair M. Morrison, *The Tourism System*, Englewood Cliffs, N.J., Prentice Hall, 1985.
5. Negi, J.M.S., Tourism and Travel-*Concepts and principles*, Gitanjali Publishing House, New Delhi, 1990.
6. Robinson, H.A., *Geography of Tourism*, Mc Donald and Evans, London, 1976.

BBA-408: PROJECT MANAGEMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Project Management: Meaning, Importance and difficulties, Phase of Project Management , Project ideas generation and screening.	12
II	Market and Demand Analysis : Source of information, Demand Forecasting and Market Planning, Technical Analysis, Material and inputs, Production Technology, Product Mix, Plant Location and layout, Selection of plant and equipment.	12
III	Financial Analysis : Cost of Project, Major cost Components, mean of financing, profitability and financial projection, Cost of production, Break even analysis, Projected Balance Sheet, Profit and Loss Account and cash flow statement. Social Cost benefit Analysis: Meaning and Methodology.	13
IV	Project Review/Control : Evaluation of Project : PERT and CPM. Project implementation practice in India.	12

Text Books:

1. **Principles of Management:** T. Ramasamy, Himalaya Publishing House.
2. **Project Management:** Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer,
3. Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.,
4. **Successful Project Management:** Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd.
5. **Project Management:** Vasant Desai, Himalaya Publishing House
6. **Project Management:** A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.

SEMESTER-V

BBA-501: COMPANY LAW

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Definition and nature of a company, kinds of companies, formation of company, Corporate Personality, Registration and Incorporation of Companies.	15
II	Memorandum of Association, Articles of Association, Prospectus.	14
III	Shares, Shareholders, Members, Share Capital Transfer Directors, Company Law Board, Meetings.	16
IV	Winding up: Kinds and Conduct, Recent amendments related to Company Law.	15

Text Books:

1. Gower L.C.B; *Principles of Modern Company Law*: Stevens & Sons London,2000.
2. Ramaiya A.; *Guide to the Companies Act* :Wadhwa& Co. Nagpur, 2000.
3. Singh Avtar; *Company Law*: Eastern Book Co., Lucknow, 2000.
4. Kuchal M.C.; *Modern India Company Law* :ShriMahavir Books, Noida,2000.
5. Kapoor N.D.; *Company Law - Incorporating the provisions of the Companies Amendment Act, 2000* :Sultan Chand & Sons New Delhi,2000.
6. *Company Law and Secretarial Practice* by Ashok Sharma, VK Global Publications Pvt. Ltd., Delhi.

BBA-502: BUSINESS ENVIRONMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	2	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Business & Social Environment: Meaning, salient features, significance, internal & external environment, environment scanning: features, process & techniques, social responsibility of business, ecological environment protection Act.	12
II	Political & Economic Environment: Three political institutions: legislature, executive & judiciary, salient features of economic system: basic philosophies of capitalism, socialism & mixed economy, liberalization, privatization & globalization. new industrial policy & its implication in India, disinvestment of public enterprises- rationale, objectives & implications fiscal policy: types, instruments: taxation & public expenditure & their impact on economy monetary policy: types, instruments, EXIM policy.	12
III	Technological, Legal and Regulatory Environment: Impact of Technology on Business, Technological Policies, Problems in Technology Transfer, Salient features of intellectual property rights and trademarks, Competition Act 2002: features, objectives, objectives, anti competitive agreement, abuses of dominance, regulations of combinations, leniency regulation, Foreign Exchange Management Act 1999 (FEMA): Features, objectives, application of the Act, FEMA Vs FERA.	12
IV	International Environment: Trends in global trade & investment; balance of payments/ trade, foreign direct investment and collaboration. Economic Institutions: World Trade Organization, UNCTAD, IMF. Trade blocks: EU, NAFTA, SAARC, Foreign Trade: SEZ (Special Economic Zones).	12

Text Books:

1. Dr Francis Cherunilam, *Business Environment Text & Cases*, Himalaya Publishing House,
2. Mishra, S.K. and Puri V.K, *Economic Environment of Business*, Himalaya Publishing House,
3. Paul Justice, *Business Environment- Text and Cases*, TATA McGraw Hill Publishing
4. K Aswathappa, *Essential of Business Environment*, Himalaya Publishing House,
5. *Economic Survey*, Government of India (Latest)

BBA-503: MANAGEMENT OF FINANCIAL SYSTEM

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Introduction to Financial Systems: Types of financial markets: Money market operations-Features, importance and composition of the developed money market in India. Capital markets in India.	12
II	Concept and functioning of depository and depository participants in India. Merchant Banking in India- its origin and development. Organizational aspects and importance of merchant bankers. Financial Regulatory bodies-RBI, SEBI.	12
III	Mutual Funds and AMC's: Concept, origin and growth of mutual funds Venture Capital- Concept, Characteristics and guidelines for venture capital. Plastic Money: Concept and different forms of plastic money - credit and debit cards, pros and cons.	12
IV	Credit rating: the concept and objective of credit rating, various credit rating agencies in India and Brief introduction to International credit rating agencies, Financial development institutions: NABARD, IFCI, ICICI, IDBI etc.	12

Text Books:

1. Jeff Madura, *Financial Markets and Institutions*. South-Western College Publishing, Cincinnati
2. Gordon Natarajan, *Financial Markets and Services*. Himalaya Publishing House.
3. SandeepGoel, *Financial Services*, PHI Learning.

BBA-504: ACCOUNTING FOR MANAGERIAL DECISION

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Introduction and Contemporary Issues : Meaning, Objectives, Nature and Scope of management accounting, Difference between cost accounting and management accounting. Responsibility Accounting: Concept, Significance, Different responsibility centers, Divisional Performance Measurement.	12
II	Financial Statement Analysis: Comparative Statement and Common size Statement Analysis, Ratio Analysis: Concept, Significance, Classification of Different Ratios and Application of Ratios to know the Financial Position of the Concern.	12
III	Fund Flow Statement & Cash Flow Statement: Meaning, Importance, Difference between Fund Flow Statement & Cash Flow Statement, Preparation of Fund Flow & Cash Flow Statement	12
IV	Cost-Volume-Profit Analysis: Contribution, Profit -Volume Ratio, Margin of safety, Cost Break-even Point, Composite Break-even Point, Cash Break-even Point, Key Factor, Break-even Analysis. Relevant Costs and Decision Making: Pricing, Product Profitability, Make or Buy, Exploring new markets, Export Order, Sell or Process Further, Shut down vs. Continue.	12

Readings:

1. C.T. Horngren, Gary L. Sundem, Jeff O. Schatzberg, and Dave Burgstahler: Introduction to Management Accounting, Pearson
2. M.N. Arora: A Textbook of Cost and Management Accounting, Vikas Publishing House Pvt. Ltd.
3. M.Y. Khan, and P.K. Jain, Management Accounting: Text Problems and Cases, McGraw Hill Education (India) Pvt. Ltd.
4. S.N. Maheshwari, and S.N. Mittal, Cost Accounting: Theory and Problems, Shree Mahavir Book Depot (Publishers)

Note: Latest Edition of the Text Books should be followed

BBA-505: INDIRECT TAXES

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Introduction, An overview to GST, Person Liable to pay tax in GST, Migration of the persons registered under earlier law in GST.	12
II	Registration in GST, What is supply, Time of supply of Goods, Time of supply of services, Value of supply, Place of supply.	12
III	Determination of supply in the course of intra-state trade or commerce or intra-state supplies, Job work, Invoice, credit and debit notes, Input tax credit,	12
IV	Brief about persons requiring mandatory registration, Composition levy, Payment of taxes; Return, Assessment, Refund.	12

Text Books:

1. TAXMANN'S
2. Systematic Approach to Income Tax, Dr. Girish Ahuja and Dr. Ravi Gupta Bharat law House.
3. Indirect Taxes law and Practice, V.S. Datey, Taxman
4. Income Tax, Dr. V.K. Singhania, Taxman

BBA-506: RETAIL MANAGEMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Retail Management: An Introduction. Functions of Retailing, Types of Retailers, Retailing Strategies for emerging markets, Organized Retail formats in India, Challenges ahead for Retailing.	12
II	Changing Retail Environment Environmental Analysis, Retail Branding, Retail Selling, Relationship Marketing for Retailers, Type of Merchandise.	12
III	Retail Banking: An Introduction Open market conditions and role of Banks and Financial Institutions, Retail Banking –Concept and Importance. Retail Banking Products- Housing Loan, Conveyance Loan, Personal Loan, Educational Loan, Loan for Retail Traders, Plastic Money.	12
IV	e-Banking: An Overview Concept of ATMs and 24 hours Banking, Online Banking, Online banking and e-Banking, Bancassurance, SSI financing.	12

Text Books:

1. Suri, R. K., '*Retail Management*', Excel Books, 2005.
2. Jha, S. M., '*Bank Marketing*', Himalaya Publishing House, 2000.

BBA-507: MANAGING ACROSS CULTURE

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Introduction to cross cultural management: Understanding Culture, Culture dimensions, Significance and impact of cross culture on organizations, role of culture in Strategic Decision-Making . Influence of National Culture on Organizational Culture. Shift in Culture: significance of shift in Culture, Influence of economic factors and foreign intervention on shifts in local cultures.	12
II	Comparing Culture: Cultural and behavioral differences in different countries, various models for comparing cultural- Hofstede , Edward T Hall Study, GLOBE, Kluchohm&Stoodbeck ,Cultural Adaptation through Sensitivity Training, Political, Legal, Economic, Ecological and Technological Facing Business and their Management.	12
III	Cross Cultural Human Resources Management: Staffing and Training for Global Operations Global Staffing Choices – Expatriates or Local Managers, Dynamics of Cross-Cultural leadership, managing and motivating multi culture Teams. Cross –cultural Negotiation & Decision making : Culture and Dispute, Resolution of Conflicts and Disputes in cross culture context.	12
IV	Emerging Models of Strategic Management in International Context, Achieving and Sustaining International Competitive Advantage; International Strategic Alliances, Cross-culture ethics: Ethics values across cultures and Ethics dilemma.	12

Text Books:

1. *‘International management: Managing Across Borders And Cultural’*, 4th Ed, Pearson, Thakur, M., Burton & Gene, E (2002) .
2. *‘International Management’*, Tata McGraw Hill. Hodgetts, R. and Luthens, F. (2003).
3. *‘International Management’* McGraw Hill Inc. EsenDrlarry, Rchildress John.
4. *‘The Secret Of A Winning Culture: Building High- Performance Teams’*, Prentice Hall.

BBA-508 SUMMER TRAINING AND VIVA VOCE

Teaching Scheme			Credits	Marks		
L	T	P	C	Internal Assessment	External Assessment	Total
-	-	3	2	40	60	100

SUMMER TRAINING AND VIVA VOCE: The student has to undergo On the Job Training after Forth Semester in any industry/organization for the period of 4-6 weeks to get industrial/corporate exposure. The student will submit his/her On the Job Training (OJT) (in Triplicate) within a period of one month in the concerned Institute/School/College. The student is required to submit the required copies of the report along with the certificate issued by the concerned industry/organization showing satisfactory completion of his/her training. The period of submission for the STR shall be counted from the last date of completion of his/her On the Job Training. The assessment and evaluation of this OJT shall be as under:-

The summer training report will consist of two parts as:

S. No.	Contents	Marks
Component – I (Internal)		
1	Summer Training Report, Presentation and Seminar	40
Component – II (External)		
2	Summer Training Report Evaluation & Viva-voce	60

SEMESTER-VI

BBA-601: STRATEGIC MANAGEMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Strategic Management. Concept of Strategy, Dimension of strategic decision, Levels of strategy, Strategy making modes, Overview of process of strategic planning & management.	13
II	Mission,, vision, objective setting, Business definitions, Summary statement of strategy, Deducing strategy from action &endeavours.	13
III	Formulation of strategy, Components of environment & Environmental analysis, Analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).	13
IV	Strategic alternatives for growth, stable, combinations & international strategies. Choice of Strategy, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects,	13

Text Books:

1. *Strategic Management* – C.N. Sontakki Published by Kalyani.
2. *Business Policy* – P.N. Ghosh Published by Sultan Chand & Sons.

BBA-602: SALES AND ADVERTISING MANAGEMENT

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	2	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Advertising: Definition, its role and importance. Advertising as a means of Communication, Setting advertising objectives, different kinds of advertising, advertising copy Creative copy strategies, message structures, Advertising art & layout.	12
II	Media planning & scheduling, Advertising Budget, Advertising agencies: Role, Types and Functions. Measuring advertising effectiveness: pre and post testing, Social, Ethical and Legal Aspect of Advertising.	12
III	Sales Management: Definition, Nature, Scope and Importance of Sales Management, difference between selling and marketing and sales management and marketing, Evolution of Sales Management, Emerging Trends in Sales Management. Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Sales Objectives, Sales Strategies. Personal Selling Process.	12
IV	Sales Force: Recruitment and Selection Process, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of information technology in Sales Management.	12

Text Books:

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

BBA-603: E-COMMERCE

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	2	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Introduction to E-Commerce and E- Business : Definition and competing in the digital economy – Forces Fueling E-commerce and E-Business Models - Environment of E- Business, Economics and social impact of E- Business, opportunities and Challenges.	12
II	Industry framework and types, Structure and organization of E-Business, Communications – Internet Service Providers, Internet access provider, Internet Vs. Online Services, WWW: Concepts, Technology, Applications and services offered in the Internet. EDI, EFT, Electronic Payment Systems, Industry applications like online banking and other business applications. Electronic Payment Technology, Digital Cash, Electronic check, On-line Credit Card; Electronic Commerce and Banking; Changing dynamics in the banking Industry, Home banking Implementation approaches, Open Vs. Closed models, Management issues in online banking.	12
III	Supply chain management: Supply chain Integration and coordination, importance of supply chain management, objective and methodology of supply chain management, CRM - online sales force, online customer service and support, Technology and Marketing Strategy: Intranets and manufacturing Integrated logistics, agile manufacturing, Internet Marketing. Manufacturing Information Systems, Intranet based manufacturing logistics Management.	12
IV	Security Issues in e-business: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Securing E-commerce Networks: Security Protocols such as HTTP, SSL, Firewalls, Personal Firewalls, IDS, VPNs, Public Key Infrastructure(PKI) for Security.	12

Text Books:

1. Cady, G H and Part McGreger, *The Internet*, BPB Pub.
2. Carpenter Phil e Brands, *HBS Press*, Boston, 2000
3. Keen, Peter and Mark McDonald *The e-Process Edge*, Delhi, Tata McGraw-Hill ,
4. Oberoi, Sundeepe-*Security and You*, Delhi, Tata McGraw-Hill,
5. Rich, Jason R. *Starting an E-Commerce Business*, IDG Books, Delhi,
6. Samantha Shurety, *E-business with Net Commerce*, Addison Wesley.

BBA-604: TEAM BUILDING & LEADERSHIP

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership Leader, Follower, Assessing Leadership & Measuring Its effects. Focus on the Leader – Power and Influence; Leadership Traits; Leadership Behavior; Contingency Theories of Leadership; Leadership and Change.	10
II	Groups, Teams and Their Leadership, Groups : Nature, Group Size, Stages of Group Development, Group Roles, Group Norms, Group Cohesion. Dynamics of Cross-Cultural leadership. Interpersonal Competence & Team Effectiveness: Team Effectiveness and Important Influences on Team Effectiveness. Role of Interpersonal Competence in Team Building; Measuring Interpersonal Competence FIRO-B. Context; Goals; Team Size; Team Member Roles and Diversity; Norms; Cohesiveness; Leadership, Measuring Team Effectiveness.	13
III	Workgroup Vs. Teams: Transforming groups to teams, types of teams, stages of team building and its behavioral dynamics, role of interpersonal competence in team building, team size, role and diversity of team members, Communication and Creativity: Communication Process; Communication Effectiveness & Feedback, Delphi technique, Fostering Team Creativity, nominal group technique, brain storming process.	10
IV	Leadership for teams – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Building High Performance Teams, rewarding team players, resource management for teams, collaborations in teams, interventions to build collaboration in organization, social loafing, synergy in teams, self-managed teams. Role of Leaders in Teams: Supporting Teams; Rewarding Team Players; Role Allocation; Resource Management for Teams; Selection of Team Players; Leaders as Facilitators.	13

Text Books:

1. Robbins, S. P. (2009). Organizational Behavior. Pearson Education.
2. Luthans, F. (2007). Organizational Behavior. McGraw-Hill International Edition.
3. Pareek, Udai. (2009). Understanding Organizational Behaviour. Oxford University Press.
4. Naper, Rodhey, W & Gershenfeld Mattik, (1996). Groups Theory & Experience, AITBS, India.
5. McShane, S. L & Glinow M. A. V. (2001). Organizational Behaviour: Emerging Realities for the Workplace Revolution. Tata McGraw-Hill Publishing Company Ltd.
6. Hellriegel, D. & Slocum, J. W. (2004). Organizational Behaviour. Thomson Asia Pvt. Ltd., Singapore.

BBA-605: BANKING AND INSURANCE SERVICES**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	1	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Evolution of Banking: Banking in India, Types of Banks, Roles of Banks (viz. Intermediation, Payment system, Financial services), Banking Regulations, BASEL Norms, Banking Products – Fee based and fund based, Bank Management: Liquidity Management, Investment Management, Loan Management, Liability Management, Credit Management, Risk Management.	12
II	Emerging Trends in Banking: Financial sector reforms, Universal Banking, Micro Financing, Consolidation of Indian banks: Bancassurance in India, Basel II norms and its impact on Indian banking Sector. Monetary Policy: Objectives, Monetary supply and control of inflation, Interest Rate Policy and its implication, Branch licensing Policy.	12
III	Basics of Insurance -Indemnity, Insurable interest, Materiality of facts, UberimmaeFidae and implications, Duty of disclosure, Types of Insurance: Life Insurance, General Insurance, Health & Medical Insurance, Property related Insurance, Liability Insurance, Reinsurance, Principles governing marketing of insurance products. Insurance Regulation and Role of IRDA.	12
IV	Management Techniques & Process: Definition of Risk, Classification of Pure Risks: Personal Risks, Property Risks, Liability Risks, Failure of Others, Overlapping Risks; Rules of Risk Management, Risk Management Technique, Risk Management Process: under writing TPA basic assessment, claim management of claim settlement.	12

Text Books:

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

BBA-606: IRDA REGULATIONS

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	INTRODUCTION TO IRDA: Concept of IRDA, functions of IRDA, Scope of IRDA	12
II	IRDA-Duties and powers of IRDA-IRDA Act 1999-IRDA regulations for general insurance-reinsurance, life insurance, micro insurance, licensing of insurance agents, registration of insurance companies and protection of policyholders interest.	12
III	Indian Insurance Industry -Historical Framework of Insurance, Insurance sector Reforms in India-Liberalization of Insurance Markets-Major players of Insurance.	12
IV	Rules and Regulations: Rules and regulations governed by IRDA with respect to Marketing of insurance in rural markets	12

Text Books:

1. Introduction to Banking, VijayaragavanIyengar, Excel Books, 2009.
2. Banking and Insurance, O.P.Agarwal, Himalaya Publishing, 2010.
3. Bank Financial Management, IIBF, Macmillan 2010.

BBA-607: REGULATION OF SECURITY MARKET**TEACHING AND EXAMINATION SCHEME:**

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
3	0	0	3	40	60	100	3 hrs

COURSE CONTENTS:

Unit	Contents	No. of hours
I	Marketing of Securities: Overview of Indian Securities Market, Nature of Savings & Investment, growth of Indian Security Market. Recent trends of Security Market. Capital Market: Need of capital Market, Functions of Capital Market, Primary Market and Secondary Market, Securities Market and Economic Growth. Stock Exchanges in India: Types, Factors affecting Investments decision of an Indian Investor.	13
II	Need for Regulating Securities Markets in India: Protection to retail investor, Scams in Security Market, Various Committees Report, Reforms in Security Market after Scams. Resource Mobilization in International Capital Market: ADR,GDR,IDR, FCCB, Pricing of IPO's & possible economic offences.	13
III	Legislations Governing the Securities Markets: Companies Act 1956, Securities contracts Regulation Act, Insurance Act (IRDA), RBI,SEBI Act. Depositors in India: Meaning, Need & Importance, DematVsRemat, Growth of NSDL & CDSL in India. Process of Depositories in India.	13
IV	Insider Trading: Meaning, Concept, Provisions Relating to Insider Trading in Companies Act, 2013. Various scams regarding Insider Trading In India. SEBI (Prohibition of Insider Trading) Regulation, 1992: Prohibition on Dealing Communicating or Counseling on Matters Relating to Insider Trading.	12

Text Books:

1. Chandra. Prasanna.(2009). *Investment Analysis and Portfolio Management*, 3rd Edition, Tata McGraw Hill, New Delhi.
2. Fischer and Jordon (2009). *Security Analysis and Investment Management*, 6th Edition, Pearson Education.
3. M.Y. Khan(2012) . *Indian Financial Systems*; Tata McGraw Hill, 4/12, Asaf Ali Road, New Delhi – 110 002.
4. S. Suryanarayanan& : *SEBI – Law, Practice & Procedure; Commercial Law* Publishers (India) V. Varadarajan Pvt. Ltd., 151, Rajindra Market, Opp. Tis Hazari Court, Delhi – 110054.
5. MamtaBhargava : *Compliances and Procedures under SEBI Law*; Shreeji Publishers, 8/294, Sunder Vihar, New Delhi – 110 087

SEMESTER-IV

BBA-608: CORPORATE GOVERNANCE

TEACHING AND EXAMINATION SCHEME:

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P	C	Sessional	End Semester Exam	Total	
3	1	-	3	40	60	100	3 hours

Unit	Contents	No. of hours
I	Conceptual Framework of Corporate Governance <ul style="list-style-type: none">• Introduction, Need and Scope• Elements of Good Corporate Governance• Evolution of Corporate Governance• Corporate Governance Developments in India• Corporate Governance Theories and Models	12
II	Legislative Framework and agents in Corporate Governance <ul style="list-style-type: none">• Legal and Regulatory Aspects of the Corporate Governance• Shareholders Rights• Rights of other Stakeholders of the Company• Board of Directors: Size, composition and committees	12
III	Components and Facilitation of Corporate Governance <ul style="list-style-type: none">• Financial Reporting and Corporate Governance• Whistle Blowing Mechanism and Corporate Governance• Role of Government in Corporate Governance• Media and Corporate Governance	12
IV	Corporate Social Responsibility <ul style="list-style-type: none">• Meaning, Definitions, Need, Factors,• Principles of CSR, CSR in India, CSR under the Companies Act, 2013• Corporate Governance and CSR• Environment Concern and Corporate	12

Suggested Readings:

1. Corporate Governance, Principles, policies and Practices – A.C. Fernando, Pearson Education
2. Mallin, C. A. (2004). Corporate Governance, Oxford University Press.
3. Business Ethics- Concepts and Cases – Manuel G. Velasquez
4. Corporate Governance – IICA, Taxman
5. Corporate Governance 1st Edition (English, Paperback, T. N. Satheesh Kumar)
6. Mandal, S.K. (2012): Ethics in Business and Corporate Governance, Tata McGraw-Hill Education, Private Limited
7. OECD, 2004, Revised OECD Principles of Corporate Governance, April 2004.
<http://www.oecd.org/dataoecd/32/18/31557724.pdf>
8. Benn, S. and Bolton, D.(2011): Corporate Social Responsibility, SAGE Publications, Inc
9. The Art of Corporate Governance – Dr. Joffy George
10. Journals-
 - a. ICSI – Chartered Secretary

- b. ICSI – Student Company Secretary – E-bulletin

Suggested Readings

Case Studies

- Enron Scam
- World com Scam
- Satyam Scam

A. Online Journals

- ProQuest: Journal of Business Ethics, Dordrecht.
- ProQuest: Corporate Governance, Bradford
- ProQuest: Corporate Social responsibility and environment Management; Chichester

B. Articles

- Abdallah, H., & Valentine, B. (2009). Fundamentals and Ethics Theories of Corporate Governance. *Middle Eastern Finance and Economics*, 4, 88-96.
- Alder, G. S. & Gilbert, J. (2006). Achieving ethics and fairness in hiring: going beyond the law. *Journal of Business Ethics* 68: 449---464.
- Cazorra, A. (2006). Who cares about corruptions? *Journal of international Business Studies*, 37: 807---822
- Donaldson, L., & Davis, J. H. (1991). Stewardship theory or agency theory: CEO governance and shareholder returns. *Australian Journal of Management*, 16(1), 49-64.
- Donaldson, T. & Dunfee, T. W. (1999). *Ties That Bind*. Harvard School of Business Press, Boston, MA.
- Fama, E., & Jensen, M. (1983). Separation of ownership and control. *Journal of Law and Economics*, 26(2), 301-325.
- Jensen, M. C., & Meckling, W. H. (1976). Theory of the Firm: Managerial Behaviour, Agency Costs, and Ownership Structure. *Journal of Financial Economics*, 3(4), 305 - 350.
- Jensen, M. C. (2001). Value Maximisation, Stakeholder Theory and the Corporate Objective Function. *European Financial Management*, 7(3), 297-317.
- La Porta, R., Lopez-de-Silanes, F., Shleifer, A., & Vishny, R. (2000). Investor protection and corporate governance. *Journal of Financial Economics*, 58(1- 2), 3-27.
- Pfeffer, J. (1978). Size and Composition of Corporate Board of Directors: The Organization and its Environment. *Administrative Science Quarterly*, 17(1), 29-218
- Schleifer, A., & Vishny, R. W. (1997). A survey of corporate governance. *Journal of Finance*, 52(2), 737-783.
- Tricker, R. I. (1994). *International Corporate Governance*. Simon & Schuster, Singapore.
- Williamson, O. E. (1985). *The Economic Institutions of Capitalism*. New York: The Free Press.
- Zingales, Luigi (1998). *Corporate Governance*. The New Palgrave Dictionary of Economics and the Law. Available at SSRN: <http://ssrn.com/abstract=46906> or <http://dx.doi.org/10.2139/ssrn.46906>.

BBA-609: Hindi Language

शिक्षणऔरपरीक्षा योजना

Teaching Scheme			Credits	Marks			Duration of End Semester Examination
L	T	P/D	C	Sessional	End Semester Exam	Total	
2	0	0	2	40	60	100	3 hrs

प्राश्निक के लिए निर्देश

उपर्युक्तसभी (दस) पाठ्य विषयोंमेंसे शत-प्रतिशतविकल्प के साथदसप्रश्नपूछेजाएंगे।

10 ×

6 = 60

सामान्य हिन्दी

हिन्दीकोउच्चशिक्षाकोमाध्यम भाषाबनाने के लिए आवश्यक हैकिविद्यार्थीहिन्दीभाषाका अध्ययन करें। यह परीक्षा 60 अंकों की होगी।

पाठ्य विषय

(1) पत्राचारअनुवाद, (2) मुहावरे एवंलोकोक्तियाँ, (3) शब्द— शुद्धि, वाक्य— शुद्धि, शब्द—ज्ञान (4) पर्याय—विलोम, (5) अनेकार्थी, अनेक शब्दों के लिए एक शब्द, (6) देवनागरीलिपि : विशेषताएँ, (7) कंप्यूटरमेंहिन्दीकाप्रयोग, (8) पारिभाषिक शब्दावली (9) कार्यालयीअनुवाद की समस्याएँ, (10) अंग्रेजीसेहिन्दीमेंअनुवाद।

निर्धारितपुस्तकें

1. प्रयोजनमूलकहिन्दी, प्रोफेसरश्रीराम शर्मा, कमलप्रकाशन, बिलासपुर, हि0 प्र0, मूल्य 75 रु0।