

# **BBA - SYLLABUS**

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## **SEMESTER – I**

BBA 1071 - Principles & Practice of Management  
BBA 1072 - Business Communication  
BBA 1073 - Financial Accounting  
BBA 1074 - Business Law  
BBA 1075 - Business Economics  
BBA 1076 - Computer Application

## **SEMESTER – II**

BBA 1077 - Organisational Behaviour  
BBA 1078 - Business Environment  
BBA 1079 - Business Mathematics  
BBA 1080 - Environmental Management  
BBA 1081 - Management Accounting  
BBA 1082 - Profit Planning & Control

## **SEMESTER – III**

BBA 2071 - Production Methods  
BBA 2072 - Manpower Management  
BBA 2073 - Marketing Concepts  
BBA 2074 - Business Finance - I  
BBA 2075 - Business Statistics  
BBA 2076 – Computer Application

## **SEMESTER – IV**

BBA 2077 - Operations Research  
BBA 2078 - Industrial Law  
BBA 2079 - Office Management  
BBA 2080 - Sales & Distribution Management  
BBA 2081 - Research Methodology  
BBA 2082 - Business Finance - II

## **SEMESTER – V**

BBA-3071 - Management Information System  
BBA 3072 - Indian Economy  
BBA 3073 - Banking Law & Practice  
BBA 3074 - Advertising & Public Relations  
BBA 3075 - Human Resources Development  
BBA 3076 – Summer Training Report

## **SEMESTER – VI**

BBA 3077 - Corporate Planning & Strategic Management  
BBA 3078 - International Marketing  
BBA 3079 - Marketing of Services  
BBA 3080 - Financial Institutions and Markets  
BBA 3081 - Entrepreneurial Development  
BBA 3082 – Comprehensive viva-voce

**BBA I Semester**  
**BBA- 101/1071**  
**Principles & Practice of Management**

**Unit 1 –**

Evolution of Management: - Contribution of Taylor, Mayo & Fayol, Different approaches of management, role of manager, tasks of a professional manager, Management & its functions. Level of Management, managerial skills at various levels.

Planning & Decision making: - Definition, Nature for planning, importance, Process of planning, decision making, nature importance & process, types of plans.

**Unit 2 –**

Organization & staffing: - Definition, organizing process, importance of organizing, Departmentation manpower planning, Recruitment, Selection, Training & promotion. Directing & Leadership:- X Theory, & Y Theory, Hawthorne & Tinstone studies Leadership. Definition, Stogdill trait theory, Managerial grid, Fiedlers contingency approach.

**Unit 3 –**

Motivation – Meaning, Missions, Herzberg’s theory, V Room’s expectancy theory & Porter & Lawler model of Motivation. Communication & control Communication Definition, importance, process, types, factors affecting communication methods, barriers & remedies.

**Reference:**

**Principles & Practice of Management – L. M. Prasad**

**Management – Theory & Practice – C. B. Gupta**

**BBA- 1072**  
**Business Communication**

**Unit 1 –**

Meaning, Nature, Scope, Definition of Communication, Types of Communication, Communication Barriers, Principles of Communication. Written Communication – Types of Letter, Letter lay-out, Essentials of an effective letter writing, Need and function of Business letter.

**Unit 2 –**

Oral Communication – Types of oral communication, Barriers to oral communication, speedy – Introduction & Characteristic of good speech. Mass Communication – Nature & Scope of Mass Communication, function of mass communication – Media of mass communication, Role of Mass – Media in India.

**Unit 3 –**

Report Writing - What is report, Importance of Reports, Types of reports, Characteristic of good report selecting suitable types of reports.

**Reference:**

**Business Communication – Monopoly & Monipally**

**Commercial Correspondence – Ghosh & Bhushan**

**BBA – 1073**  
**Financial Accounting**

**Unit 1 –**

Accounting, meaning, definition, objectives, scope, basic, terms, accounting principles, branches of accounting, uses & limitations of Accounting, Concepts & Conventions, Accountings uses, Accounting information, Accounting equations – Meaning of accounting equation, compensation of accounting, effects of transactions.

**Unit 2 –**

Basic Accounting Procedure – Journal, rules of debit & credit, method of journalizing, advantage, double entry system – its advantage, ledger, meaning, utility, posting entries. Practical system of book keeping – Cashbook, types of cash book, Single column, double column, entries, Trial Balance, Objective, preparation, errors & rectification, Suspense Accounting – meaning, utility & preparation.

**Unit 3 –**

Bank Reconciliation:- Meaning, causes of differences, need & importance, preparation & presentation of BRS, Depreciation – meaning, methods of charging depreciation, straight line, written - down methods. 1 Statements Final Accounts – Meaning, need & objectives, types – Trading Account – Meaning, need & preparation, Profit & loss Account – meaning, Need & preparation, Balance Sheet- Meaning, need & Preparation, Final Accounts with adjustment entry.

**Reference:**

**Basics of Accounting – Jain & Narang**

**Basic of Accounting – T. S. Grewal**

**BBA – 1074**  
**Business Law**

**Unit 1 –**

What is Law, various sources of Law, significance of law, business law, impact of law on society & business economic aspects of Constitution & its implications. Law of Contract – Definition & Nature of Contract, types of contract, offer & acceptance, consideration & capacity to contract, free constant, legality of object & consideration, contingent contract, quasi contract, discharge of contract, remedies for breach of contract, indemnity & guarantee, pledge, Principal – agent relationship & rights & obligation of Principal & agent.

**Unit 2 –**

Law of sale of goods – nature of contract of sale, conditions & warranties, Transfer of ownership, performance of contract of sale, rights of unpaid seller, Remedies for breach of contract Auction sale Law of negotiable instruments – nature of N. I., Promissory notes, BOE, Cheque , Parties of NI.

**Unit 3 –**

Holder & Holder in due course liability & negotiation, Presentation of N.I., Dishonor of N.I., Discharge from liability, crossing of cheque, Banker & customer, Hundi, Miscellaneous provision. Law of Partnership- nature of Partnership, Registration of firms, kinds of partners, Relationship between partners, relation of partners third parties, Partnership deed, Rights of partners, obligations of partner, Reconstitution of firms, dissolution of firms.

**Reference:**

**Mercantile Law – M. C. Kuchhal**

**BBA – 1075**  
**Business Economics**

**Unit 1 –**

M.E. – Meaning, Nature, Scope, relationship with other sciences & its Significance, Economics applied to Business Decisions, Theory of firm & industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand & Demand forecasting.

**Unit 2 –**

Cost – Average, Marginal & total cost, Basic cost curves, Relation between production & cost, Break Even Analysis – Break Even point, Managerial use of B.E.P. and its limitation. Factors influencing P/V decisions.

**Unit 3 –**

Price output decisions, classification of markets. Structures and their making features, Pricing under Perfect

Competition and Monopoly. Profit Planning & Management – Types of Profit, some concepts related to profit, factors determining, profit in short & long term Dynamics of surplus, Theory & residual claimant theory of Profit.

**Reference:**

**Managerial Economics – D. N. Dwivedi**

**Managerial Economics – Varshney & Varshney**

**BBA- 1076**  
**Computers**

**Unit 1 –**

Introduction – Defining Computers, features, History, Generations, Components, classification of computers, input-output devices, Types of computer memory, introduction to computers, Hardware and Software. Introduction to HTML – Applying Bold, Italic, underline, Strikethrough, overlie, marquee, images, Hyperlinks, Textbooks, Buttons, Checkboxes, Radio Buttons, ordered and Unordered List, Tables, FRAMESET, LEGEND. Operating System – Meaning, functions, dikes operating system bandits commands & elementary idea of the operating system.

**Unit 2-**

Introduction to Boolean Algebra: AND, OR NOT, NAND gates, Half – Adder, Full – Adder, Karnaugh Maps, Simplification. Introduction to computer network – Concepts of Networking, Advantages, classification of NETWORKS – LAN, MAN, WAN, VWAN, Usenet, Telnet. Concept of Green P.C. Concept of Screen Saver, Ergonomics, Nazis Schiedermann Diagram, Warier – Orr Diagrams, Decision Trees, Decision Tables, HIPO, VROC, IPO, Data Dictionary Menu design, MIS, Anthony's classification, DSS, Software documentation.

**Unit 3 –**

WINDOWS introduction, utilities, shortcuts, working with word pad, MS Paint, MS Word, MS Excel Internet – What is internet, History, Importance, equipment, needed, www-meaning, procedure for E-mail, Transfer files to Computer

**Reference:**

**Fundamental of Computers – Rajaraman**

**Computes Today – B. Sandra**

**BBA II Semester**  
**BBA 1077**  
**Organisational Behaviour**

**Unit 1**

**Organisational Behaviour** – What is O.B., Nature and Structure and Structure of O.S. approaches to O.B. behaviorists frame work, social learning frame work. Basic understanding of Individual behaviors:- personality – meaning, development, Freudian stage, Neo Freudian stage.

**Unit 2**

Perception-nature, Importance, meaning, learning & perception. Attitudes & satisfaction:- nature, dimensions of attitudes, meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – meaning, causes & effects. Group dynamics:- Nature of Groups, types- committee organization, its nature & functions. Informal Organization structure, Informal communication system.

**Unit 3**

Conflicts – Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control:- Nature and meaning of decision making, phases of decision making process, Meaning of Control, elements of control process.

**Reference:**

Business Organization and Management by Bhushan Y.K.  
Business Organization by Gupta C.B  
Organizational Behaviour by L.M. Prasad

**BBA 1078**  
**Business Environment**

**Unit 1**

**Environment** –. Meaning, concept & scope of environment Business & its environment for effective performance, Indian performance, Indian economy-its main feature, macro environment- Economic consideration, political & government setup, socio cultural factors, social responsibility of business towards employee, community share holders consumers, business & economy;- meaning of business economy, Types of Economies-free, capitalization, socialistic, socialistic & mixed economy, salient features of USA & Japan Economy, Role of Government Economic, Regulatory, Interpersonal, Promotional & Planning. Constitutional Environment in Expansion state interception.

**Unit 2**

Economic Growth & Development – Meaning of economic growth, factors affecting economic growth, impact of circular flow of money on business, large scale & small scale business. Role of foreign Investments, private foreign investment limitations & degree of foreign investments, Govt. policy, event changes, Business & Law \_ Business cycle, Inflation - Meaning, causes& Measures to check inflation and price spiral.

**Unit 3**

Multinational – Definition, Investment motives, Benefits, Demerits, Recent trends, Multinational in India- Introduction, public, Private joint & co-operative sectors, village, small & ancillary industry. Business & Society:- Business & social responsibility, pollution threat, Ecology balance, environmentalist movement, values & ethics in management, Brief intro of stock exchange & its control, MRTP, FERA, Monetary & fiscal policy, Company law, Money & Capital market. Financial Institutions - an overview.

**Reference:**

Economic Environment of Business by M. Ashikary.  
Business Environment by Francis Cherrinulam

**BBA 1079**  
**Business Mathematics**

**Unit 1**

Set theory – Introduction, definition, set operation, fundamental laws of set operation, set construction. Cartesian product (Numerical) Functions and their application – definition, construction of function, linear and quadratic functions. Differentiation of linear function (An)- maxima & Minima of functions, application of functions.

**Unit 2**

Progression & Annuity – Arithmetic, geometric, Annuity, Investment compounded continuously. Matrices – Operations & Matrix, Inverse of square matrix, Data Analysis. Measurement, Data reduction, Measures of dispersion, Vicariate data, sampling.

**Unit 3**

Linear Programming – Marginal analysis & duality, elementary linear programming, extensions elementary transportation problems. Profanity, Permutations, combinations, conditional probability, Discrete random variables, application of probability, correlation coefficient & regression.

**Reference:**

Business Mathematics by B.M. Agarwal.

Problems & Solution in Business Mathematics by B.M. Agarwal

Liner Programming by S.S. Narang

**BBA 1080**  
**Environmental Management**

**Unit 1**

Renewable & Non Renewable Resources – Use & over utilization, Deforestation and its effects on forest & tibia people, Water Resources:- Use & over utilization of surface & ground water, flood, drought dams, benefits & problem, Mineral Resources:- Use & explanation, Food Resources:- World food problem, change causes by agriculture & over grazing effects of modern agriculture fertilizer, pesticide problem, change caused by Agriculture & over gazing effects of modern Agriculture fertilizers, pesticide problem. Energy Resources:- Growing energy needs use Alternate energy source, Land Resource:- Land as resource, land degradation, landside, soil erosion & desertification. Ecosystem:- concepts, function, structure, food chain, food webs, in following ecosystem, Forest Ecosystem, Grass land, Desert Land, Aquatic land.

**Unit 2**

Biodiversity & its Conservation:- Introduction, definition genetic species & ecosystem diversity, biodiversity it global, national & local levels, India as a mega diversity nation, threats to Biodiversity, Conservation of Biodiversity, Environmental pollution :- Definition , Causes, effect & control measure of Air pollution, Water, soil & marine, noise, thermal, nuclear hazards, Role of and Individual in prevention of pollution, Disaster management, Flood Earthquake land, Slide, Cyclone.

**Unit 3**

Social Issues in Environment:- From unstable to sustainable Development urban Problem related to energy, Resettlement & Rehabilitation of people, Environment ethics , Consumerism, Environment Protection Act, Climate change, global warming, acid rain, ozone-layer depletion & nuclear accidents, Air Act, Waters Act, wild life protection Act, Issues involved in enforcement of environmental legislation for public Awareness, Human population & Environmental:- Population growth, variations among national, population explosion- family welfare program, Environmental & Human health, Human Right, HIV/AIDS women's & child welfare, Role of Information Technology in environment.

**Reference:**

Environment Management by N.K. Oberai

Ecology, Environment & Development by K.L. Narsimha Murthy

Air Pollution – Causes & Effective Control by R.K. Arora

**BBA 1081**  
**Management Accounting**

**Unit 1**

Management Accounting – Meaning, need and characteristics of Management accounting. Functions of Management accounting, Scope and Relation of Management Accounting with Financial Accounting, Tools and Techniques of Management Accounting, Organization of Management Accounting.

**Unit 2**

Marginal Costing – Concept of Marginal Costing, Scope and Characteristic of Marginal Costing, Assumptions and Limitations of Marginal Costing, Marginal Costing Vs Absorption costing, Contribution, Marginal Cost equations, Profit Volume ratio Introduction of cost Volume Profit analysis, methods of determination of Break even point, Margin of safety, Angle of Incidence, Assumptions & Limitations of Break even point.

**Unit 3**

Standard Costing – Meaning and need of Standard Costing, Steps involved in Standard Costing, Standard Cost Vs Estimated cost, Establishing a system of Standard Costing, Variance Analysis, Classification of Variances, Introduction of direct material Variances and direct labor Variances. Meaning of Budget, Characteristics of Budgeting, Objectives of budgetary control, Budgeting Vs Forecasting, Limitation of Budgetary control.

**Reference:**

Management Accounting by S.N. Maheshwari  
Management Accounting by Grewal & Ramanathan

**BBA 1082**  
**Profit Planning & Control**

**Unit 1**

Profit Management – Meaning, nature and concept, Kinds of profit theories of profit. Dynamic Surplus theory of profit, Risk and uncertainty theory, Monopoly theory Accounting profit and economic profit, role of profit, Profit policy, Profit limitation factor to set profit Standard.

**Unit 2**

Profit Planning and Control – Break even Analysis, Affects of cost change on B.E.P. Contribution Margin, Margin of safety. How to apply concept of Break even in Profit Management, P/V ratio Analysis, Standard Costing – Meaning, concept and nature, Advantages of standard costing, Limitations of standard costing. Procedure of cost control through standard costing, How to set standard, computation and Analysis.

**Unit 3**

Inventory Management, nature & concept of inventory control, Objective of inventory, objectives of inventory control barriers. Importance of Inventory control, factors affecting inventory control policy, Limitations. Reporting to management Reporting needs of different Management levels. Types of Reports, General Principles of Reporting, Report to the Board of Directors, Report to Top Management, Report to top divisional Management. Preparation of Reports, Reports to junior management level, use of Reports by management.

**Reference:**

Managerial Economics by P.L. Mehta  
Financial Accounting and Management by R.K. Sharma & Shashi Kumar Gupta  
Management Accounting by S.N. Maheshwari.

**BBA III Semester**  
**BBA 2071**  
**PRODUCTION METHODS**

**Unit 1 –**

Production Management – Meaning definition, function, Historical development concept. Production system, Responsibilities of Production, Manager Production Planning – Introduction levels of production planning. Planning and manufacturing system. Objectives of Production Planning. Production Control – Definition, Necessity, Objective. Difference between Production Planning and control.

**Unit 2 –**

Manufacturing System\_ Introduction, Classification of goods & services, Introduction manufacturing system job, Batch Production, Continuous manufacturing System – Mass Process Production. Plant Location – Factors affecting, plant location, location analysis Quantizations vs Equalizations. Plant – Meaning and definition, objectives, features types of layout, Production Process.

**Unit 3 –**

Work Study – Meaning, Technique of method study, Process charts, work sampling, Routing scheduling. Quality control & inspection – Inspection. Acceptance Sampling. Producer's Consumer's Risk. Sampling Plans. Statistical Quality Control. Control Charts.

**Reference:**

Production and Operation Management – Cherry & Cherry  
Production Management – C. B. Gupta  
Production and Operation Management – Sharma and Agarwal

**BBA 2072**  
**MANPOWER MANAGEMENT**

**Unit 1 –**

Introduction – Manpower Management – Objectives, present status in Indian industry, Proactive Vs Reactive approach, Role of personnel executives in Indian Organisations. Recruitment Selection – Manpower Planning recruitment & selection process, Different types of tests. Training & Development – meaning & types of programs.

**Unit 2 –**

Performance Appraisal – Definitions, standards, measure, methods (P.A. Techniques) Process of job evaluation. Compensation Management. Fringe benefits, incentives objectives of wage & salary administration.

**Unit 3 –**

Job Satisfaction & Quality of work life – Job satisfaction – Meaning, factors governing impact of job/satisfaction. Over performance. QWL – meaning, approaches, Quality circle, Team building.

**Reference:**

Personnel Management – Tripathi P. C.  
Industrial Relations – Tripathi P. C



**BBA 2073**  
**Marketing Concepts**

**Unit 1 –**

Overview of Marketing, Origin of Marketing, Definition, nature & scope of Marketing. Need for marketing. Types of markets. Demand & supply Need & its types. Marketing Management – Marketing Concept – Production concept, Selling concept, Societal, Marketing concept. Selling Vs marketing – Mix, Promotion – Mix

**Unit 2 –**

Market Segmentation. Segmenting the market. Basis of segmentation. Targeting & positioning. Product. Product concept. Types of product. PLC – Product life cycle

**Unit 3 –**

Marketing Channel Management – Channel of distribution, Role of channel of Distribution, Channel Choice. Channel conflict.

**Reference:**

Marketing Management – Philip Kotler  
Marketing Management – Sontaki & Sontaki  
Marketing Management – Nair. N. Rajan

**BBA 2074**  
**Business Finance – I**

**Unit 1 –**

Introduction of Business Finance:- Evolution of Business Finance. Scope of Finance, Finance functions. Financial Manager's role. Financial Goal : Profit versus wealth, Conflict of Goals, Management Versus owners. Financial Goal and Firms Objectives. Sources of Finance – Ordinary Shares. Rights Issue of Equity Shares, Debentures, Preference Shares, Terms Loans. Important Features, advantages and Limitations of various type of sources of fund. Retained earnings as an internal source of fund.

**Unit 2 -**

Capital structure and Leverage – Meaning of Capital structure, Features of an appropriate Capital Structures. Meaning of Financial Leverage, Measures of financial Leverage, Financial leverage and shareholders Return, Operating Leverage – concept and Implications. Combining financial and Operating leverage. Venture capital financing – Meaning and significance of venture capital. Development of Venture capital in India. Venture Capital Investment Process. Methods of Venture capital Financing disinvestment Mechanism, fiscal Incentives Future Prospects of Venture Financing.

**Unit 3 –**

Cost of Capital – Meaning and Significance of cost of capital. The cost of capital and opportunity cost concept. Determining component, cost of capital – cost of equity, Cost of preference shares and cost of Debt Weighted Average Cost of Capital (WACC) and Investment Evaluation, Floatation Cost, Cost of Capital and Investment Analysis.

**Reference:**

Financial Management – I. M. Pandey  
Financial Management – M. Y. Khan  
Financial Management – Prasanna Chandra

**BBA 2075**  
**BUSINESS STATISTICS**

**Unit 1 –**

Introduction to Statistics – Origin, meaning and purpose of statistics. Scope and limitations of statistics. Science or Art and sit rust of statistics. Collection and presentation of data. Sources and methods of data collection. Principles of data classification. Tabulation of data. Frequency Distributions and measures of central tendency – Frequency Distribution and graphic representation of frequency distributions. Measures of Central Tendency – Arithmetic Geometric and Harmonic mean. Mean Mode, Merits and demerits of Mean, Mode and Median Measures of Variations – Skeweness and Dispersion.

**Unit 2 –**

Correlation and Regression Analysis: Introduction to Correlation and Regression. Simple linear regression model and coefficients of regression. Correlation Analysis – Significance and types of correlation, Methods of Correlation analysis – Scatter, diagram Karl Pearsons, coefficient, Rank correlation and method of least squares, standard Error of estimates, Time series Analysis – Introduction, Utility of time series analysis, Components and analysis of time series. Measuring Trends of time series, semi-average, moving averages and method of least squares.

**Unit 3 –**

Sampling Theory – Introduction to sampling, purpose, principles and method of sampling. Types of sampling, sample size, sampling and Non-Sampling errors, Central limit theorem. Tests of Hypothesis. Index numbers their characteristics and untidy. Methods of constructing Index numbers, problems in construction of Index Numbers Limitation soft Index numbers.

**Reference:**

Business Statistics – S. P. Gupta & M. P. Gupta  
Statistical Methods – S. P. Gupta & M. P. Gupta  
Statistic for Management – Jit, Chandan Das

**BBA 2076**  
**Computers**

**Unit 1 –**

Data Representation – Binary Number system conversion of binary to decimal and vice-versa, binary Arithmetic, Introduction to Boolean Algebra, Computer Codes, BCD, ACII, DBCDIC Unicode, Parity codes, Evolutionary Software Process Models. The Incremenatal Model and spiral model, Problem Analysis – Algorithm design, Advantages & disadvantages of algorithms, flowcharts, symbols used in flowcharts, coding and testing. Software testing techniques – white – Box testing, Basis, Path testing, Cyclamate complexity; Control structure setting's.

**Unit 2 –**

Programming languages – Introduction, machine language, assembly language, High level language. Language translators – Compilers assemblers, interpreters editors, Programming in C++ Measures Metrics and indicators in Software Engineering. User interface Design in Software Engineering.

**Unit 3 –**

Introduction to MS Word. Creation of Simple document, editing text working with table and graphic. Formatting document use of tools like spell-check, hyphenation, mail-merge printing of document, envelopes and labels. Introduction of MS Excel, meaning of workbook opening of excel sheet and workbooks. Formulating and printing Workbooks/sheets. Formulas and functions, graphs and chart Introduction to Power Point.

**Reference:**

Computer Today – B Sandra  
Software Engineering – Lan Somerville  
Fundamentals of Computers – Raja Raman

**BBA IV Semester**  
**BBA 2077**  
**Operations Research**

**Unit 1**

Introduction to Operation Research:- Meaning, Evolution, approaches, techniques and scopes of operations research, managerial application of Operation Research. Linear programming:- Introduction, meaning characteristics, graphical approaches and its utility simplex method, dual linear programming

**Unit 2**

Transportation & Assignment Problem: - The general structure of the problem, methods of initial allocation degeneracy, optimal solution, assignment problem, structure variation in assignment problem.

**Unit 3**

Network Analysis:- PERT/CPM background and development, stages in application PERT networking analysis, CPM, Determination of CPM, Determination of earliest expected & latest allowable times.

Inventory control: - Classification of Inventory control, EOQ model, inventory control system, ABC Analysis, Advantages of EOQ model in management.

**Reference:**

Operation Research by J.L. Sharma

Operation Research by Gupta and Gupta

**BBA 2078**  
**Industrial Law**

**Unit 1**

Factories Act 1948 - Objectives, Definition of factory provision regarding health, safety working hours, holidays, annual leave with pay, working hours of adults, general schemes important terms and provisions regarding hazardous process, provisions regarding welfare employment of women, employment of young person penalties, procedure, offers and special provisions, miscellaneous.

**Unit 2**

Industrial disputes act 1947 – Defining industry & Industrial dispute, need and objective of the act, procedure and machinery for settlement, strikes and lockout, layoff & retrenchment, provisions & penalties.

Standing Orders Act 1946 - Objective, scope, application, importance, definition, procedure for submission of draft, procedure for appeals, registration, certification, posting, duration and modification of standing orders, payment of subsistence allowance, penalties and procedure & miscellaneous.

**Unit 3**

Payment of Bonus Act 1965 – Objective, definition, application, exception, meaning of bonus, abolition of bonus, restoration of minimum bonus, eligibility and disqualification of bonus, determining bonus, calculation of gross profit, determination of available allocation special provisions, payment of bonus, inspector, penalties and procedure & miscellaneous.

**Reference:**

Mercantile Law by N.D. Kapoor

Industrial Law by N.D. Kapoor

Industrial Law by R.C. Chawla

**BBA 2079**  
**Office Management**

**Unit 1**

Definition the office, function of office, activities of office, emergency of modern office an overview, office layout, objectives & principles of office layout and types of office layout.

**Unit 2**

Office Management – Concept, need and importance, office manager – position manager, function and responsibility of office manager, administrative office management, communication – Oral and written, Internal and External communication network.

**Unit 3**

Office Organization – Meaning, principles of organization, types of organization, process of delegation and decentralization of authority and responsibility relationship. Record Management – Purpose, Principle, Filing - characteristics of good filing, advantages and classification of files, methods of filing.

**Reference:**

Office Management by R.K. Chopra

Office Organization and Management by R.K. Chopra

**BBA 2080**  
**Sales & Distribution Management**

**Unit 1**

Sales Management – Meaning, Objectives, Sales executives as coordinators, sales management and control, personal selling, different types of personal selling situation, personal selling process, sales forecasting.

Sales Force Management – Organization, sales force planning, profiling, recruiting, training, motivation and compensation.

**Unit 2**

Sales Administration & Control – Sales Analysis, Sales quotas, sales budget, sales territory average, sales audit.

Physical Distribution - Nature and scope of physical distribution, order processing, distribution strategies, warehousing and transportation – types and selection.

**Unit 3**

Channel Design Management – needs and importance of intermediaries, function of channel members, establishing channel objectives and constraints, identifying and evaluating major channel members, channel conflicts and their resolutions.

**Reference:**

Sales Management by Recharad R Still & Cundiff.

**BBA 2081**  
**Management Accounting Research Methodology**

**Unit 1**

An introduction meaning of research, objectives of research, significance of research, types of research.

Research Problem – what is research problem, selection of research, necessity of defining a problem

**Unit 2**

Research Design – Meaning of research design, need for research design, features of research design, different types of research design.

Methods of Data Collection – Primary data, data collection through questionnaires, Schedules and other methods of data collection, primary data Vs secondary data, appropriate method of data collection.

**Unit 3**

Interpretation and report writing – meaning of interpretation, techniques of interpretation, precautions in interpretation, significance of report writing, different steps of report writing.

**Reference:**

Research Methodology by C.R. Kothari.

**BBA 2082**  
**Business Finance**

**Unit 1**

Working Capital Management – Meaning, nature and need for working capital, operating cycles, optimum level of working capital, factors determining working capital level, Computation of working capital level, estimation of current assets and liabilities.

Management of cash – Objectives of holding cash, process of cash management

Receivable management – Objectives and considerations for an optimum credit policy.

**Unit 2**

Inventory Management – Objectives and techniques of inventory valuation, LIFO, FIFO, economic order quantity, (EOQ), sales inventory control (ABC Analysis), Capital Budgeting – meaning, nature and significance of capital budgeting decision, importing evaluation techniques – discounted cash flow techniques profitability Index (PI) net present value (NPV), and internal rate of return (IRR), non discounted cash flow techniques – pay back (PB) method. Average rate of return (ARR)

**Unit 3**

Dividend Policy – determinants of dividend policy, bonus shares stock split – concept and implication, dividend and valuation – MM hypothesis and Walter’s Model, SEBI

Stock Exchange – Constituents, role and functions of board in primary and secondary capital market of India, Stock Exchange – significance, structure and functional listing of securities and methods of trading in stock – exchange.

**Reference:**

Financial Management by I.M. Pandey

Financial Management by Khan and Jain

Financial Management by Prashant Chandra

**BBA V Semester**  
**BBA-3071**  
**Management Information System**

**Unit 1**

Decision making in MIS – Overviews of System, analysis & design system development life cycle. Concepts & model – requirement and recognition structured & unstructured decision. Information requirement for decision making strategies under different condition synonymous decision making models foundation of information system.

**Unit 2**

System design & implementation – Overview of logical of input output & control process & interface design, database design, implementation of MIS projects. Data Base Management – Management corporate data, data resources, data independence, consistency, security & integrity data base models – helical rational advantages & disadvantages of DBMS.

**Unit 3**

Data Communication EDI electronic Data interchange. Net working concepts, LAN, WAN Components of LAN, WAN Network topologies difference between internet, intranet, Extranet. Introduction of E. Com – Introduction, concept, recent trends, business reengineering process, electronic funds transfer legal security issues of e-commerce.

**Reference:**

MIS conceptual foundations – Davis & Olsan  
Analysis design information System – Jas Zenn  
Introduction to system analysis and design – I.D. Haryz Keuys

**BBA 3072**  
**Indian Economy**

**Unit 1**

Overview of Indian Economy, Trends towards market economy, problems of underdevelopment – meaning, Main problems, reasons, of underdevelopment. Development- Factors and measure, Meaning of Economic development, National income, Per capital income, Quality of life, Capital Formation – Savings, Investment.

**Unit 2**

Planning in India, Meaning, Importance, Main reasons of adopting, planning in India, Objectives of planning, Economic development, moderation, stability, self sufficiency, employment etc, foreign aid, Employment. Allocation of Resources, Private and Public Sector, Public Sector – role and growth, Achievements of the public sector, Private Sector – Importance Problems, New foreign Trade Policy.

**Unit 3**

Present Economic Policy, Main feature, Globalization, Expansion of Private sector, more market orient approach. Public distribution system, Industrial policy – 1948, 1956, 1977, 1980, 1990, 1991, 2000-2001 Industrial Licensing, Monetary and Fiscal Policy.

**Reference:**

Indian Economy- A. N. Agarwal  
Indian Economy – Mishra & Puri  
Indian Development and planning – M. L. Jhingan  
Indian Economy – R. S. Rastogi  
Yozna and Kurukshetra Magazines

**BBA – 3073**  
**Banking Law & Practice**

**Unit 1**

Banking regulation Act 1949 – features, objectives, Evolution of banking, function of commercial banks, Indian banking system- commercial banks, RBI Industrial Banks, Exim Bank, NABARD, Co-operative Banks, Indigenous Banks, Scheduled & non – scheduled banks, regional rural banks, land Development banks, state bank of India – role & functioning.

RBI – functions, Management, Relationship with commercial banks, powers, regulation of commercial banks.

Defining banker, customers, general & special relationship of banker & customers, obligation to honor cheques garnishee order, obligation to maintain secrecy, Right of lien, Right to set off, Clayton's rule, Right to close about, power of attorney. Kinds of Accounts – C. A., F.D.A., S.B.A, R.D. – Procedures to open different kinds of Accounts, form used in operation, closure of accounts, Insurance of bank deposits, Nomination facility, NR accounts.

**Unit 2**

Types of Account Holders – Minor, lunatic, drunkard, insolvent, illiterate person, blind, married women, trustees, executors, administrations, Joint account holders, partnership firm, JHF, Joint stock company, Non Trading Institutions, Pass book – Statement of account, examining entries favorable to banker, entries favorable to customer, closing of accounts, demand draft, Services to customers – Mail Transfer, Telegraphic Transfer, Travelers cheque, safe deposit lockers & operations, Merchant banking, ?Teller system, credit cards, mutual funds.

**Unit 3**

Cheque – Meaning, feature, types-cheque, crossed cheque, general crossing, special crossing, account payees crossing, double crossing, Bankers liability, Payment of Cheques – precautions of payment, statutory protection of banker (paying), Dishonor of cheque, Wrongful dishonor & its liability collection of cheques, collecting bankers conversion, Duties & protection no collecting banker, Agent for collection, Marking of cheques.

Negotiable instruments – meaning, types, presentment, acceptance, Dishonor, compensation, payment of N.I. Discharge of parties, National alternation, Negotiation back, Payment in due course, international law, Rule of endorsement for different categories of customer.

Employment of bank funds – Types of securities, Modes of creating charge line, pledge, mortgage, hypothecation, identity, Guarantee, Purchase & discounting of bills, Letter of credit, Financing of Agriculture & Rural development, Documentation, Frauds mechanization in banks, Post Office saving banks.

**Reference:**

Banking Theory and Practice – Grewal and Taneja

Banking Law and Practice – Gupta C. B.

Banking Law and Practice – Shekhar & Shekhar

**BBA – 3074**  
**Advertising & Public Relations**

**Unit 1**

Advertising Management – Introduction, facilitating institutions, planning framework – factors involved in advertising planning and decision making, the communication & persuasion process segmentation strategy.

**Unit 2**

The advertising Budget decision, Budgeting decision rules – percentage of sales, Affordable Approach, Competitor Parity approach, objective & Task method. Budgeting Process. Setting Advertising objectives- Sales as and objective, operational objectives, Behavioral objectives, dynamic, DAGMAR.

**Unit 3**

The source of message and social factors, Creation and Production of a copy, Types of television commercials, Public Relations – Meaning, Difference between advertising & Public Relations.

**Reference:**

Advertising Management – Chunawala  
Advertising Management – Sontaki & Sontaki  
Advertising Theory & Practice – Batra, Aker, and Myres

**BBA 3075**  
**Human Resources Development**

**Unit 1**

Natural and scope of HRM- Meaning, function, objective, scope, internal & external HRD in India, Human Resource Planning of Development – Meaning Factors effecting HRP Planning Process.

**Unit 2**

Job Analysis and Job design requirement, selection placement training & development. Compensation – Performance Appraisal, Job evaluation, remuneration, incentive payments, employed benefits and specious.

**Unit 3**

Employee Welfare – Welfare measure, safety and health, promotion transfer Grievances in India Industry. Industry relation and industrial disputes in India their resolution, role of trade union, working participation in Management.

**Reference:**

Human Resources Development – Rao, Verma Khandelwal  
Human Resources Development – Nadler & Lenonard

**BBA VI Semester**  
**BBA 3077**  
**Corporate Planning & Strategic Management**

**Unit 1**

Significance of Planning – types, needs, requisites, corporate planning system – approach, role of planner, corporate planning & budgeting, corporate responsibility Vs profitability and productivity. Corporate Objective – concept of corporate purpose, mission, objectives and goals process of setting corporate objectives. Forces intersecting with corporate objectives external and internal.

**Unit 2**

Strategy Formulation – identifying strategic alternatives of business, objectives and goals, environmental appraisal – concept and components evaluation and strategic option key involved in the evolution. Strategy implementation – Introduction to growth strategies. Diversification, acquiring, merger and joint venture.

**Unit 3**

Organizing the strategies implementation operations, developing production, marketing and financial strategies. Organizational apparition – dynamics, capacity, factors consideration, methods and techniques and structuring gaps analysis, manager, audit and significance of gap.

**Reference:**

Business Policy by A. Kazmi  
Exploring corporate strategy by G. John  
Business Policy – W.F. Gluek.

**BBA 3078**  
**International Marketing**

**Unit 1**

Nature and Importance of International marketing – process of International marketing, International dimensions of marketing and benefits of international marketing, steps of development of the transnational corporation.

**Unit 2**

Global marketing information system and research – nature of marketing research, sources of information and marketing research – primary and secondary global market segmentation, targeting and positioning. Foreign market entry strategy – market analysis, export, licensing, joint ventures, Manufacturing, management contracts turn key operations, acquisition and mergers, analysis of entry strategy.

**Unit 3**

Global marketing mix – International product decision, what is product development, product positioning, theory of IPLC, Product standardization and product adaptation, branding and packaging, International pricing decision – role of price supply and demand, international channel decisions – importance and scope of channel decision, direct and indirect selling channel sales and promotion, advertising.

**Reference:**

Global marketing management by Warren J Keepen  
Global marketing management by Varshney and Bhattacharya.

**BBA 3079**  
**Marketing of Services**

**Unit 1**

Introducing services marketing the comparative study – salient features of services, concept of services marketing and its significance. Bank Marketing – the concept, users of banking services, structure of bank product, the marketing mix of banking services.

**Unit 2**

Tourism Marketing – introduction, tourism product, salient features of tourism product, marketing segmentation of tourism, formulation of marketing mix for tourism industry, Hotel marketing – the concept, hotel and its topology, hotel product, marketing segmentation of hotel industry, formulation of marketing mix of hotel industry.

**Unit 3**

Marketing of some selected services – personal care service, hospital marketing international, services, education service, consultancy services, transportation services and communication services.

**Reference:**

Service Marketing by SM Jah  
Services Marketing



## **BBA 3080**

### **Financial Institutions and Markets**

#### **Unit 1**

Financial System – financial activities, meaning, one markets, features, commercial paper, certificate of deposits, primary and secondary markets, unorganized financial, system, bullion market and financial sector. Financial Institutions – meaning, purpose, IDBI – establishment, purpose, working, limitations and sources of finances.

#### **Unit 2**

IFCI – establishment, purpose, working, schemes, sources, limitation, authorities etc. Investment institution structure – Insurance companies – purpose, working types, LIC & GIC, establishment, purpose, working, schemes, sources of funds ad utilization, public sector, mutual funds.

#### **Unit 3**

Security, mobilization of services, primary issues and derivative securities, security and exchange board of India (SEBI) – Introduction, objectives, powers, free pricing of equity shares. Reserve Bank of India (RBI) – introduction, objective, powers implementation, financial schemes etc.

#### **Reference:**

Financial Institutions and markets by L M Bhole.

## **BBA 3081**

### **Entrepreneurial Development**

#### **Unit 1**

Definition, concept of entrepreneurship, classification of entrepreneurship, socioeconomic impact of entrepreneurship. Nature and importance of entrepreneurs, Entrepreneurs Vs Professional managers.

#### **Unit 2**

Characterstics of entrepreneur, barriers to entrepreneurship, entrepreneurial environment, entrepreneurial functions, entrepreneurial process, entrepreneurial structure. Entrepreneurial development training – importance of training, objectives of training methods of training, benefits of training process.

#### **Unit 3**

Institutions in aid of entrepreneurs – Introduction, entrepreneurship development program organization – MDI, NIESBUD, IED, EDII

#### **Reference:**

Entrepreneurial development & management by Vasant Desai

Small scale industries & entrepreneurship by Vasant Desai