

Course Name	Bachelors of Business Administration
Faculty Name	Faculty of Management and Commerce
Annual Intake	
Duration of Course	6 semesters
Session Start Date	-

[View Syllabus Details](#)

Course List

Core Courses:

Sr. No.	Subject Code	Paper
1.	BBA 101	Principles of Management
2.	BBA 102	Business Accounting
3.	BBA 103	Economics-I
4.	BBA 104	Mathematics -I
5.	BBA 201	Business Organization
6.	BBA 202	Business Ethics and CSR
7.	BBA 203	Macro Economics
8.	BBA 301	Principles of Marketing
9.	BBA 302	Statistical Methods for Business
10.	BBA 303	Organization Behaviour
11.	BBA 401	Financial Management
12.	BBA 402	Human Resource Management
13.	BBA 403	Indian Economy
14.	BBA 501	Production and Operations Management
15.	BBA 502	Business Environment
16.	BBA 503	Business Research Methods Business Environment

17	BBA 601	Entrepreneurship Development
18	BBA 602	Legal Aspects of Business
19	BBA 603	International Business Environment

Discipline Specific Electives:

	DSE 1-FINANCE		DSE 2-MARKETING
BBA 001	Management Accounting	BBA 011	Supply Chain Management
BBA 002	Corporate Tax	BBA 012	Retail Management
BBA 003	Investment Analysis & Portfolio Management	BBA 013	Merchandising
BBA 004	Project Management	BBA 014	Event Management
BBA 005	Income tax	BBA 015	Event management planning
BBA 006	Insurance and risk management	BBA 016	Search Advertising
BBA 007	Environmental Accounting	BBA 017	Social Media Advertising
BBA 008	Research Project	BBA 018	Research Project

	DSE 3-Human Resource
BBA 021	HRD: Systems & Strategies
BBA 022	Training & Development
BBA 023	Management of Industrial Relations
BBA 024	Performance & Compensation Management
BBA 025	Counselling & Negotiation Skills for Managers
BBA 026	Cross Cultural HRM

BBA 027	Talent & Knowledge Management
BBA 028	Research Project

Ability Enhancement Courses (AEC) : Common for all starting with 'AEC'

Sr. No.	Subject Code	Paper
1.	AEC 101	Environmental Studies
2.	AEC 102	English I
3.	AEC 103	Disaster Management
4.	AEC 104	English II
5.	AEC 105	Computer Application I
6.	AEC 106	Computer Application II
7.	AEC 107	Community Service Project

SKILL ENHANCEMENT COURSES (SEC): Course code + '111' onwards.

Sr. No.	Subject Code	Paper
1.	BBA 111	Personality development and communication skills
2.	BBA 112	E Commerce
3.	BBA 113	Statistical Software package
4.	BBA 114	Financial Software Package
5.	BBA115	Summer internship

Course Structure (BBA)

First Semester

Code No.	Paper	Type	L	T/P	Credits
AEC 101	Environmental studies	AECC	4	-	4
AEC102	English I	AECC	4	-	4

AEC 105	Computer Application I	AECC	4	-	4
BBA 101	Principles of Management	Core	4	-	4
BBA 102	Business Accounting	Core	4	-	4
BBA 103	Economics-I	Core	4	-	4
BBA 104	Mathematics –I	Core	4	-	4
	Total		28		28

Second Semester

Code No.	Paper	Type	L	T/P	Credits
AEC103	Disaster Management	AECC	4	-	4
AEC104	English II	AECC	4	-	4
BBA 201	Business Organization	Core	4	-	4
BBA 202	Business Ethics and CSR	Core	4	-	4
BBA 203	Macro Economics	Core	4	-	4
BBA 204	Mathematics-II	Core	4	-	4
	Total		24		24

Third Semester

Code No.	Paper	Type	L	T/P	Credits
AEC106	Computer Application II	AECC	4	-	4
AEC107	Community Service Project	AECC		-	1
BBA 301	Principles of Marketing	Core	4	-	4
BBA 302	Statistical Methods for Business	Core	4	-	4
BBA 303	Organization Behaviour	Core	4	-	4
BBA111	Personality Development and Communication Skills	SEC	4	-	4
	Elective I	DSE	4	-	4
	Total		24	-	25

Fourth Semester

Code No.	Paper	Type	L	T/P	Credits
BBA 401	Financial Management	Core	4	-	4
BBA 402	Human Resource Management	Core	4	-	4
BBA 403	Indian Economy	core	4	-	4
BBA 112	E Commerce	SEC	4	-	4
	Elective I	DSE	4	-	4
	Elective II	DSE	4	-	4
	Total		24	-	24

Fifth Semester Examination

Code No.	Paper	Type	L	T/P	Credits
BBA 501	Production and Operations Management	Core	4	-	4
BBA 502	Business Environment	Core	4	-	4
BBA 503	Business Research Methods	Core	4	-	4
BBA 113	Statistical Software Package	SEC	4	-	4
BBA 114	MRP/Summer Internship	SEC		-	4
	Elective I		4	-	4
	Elective II		4	-	4
	Total		24	-	28

Sixth Semester Examination

Code No.	Paper	Type	L	T/P	Credits
BBA 601	Entrepreneurship Development	Core	4	-	4
BBA 602	Legal Aspects of Business	Core	4	-	4

BBA 603	International Business Environment	Core	4	-	4
BBA115	Financial Software package	SEC	4		4
BBA1145	MRP/Summer internship	SEC			4
	Elective I	DSE	4	-	4
	Elective II	DSE	4	-	4
	Total		24		28

Note:

- i) Summer internship / MRP of six weeks will be compulsory after fourth semester.
- ii) Community service project will be compulsory after second semester.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA Programmes is 157.

Each student shall be required to appear for examinations in all courses. However, for **the award of the degree a student should secure at least 132 credits.**

- AECC - Ability Enhancement Compulsory Course
- SEC - Skill Enhancement Course
- DSE - Discipline Specific Electives
- GE - Generic Electives

AEC 101	Max. Credits	4
Environmental Studies	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of environment science.

Course Contents:

Unit 1 : Introduction to environmental studies • Multidisciplinary nature of environmental studies; • Scope and importance; Concept of sustainability and sustainable development. (2 lectures)

Unit 2 : Ecosystems • What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems : a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) (6 lectures)

Unit 3 : Natural Resources : Renewable and Non-renewable Resources • Land resources and land use change; Land degradation, soil erosion and desertification. • Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. • Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). • Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies. (8 lectures)

Unit 4 : Biodiversity and Conservation • Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots • India as a mega-biodiversity nation; Endangered and endemic species of India • Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity. • Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value. (8 lectures)

Unit 5 : Environmental Pollution • Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution • Nuclear hazards and human health risks • Solid waste management : Control measures of urban and industrial waste. • Pollution case studies. (8 lectures)

Unit 6 : Environmental Policies & Practices • Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture 2/2 • Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). • Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. (7 lectures)

Unit 7 : Human Communities and the Environment • Human population growth: Impacts on environment, human health and welfare. • Resettlement and rehabilitation of project affected persons; case studies. • Disaster management : floods, earthquake, cyclones and landslides. • Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan. • Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. • Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi). (6 lectures)

Unit 8 : Field work • Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
 • Visit to a local polluted site-Urban/Rural/Industrial/Agricultural. • Study of common plants, insects, birds and basic principles of identification. • Study of simple ecosystems-pond, river, Delhi Ridge, etc.

(Equal to 5 lectures)

Suggested Readings:

1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
4. Gleick, P. H. 1993. Water in Crisis. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press

AEC 102 English I	Max. Credits	4
	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions.

Course Contents:

Unit 1. Introduction: Theory of Communication, Types and modes of Communication (8 Lectures)

Unit 2. Language of Communication: Verbal and Non-verbal (Spoken and Written) Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication

(10 Lectures)

Unit 3. Speaking Skills: Monologue ,Dialogue ,Group Discussion, Effective Communication/ Mis-Communication, Interview ,Public Speech (8 Lectures)

Unit 4. Reading and Understanding Close Reading Comprehension, Summary, Paraphrasing, Analysis and Interpretation Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts

(8 Lectures)

Unit 5. Writing Skills Documenting Report Writing Making notes Letter writing

(8 Lectures)

Suggested Readings:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

BBA 101 Principles of Management	Max. Credits	4
	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: To provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management and give an introduction to the way in which a firm can develop its managerial thinking, mission and strategy.

Course Contents :

Unit I Introduction : Concept & functions of Management, evolution of management theories, scientific management, bureaucracy, behavioral approach, Quantitative approach and systems approach (10 Lectures)

Unit II Planning and Organizing: Planning – meaning and importance of planning. Types of plans, planning process. Organizing – Meaning and principles, Types of Organization. Span of control- meaning and importance. Departmentalization. Authority- Centralization and decentralization of Authority. (8 Lectures)

Unit III Staffing: Meaning, job analysis, recruitment, selection, training- importance and types of training. performance appraisals- meaning and purpose, compensation- meaning and importance. (6 Lectures)

Unit IV Directing: Direction - Meaning, Requirement of effective direction, Communication - Types & Importance. Motivation - meaning, Theories of motivation - Maslow, Herzberg, Adam's Equity theory. Leadership – meaning, types of Leadership (8 Lectures)

Unit V Management Control: Control : Meaning, Needs, Principles, Process and Techniques of management control, types of control, essentials of effective control system. Co-ordination : Meaning, Types and Principles of co-ordination (8 Lectures)

Suggested Readings:

1. P.C. Tripathi and P.N. Reddy, **Principles & Practices of Management**, Tata McGrawHill.
2. L. M. Prasad –**Principles & Practices of Management**, Sultan Chand and Sons, New Delhi.
3. Gupta, C.B.; **Management Concepts and Practices**, Sultan Chand and Sons, New Delhi.

BBA 102	Max. Credits	4
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	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts statements giving an exact financial status of the organization.

Course Contents:

Unit I : Meaning and Scope of Accounting: Definition and Functions of Accounting, Limitations of Accounting, Book Keeping and Accounting, Objectives of Accounting, Difference between Financial Accounting and Management Accounting. Capital & Revenue Items (expenditures & incomes): Classification of Income, Classification of Expenditure, Classification of Receipts, Difference between Capital Expenditure & Capitalized Expenditure, Revenue Recognition. Accounting Concepts and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions, & Introduction to Accounting Standards issued by ICAI (AS-2 .Accounting Equations .Explain Important Considerations Related to Capitalization of Lease Expenses & R & D Expenses.

(9 Lectures)

Unit II: Journalizing Transactions: Journal, Rules of Debit and Credit, Opening Journal Entry, Voucher System & Types of Accounts. Sub Division of Journal: Cash Book, Petty Cash Book, Ledger, Posting & Trial Balance. Profit and Loss Account and Balance Sheet: Preparation of Trading, Profit and Loss Account and Balance Sheet. Discuss the Difference b/w Components of Bank Balance Sheet & Normal Manufacturing Company's Balance Sheet.

(9 Lectures)

Unit III: Bank Reconciliation Statement: Reasons for Discrepancies and Preparation of Bank Reconciliation Statement. Errors and their Rectification: Types of Errors, Rectification of Errors and Suspense Account. Accounting of Negotiable Instruments: Bills of Exchange, Promissory Note, Accounting Treatment, Dishonor of Bill, Renewal & Insolvency. BPO's like Amex Provide What type of BR Services to their Clients.

(6 Lectures)

Unit IV: Accounting for Depreciation: Concept of Depreciation Causes of Depreciation, Need for Providing Depreciation, Methods of Calculating Depreciation: Straight Line Method, Diminishing Balance Method & Change in Method. (AS-6). Inventory Valuation: Meaning of Inventory, Course Objectives of Inventory, Methods of Recording Inventory, Periodic and Perpetual Inventory System: -- LIFO, FIFO & HIFO. Discuss How 2 Companies like TATA Steel & Sail can have their PAT differ (other components remains same) in P & L just because Depreciation Method Followed. Name at least 3 Companies each which Follow LIFO & FIFO Method of Inventory Valuation.

(6 Lectures)

Unit V: Single Entry System: Meaning, Features, Advantages and Disadvantages, Calculation of Profit or Loss by Statement of Affairs Method & Conversion Method. Accounting for Non-Profit Organizations: Receipts and Payment Account, Income and Expenditure Account, Difference, Preparation of an Income and Expenditure Account, Preparation of Receipt and Payment Account from Income and Expenditure Account. Discuss the Schedules Related to Income & Expenditure Statements.

(4 Lectures)

Suggested Readings:

1. Grewal. T.S - Double Entry Book Keeping , Sultan Chand Educational Publishers ,Sixteenth Edition, 2005.
2. Goyal.D.K - Double Entry Book Keeping, Arya Publications, Third Edition,2005.
3. Tulsian.P.C - Financial Accounting, Pearson Education, Second Edition, 2004.
4. Maheshwari S.N - Financial Accounting Vikas Publishing House,Second Edition, 2005

BBA 103	Max. Credits	4
Economics I	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: This course intends to expose the student to the basic principles in Microeconomic Theory and illustrate with applications.

Course Contents:

Unit 1. Introduction **a.** Problem of scarcity and choice: scarcity, choice and opportunity cost; production possibility frontier; economic systems. **b.** Demand and supply: law of demand, determinants of demand, shifts of demand versus movements along a demand curve, market demand, law of supply, determinants of supply, shifts of supply versus movements along a supply curve, market supply, market equilibrium. **c.** Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus. **d.** Elasticity: price elasticity of demand, calculating elasticity, determinants of price elasticity, other elasticities. (10 Lectures)

Unit 2. Consumer Theory Budget constraint, concept of utility, diminishing marginal utility, Diamond-water paradox, income and substitution effects; consumer choice: indifference curves, derivation of demand curve from indifference curve and budget constraint. (10 Lectures)

Unit 3. Production and Costs **a.** Production: behaviour of profit maximising firms, production process, production functions, law of variable proportions, choice of technology, isoquant and isocost lines, cost minimizing equilibrium condition. **b.** Costs: costs in the short run, costs in the long run, revenue and profit maximizations, minimizing losses, short run industry supply curve, economies and diseconomies of scale, long run adjustments. (10 Lectures)

Unit 4. Perfect Competition **a.** Assumptions: theory of a firm under perfect competition, demand and revenue; equilibrium of the firm in the short run and long run; long run industry supply curve: increasing, decreasing and constant cost industries. **b.** Welfare: allocative efficiency under perfect competition. (10 Lectures)

Suggested Readings:

Case, Karl E. & Ray C. Fair, *Principles of Economics*, Pearson Education, Inc., 8th edition, 2007.

AEC 105	Max. Credits	4
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	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: This is a basic paper for Business Administration students to familiarize them with Computer and its application in the relevant fields.

Course Contents:

Unit I : Basics of Computer : History, Need and Evolution of Computer, Data, Instruction and Information, Components of Computer and their Functions, Block Diagram of Computer, Characteristics of Computer, Limitations of Computer, Various Fields of Applications of Computer, Generations of Computer [I to V], Classification of Computer on the basis of [i] Technology [Digital, Analog, Hybrid]; [ii] Processing Speed and Storage Capacity [Micro, Mini, Mainframe and Super]; [iii] Purpose [General and Special], Uses of Computers in Business and Society,(**How Computers are useful in Daily Life – News, Jobs & Content**) **Interfacing with Computer:** Input Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Voice Input device, Trackball, Smart Cards. Output Devices: Monitor and Memory (Primary & Secondary), Printer and its type [Impact and Non-Impact], Plotters, Speakers. (10 Lectures)

Unit II : Computer Codes [BCD, ASCII, BCDIC, EBCDIC] : Number System, Kinds of Number System: Decimal, Binary, Octal, Hexadecimal, Conversions [decimal to any base, any base to decimal, any base other than decimal to any base other than decimal]. Fractional, Binary Arithmetic [Addition, Subtraction, Multiplication, Division] (8 Lectures)

Unit III : Operating System Concepts: Introduction to Operating System, Function of OS, Booting (IP), DOS, Features, Internal and External Commands [creating directory, subdirectory, renaming, copying, deleting, a directory, creating a file, deleting, copying and renaming a file], Windows, Features, Basic Windows Elements, Comparing DOS and Windows Explorer. Introduction of Database, Uses of database. Introduction of Networking(LAN, WAN, MAN), Computer Viruses (8 Lectures)

Unit IV: Word Processing: Word Processing [MS Word], Concept of Word Processing, File Commands, diting and Formatting text and paragraphs, Finding and Replacing text, Header and Footer, Page Design andLayout,Tables, Mail Merge. **Spreadsheet Package:** [MS EXCEL]: Spreadsheet concepts, advantages and applications of building a complex spreadsheet, Creating, Saving & Editing a workbook, Functions, Formula, Conditional, Formatting, Data Forms, Data Sort, Creating, Previewing and Modifying Charts. (10 Lectures)

Unit V : Introduction to internet: Meaning of Internet, Growth of Internet, Owner of Internet, Anatomy of Internet, Basic Internet Terminology, Net Etiquette, World Wide Web, Internet Protocols, Usage of Internet to Society, Search Engines, Bluetooth. (8 Lectures)

Suggested Readings:

1. Sinha, Kr. Pradeep and Preeti Sinha - Computer Fundamentals”, BPB Publication, 3rd Edition, 2003,
2. Rajaraman, V - Fundamentals of Computers”, Prentice Hall of India Pvt. Ltd 4th Edition, 2004.
3. Jain, Satish , Shashank and Dr. Madulika Jain - IT Tools and Applications - O Level”, , BPB publication 1st Edition, 2003
4. Bharihoke, Deepak - “Fundamentals of IT”, Excel Books , 2nd Edition, 2002,

BBA 104	Max. Credits	4
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	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: The program Mathematics is designed to meet the need of sophisticated mathematics in modern scientific investigations. This course is meant for exposing the students to the basic mathematical and statistical tools so as to enable them to take quantifiable decisions based on business applications.

Course Contents:

Unit1: Sets Theory: Sets and Data Interpretation, theory of sets, meaning elements, types, presentation and equality of sets, union, intersection, compliment, difference of sets, Finite Set, Infinite Set, Null Set, Universal Set, Venn Diagram, Cartesian product of two sets, Associative Laws, Distributive laws, DeMorgan’s laws, Operation on sets, application of set theory. (10 Lectures)

Unit 2: Matrices: Definition, Types of Matrices, Addition, Subtraction, Scalar Multiplication, Multiplication of Matrices, Transpose of a matrix, Determinant of a Square matrix. Singular and non-singular matrix, Adjoint, Inverse, Rank of Matrix, Eigenvalues and eigen vectors of a Matrix, Cayley-Hamilton Theorem. (10 Lectures)

Unit 3: Algebra: Matrices with simple application for solution of linear simultaneous equations using matrix inversion Cramer’s Rule and adjoint matrix method. (8 Lectures)

Unit 4: Algebra 2: Number system-Natural numbers, prime numbers, integers, rational and irrational numbers, Arithmetical Progression- Sum of a series in A. P. Arithmetic Mean, Geometric Progression , Sum of a series in G.P, Geometrical Mean, Sum of an infinite geometric series with simple practical applications in real life business environment, sum of first n natural numbers, sum of squares and cubes of first n natural numbers. (10 Lectures)

Unit 5: Measures of Central Tendency: Introduction to statistics, Arithmetic Mean, Median, Mode-definitions and calculations, Standard deviation, Coefficient of variation, Combined Mean, Combined Standard deviation. (10 Lectures)

Suggested Readings:

1. Business Maths by Kavita Mittal
2. Higher Engineering Mathematics by B.S.Garewal

AEC104	Max. Credits	4
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	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: By the end of the semester, the student will be able to:

- Speak English effectively with correct use of tenses
- Write English with no grammar error
- Use vocabulary to make the communication stronger
- Improve the command on written communication after practicing précis writing and essay writing
- Gain confidence in spoken English after participating in group discussions

Course Contents:

Unit I : Subject –Verb Agreement: When Subject is placed after the Verb, When there are intervening words or expressions between the Subject and the Verb, When the Subject gives the appearance of being plural (8 Lectures)

Unit II : Understanding the basics of Grammar through Sentence Analysis / Common Errors ,Run-On Sentences, Comma Splices (6 Lectures)

Unit III : Sentence synthesis : Phrases and Clauses (Noun ,Adjective and Adverb phrases and clauses and where and when to use them.), Simple, Complex and Compound sentences (how to construct and when to use), Usage and purpose of Infinitives, Participles and Gerunds, Reported Speech (Rewriting conversations in Reported Speech) (8 Lectures)

Unit IV: Playing with words: Understanding the role Prefixation and Suffixation in word formation; transformation from one part of the speech to another), Vocabulary building , activities(Prepositions,Analogies), Words with similar spellings or sounds and their meanings,idioms. Revisiting the rules of Punctutation and Capitalisation (10 Lectures)

Unit V: Composition , Reading Skills ,Public speaking and Discussions, Précis writing(How to extract important information and express it in a way that it gives appropriate gist of the given passage), Reading Comprehensions Exercises (with focus on skimming and scanning), Extempores (Will be conducted throughout the semester), Group Discussions (Will be conducted throughout the semester) (10 Lectures)

Suggested Readings:

1. Business Communication by Dr.K.K.Sinha.Galgotia Publishing Co.
2. English Grammar by Raymond and Murphy

AEC103	Max. Credits	4
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	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: The course objective is to make the students aware with the latest disaster management practices and theories.

Course Contents:

Unit -I: Introduction Disaster: Definition, Factors And Significance; Difference Between Hazard And Disaster; Natural And Manmade Disasters: Difference, Nature, Types And Magnitude. (10 Lectures)

Unit -II: Consequences Of Disasters Repercussions Of Disasters And Hazards: Economic Damage, Loss Of Human And Animal Life, Destruction Of Ecosystem. (10 Lectures)

Unit -III: Global Perspective (Natural Disasters) Study Of Environmental Impacts Induced By Human Activity; History Of Disasters And Types Of Hazards: Earthquakes, Volcanisms, Cyclones, Tsunamis, Floods, Droughts And Famines, Landslides And Avalanches. (10 Lectures)

Unit -IV: Global Perspective (Man-Made Disasters) Nuclear Reactor Meltdown, Industrial Accidents, Oil Slicks And Spills, Outbreaks Of Disease And Epidemics, War And Conflicts. (10 Lectures)

Suggested Reading:

1. Bryant Edwards (2005): Natural Hazards, Cambridge University Press, U.K.
2. Carter, W. Nick, 1991: Disaster Management, Asian Development Bank, Manila.
3. Central Water Commission, 1987, Flood Atlas Of India, Cwc, New Delhi.
4. Central Water Commission, 1989, Manual Of Flood Forecasting, New Delhi.
5. Government Of India, 1997, Vulnerability Atlas Of India, New Delhi.

BBA 201	Max. Credits	4
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	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: The course objective is to make the students aware with the latest management practices used in the corporate and to balance between practical ideologies used in the corporate and management theories.

Course Contents:

Unit I: Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system, Trade and aids to trade, Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India. (10 Lectures)

Unit II: Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit. (8 Lectures)

Unit III : Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business. (10 Lectures)

Unit IV: Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal Domestic & Foreign Trade: Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy. Import export trade procedure & their organization. (10 Lectures)

Unit V: Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers. (6 Lectures)

Suggested Readings:

1. Kaul, Vijay Kumar, (2012) “Business Organization and Management: Text and Cases”, Pearson Education, N Delhi.
2. Singla, R.K. (2010), “Business Organization and Management”, V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott (2010), “Org. Theory and Design” 10th Edi, Cengage Learning EMEA, ND.
4. Fernando, A.C. (2011), “Business Environment” Pearson Education, New Delhi.

BBA 203	Max. Credits	4
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	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: The objective of this paper is to develop the concepts on Macroeconomic variables, working of an economy, and how business decisions are affected with the influence of macro variables in business.

Course Contents:

Unit I: Concepts of Macro Economics and National Income Determination: Definitions, Importance, Limitations of Macro-Economics, Macro-Economic Variables. Circular Flow of Income in Two, Three, Four Sector Economy, Relation between Leakages and Injections in Circular Flow. National Income: Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income. (12 Lectures)

Unit II: Macro Economic Framework: Theory of Full Employment and Income: Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment; National Income Determination in Two, Three and Four Sector Models; Multiplier in Two, Three and Four Sector Model. (16 Lectures)

Unit III : Analysis of Money Supply and Inflation: Functions and Forms of Money, Demand for Money- Classical, Keynesian and Friedmanian Approach, Measures of Money Supply, Quantity Theory of Money, Inflation- Types, Causes, Impact and Remedies. (12 Lectures)

Unit IV: Equilibrium of Product and Money Market: Introduction to ISLM Model, Equilibrium- Product Market and Money Market, Monetary Policy, Fiscal Policy. (12 Lectures)

Suggested Readings:

1. Soga, Erol, (2008) Macro Economics, 1st edition, Pearson Education.
2. Agarwal, ((2010)) Macroeconomics Theory and Policy, 1st edition, Pearson Education.
- 3.. Dwivedi, D. N., ((2005)) Macro Economics, McGraw Hill Education.
4. Mishra, S. N., and Puri, V. K., ((2003)), Modern Macro-Economics Theory, Himalaya publishing

BBA 204	Max. Credits	4
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	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: The objective of this paper is to develop the concepts on Mathematics and how business decisions are made using mathematics.

Course Contents:

Unit 1 Financial Mathematics: Introduction, Quantitative Techniques, Profit and Loss, Financial Mathematics, Simple Interest, Compound Interest, Depreciation and Annuities.

Unit 2 Differential Calculus: Differentiation, Differentiation of a product of two function, Differentiation of a quotient of two functions, Differentiation of a function of a function, Differentiation of a logarithmic and exponential function, Differentiation of implicit function, Simple problems.

Unit 3 Probability: Basic Concepts, Basic Notations of set theory, definitions, Sample Space, Events, Random Experiment, Axiomatic Definition of Probability, Conditional Probability, Total Probability Theorem, Bayes Theorem, Additive Law of Probability

Unit 4 Permutation and Combination: Fundamental rules of counting, Permutation of n different things, Permutation of thing not all different, Circular permutation, Combination of n different things r at a time, Simple problems.

Suggested Readings:

1.

BBA 202	Max. Credits	4
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	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objectives

1. The law and ethics underlying and governing the structure and operation of the business corporation, the legal evolution of the corporation as an economic and moral “person”
2. To Enable the Students to Understand the Parameters of Accountability, Control and Reporting System by the Corporate Board
3. To Help the Students to have an Insight into the Interactive Relationship Among Various Corporate and Related Constituents in Determining Directions and Performance of Business Organizations

Course Contents:

Unit I Corporation – An Overview: Definition of the word ‘ corporation’, Evolution of the corporate structure, Purpose of corporation, corporation as a ‘person’, corporation as a ‘moral person’ corporation-expectations of society, corporation-expectations of the market. (8 Lectures)

Unit II Introduction to Corporate Governance

Definition, roles and importance of corporate governance in modern business, evolution of corporate governance, capitalism, free enterprises and the corporation, the legal obligation of directors, ownership and control of corporate.

Lectures-10

Unit III Business Ethics and Corporate Social Responsibilities

Business ethics, Corporate Governance & Ethics, Ethical organization and its corporate code, Importance and need for business ethics.

Corporate Social Responsibility – Definition, Justification of CSR, Scope of Social Responsibility, Corporate Social Responsibility - Stakeholders (Internal and External), the Role of Business in Society

Lectures-10

Unit IV Responsibility for Corporate Governance–The Board & Top Management

Corporate governance: Board Structures & styles, corporate governance: Roles and Responsibilities of Directors, Role, Functions of Chairman, Role of CEO, Functions of CEO, CEO Succession Planning, CEO Compensation, Independent “Outside” Directors, Functions of the Board.

Lectures-08

Unit V Codes and Laws, Practices of Corporate Governance

Self regulatory codes, Reports of committees on corporate governance, Corporate governance – Company Law, Not for profit Organizations – the Differences, Future of Corporate Governance in India

Text Books:

1. What Is Corporate Governance?, John L. Colley, Jr., Jacqueline L. Doyle, George W. Logan, and Wallace Stettinius; McGraw-Hill
2. Corporate governance Principles, Policies and Practices, A.C. Fernando, Pearson Education.
3. Corporate governance Principles, Mechanisms and Practice, Swami (Dr.) Parthasarathy, biztantra, Indian Text Edition.

Suggested Readings:

1. Robert A.G. Monks & Nell Minow “Corporate governance”
2. Corporate Responsibility: A textbook on business ethic, governance, exact: Roles Responsibility Cannon Tom.
3. Corporate Social Responsibility: The Corporate Governance of the 21st century Ramon mullerat Danel Brennan
4. best Practice in Corporate Governance
5. Building repute & Sustainable success, Adrian Dareies

<i>BBA 301</i>	Max. Credits	4
Principles of Marketing	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

COURSE OBJECTIVE

The course objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will give complete relationship between marketing and other management functions.

UNIT- I
8]

[Lectures:

Marketing Concepts and evolution, Defining and delivering customer value and satisfaction - Value chain – supply chain network, MARKETING PHILOSOPHIES, Analysing Marketing environment, Indian Marketing Environment

UNIT-
[Lectures: 8]

2

Marketing Research, Marketing Information System, Marketing planning and organization, Analyzing Consumer Market and Buyer Behaviour, Analyzing Business Market and Business Buyer Behaviour

UNIT- 3 [Lectures:
8]

, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Branding and Packaging.

UNIT- 4 [Lectures:
8]

Pricing objectives and strategies, Price adapting policies, Initiating and responding to price changes, Marketing channel system - Functions and flows; Factor affecting choice of Channel distribution.

UNIT- 5 [Lectures:
8]

Integrated marketing communication process and Promotion Mix; Advertising, Sales promotion, Personal selling and Public relation decisions. Push Vs Pull strategy Direct marketing and Telemarketing; Global Target market selection, standardization Vs adaptation.

SUGGESTED READINGS:

1. Stanton, William J, Michael J Etzel, Marketing Concepts and Cases, TMH 13th Edition
2. Panda, Tapan K, Marketing Management, Text and Cases, Excel Books, 2nd Edition
3. Kumar, Arun, Marketing Management, Vikas Publishing House
4. Kotler, Philip, Kevin Lane Keller, Abraharm Koshy and Mithileshwar Jha: Marketing Management, Pearson Education Inc., New Delhi

<i>BBA 302</i>	Max. Credits	4
Statistical Methods for Business	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Course Objectives

This course is meant to familiarize students with various statistical tools so as to enable them to analyze and interpret business data.

Course Contents

UNIT-I

Introduction to Statistics

Definition, Functions of Statistics, Statistics in Computers, Limitations of Statistics

Measures of Central Tendency

Arithmetic Mean, Geometric Mean, Harmonic Mean. Median, Mode

UNIT – II

Measures of Dispersion

Range, Quartile Deviation, Mean Deviation; Standard Deviation; Coefficient of Variation.

Skewness and Kurtosis.

UNIT-III

Correlation

Analysis, Simple, Correlation between two Variables (Grouped and Ungrouped data), Karl Pearson Coefficient of Correlation & Rank Correlation.

Regression

Concept of Regression, Regression Lines, Difference between Correlation and Regression.

UNIT-IV

Index Numbers

Uses & Problems in Constructing Index Numbers, Methods, Fixed and Chain Based Methods of Constructing Index Numbers, Basic Shifting Splicing Limitations & Cost of Living index.

Interpolation & Extrapolation with equal and unequal class intervals [Bionomical Newton's Languagee's formulae

Time Series Analysis

Meaning and Significance Components of Time Series, Trend Measurement, Moving Average. Method, Least Square Method to Fit Straight Line Trend & Exponential and Parabolic Trend.

UNIT-V

Sampling & Sampling Techniques

Sources of Statistical data relating to Agriculture Industry, Population, national Income, Trade and prices, Statistical Organizations at the Centre and in the state. Introduction, Purpose and Methods of Sampling, Merits and Limitations of Sampling.

SUGGESTED READINGS:

- Introduction to Business and Economics Statistics - Stocklon and Clark.
- Statistical Methods - Gupta S.P.
- Statistics for Business and Economics - Hooda K.P.
- Business Statistics - Kapoor Sanchati.

BBA 303 Organisational Behavior	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Course Objective

The course aims to familiarize the students with the behavioral patterns of human beings at individual and group levels.

UNIT I

Introduction- Concept, Levels of Human Behaviour, Nature & Significance of Organizational Behaviour; Contributing Disciplines to the field of OB; OB Models (S–O-B-C; Autocratic; Custodial; Supportive & Collegial) & Factors Affecting Organizational Behaviour.

UNIT II

Individual Behaviour- Personality- Nature of Personality, Determinants of Personality, Theories of Personality – Trait Theory, Psychoanalytic Theory, Socio-psychological Theory & Self-Theory.

Perception– Factors Influencing Perception, Perceptual Process, Perceptual Organization,

Perception Theories: Attribution Theory and Perceptual Errors.

Attitude : Types of attitudes, Management of attitudes and work force diversity in business organization.

Values : Significance of values in business management

UNIT III

Interpersonal Behavior- Dynamics: Fight & Flight, Types of Behaviour: Assertiveness & Aggressiveness.

Self-Awareness: Johari Window & its Implications.

Transactional Analysis (TA): Types of Transactions & its Implications.

Life Positions & Stroking

UNIT IV

Group Behaviour & Team Development- Concept, Functions & Determinants of Group and Group Dynamics, Types of Groups, Formal and Informal Groups, Stages of Group Development, Group Norms, Group Cohesiveness, Group Think and Group Shift, Group Decision Making, Concept of Team Vs. Group, Types of Team, Building and Managing Effective Teams.

Leadership – Nature and Significance of Leadership, Leadership styles , Theories of Leadership – Trait Theory, Styles – Autocratic, Democratic, Laissez Faire. Communication : Concepts , Types , Process and importance of communication .

UNIT V

**Power, Politics & Managing Conflict- Sources, Types, Process & Conflict Resolution.
[Lectures 6]**

Change Management & Stress Management- Concept, Cause, Resistance to change, Techniques of Change Management & Stress management

BBA 111 Personality Development & Communication Skills	Max . Credits	4
	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Communication Skills & Personality Development

Unit-1 :

Goal Setting, Goals and their consistence with values, Values and Vision

Unit-2:

Success ,Obstacles to success, Struggle, Qualities that make a person successful, What holds us back.

Unit-3 :

Motivation, Internal and external motivation, Demotivating factors, Subconscious mind and habits.

Unit-4 :

Resume writing, Interviews with mock sessions ,Group Discussions.

Unit-5:

How to be a good leader (Leadership skills, Adaptability in new conditions, Always be prepared for opportunities)

Time Management, Failure (Difference between winning and losing , How to learn from Failure) ,Fear - What is fear?, How to fight with fear?

AEC106 Computer application II	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

UNIT – I

(6 lectures)

Introduction to Internet

Web Browser, What the web browser does, Overview of famous web browsers, Web servers, Uniform resource locators (URL), what is www, Search Engines, Electronic mail, Email software

UNIT – II

(7 lectures)

HTML an introduction

What HTML is-and What It isn't, History of HTML, Structuring HTML page, The HTML<<HEAD><TITLE><BODY>tags, Paragraphs, Font tags, Creating different types of Links, Introduction to lists, Different types of lists

UNIT – III

(6 lectures)

Tables

Introduction, Table pats, Sizing tables, borders, cells, Table and cell color and alignment, Aligning your table content, Spanning multiple rows and columns, Grouping and aligning rows and columns

UNIT – IV

(6 lectures)

Forms & Frames

Understanding forms and functions, Essential elements of forms, Displaying control labels, Grouping control with field set and legend, What are frames , Working with linked windows, Working with frames, Changing frame borders

UNIT – V

(6 lectures)

DHTML

What is DHTML, The concept of style sheets, Approaches to style sheets, commonly used style sheet properties and values, Controlling page layout CSS properties, Backgrounds, colors and images, setting border appearance Inline style sheets

REFERENCES:

Jonathan Gennick with Tom Luers, ‘Teach yourself HTML’, 2nd Edition ,SAMS

BBA-401	Max . Credits	4
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	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Course Objective

The Objective of the course is to acquaint the students with the overall framework of Financial Decision-Making in a business unit and to develop the skills of the students in the Area of Finance.

Course Contents

UNIT-I 3]

[Lectures

Financial Management Meaning: Scope, Objectives of Financial Management- Profit vs. Wealth Maximization & Organization of Finance Function.

Sources of Finance: Long term and Short term sources of Finance.

[Name important Institutions & Prevailing Rates for raising Capital by Corporate from banks, NBFC's etc.]

UNIT-II [Lectures 6]

Capital Budgeting: Meaning, Importance, Process, Appraisal Method: Payback Period, DCF Techniques, Accounting Rate of Return & Limitation of Capital Budgeting.

Cost of Capital: Meaning, Significance, Classification and Determination of Cost of Capital & Specific and Weighted Cost of Capital.

[How change in Interest Rates Effect Credit Off take in Corporate?]

UNIT-III
7]

[Lectures

Capital Structure: Meaning, Principles, Factors affecting Capital Structure, Model of Capital Structure Decisions & Theories.

Dividend Decisions: Meaning, Determinants of Dividend Policy, Classification of Dividend Policy & Theories.

Leverage: Introduction to Operating leverage, Financial Leverage & Combined Leverage.

[Mention some **High Dividend giving stocks. Which Industries give more Dividend to their Shareholders?**]

UNIT-IV
8]

[Lectures

Working Capital Management: Concepts, Types, Importance, Factors affecting Working Capital and Estimate of Working Capital.

Management of Cash: Motives for Holding Cash, Course Objectives of Cash Management and Methods of Accelerating Cash Inflows, Concentration Banking & Lock Box System.

Management of Receivables: Course Objectives of Maintaining Receivables, Factors Determining Size of Investment in Receivables, Course Objectives of Receivables Management.

Inventory Management: Course Objectives of Inventory Management, Techniques of Inventory Management, EOQ, ABC Analysis, Aging Schedule & Re-order level

[Discuss how far **FMCG Companies WC is more important than Heavy Industry Companies**]

UNIT-V
[Lectures 6]

Ratio Analysis: Meaning, Significance and Limitations of Ratio Analysis.

Funds Flow Statements: Meaning, Importance & Limitations of Fund Flow Statement

Business Failures & Mergers: Meaning, Types & Causes of Mergers, Steps to Overcome Business Failures.

[Discuss the fact about Recent Mergers – ICICI Bank & Bank of Rajasthan that has taken place. Also Discuss the Advantages for Both]

SUGGESTED READINGS:

- Rustagi R.P. Fundamentals of Financial Management, Galgotia Publishing Company, Third Edition, 2005.
- Maheshwari S.N. Financial Management Principles & practices, Sultan Chand & Sons, Tenth Edition, 2005.
- Pandey . I.M. Financial Management, Vikas Publishing House Pvt. Ltd., Ninth Edition, 2005.
- Khan . M.Y. Jain P.K. Financial Management Text Problem & Cases, Tata McGraw- Hill, Third Edition, 2005.

BBA-402 Human Resource Management	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective: The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization and various activities involved in it such as HRP, selection, training, compensation etc.

HRM & Personnel Management

Unit 1

[Lectures - 5]

Concept, nature, scope, objectives, functions, role and importance of HRM. Personnel Management Vs HRM., New trends in HRM, HRM practices in India, issues and challenges.

Unit II

[Lectures - 4]

Human Resource Planning - Concept , Objective , Process.

Job analysis: concept, use, process, use of job analysis information, job description and job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

Unit III

[Lectures - 7]

Recruitment: sources of recruitment, policies and procedure of recruitment,

Selection process, testing and interviews, Placement and induction, transfer and promotion, Separations.

Unit IV

[Lectures - 7]

Manpower training: Concept and importance of training, Identification of training needs types and techniques of training, evaluation of training effectiveness, employee development and career planning,

Performance appraisal: concept, methods and problems of performance appraisal,

Job Evaluation.

Unit V

[Lectures - 7]

Wage and salary administration, incentives and fringe benefits.

Trade Unions: concept, functions and problems.

Employee grievances , Concept of Collective Bargaining and Workers Participation in Management

Suggested Readings:

1. Rao V.S.P. Human Resource Management, Excel books
2. C.B. Gupta Human Resource Management Sultan Chand and Sons
3. Chhabra, T. N Human Resource Management; Dhanpati Rai and Co. Pvt. Ltd
4. Monnappa and Saiyadan, Personnel Management, Tata McGraw Hill.
5. Dessler, Garg, Human Resource Management, Pearson education.
6. C.B. Memoria Personal Management Himalaya
7. K. Aswathappa Human Resource Management Tata McGrawHill

BBA112 E Commerce	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objective-To provide in depth knowledge and usefulness of information technology and computer applications in various businesses.

UNIT I

Lectures-08

Introduction: Electronic Commerce - Technology and Prospects, Definition of E- Commerce, Economic potential of electronic commerce, forces behind-Commerce, Advantages and Disadvantages, Impact of E-commerce on business.

Internet and Intranet based e-commerce.

Unit II

Lectures-06

Mobile Commerce: Introduction, Wireless Application Protocol,

Mobile Information device, Mobile Computing Applications.

Unit III

Lectures-08

Web Security: Importance of Firewall, components of Firewall, Transaction security,

Emerging client server, Security Threats, Network Security, Factors to consider in Firewall design, Limitation of Firewalls.

Unit IV

Lectures-08

Encryption: Encryption techniques, Symmetric Encryption- Keys and data encryption standard, Asymmetric encryption- Secret key encryption, public and private pair key encryption, Digital Signatures, Virtual Private Network.

UNIT V

Lectures-06

E-Commerce and Banking, Home banking,online Banking, Management issues in online Banking. E-Commerce and Retail Banking, Business Activities in E-Market , Supply Chain Management System, Managing Retail Supply Chain.

REFERENCE BOOKS

1. Computer Today – S. Bansundara.
2. E – Commerce – Kamblesh Bajaj and Debjani Nag (TATA Mc)
3. E – Commerce – S Jaiswal 4. E – Business – Kittel Amer

BBA-403 Indian Economy	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Unit 1

Overview of Indian Economy, Basic Characteristics of Indian Economy and structure of Indian Economy -- developing and underdeveloped with problems, Factors affecting economic development- National income, Per capita income, Quality of life, Capital Formation –Savings, Investment.

Unit 2

Industrial Policy Regulations of 1991 leading to Liberalization, Privatization and Globalization, Private and Public Sector, Public Sector – role and growth, Achievements of the public sector, Private Sector – Importance Problems,

Unit 3

Planning in India, Meaning, Importance, Objectives of planning, Planning commission, Critical evaluation of current Five Year Plan.

Unit 4

Banking Sector – concept & importance of Core Banking, Monetary regulation in India, commercial banking in India, Reserve bank of India, its functions, Monetary policy, its tools and techniques.

Unit 5

Concept, Significance, Foreign Exchange Reserve, Balance of Payment, Balance of Trade,

Export Import Policy (2012-2017), Foreign Exchange Management Act (FEMA), Export Promotion and Qualitative Restrictions.

BBA 501 PRODUCTIONS & OPERATIONS MANAGEMENT	Max . Credits	4
	Maximum Marks	100
	External Exam	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

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

Unit I

[Lecture 8]

Production and blueprinting of operations activities; its functions and relationship with other functional areas. Facility location decision, layout decision, product and process design (projects, batch production, mass production). Capacity planning.

Unit II

[Lecture 8]

Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification. Productivity linked incentives.

Unit III

[Lecture 10]

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Supply chain management, inventory management and JIT production.

Unit IV

[Lecture 10]

Quality Management: What is Quality, Quality as a corporate strategy, statistical methods, SPC control charts, acceptance sampling, Total Quality Management (TQM). Quality circles cost of Quality, Taguchi philosophy.

Unit V

[Lecture 8]

Maintenance Management - Importance and types of maintenance - Maintenance Planning - Spare Parts Management – Concept of TPM.

Purchase Management - Responsibilities of Purchase Department - Purchase Cycle – Negotiation & Bargaining – Vendor relations - Purchasing Methods - Global sourcing

Suggested Readings:

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,

BBA-502	Maximum Marks	100
Business Environment	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objectives: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Unit I: An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Objectives and the Uses of Study, Process and Limitations of Environmental Analysis.

Lectures:-13

Unit II: Economic Environment: Nature of Economic Environment, Economic, Nature and Structure of the Economy, Monetary and Fiscal Policies, Competition Act, 2000.

Lectures:-12

Unit III: Socio-Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit, Business Ethics and Corporate Governance. Political Environment: Functions of State, Economic Roles of Government, Government and Legal Environment, The Constitutional Environment, Rationale and Extent of State Intervention.

Lectures:-14

Unit IV: Natural and Technological Environment: Innovation, Technological Leadership and Followership, Sources of Technological Dynamics, Technology Transfer, Time Lags in Technology Introduction, Status of Technology in India. Management of Technology, Features and Impact of Technology.

Text Books:

1. Shaikh, Saleem, (2010), Business Environment, 2nd edition, Pearson Education.
2. Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House.

Reference Books:

1. Aswathappa, K., (2000), Essentials of Business Environment, 7th edition, Himalaya Publishing House.
2. Gupta C. B., (2008), Business Environment, 4th edition, Sultan Chand.
3. Bedi, Suresh, ((2004)), Business Environment Excel Book.
4. Ian Worthington, Chris Britton, (2009), Business Environment, Pearson Education.

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BBA503	Maximum Marks	100
Business Research Methods	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objectives

To understand the basic concepts, tools and techniques of research. To develop ability for conducting the same independently.

Course Contents**Unit I Introduction to Business Research****Lectures-08**

Meaning, Objective and Types of Research; Criteria of good Research; Defining of Research Problem; The Research Process: an overview.

Unit II Research Proposal and Research Design**Lectures-10**

Introduction of Research Proposal, Types of Research Proposals, Meaning and need of Research design; Classification of Research design: Exploratory research studies, Descriptive Research studies and Experimental research studies;

Unit III Data Collection

Lectures-06

Primary and Secondary data, Methods of collection of primary data: observation method, Questionnaires method and Interview method, Questionnaire design and administration, Collection of Secondary data. Exploring, Displaying and Examining of data.

Unit IV Sampling Techniques & Hypothesis Testing

Lectures-08

Meaning and need of sample, Steps in sample designs, Different types of sample design. One sample test: z test, t test and Chi square test. Two sample test: z test, t test and Chi square test.

Unit V Report Writing and Presentation

Lectures-08

Interpretation, Significance of report writing, Types of research report, Different steps in writing report; Presentation of report: Communication dimensions.

Text Books:

1. Kothari, C. R., Research Methodology – Methods and Techniques, New Age International (P) limited Publishers, New Delhi.

Suggested Readings:

1. Business Research Methods; S.N. Murthy & U. Bhojanna; Excel Books, New Delhi
2. Business Research Methods; Donald R Cooper and Pamela S Schindler; Tata McGraw Hills, New Delhi.
3. Business Research Methods – William G. Zikmund; 7th Ed. VII Indian Reprint 2008; Cengage, New Delhi.

BBA603	Maximum Marks	100
International Business	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

COURSE OBJECTIVE

The course objective of this paper is to identify the foundation terms and concepts that are commonly used in International Business Environment. It also identifies the essential elements for effective IB practices.

[Lectures: 8]

Unit-1- The concept of International Business ; International Process ; Forms of International Business; Difference between domestic and International business, Understanding International Business Environment, Reasons for Going International.

[Lectures: 8]

Unit-2- International Strategic Alliances, Global Mergers and Acquisition-Advantages and disadvantages, Balance of Payment, International trade theories, Generic porters five forces model.

[Lectures: 8]

Unit-3- FDI and their Impact on the Economy, Multinationals and their Economic Impact; Political and Legal Impact of Multinational Corporations; Technology Transfer – Importance and Types, Issues in Transfer of Technology to Developing Countries.

[Lectures: 8]

Unit-4- International Economic Institutions and Regional Economic Groups: IMF, World Bank, MIGA, UNCTAD and WTO; ATC, GSP, EU, NAFTA, ASEAN, SAFTA and other Regional Economic Groupings

[Lectures: 8]

Unit-5- Organizing and Controlling for International Competitiveness: Types of Investment-FDI etc., International business Negotiation, International Human Resource Management Human Resource Issues in Developing and Maintaining an Effective Work Force, Global Operations Management

Text Books:

1. Thakur, M., Burton & Gene, E (2002). International Management. Tata McGraw Hill.
2. Subbarao (2009). International Business. Himalaya Publications.
3. Deresky (2003). International Management: Managing across borders and culture. Pearson Education.

Reference Books:

1. Daniels, John D. and Radebaugh, Lee H. (2005). International Business. Wiley India.
2. Lasserre, Philippe (2005). Global Strategic Management. Palgrave McMillan.

BBA-601 Entrepreneurship Development	Max . Credits	4
	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Objectives: It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.

Unit I: Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship.

Unit II: Promotion of a Venture: Opportunity Analysis; External Environmental Analysis Economic, Social and Technological; Competitive factors; Legal requirements of establishment of a new unit and Raising of Funds; Venture Capital Sources and Documentation Required.

Lectures:-12

Unit III: Entrepreneurial Behavior: Innovation and Entrepreneur; Entrepreneurial Behavior and Psycho theories, Social responsibility. Entrepreneurial Development Programmes (EDP): EDP, Their Role, Relevance and Achievements; Role of Government in Organizing EDP's Critical Evaluation.

Lectures:-14

Unit IV: Role of Entrepreneur: Role of an Entrepreneur in Economic Growth as an Innovator, Generation of Employment Opportunities, Complimenting and Supplementing Economic Growth, Bringing about Social Stability and Balanced Regional Development of Industries: Role in Export Promotion and Import Substitution, Forex Earnings.

Lectures:-14

Text Books:

1. Hisrich, Robert and Peters, Michael, (2002), Entrepreneurship, 5th Edition, McGraw Hill Education.
2. Charantimani, (2006), Entrepreneurship Development and Small Business Enterprise, 1st edition, Pearson Education.

Reference Books:

1. Chandra, Ravi, (2003), Entrepreneurial Success: A Psychological Study, Sterling Publication Pvt. Ltd., New Delhi.
2. Balaraju, Theduri, (2004), Entrepreneurship Development: An Analytical Study, Akansha Publishing House, New Delhi.
3. David, Otes, (2004), A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
4. Kaulgud, Aruna, (2003), Entrepreneurship Management, Vikas Publishing House, Delhi.

BBA-602 Legal Aspects of Business	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

Course Objective

The objective of the course is to acquaint the students with the basics fundamentals of business related laws which have significant bearing on business organization.

Course Contents

UNIT 1

[LECTURES 8]

Indian Contract Act, 1872 - I

- Definition & Types of Contract
- Essential Elements of Valid Contract (Section 10)
- Offer & Acceptance: Communication & Revocation,
- Capacity to Contract-Majority, Sound mind, not disqualified by law – Effects of Agreement made by them.
- Consideration-Definition, Essentials of a Valid Consideration, Exceptions of the Rule “No Consideration, No Contract”, Privy of Contract (A Stranger to a contract can’t sue)
- Free Consent – Definition, Elements that affect the Consent of the Party – Coercion, Undue Influence, Fraud & Misrepresentation, Mistake – Difference between them.
- Discharge of Contract – Meaning and Modes of Discharge of Contract (including Doctrine of Frustration)

UNIT 2

[LECTURES 4]

Indian Contract Act, 1872 - II

- Breach of Contract – Meaning and Remedies for Breach of Contract.
- Quasi Contract
- Indemnity and Guarantee
- Bailment and Pledge
- Contract of Agency

UNIT 3

[Lectures 4]

Sales of Goods Act, 1930

- Definition of Contract of Sale & Agreement to Sell.
- Formation of Contract of Sale – Essentials of Contract of Sales, Subject matter of Contract of Sales, Goods & Types of Goods, Ascertainment of Price, Capacity to Buy and Sell.
- Unpaid Seller – Meaning & Definition
- Rights of an Unpaid Seller
- Difference Between – Sale & Agreement to Sell
Sale & Hire Purchase
- Conditions & Warranties
- Rule of Caveat Emptor

UNIT 4

[Lectures 8]

Company Act, 1956

- Meaning, Definition and Characteristics of a Company.
- Types of Company & their Features
- Difference between – Company & Partnerships
Pvt. Company & Public Company.
- Formation of a Company.
 1. Promotion
 2. Incorporation
 3. Capital Subscription
 4. Commencement of Business
- Memorandum of Association and Articles of Association- Meaning, Contents, Alteration and Difference between the two.
- Prospectus – Meaning, Definition, Rules regarding Issue of Prospectus, Contents of Prospectus, Mis-statement in Prospectus & Civil and Criminal liabilities.
- Shares and Debentures – Meaning, Allotment of Shares and Debentures (General Principle & Rules)
Difference Between
 1. Share Certificate and Share Warrant
 2. Transfer of Shares and Transmissions of Shares
- Membership of Company.
 1. Members & Shareholders
 2. Capacity to become a Member
 3. Modes of Acquiring Membership
 4. Duties, Liabilities, and Right of Members

- Borrowing Powers –Ultra Virus Borrowings
- Meetings – Meaning, Kinds, Requisites of a Valid Meeting, Voting & Poll.
- Resolution – Ordinary and Special Resolution.
- Managerial Remuneration
- Winding up of a Company. – Meaning & Modes of winding up of a Company.

UNIT 5

[Lectures 2]

IT Act 2000

- Features of IT Act 2000
- Digital Signatures
- Offences (Cybercrime)

Negotiable Instrument Act 1881

Suggested Readings

- N.D.Kapoor, - Elements of Mercantile Law [Sultan Chand & Sons , 2004]
- A.K.Sen, J.K.Mitra - Commercial law & Industrial Law [World Press]
- M.C.Kuchhal - Mercantile Law [Vikas Pub.]

DISCIPLINE SPECIFIC ELECTIVES:

BBA005 Income Tax Laws & Practice - I	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

COURSE OBJECTIVE

The course aims to help students to comprehend the basic principles of Income tax law in India. Students will gain a working knowledge regarding computation of taxable income and tax liability pertaining to individuals.

COURSE CONTENTS

UNIT-I

[Lecture - 3]

Basic concepts

Meaning of Income, Gross total income, Taxable income, Capital and revenue receipts / expenditure, person, Assessee, Assessment year, previous year.

Residential Status

- Determination of residential status of an assessee
- Incidence of Tax

UNIT-II

[Lecture - 6]

Income from Salaries

UNIT-III

[Lecture - 4]

Income from House Property

Profits & Gains from Business & Profession.

UNIT-IV

[Lecture - 4]

Capital Gains

Income from Other Sources

UNIT-V

[Lecture - 4]

Clubbing of Income

Set off & Carry Forward of Losses

SUGGESTED READINGS

- *Singhania, V.K.. Direct Taxes, Taxmann Publications, New Delhi.*
- *Dinkar Pagare .Direct Taxes Laws & Practice.*
- *H.C. Mahrotra . Direct Taxes & Practice.*

BBA006 - Insurance and Risk Management

Objective: The main objective of this subject is to make the students familiar with Risk , Insurance, Insurance Contract and Types of Insurance

Course Contents

UNIT I No. of Hrs:-8

Concept of Risk, Types of Risk, Risk Appraisal, Transfer and Pooling of Risks, Concept of Insurable Risk.

UNIT II No. of Hrs:-10

Concept of Insurance, Relevance of Insurance to the emerging socio-economic needs of all the sections of society including Industrial sector, Types of Insurance Organisations, Insurance Business, Intermediaries in Insurance Business.

UNIT III No. of Hrs:-10

Formation of Insurance Contract, Life, Fire, Marine and Motor Insurance Contracts, Principles of Insurance: Utmost Good Faith, Indemnity, Insurable Interest

UNIT IV No. of Hrs: -12

Classification of Insurance: Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits, Insurance Products

Text Books: 1.Gupta P.K, “ Insurance and Risk Management”, Himalya Publishing House; 2004 2.Mishra M.N., “ Principles and Practices of Insurance”,S. Chand and Co; 2004 3.Panda G.S., “Principles and Practices of Insurance” Kalyani Publications, 2004

Reference Books: 1.Jeevanandam C., “Risk Management,” Sultan Chand and Sons; 2005 2.Arthur C. and C. William Jr., “Risk Management and Insurance,” Tata McGraw Hill; 2001 3.Principles of Insurance- Insurance Institute of India; 2003 4.Nichaus, Harrington, “Risk Management and Insurance”, McGraw Hill, 2003

BBA 003- Investment analysis and portfolio management

Objective: The basic objective of the course is to acquaint the students in respect to the investment decisions related to financial assets, the risks and the returns involved, to make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management.

Course Contents

Unit I

Investment: Meaning, Nature and Scope, Decision Process; Investment Alternatives; Investment Risks – Interest Risk, Market Risk, Inflation Risk, Default Risk, etc.; Measurement of Systematic and Unsystematic Risk, Valuation of Securities, Notion of Dominance. (12 Hours)

Unit II

Techniques of Risk Measurement and their Application, Concept of Beta, Classification of Beta Gearing and Ungeared Beta, Project Beta, Portfolio Beta, Securities Market Line, Capital Market Line. (10 Hours)

Unit III

Security Analysis: Fundamental Analysis; Economy, Industry and Company Analysis and Technical Analysis; Dow Jones Theory, RSI, Elliot 5 Wave Theory, Efficient Market Hypothesis. (10 Hours)

Unit IV Portfolio Analysis, Portfolio Selection and Portfolio Theories – Markowitz Model and Capital Assets Pricing Model, Arbitrage Pricing Theory, Portfolio Revision and Performance Evaluation of Managed Portfolios – Sharp Ratio; Treynor Ratio; Jensen’s Alpha, Portfolio Reconstruction, Introduction to Derivatives. (10Hours)

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.

Reference Books 1. Rustagi. R. P. (2008). Investment Analysis and Portfolio Management, 2nd Edition, Sultan Chand & Sons. 2. Bhalla, V.K. (2010). Investment Management: Security Analysis and Portfolio Management, 17th Edition, S.Chand & Sons. 3. Frank K. Reilly, Keith E Brown. (2009). Investment Analysis and Portfolio Management, 8th Edition, Cengage Learning. 4. Ranganatham, (2004). Investment Analysis and Portfolio Management, 1st edition, Pearson Education.

BBA001 Management Accounting	Maximum Marks	100
	Theory Paper Marks	70
	Internal Assessment Marks	30
	Practical Marks	Not Applicable

COURSE OBJECTIVE

The course aims at developing an insight into the nature of management accounting information and at illustrating the techniques to use such information for planning and control.

COURSE CONTENTS

UNIT- I Introduction

[Lecture-3]

- Management Accounting: Meaning, Characteristics, Scope, Objectives and functions
- Financial Accounting, Cost Accounting & Management Accounting
- Tools & Techniques used in Management Accounting

UNIT-II Financial Statements Analysis [Lecture -8]

Meaning-Importance of financial statements - Techniques of financial statement analysis
 - Limitations of financial statement analysis Comparative statement analysis

Common size statement analysis

Trend analysis

Ratio Analysis

Funds Flow Analysis

Cash Flow Analysis

UNIT-III Cost Volume Profit Analysis & Marginal Costing [Lecture -7]

- Break Even Analysis: uses and limitations
- Contribution, Profit Volume Ratio, Margin of Safety, Angle of Incidence
- Graphical presentation of Break Even Analysis
- Optimal Sales Mix
- Acceptance or Rejection of special orders
- Make or Buy
- Operate or Shut down
- Sell or Process further
- Addition or Elimination of a Product Line
- Profit Planning
- Limited or key factor

UNIT- IV Budgeting and Budgetary Control [Lecture -5]

- Budget, Budgeting and Budgetary Control
- Meaning, Objectives, Advantages & Limitations
- Essentials of successful budgetary control
- Classification of Budgets
- Zero Base Budgeting
- Responsibility Accounting

UNIT-V Standard costing

[Lecture -7]

- Difference between standard costing & budgetary control
- Material variances
- Labour variances
- Overheads variances
- Sales variances

SUGGESTED READINGS

- Gordon Shillinglaw. Cost Accounting : Analysis & Control.
- Horngren, G.T Cost .Accounting : A Managerial Emphasis.
- Dopuch & Birnbeg. Cost Accounting.
- Sharma & Gupta. Management Accounting.
- Prasad N.K.. .Advanced Cost Accounting.
- Maheshwari SN - Management and Cost Accounting , Sultan Chand , New Delhi
- Gupta , SP - Management Accounting , Sahitya Bhawan , Agra .

BBA 002- Corporate Taxation

Unit - I.

Direct Tax Direct Tax Laws A comprehensive study of the Income-tax act, 1961, Wealth-tax act, case laws governing capital and revenue expenditure, deemed income, residence concept. Special Problems Centring on the concept of assesses, registered Firm, Hindu Undivided family, Companies, Association of persons and trust, minors, Cooperatives, non-resident Indias and avoidance of double taxation.

Unit - II.

Problems covering heads of income Salaries, perquisites, gratuity and retirement benefits, income from house property, capital gains, income from other sources, Income from business and profession, problems arising from aggregation of income and set off and carry forward of losses. computation of income and Return of Income Tax, Filing procedure.

Unit - III.

Tax audit Tax administration appeals, revisions, review, rectification and application to central Board of Direct Taxes. Acquisition Proceedings Principles of valuation of movable and immovable property. Tax incentives and export promotion, deductions under chapter VI, other benefits and tax exemptions.

Unit - IV.

Indirect Tax Indirect Tax Laws, administration and relevant procedures The central Excise including Central Value Added Tax (CENVAT); The Central Sales Tax Act, 1956 (74 of 1956); The Customs Act, 1962 (52 of 1962); and Excise audit.

Unit - V. Assessment of Tax payable by the Assess under Indirect Taxes Power of different authorities Impact of Tax on Gatt 94, WTO, Anti Dumping Processing Tariff Commission and other tariff authorities.

BBA 004 PROJECT MANAGEMENT

Objectives: The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

Course Contents

UNIT I lectures:-15

Overview: Capital Investments: Importance and Difficulties, Types of Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, feasibility Study, Objectives of Capital Budgeting, Common Weaknesses in Capital Budgeting. Capital Allocation Framework: Key Criteria, Elementary Investment Options, Portfolio Planning Models, Strategic Position and Action Evaluation, Diversification Debate, Investment in Capabilities, Strategic Planning and Capital Budgeting. Financing of Projects: Capital Structure, Menu of Financing, Equity Capital, Preference Capital, Internal

Accruals, Term Loans, Debentures, Working Capital Advance, Miscellaneous Sources, Raising Venture Capital, Raising Capital In International Markets. Financial Estimates and Projections: Cost of Project, Mean of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirement and its Financing (Simple Practical Problems), Profitability Projections, Projected Cash Flow Statement (Simple Practical Problems), Projected Balance Sheet (Simple Practical Problems), Multi Year Projections.

UNIT-II lectures:-10

Market and Demand Analysis: Situational Analysis and Specification of Objectives, Collection of Secondary Information, Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, Material Inputs and Utilities, Product Mix, Plant Capacity, Location and Site, Machineries and Equipment, Structures and Civil Works, Environmental Aspects, Project Charts and Layouts, Schedule of Project Implementation, Need for Considering Alternatives.

UNIT-III lectures:-15

Project Management: Forms of Project Organization, Project Planning, Project Control, Human Aspects of Project Management, Pre- Requisites for Successful Implementation. Network Techniques: Development of Project Network, Time Estimation (Simple Practical Problem with EST, EFT, LST, LFT, Total Float), Determination of the Critical Path, Scheduling when Resources are limited, PERT Model, CPM Model (Simple Practical Problem of Crashing), Network Cost System. Project Review and Administrative Aspects: Control of In- Progress Projects, Post Completion Audits, Abandonment Analysis, Administrative Aspects of Capital Budgeting, Agency Problem, Evaluating the Capital Budgeting System of an Organization. Generation and Screening of Project Ideas: Generation of Ideas, Monitoring the Environment, Corporate Appraisal, Profit Potential of Industries, Scouting for Project Ideas, Preliminary Screening, Project Rating Index, Sources of Positive NPV, On being an Entrepreneur.

Unit IV lectures:-5

Risk Analysis- Firm Risk and Market Risk: Portfolio Related Risk Measures, Mean Variance Portfolio Construction, Portfolio Theory and Capital Budgeting, Capital Asset Pricing Model, Developing the Inputs Required for Applying CAPM, Empirical Evidence on Capital Asset Pricing Model, Capital Asset Pricing Model and Capital Budgeting.

Text Books: - 1. Desai, Vasant; Project Management, Himalaya Publishing House, 2003. 2. Chandra, Prasanna; Projects: Planning, Analysis, Financing, Implementation and Review, Tata McGraw Hill Publishing Company Limited, 2002 Fifth Edition. 3. Nagarajan, K.; Project Management , New Age International (P) limited, Publishers, 2001.

Reference Books: - 1. Maheshwari, S.N.; Management Accounting & Financial Control, Sultan Chand & Sons, 2003 Fourteenth Edition.

BBA 007- Environmental and Social Accounting and Reporting

Objectives

- * Student will be able to explain the role of social and environmental accounting within the contexts of sustainability, responsibility and accountability
- * be able to identify the range of rationales for organisations to disclose social and environmental accounting information
- * be able to outline the connections between social and environmental accounting and ethical accounting

- * be able to compare and contrast the social and environmental accounting bases of triple-bottom line reporting, the balanced scorecard, and mega-accounting
- * be able to apply a range of qualitative and quantitative techniques for developing and reporting social and environmental accounting information
- * be able to critically evaluate social and environmental accounting disclosures.

Unit 1-

Sustainability and corporate responsibility, The nature of social and environmental accounting

Unit 2

Social and environmental accounting in the private and public sectors -

Unit 3-

Discuss environmental accounting issues, Rationales for social and environmental reporting including implications for reporting and decision-making. Understand the inherent difficulties of addressing environmental issues within conventional accounting frameworks.

Unit 4-

Qualitative and quantitative social and environmental accounting disclosures, Evaluation of social and environmental accounting reports

Unit5-

Analyze environmental projects using accounting tools and methods. Become familiar with examples of social and environmental decision models, Identify quantitative and qualitative measures for assessing an organization's ESR/triple bottom line performance.

Subject Name -: Supply Chain & Logistics Management

Course Code -: BBA 011

L-4,T/P-0, C-4

Objectives: To introduce the fundamental concepts & familiarize with the issues in core functions in Supply Chain and Logistics Management.

UNIT I

(5 Lectures)

Supply Chain Management –

- 1.1 Concept, objectives, significance
- 1.2 Process view of a supply chain-cycle and push pull view
- 1.3 Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling
- 1.4 Achieving tradeoff between customer service and cost
- 1.5 Challenges in Indian Scenario & Global Applications

UNIT II

(8 Lectures)

Physical distribution –

- 2.1 Definition, Importance, participants in physical distribution process.
- 2.2 Marketing Channels – Definition and Importance
- 2.3 Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi channel
- 2.4 Functions of Marketing Channels
- 2.5 Channel Management – Channel Selection Process & criteria
- 2.6 Performance appraisal of Channel Members - Channel Conflicts & Techniques to resolve channel conflicts
- 2.7 Concept of Bullwhip Effect

UNIT III

(8 Lectures)

Logistics & Procurement –

- 3.1 Concept, objectives, significance of Logistics Management
- 3.2 Types of Logistics
- 3.3 Role of transportation in Logistics
- 3.4 Outsourcing, 3PL's & Fourth Party Logistics (Basic Concepts Only)
- 3.5 Supplier Management: Management Supplier Selection, Tendering, Negotiation E-Tendering,
- 3.6 Warehouse and Dispatch Management - Types of Warehousing, Warehouse Layout & design, Role of packaging
- 3.7 Docking and Marshalling, Warehouse Safety Management.

UNIT IV

(5 Lectures)

Inventory –

- 4.1 Need and Types of Inventory
- 4.2 Costs associated with Inventory– Basic EOQ Model - EOQ with discounts; ABC Analysis - (Numerical expected on Basic EOQ, EOQ with discounts & ABC)
- 4.3 Stacking and Racking Systems. LIFO, FIFO

UNIT V

(4 Lectures)

Current trends in Supply chain management –

- 5.1 Green Supply Chain Management
- 5.2 Role and Future of IT in the Supply Chain
- 5.3 Customer Relationship Management
- 5.4 Supplier Relationship Management
- 5.5 E-Business and the Supply Chain; E-Business in Practice

Text Books

1. Chopra Sunil. Peter Meindl & Kalra D.V: *Supply Chain Management, 4th Edition* Pearson Education
2. Rushton A.; Croucher P. & Peter Baker (2006) *Handbook of Logistics & Distribution Management, 3rd Edition*, Kogan Page Publications.

Reference Books:

1. Sople V.V *Supply Chain management : Text & Cases* Perason Education India , 2011
2. Jhamb L.C.: *Inventory Management*
3. Bowesox D.J, David J & Cooper (2002), *Supply Chain Logistics Management*, Mc Graw Hill.
4. Krishna K. Havaladar & Vasant M Cavale *Sales and Distribution Management*

5. Dobler and Burt *Purchasing and Supply Management*
6. Blanchard David *Supply Chain Management Best Practices*
7. Dhotre Meenal *Channel Management & Retail Management*
8. Tompkins James A., Harmelink Dale A. *The Supply Chain handbook*
9. Sunita Pokharna *Principles and Practices of Costing, Success Publications, Pune*

BBA 012: Retail Marketing

L-4 T/P-0 Credits-4

Objectives

To acquaint the students with the retail concepts & practices through contemporary examples and provide insights into various functions & tools of retail management.

Course contents

Lectures - 08

Unit-I Introduction to Retailing

Nature, Scope, Environment, Retail Institutions, Formats & types, Product Categories, Understanding the customer, Pioneers of Retail, Indian Retailing Scenario

Lectures - 10

Unit-II Retailing Strategy

Achieving competitive advantage and positioning, Retail store location and layout ,Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements, Retail Promotion mix,

Lectures - 08

Unit-III Merchandise Management

Merchandise Assortment Planning, Purchasing Systems, Merchandise sourcing , Merchandise Pricing, buying and vendor relations ,Distribution & logistics

Lectures - 06

Unit-IV Managing the Retail Store (Operations)

Store Management – Cost control & maintenance, Information systems & Processes, Design & Visual Merchandizing, Customer Service, Sales: Performance & Evaluation, Retail selling process, Retail database

Lectures - 10

Unit-V Contemporary Issues(National & Global)

Indian Retail: How it is different from western Retail, Case studies. Ethical and Legal Issues in Retailing, Careers in Retailing, Globalisation and changing retail formats - Virtual store - E-relating International Retailing & Opportunities, new customized formats (customized stores, portable stores, merchandise depots, retail theatre, service malls, customer-made stores, interactive kiosk 'shopping arcades')

Text Books:

1. Chetan Bajaj, Nidhi, and Rajneesh Tuli Arya Retail management, Oxford University Press
2. Michael Levy, Barton Weitz, Retailing Management, Richard d Irwin

Suggested Readings:

1. Kishore Biyani, It happened in India, Rupa & Co
2. Sam Walton, Made in America, Bantam books
3. Paco Underhill, Why We Buy: The Science of Shopping, Simon & Schuster

BBA 013 Merchandising Management L-4 T/P-0 Credits-4

Objective- to understand and learn the basic aspects of merchandising and its management.

Course Content**Unit 1-****Lectures-6****Introduction to merchandising management****Unit 2-****Lectures-8****Merchandising mix****Unit 3-****Lectures-8****Merchandising display and space management****Unit 4-****Lectures-7****Visual merchandising and planning****Unit5-****Lectures-6****Category management and budgeting**

UNIT – I Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures UNIT – II Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

UNIT – III Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

UNIT – IV Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events

UNIT – V Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR

REFERENCES : 1. Event Management: A Blooming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. –

2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009

3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House

BBA 015: EVENT MANAGEMENT PLANNING

UNIT – I Understand event- type of events, reason and need for events, role of event Management Company. Introduction to planning – Meaning & Defining planning, Characteristics of Good Planner, SWOT Analysis, Five W's

UNIT – II Understand Process – Meaning, Need, And Benefits of a Process, Steps for Creating Process, Planning event – Determining the purpose of your event, Types of Events for Your Business, What's the Goal of Your Event?, Understanding Your Event's Audience,

UNIT – III Events for Amping Up Marketing and Sales, Events to Start or Enhance Awareness, Events to Increase Productivity, Crossover Events, Identifying the Scope and Size of the Event, Social Versus Business Aspects, Outlining Your Needs, Set your Event Vision, Assessment of information, Design objectives for your events.

UNIT -IV Event Planning Process, Creation of Concept – Brain storming for concept, Creativity, Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Event Flow, Time Frames and Dead Lines.

UNIT - V Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility.

REFERENCES : 1. Start And Run Event planning business by Cindy lemaire Mardi foster-walker - SelfCounsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678

2. Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success - Entrepreneur Press (Author), Cheryl Kimball (Author) - Publication Date: June 13, 2011

3. Event Planning Ethics and Etiquette - Publisher: John Wiley & Son, Publication

BBA 016 Search Advertising

L-4 T/P-0 Credits-4

Objective-to learn the basics and technicalities of search advertising and its framework

Course content-

Unit 1- Digital Marketing basics

Lectures-7

Basics of advertising, digital media, digital v/s traditional media, latest digital marketing trends, digital marketing strategies , types of websites

Unit 2- Basics of SEO

Lectures-7

Working of a search engine, search architecture, ranking methodology, search operations, search algorithm updates

Unit 3-Keyword research and analysis

Lectures-8

Introduction to keyword research, business analysis process, types of keywords, keyword analysis tools, keyword generation ideas, competition analysis, finalizing keyword list

Unit 4- On page optimization

Lectures-7

Importance, guidelines, site speed analysis, importance of domain names, file name optimization, title tag. Meta tag, image tag

Unit 5-Reports and management

Lectures-10

Website position analysis, website monthly reports, paid tools for reporting

BBA 017 Social media advertising L-4 T/P-0 Credits-4

Objective-to understand and analyze different social media.

Course contents-

Unit 1-Introduction to Social media marketing	Lectures-5
Unit 2-Facebook advertising	Lectures-7
Unit 3- Twitter advertising	Lectures-7
Unit 4-Linked in advertising	Lectures-7
Unit5- Other social networks	Lectures-8

BBA 027- TALENT AND KNOWLEDGE MANAGEMENT

Introduction Concept of Talent Management, Talent imperatives, Need for Talent Management, Key processes of Talent Management, Scope of Talent Management, Importance of Talent Management: Role of HR in Talent Management

Talent Procurement and Development Developing a Talent Management System, Identifying Talent needs, Sourcing Talent, Recruiting process, Developing talent, Deploying Talent, Talent multiplication
Talent Engagement and Retention Cost and consequences of talent departure, Diagnosing causing the cause of talent departure, Measuring and Monitoring turnover and retention data, Concept of Talent Engagement, Designing engagement strategies

Introduction to Knowledge Understanding Knowledge, Understanding the difference between data, information and knowledge, Understanding the various types of knowledge viz. tacit and explicit, Impact of Knowledge types on managing knowledge

Concept of Knowledge Management Understanding the history, and the close relationship of Knowledge Management with other concepts, Understanding the three major inputs viz. strategy, people and IT for a successful Knowledge Management system

Knowledge Management, Strategy and HRM Understanding the need to align individual needs with organization, How HRM can design reward systems to facilitate Knowledge Management; Using “organizational routines” for managing knowledge

Knowledge Management System Analyzing business environment, Knowledge audit and analysis; Designing Knowledge Management Team, Creating a Knowledge Management blue print Page | 77 implementation, Emphasis on people vs. emphasis on technology in managing knowledge and its impact on organization design

Reference Books: 1. Amrit Tiwana, The essential Guide to Knowledge Management, Person Education 2. Elias M. Award et al., Knowledge Management, Pearson Education 3. Cheese, Peter, Robert and Elizabeth, The Talent Powered Organizations, Kogan Page Limited

BBA-026 Cross Cultural Human Resource Management

Global Business Environment and Human Component Global Business Environment and Human and Cultural variables and Cross cultural differences and managerial implication; cross cultural research methodology and Hofstede study

Cross Cultural management Fundamentals of Culture; Cross-Cultural Perspectives; Cultural Paradox; Concept of National Culture, Cultural Sensitivity Cross Cultural Leadership and Decision making, Cross Cultural Communication and negotiation

Introduction and Overview to Human Resource Management International HRM – An Introduction; Differences between Domestic and International Human Resource Management; Expanding the Role of HRM in International Firms; Organisational Context – International HRM Approaches; The Path to Global Status; Mode of Operation; HR and Expansion Strategies

International HRM as a Perspective International Recruitment and Selection; Performance Management; Training & Development; Compensation

International HRM- Issues and Strategies Repatriation; Career Anxiety; Devaluing International Experience; Coping with New Role Demands; Labour Relations

International HRM- Moving Beyond Models, Challenges and Implications Managing People in International Context; Human Resource Issues in Multinational Corporations, HR outsourcing, Diversity management

Ethics and the International HR Social Responsibility and International Business; HRM In Cross Culture Mergers & Acquisitions

Reference Books: 1. K Aswathappa, Sadhna Dash, International Human Resource Management Text And Cases, Tata McGraw-Hill Page | 62 2. Paula Caligiuri, David Lepak, Jaime Bonache, Managing The Global Workforce, John Wiley & Sons Ltd. 3. International HRM, P.Subba Rao, HPH 4. Cultures Consequence ; International Differences in Work related Values, G. Hofstede – Sage 5. International Dimensions of Human Resource Mgt. , Doweing , P.J. – End Edition Words Worth 6. International HRM, A. Harzing, Sage 7. International Human Resource Management: Managing People in a Multinational Context by Peter J Dowling et al., Third Edition (South Western). 8. Bernardin H. J, and Russell J. E., Human Resource Management, Irwin-Mc Graw, 2nd ed, Singapore. 9. Punnett B, J, International Perspective on Organisational Behavior and Human resource Management, PHI, N.Delhi

BBA-024 Performance and Compensation Management

Performance Management Nature and Objectives of Performance Appraisal, Performance Appraisal and Competitive Advantage, Process and Methods of Performance Appraisal, Issues and Challenges in Performance Appraisal, Performance Management: Definition, Objectives and Need and Measurement, Performance Appraisal Vs Management

Wage Policy in India Historical Perspective, Minimum Wage, Fair Wage, Living Wage, Need-Based Minimum Wage, Issues and Objectives of India's Wage Policy

Employee Remuneration Components of remuneration, Salary, Basic Pay, Dearness Allowance, System of Dearness Allowance Payment, Flat and Indexed DA, Frequency of DA payment, Allowances and Reimbursements, Benefits, Retirement Benefits, Perquisites, Performance –related Pay, Non-monetary benefits

Pay Model Total Returns for Work, Transactional and Relational Returns, Devising a Pay Model, Compensation Objectives- Internal Alignment, External Competitiveness, Employee Contributions, Management Policy, Pay Techniques

Performance-related Pay (PRP) or Variable Pay (VP) Programs Definition, Advantages of PRP programs, Prerequisites of an Effective PRP, Types of PRP- Short-term, Merit Pay, Individual Incentive Plans, Straight Piece Work and Standard Hour Work Plan, Team Incentive Plans, Gain sharing Plans, Long Term Profit Sharing Plan, Stock Option Plans (SOP), Employee Stock Ownership Plans (ESOP)

Theories of Remuneration Reinforcement Theory, Expectancy Theory, Equity Theory, Agency Theory

Executive Compensation Reasons of High CEO compensation, Components of an Executive Compensation Package- Base Salary, Benefits, Perks, Short-term Incentives, Long term incentives, Stock Options, Incentive Stock Options, Nonqualified Stock Options, Phantom Stock Options, Stock appreciation Rights, Restricted Stock Plans

Reference Books: 1. Compensation- Milkovich and Newman 2. Human Resource Management- Aswathappa 3. Report of the Second National Commission on Labour (2002): Part III 4. Aswathappa, K (2011) Human Resource Management: Text and Cases, 6th edition, Tata Mcgraw Hill, Section 3, Chapter 10 5. Armstrong, Michael & Baron, Angela (2005) Managing Performance, Performance Management in Action, CIPD Publ

BBA-023 Management of Industrial Relations

Introduction to Industrial Relations: Meaning & Definition of Industrial Relations, Parties of Industrial Relations, Objective, Importance & Scope of Industrial Relations, Evolution of Industrial Relations in India, Conditions for congenial Industrial Relations

Trade Unions: Concept, Evolution & Functions of Trade Union, Why do workers join Trade Union, Types and structure of Trade Union, Formation of Trade Union in India, Problems of Trade Union

Industrial Disputes: Concept, Classification & Causes of Industrial Disputes, Tools of Industrial Disputes in the hands of workers, Strikes- types of strikes, Lockouts, Impact of Industrial Disputes

Prevention: Grievance - Meaning and definition; Causes of Grievance, Procedure of Model Grievance redressal; Disciplinary Action- Needs, Meaning, aspects of disciplinary procedure; Domestic enquiry, Consultative Machinery-Concept of Participative Management, Types of Consultative Machinery, Reasons for failure

Settlement of Industrial Disputes: Statutory Methods as per Industrial Disputes Act 1947, Works Committee: formation of WC; Functions of WC Dissolution of WC, Conciliation: Meaning of Conciliation, Conciliation Officer, Conciliation Board, Voluntary and compulsory conciliation, Conciliation proceedings, Court of Inquiry, Voluntary Arbitration: Concept, Types of Arbitration, Reference of Dispute to Arbitration, Procedure for investigation, Submission of award, Voluntary arbitration in India, Adjudication Process(Compulsory Arbitration): Concept; Types of Adjudication (3 tier system)-Labour Courts-Industrial tribunals-National tribunals

Non –Statutory Methods Code of Discipline: Evolution of Code of Discipline; objectives of Code of Discipline, Mutual agreement between Management and Trade Union, Agreement on part of Management, Agreement on part of Trade Union

Tripartite/Bipartite Machinery Workers Participation in Management Scheme 1975: Objectives; Levels of Participation, Workers participation models in India- Works Committee, Joint Management Councils:

Objectives, Scope, levels of Participation, Workers Participation in Management Scheme 1975: Joint Councils, Shop councils, Collective Bargaining: Concept, Nature, Functions, Types of Collective Bargaining, Collective Bargaining process, Pre-requisites for a successful Collective Bargaining Process

Reference Books: 1. Mamoria&Mamoria, Dynamics of Industrial Relations in India, Himalaya Publishing House 2. Venkataraman, C.S, Indian Industrial Relations, National Institute of Personnel Management 3. Sharma A.M, Aspects and legal frame work of Industrial Relation, Himalaya Publisher

BBA-025 COUNSELLING AND NEGOTIATION SKILLS FOR MANAGERS

Emergence and Growth of Counselling: Introduction to Counselling; Counselling Objectives and functions; Counselling features; Counselling approaches Behaviour, Humanistic approach and Rogens Self Theory; Steps in Counselling process; Standard and Non Standard Techniques in Counselling

Self-Development of Managers as Counsellors: Concept; Barefoot Counselling ; Assertiveness and Interpersonal Skills for Counsellors; Counselling Relationship

Counselling Interventions in Organisations: Concept; Empathy; Listening and Responding; Effective Feedback; Performance Counselling; Counselling in Problem Situations; Interpersonal Conflicts; Midlife Blues; Integration and Action Plan Negotiation: Nature, Characteristics, Strategy and Tactics of Distributive Bargaining, Strategy and Tactics of Integrative

Negotiation Nature, Characteristics, Strategy and Tactics of Distributive Bargaining, Strategy and Tactics of Integrative Negotiation; Strategy and Planning for Negotiation.

Negotiation Sub processes: Perception, Cognition and Emotion Communication: What is communicated during negotiation and how people communicate in Negotiation. Best Practices in Negotiation – Fundamental Structure of negotiation and BATNA.

Cultural aspects of International Business negotiation- Hofstede's dimension of culture and their influence on International Business negotiation - cross culture communication : Issues and Implications – The role of time in Business negotiation – The role of atmosphere in negotiations.

Ethics in negotiations – Communication in negotiations – Negotiation power and relationships in negotiations – Best practices in negotiations – Business Etiquette – Assertive skills – Personality and negotiation skills.

Reference Books: 1. Lewicki, Saunders & Barry - Netgotiation (Tata Mc Graw Hill, 5th Ed.) 2. B.D.Singh - Negotiation Made Simple (Excel Books, 1st Ed.) 3. Rao S N - Counseling and Guidance (Tata Mc Graw Hill, 2nd Ed.) 4. Singh Kavita - Counselling Skills for Managers (PHI, 1st Ed.)

BBA-021 HRD: Systems and Strategies

Framework of Human Resource Development Introduction, Meaning of Human Resource Development, Theoretical Framework of Human Resource Development, Other Framework of Human Resource /Models; Challenges in Human Resource Development, Human Resource Development Goals

Human Resource Development Climate and Practices in India Introduction, Human Resource Development climate and Organizational Climate, Elements in Human Resource Development climate, Factors contributing to Human Resource Development Climate, Human Resource Development Climate in Indian Organizations, Highlights- Human Resource Development Practices in Indian Organizations, Trends- Human Resource Development in India

Staffing HR Functions Introduction, Staffing Human Resource function, The New Mandate for Human Resource, Human Resource specialists as strategic partners, Human Resource as business partner, Key functions, Human Resource competencies

Developing HR Strategies Introduction, Principles in Designing Human Resource Development system, Framework for Strategic Human Resource Development system – Strategic Human Resource Development practices, SHRD Fundamentals- Compensation, Working Conditions, Family Welfare, Human Resource Development Department/ Function, SHRD initiatives- Training, Performance Appraisal, Job Environment, Career Planning, Change Management, Communication, Involvement and Empowerment, Human Resource Development Systems, Human Resource Development Processes, Designing Human Resource Development Process-need assessment, Design, Implementation, Evaluation, Strategic Human Resource Development Facilitators

Human Resource Development for Workers (Blue Collared) Introduction, Rationale for Human Resource Development for Workers, Human Resource Development mechanisms for Workers, Operationalizing Human Resource Development for Workers

Reference Books: 1. Kandula, R. Srinivas, Strategic Human Resource Development, Prentice Hall of India 2. IshwarDayal, Designing HRD systems, Concept Publishing Company 3. T.V. Rao, Readings in Human Resource Development, Oxford and IBH publishing Co. Ltd

Ordinance

1 THE COURSE AND THE DURATION

- (a) There shall be a 3-Year Course leading to the degree of Bachelor of Business Administration (B.B.A.)
- (b) The duration of the B.B.A. Course shall be three academic years consisting of six semesters.
- (c) Each Academic Year shall be divided into two Semesters, i.e. July to December and January to June

- (d) Each Semester shall consist of minimum 18 weeks.
- (e) The Courses and the syllabi shall be designed by the expert panel drawn both from academia and be reviewed and approved by the Board of Studies of the Department time to time.

2 ELIGIBILITY FOR ADMISSION

An applicant who has successfully completed Senior Secondary School course ('+2') or equivalent from a Senior Secondary Board or equivalent, constituted or recognized by the Union or by the State Government., may apply for admission into the course.

Provided that applicants who have obtained +2 Higher Secondary Pass Certificate or equivalent certificate after prosecuting studies in distance or correspondence method shall also be considered as eligible for admission in the BBA Programme .

Explanation: The applicants who have obtained 10 + 2 through open University system directly without having any basic qualification for prosecuting such studies are not eligible for admission in the BBA Programme.

3 ADMISSION PROCEDURE

- a. Admission shall be made strictly on merit by the University admission committee either by holding written admission test, GD or interview of the candidates.
 - b. The result of the admission test, in order of merit, shall be notified in the office notice board and University website. Any selected student who fails to pay his/her admission fee and other charges by the date fixed for such payment shall forfeit his/her claim for admission.
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4. PROHIBITION TO REGISTER IN OTHER COURSES

The candidates admitted to the Course, shall not be allowed to pursue any other course except certificate course in any Indian or Foreign language or computer application being conducted by this University on part-time basis in the evening or through Distance Learning with prior permission of the Dean / HoD, Faculty of Management otherwise his candidature form B.B.A. 3-Year Degree Management Course will be cancelled forthwith.

5 ATTENDANCE PROVISION FOR END TERM EXAMINATION

5.1 No student shall be allowed to appear in the end term semester examination in a paper if he/ she has not attended minimum of **75%** of the classes held in the paper concerned including tutorials, assignments/projects, practical trainings etc. conducted in respect of that paper.

5.2 If a student for any exceptional reason fails to attend **75%** of the classes held in any paper, the Dean / HoD of the department may allow him/ her to take the examination if he/she attended at least 65% of the classes held in the paper concerned and attended 75% of classes in all the papers taken together.

Provided that if the percentage of attendance is deficient on account of:-

- (i) Participation in Inter-University, University or Inter-Collegiate Sports tournaments/Youth Festivals /University Level Debates/ Cultural Activities, National and International Tournaments, with the previous sanction of the Dean/HoD of Faculty of Management.
 - (ii) Voluntary donation of blood certified by a Government Doctor of Gazetted rank or University medical officer.
 - (iii) Attendance and/or participation in International/National/State level competitions/Debate competitions/Seminars/Workshops/Conferences;
 - (iv) Attendance at the extension lecture (s) organized by the Faculty of Management. Credit may be given for the number of days on which lectures were delivered or sessional/practical work done during the period of attendance or participation aforesaid, provided that the total period of absence shall not exceed 15 days in a semester.
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6 PROHIBITION OF LATERAL ENTRY/ EXIT AND MIGRATION

6.1 There shall be no lateral entry or exit at any intermediary stage of BBA degree course.

6.2 However the migration may be allowed as per University Rule.

7 FORMAL DRESS CODE DURING CLASS HOURS AND INTERNSHIP

Formal Dress Code shall be applicable during the normal class hours, during internship and in departmental activities as follows:

For Boys: Blue shirt, long navy blue trousers, Blue tie with mentioning logo of University on top of it, Blue blazer, White socks, Black shoes.

For Girl students: Blue shirt, long navy blue trousers, Blue tie with mentioning Logo of University on top of it, Blue blazer, White socks, Black shoes.

8 EXAMINATION AND EVALUATION

- a. The medium of instructions and examination shall be English
 - b. Candidates shall be examined according to the scheme of examination and syllabus as approved by the Academic Council from time to time..
 - c. To pass each semester examination, a candidate must obtain at least 40% marks in written paper, practical work /Viva-Voce semester examination.
 - d. Each theory paper for the respective semester examination shall be set and evaluation of the answer books shall be done as per the University rules.
 - e. The assessment of External Evaluation i.e. End Term Semester Examination will be made out of 70 (Seventy) marks in theory Papers and Internal Evaluation of 30 (Thirty) marks shall be made by the subject teacher, teaching the paper in accordance with the following rules:
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Mid-Term Test	Normalised Mid-Term Marks (A)	Assignments (B)	Semester Attendance (C)	Total (A+B+C)
50 Marks	To be normalized to 15 marks	5 Marks	10 Marks	30 Marks

Criteria for Awarding Semester Attendance Marks will be as prescribed by the University as follows:

- a. Attendance above 95% : 10 Marks
- b. Attendance between 91% to 95% : 9 Marks
- c. Attendance between 86% to 90% : 8 Marks
- d. Attendance between 81% to 85% : 7 Marks
- e. Attendance between 75% to 80% : 6 Marks
- f. Attendance between 65% to 74% : 5 Marks

The HoD will preserve the records of the Sessional/practical work up to six months from the date of the declaration of the concerned semester examination.

The Dean/HoD will preserve the records of the sessional/practical work up to six months from the date of the declaration of the concerned semester examination.

9 INTERNAL EVALUATION: MID-TERM EXAMINATION

- a) The schedule of Mid-Term tests shall be notified to the students by the University.
 - b) Questions papers for mid-term tests shall be set by the internal examiner from the 50% of the syllabus of the course. The answer books will be assessed by the teacher concerned. The assessed answer books will be shown to the students and grievances, if any will be handled by the teacher. The marks of the mid-term tests will be forwarded to the Controller of Examinations by the Head of the Department through the Dean of the Faculty.
 - c) No remedial Mid-Term Tests would be conducted .
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10 EXTERNAL EVALUATION: END-TERM EXAMINATION

- a. The End Term examinations shall ordinarily be held at the end of every semester i.e. **November-December** or **May-June**, as the case may be, as per the schedule to be notified by the Controller of Examination. The dates for the practical examinations would be decided by the HODs of respective departments in consultation with the Dean of the Faculty.
- b. The examiners for the end-term examination will be appointed by the Vice-Chancellor from the panel of the examiners to be supplied by HOD / DEAN.
- c. At least 50% of the paper setters for the end-term examination will be External Examiners.
- d. The manuscript of the question paper set by the examiner will be moderated by the Moderation Committee consisting of (i) Dean of Faculty (ii) HoD of the Department .After modifications, if needed; it will be handed over to the COE for printing and conduct of examinations.
- e. The answer books will be evaluated by the persons who set the question paper. In case of his inability to assess the answer books, for whatever reasons, the Vice-Chancellor may get them assessed by any other examiner from the Panel or Internal Examiner.

11 STANDARD OF PASSING THE SEMESTER EXAMINATIONS

A candidate, who fails in a semester examination shall be exempted from re-appearing in the paper(s) in which he may have obtained at least 40% marks. Such a candidate shall be allowed to appear, for passing in the remaining paper(s), only at the next respective semester examinations.

Provided that a candidate for BBA Programme must pass all the examinations, i.e., I/II/III/IV/V/VI within five years of his admission to the first year class of the course failing which he will be deemed to be unfit for the course and shall not be allowed to appear as a regular student or as an ex-student unless has been otherwise allowed by the Academic Council of the University.

12 RE-APPEAR/IMPROVEMENT IN END TERM EXAM

- a. The re-appear/improvement in End Term Examinations for Odd semester will be held along with the Odd Semester regular End Term examinations and for Even Semester with End Term examinations along with Even Semester regular End Term examinations.
- b. A student who has to re-appear/improve in a End-Term examination shall be examined as per the syllabus, which was in force at the time when he/she took the examination.
- c. A candidate who fails in a semester examination shall be exempted from re-appearing in the paper(s) in which he may have obtained min. pass marks. Such a candidate shall be allowed to appear, for passing in the remaining paper(s), only at the next respective semester examinations.
- d. A candidate who has passed in a paper(s), may be allowed to improve the paper(s), only in the next respective semester examinations.
- e. The previous internal marks already obtained by the student shall be taken into account without any modification.

13 CRITERION FOR AWARDING GRADING SYSTEM

13.1 CRITERION for Awarding SGPA and CGPA: The criterion for awarding the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) for BBA programme shall be as follows:

- a) The criterion for passing in a subject is that a student should secure minimum 40% marks in individual paper.
 - b) A student obtaining less than pass marks as specified above, in each subject (sum of internal and End-Term examinations) he will be declared fail in that subject and will have to re-appear in a End-Term examination of the course in subsequent odd / even semester end term examination, subject to maximum permissible period of n+2 years / n+4 semesters to complete the course.
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- c) The University has adopted Absolute Grading System for converting marks into grades. The formula of 10- point grading system for conversion of marks obtained into Letter Grades and converting Letter Grades to Grade Point is given below:

Table 1: Marks, Letter Grades and Grade Points

Marks	Letter Grade	Grade Points
91-100	O (Outstanding)	10
81-90	A+(Excellent)	9
71-80	A(Very Good)	8
61-70	B+(Good)	7
51-60	B(Above Average)	6
46-50	C(Average)	5
40-45	P (Pass)*	4
0-39	F(Fail)	0
-	AB (Absent)	0

***Pass Mark: 40% in individual paper**

- d) *While converting the marks into Letter Grade, the rounding off marks must be considered.*
- e) A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.
- f) For non credit courses "Satisfactory" or Unsatisfactory" shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.
- k) Computation of SGPA and CGPA :** The university has adopted UGC recommended procedure for computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)

The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the papers/ courses taken by a

student and the sum of the number of credits of all the courses undergone by a student, i.e.

$$\text{SGPA} (S_i) = \Sigma (C_i \times G_i) / \Sigma C_i$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course. The university shall issue Semester Grade Card to the student.

- b) The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \Sigma (C_i \times S_i) / \Sigma C_i$$

Where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

- c) The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.*

Illustration of Computation of SGPA and CGPA and Format for Transcripts

- a) Computation of SGPA and CGPA Illustration for SGPA

Course	Credit	Grade Letter	Grade Point	Credit Point (Credit x Grade)
Course/Paper 1	3	A	8	3x8=24
Course/Paper 2	4	B+	7	4x7=28
Course/Paper 3	3	B	6	3x6=18
Course/Paper 4	3	O	10	3x10=30
Course/Paper 5	3	C	5	3x5=15
Course/Paper 6	4	B	6	4x6=24
	20			139

Thus, SGPA= 139/20= 6.95

b) Illustration for CGPA

Semester-1	Semester-2	Semester-3	Semester-4	Semester-5	Semester-6
Credit: 20 SGPA:6.9	Credit: 22 SGPA:7.8	Credit: 25 SGPA:5.6	Credit: 26 SGPA:6.0	Credit: 26 SGPA:6.3	Credit: 25 SGPA:8.0

Thus, CGPA= $20 \times 6.9 + 22 \times 7.8 + 25 \times 5.6 + 26 \times 6.0 + 26 \times 6.3 + 25 \times 8.0$

$$\frac{\text{-----}}{144} = 6.73$$

14 SEMESTER PROMOTION

- 14.1 A candidate who has appeared and failed or having been eligible but did not appear in the end term semester examination shall be promoted to the next higher semester.
- 14.2 The candidate will get automatically promoted to the higher semester. But he/she is required to pass the complete course in n+4 semesters, where n is the actual duration of the programme. . For BBA the student has to complete the entire programme within 5 years from the admission.

15 CRITERION FOR CREDIT

The total number of the credits of the B.B.A. 3-Year Programme is 157.

Each student shall be required to appear for examination in all courses. However, for the award of the degree a student should secure at least 132 credits.

Relaxation of credits will be given only in electives papers

16. AWARD OF DEGREE

A student shall be eligible for the award of the B.B.A. (Bachelor's of Business Administration) Degree after he/she has successfully completed all the prescribed courses in all the semesters and his or her character and conduct are found to be satisfactory during the course.

17. WITHDRAWAL OF DEGREE

A degree awarded by the University may be withdrawn if it is found at the later stage that the candidate has submitted any forged document or ineligible at the time of admission to the course.

18. SCHOLARSHIPS, AWARDS AND MEDALS

Students excelling in academics, co-curricular and extracurricular activities are felicitated through various awards and scholarships instituted by the University.

A candidate with highest CGPA would be declared Topper. In case of tie of CGPA, the student senior in age will be the topper. Gold, Silver and Bronze medal will be awarded on the basis of securing first three highest CGPA in the course concerned.

19 JURISDICTION

All disputes are subject to the jurisdiction at Jhajjar.

ELIGIBILITY

An applicant who has successfully completed Senior Secondary School course ('+2') or equivalent from a Senior Secondary Board or equivalent, constituted or recognized by the Union or by the State Government., may apply for admission into the course.

Provided that applicants who have obtained +2 Higher Secondary Pass Certificate or equivalent certificate after prosecuting studies in distance or correspondence method shall also be considered as eligible for admission in the BBA Programme .

Explanation: The applicants who have obtained 10 + 2 through open University system directly without having any basic qualification for prosecuting such studies are not eligible for admission in the BBA Programme

Fee Structure

Fee per Annum- Rs 70000