



**BHARATI VIDYAPEETH**

**DEEMED UNIVERSITY,**

**‘A’ Grade University Status awarded by Ministry of HRD, Govt. of India**

**Re-Accredited with ‘A’ Grade by NAAC**

**FACULTY OF MANAGEMENT STUDIES**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(BBA)**

**SYLLABUS**

**SEM – I & II**

**Applicable with effect from 2014-15**

# **Bharati Vidyapeeth Deemed University, Pune**

## **Faculty of Management Studies**

### **Bachelor of Business Administration Programme (BBA)**

#### **Revised Course Structure**

**(To be effective from 2014-2015)**

#### **BBA Sem I**

**Course Code J010101**

#### **Business Organization and Systems**

##### **Objectives :**

- To acquaint students with fundamentals of Business Organization and management systems as a body of knowledge.

##### **Unit 1: Nature of Business**

Concept of Business – Meaning, Definition, Nature and Scope, Characteristics of Business. Business as an Economic Activity. Objectives of Business. Structure of Business (Classification of Business Activities. Requisites for Success in Modern Business.

##### **Unit 2: Evolution of Business**

Beginning and development of Commerce, Evolution of Industry, Industrial Revolution, Beginning and growth of Indian Business, Industrialisation in India.

##### **Unit 3: Forms of Business Ownership**

Introduction to various forms – Factors affecting choices of an ideal form of ownership, features Merits and Demerits of Sole Proprietorship – Joint Hindu Family Business – Partnership – Joint Stock Company – Co-operative Organisation, Public Enterprises.

##### **Unit 4: Formation of a Company**

Stages in formation and incorporation of a company (e Promotion – incorporation and registration – Capital Subscription – Commencement of Business. - Documents of a Company i.e. Memorandum of Association – Articles of Association – Prospectus.

##### **Unit 5: Establishment of Business Enterprise**

Various factors to be considered while starting a new Business enterprise i.e. identification of Business Opportunity – Market Assessment – Suppliers – Technology – Location – Human Resource – Finance etc. Small and Medium Enterprises – Meaning Characteristics and objectives. Role of Support Organisation such as Trade Associations and Chambers of Commerce.

## **Unit 6: Organization of Trade**

Channels of Distribution – Meaning, Functions and types. Internal Trade – Wholesale and Retail External Trade – Import and Export. Role and importance of support services to Business such as Transport Insurance etc. Business Combinations – Mergers and Acquisitions. Franchising. Business Process Outsourcing. Multinationals – Concept and role of MNCs;

### **Reference Books:**

- 1) S.A. Sherlekar ,Modern Business Organization and Management – (Himalaya Publishing House)
- 2) Y.K. Bhushan ,Fundamental of Business Organization & Management – (S Chand Publishers)
- 3) Basu, C. R.; *Business Organization and Management*, Tata McGraw Hill, Publishing House, New Delhi, 1998
- 4) B S Moshal, J P Mahajan, J S Gujral, Business Organization and Management –. Galgotia Publishing Co, New Delhi
- 5) Redmond James, Robert Trager , Media Organization and Management –, Biztantra, New Delhi

### **BBA Sem I**

### **Course Code J010102**

### **Business Economics (Micro)**

### **Objectives :**

- To expose students to basic micro economic concepts.
- To apply economic analysis in the formulation of business policies.
- To use economic reasoning to problems of business.

### **Unit 1: Introduction**

Meaning, Nature and Scope of Business Economics - Microand Macro. Basic Economic Problems. Market forces in solving economic problems. Circular Flow of Income and Expenditure/Production possibility curve

### **Unit 2 : Demand Analysis**

Concept of Demand, Factors affecting demand, Exceptions to the Law of demand. Elasticity of Demand and their types. Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship

### **Unit 3 : Supply Analysis**

Concept of supply, Factors Affecting Supply and Law of Supply. Exceptions to the Law of supply.

### **Unit 4: Cost Analysis**

Accounting Costs and Economic Costs. Short Run Cost Analysis : Fixed, Variable and Total Cost Curves, Average and Marginal Costs. Long Run Cost Analysis: Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves. Law of variable proportion and Law of returns to scale

### **Unit 5 : Pricing Under Various Market Conditions**

Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition Monopoly - Price Determination under Monopoly. Monopolistic Competition - Price and Output Determination under Monopolistic Competition, Oligopoly-meaning.

### **Unit 6 : Distribution**

Marginal Productivity Theory of Distribution. Rent : Modern Theory of Rent. Wages : Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage

Determination. Interest : Liquidity, Preference Theory of Interest. Profits : Dynamic, Innovation, Risk - Bearing and Uncertainty Bearing Theories of Profits

**Reference Books :**

1. Stonier and Hague, Textbook of Economic Theory -; Longman Green and Co., London.
2. Richard G. Lipsey , Introduction to Positive Economics -
3. M. L. Seth, Micro Economics -
4. M. L. Jhingan ,Micro Economics -; Vrinda Publications, New Delhi.
5. D. M. Mithani , Managerial Economics - Theory and Application -

**Course: BBA Sem I**  
**Course Code J010103**  
**Business Mathematics**

**Objectives :**

- This course aims to equip the students with the mathematical background required for business management and to know role of mathematics in Business areas – accountancy, economics, management science etc.

**Unit 1 : Ratio, Proportion and Percentages**

Ratio proportion, variation, percentages problems on increase and decrease commission.

**Unit 2 : Payroll.**

Gross pay, hourly rate and hours worked, overtime, salary, commission, net pay etc.

**Unit 3 : Profit and Loss.**

Buying : Trade discounts, chain discounts, cash discounts etc. Cost price, selling price, Profit and Loss, Partnership.

**Unit 4 : Interest and discount.**

Simple and compound interest, time value of money, simple annuity.

**Unit 5 : Sequences and series, Linear Equations**

Arithmetic progression – Basic concepts, Application of Linear equations and to business problems.

**Unit 6 : Matrices and Determinants**

Definition of a Matrix, Matrix operations, Determinants, Properties of determinants. Applications in Business

Note: Derivation of formulae is not included for examination purpose. Only direct application of rules and formulae is expected.

**Reference Books :**

1. Schaum Series , Basic Business Mathematics
2. Padmalochan Hazarika , A class textbook of Business Mathematics.
3. M. G. Dhaygude , Commercial Arithmetic and Statistics .
4. O Daffer, Carles, Cooney, Dossey , Mathematics . Addison Wesley Publishers, USA
5. Eugene Don, Joel lerner , Basic Business Mathematics , Tata McGraw Hill Publication.

**Course: BBA Sem I**  
**Course Code J010104**  
**Business Accounting**

**Objective:**

To impart basic accounting knowledge

**Unit 1: Introduction:**

Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of financial sttement and limitations of Financial Accounting.

**Unit 2: Conceptual Frame work:**

Accounting Concepts and Conventions, Accounting Standards-concept, objectives, benefits.

**Unit 3: Recording of transactions :**

Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, , Bank Reconciliation Statement, Trial Balance.

**Unit 4: Depreciation:**

Meaning, need & importance of depreciation, methods of charging depreciation.(WDV & SLM)

**Unit 5: Preparation of final accounts:**

Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business. Contents of annual report of a joint stock company

**Unit 6: Computerised Accounting:**

Computers and Financial application, Accounting Software packages.(Orientation level)

**Reference Books :**

1. Anil Chowdhry , Fundamentals of Accounting & Financial Analysis (PearsonEducation)
2. :Jane Reimers ,Financial accounting (Pearson Education)
3. Rajesh Agarwal & R Srinivasan , Accounting Made Easy (Tata McGraw –Hill)
4. Dr. S. N. Maheshwari , Financial Accounting For Management: (Vikas Publishing House)
5. Robert Anthony, David Hawkins , Business Accounting. (Tata McGraw –Hill)

**Course: BBA Sem I**  
**Course Code J010105**  
**Business Environment**

**Objective:**

- To know and understand the nature of business, the environment in which it prevails, both in terms of its turbulent nature and a macro/micro view.
- To be aware of the formidable challenges and unprecedented opportunities posed by the environmental factors on a business firm.

**Unit 1: Introduction to Business Environment:**

Nature and scope of business, meaning of environment of business, objectives, environmental analysis and forecasting, significance/benefits of environmental analysis, environmental factors/types.

**Unit 2 : Economic Environment:**

Nature of economy, structure of economy, understanding economic system, economic policies- Industrial Policy and Trade Policy.

**Unit 3: Regulatory Environment:**

Economic role of Government, Government and Legal System, forms of Government regulations, state intervention and control, business- Government interference.

**Unit 4: Socio-Cultural Environment:**

Business and Society- social responsibility of business, the Indian scenario, impact of culture on business, other socio-cultural factors affecting business.

**Unit 5: Natural and Technological Environment:**

Natural Environment and their impact on business. technological environment and their impact on business, economic effects of technology,

**Unit 6: Global Environment and Institutions:**

Globalisation- meaning, features, Benefits and challenges of globalisation, GATT and WTO – understanding WTO, functions, structure, implications for India,

**Reference Books :**

1. Raj Agarwal , Business Environment
2. Francis Cherunilam , Business Environment
3. K. Aswathappa , Essentials of Business Environment
4. Justin Paul , Business Environment ., (Tata McGraw –Hill)
5. Kang K N S , Modern Business Environment . Deep and Deep Publishers, New Delhi.

**Course: BBA Sem I**  
**Course Code J010106**  
**Business Communication**

**Objective:**

- To acquaint students in managerial communication from every perspective that is globally demanding.

**Unit 1: Concept and Nature of Communication**

Meaning and Introduction, Importance and Nature of Communication. Process and Objectives of Communication. Types of Communication. Barriers to Communication. Seven C's of effective communication

**Unit 2: Verbal and Non – Verbal Communication**

Verbal Communication (oral) – Meaning, Advantages, Disadvantages, Essentials of effective oral communication, Types. Non – Verbal Communication – Meaning Types such as Body Language, Para Language, Provernicism Artifacts Sign language etc.

**Unit 3: Forms of Communication Skills**

Listening Skills – Meaning and importance – Types – Listening Barriers – Improving Listening skills. Reading Skills – Meaning and importance – Steps for better reading. Speaking Skills – Meaning and importance – Guidelines for preparing a Speech – Strategies for good conversation etc. Writing Skills – Meaning and importance of written communication in business – Features – Advantages

**Unit 4: Written Communication**

Business Letters : Tact for use of language – Structure of a Business letter - Business letter formats – Types of letters such as Letters of inquiry and Reply, Letters placing and fulfilling orders, Complaint and follow up letters Sales letters, Job application letters.  
Business Correspondence Memos – Emails – Notices – Proposals – Notification – Agenda and Minutes of Meeting. Basics of Report Writing

**Unit 5: Presentation Skills**

Introduction and importance Planning the Presentation. Presentation Structure. Organising the Presentation. Qualities of a skillful Presenter. Use of Visual aids in Presentation

**Reference Books :**

1. Urmila Rai and S. M Rai , Effective Communication (Himalaya Publishing House)
2. Doctor and Doctor , Business Communication (Sheth Publishers Pvt. Ltd.)
3. Shirley Taylor, Communication for Business, Pearson Education, New Delhi
4. Raymond Lesikar, Marie E Flatley, Basic Business Communication –(Tata McGraw –Hill)

**Course: B.B.A. Sem I**  
**Course Code: J01007**  
**Foreign Language – I**

**Objective**

- To learn modern colloquial German language in simple sentences and conversations.

**Content of Course**

The Syllabus is divided in three parts / Units.

**Unit – I**

**From the language usage point of view**

A short history, geography and cultural aspects of Germany.

Saying hello and greeting people at different times of a day.

To meet elders and youngsters for the first time.

To introduce oneself.

Exchanging information about country of origin and place of residence and professions.

Asking for and telling / saying telephone numbers.

To say: I am sorry, excuse me etc.

To say goodbye in formal and informal relations.

If you don't get something, how to say it politely (e. g. wie bitte).

**Unit – II**

**From Grammar Point of View**

Alphabets

The personal pronouns: ich, du, Sie.

The first, second person conjugation of verbs, which frequently occur.

Gender of nouns and its plural forms.

Use of Pronouns.

Definite and infinite articles.

Use of nicht and kein for negation.

Wh-questions and questions starting with verbs.

Word order in statements and questions.

Numbers from 1 to 100

Preposition : aus, in, von

**Unit – III**

**From Vocabulary Point of View**

Names of continents, countries, their languages, nationalities. Names of days and months.

Watch timing German words for few things, which one sees everyday.

**Reference Material**

**Books**

1. Aufderstrabe V., Themen 1 Aktuell – Kursbuch, German Book Centre
2. Bock V. H., Themen 1 Aktuell – Arbeitsbuch, German Book Centre
3. Von B, Jones A., Themen 1 Aktuell – Glossar, German Book Centre
4. Ernst Klett Spracher Stuttgart, Passwort Deutsch Kurs – Und Übungsbuch 1, German Book Centre
5. Ernst Klett Spracher Stuttgart, Passwort Deutsch Worterheft 1, German Book Centre



**Course: BBA Sem – II**  
**Course Code J010108**  
**Principles of Management**

**Objectives:**

- To know and to understand the concepts in Management and to develop skills related to practice of management.

**Unit 1: Management & Evolution of Management thought**

The Definition of Management : Its nature and purpose Managerial functions at different organizational levels, Managing Science or art, the functions of Managers Evolution of Management thought – Management thought in antiquity, Fredrick Taylor and Scientific Mgt., Sources of Taylor and their contribution, Contribution of Fayol, the emergence of Human Relations school.

**Unit 2: Planning**

The nature of planning – Types of plan, purpose or mission, objectives – a hierarchy of objectives, key Result Areas the process of setting objectives. The nature and purpose of strategies and policies. Steps in planning – Being aware of opportunities, developing premises, Decision making - Identifying the alternatives, evaluating the alternative.

**Unit 3: Organizing**

Formal and informal organization, Process of Organizing, Organization structure - Functional organization and Divisional organization. Authority - delegation of functional authority, the nature of decentralization, the determinants of decentralization, difference between delegation and decentralization, advantages of delegation.

**Unit 4: Leading**

Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, different types of leadership.

**Unit 5: Controlling**

The basic control process - feed forward control and feedback control, requirements for effective controls – tailoring controls to individual managers and plan, ensuring flexibility of controls, fitting the control system to the organization culture, control techniques - the Budget, traditional non – budgetary control devices.

**Unit 6: Management and Society**

Social responsibility of managers, ethics in managing – institutionalizing ethics, factors that raise ethical standards.

**Reference Books :**

- 1 Heinz Wehrich & Harold Koontz , Principles and Practice of Management
- 2 Moshal , Principles of Management
- 3 Tripathi & Reddy , Principles of Management
- 4 Richard Daft., Management. Thomson South Western Publishers, Australia
- 5 Herbert G Hicks, C Ray Gullett., Management (Tata McGraw –Hill)

**Course: BBA Sem – II**  
**Course Code J010109**  
**Business Economics (Macro)**

**Objective :**

- To Study the behavior and working of the economy as a whole
- To Study relationships among broad aggregates
- To apply economic reasoning to problems of business and public policy

**Unit 1 Basic concept of Macro Economics**

Definition and nature of Macro economics, Scope. Importance and limitations, Macro economic variables.

**Unit 2 National Income Accounting**

Circular flow of Income, Measurement of national income, Details of national accounts. Stock and flow. Gross Domestic Product (GDP). Gross National Product (GNP). Net Domestic Product (NDP). Net national Product (NNP).

**Unit 3 Theory of Income and Employment**

Say's law of market. Keynesian theory of Income and employment.

**Unit 4 Saving and Investment**

Consumption function – Keynes psychological law of consumption – average propensity to consumer (APC). Marginal propensity to consume (MPC), Average propensity to save (APS), Marginal propensity to save (MPS). Investment function – autonomous and induced investment. Investment multiplier. Principle of acceleration.

**Unit 5 Business cycle inflection and deflection**

Nature , characteristics of business cycle, Theories of business cycle. Inflection and deflection – meaning, causes and control.

**Unit 6 Micro economic policies**

Monetary policy and Fiscal policy

**Reference Books:**

- 1 Ahuja H L, Macro Economy:Theory and Policies. S Chand and Co, New Delhi 2006
- 2 D N Dwivedi., Macro Economy. Tata McGraw Hill, New Delhi 2006
- 3 Samuelson., Economics. Tata McGraw Hill, New Delhi 2007
- 4 Dornbusch Rudiger , Macro Economics . (Tata McGraw –Hill)
- 5 Eugene Diulio.,Macro Economics (Tata McGraw –Hill)

**Course: BBA Sem – II**  
**Course Code J010110**  
**Management Accounting**

**Objectives :**

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

**Unit 1: Introduction .:**

Definition, Nature and scope of Management Accounting. Limitations of Financial Accounting and need of Cost Accounting. Advantages and Limitations of Management Accounting. Difference between Financial and Management Accounting.

**Unit 2: Cost Accounting an introduction -**

Material, Labour and other Expenses. Classification of cost & Types of Costs. Preparation of Cost Sheet. Methods and techniques of Costing.

**Unit 3: Budget and Budgetary Control –**

Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control. Types of Budget. Preparation of flexible budget and cash budget.

**Unit 4: Marginal Costing**

Meaning and Various Concepts. Marginal Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety

**Unit 5: Standard Costing**

Definition and Meaning of Various Concepts. Advantages and Limitations of Standard Costing  
Variance Analysis – Material and labour Variances only

**Unit 6: Ratio Analysis**

Nature and interpretation. Classification of ratios, Liquidity ratio, profitability ratio, Turnover ratio, Advantages and limitations of ratio. Fund flow and cash flow analysis (theory)

**Reference Books –**

1. S.P.Jain and Narong., Advanced cost Accounting
2. S.N.Maheshwari, Cost Accounting.
3. Prabhu Dev , Cost Accounting, Himalaya Publication
4. Paul S Kr , Management Accounting. New Central Book Agency, Calcutta
5. Rebert N Anthony., Management Accounting D B taraporewala Sons, Bombay.

**BBA Sem II**  
**Course Code J020111**  
**Fundamentals of Information Technology**

**Objective :**

- The main objective is to introduce IT in a simple language to all undergraduate students, regardless of their specialization. It will help them to pursue specialized programs leading to technical and professional careers and certifications in the IT industry.
- The focus of the subject is on introducing skills relating to IT basics, computer applications, programming, interactive Medias, Internet basics etc.

**Unit 1: Introduction to Computers**

Introduction, Definition, Characteristics of computer, Evolution of Computer, Block Diagram Of a computer, Generations of Computer, Classification of Computers, Applications of Computer, Capabilities and limitations of computer.

Number System: Positional & Non Positional, Binary, Octal, Decimal, Hexadecimal. Conversion from one number system to another.

**Unit 2: Basic Computer Organization**

Role of I/O devices in a computer system, Input Units: Keyboard, Terminals and its types. Pointing Devices, Scanners and its types. Voice Recognition Systems, Vision Input System, Touch Screen. Output Units: Monitors and its types, Printers: Impact Printers and its types. Non Impact Printers and its types. Plotters, types of plotters, Sound cards, Speakers.

**Unit 3: Storage Fundamentals**

Primary Vs Secondary Storage, Data storage & retrieval methods. Primary Storage: RAM ROM, PROM, EPROM, and EEPROM. Evolution and Comparison of Secondary Storage devices: Magnetic Tapes, Magnetic Disks. Cartridge tape, hard disks, Floppy Disks, Optical Disks, Compact Disks, Zip Drive, Flash Drives

**Unit 4: Software**

Software and its needs, Types of S/W. System Software: Operating System, Utility Programs. Programming Language: Machine Language, Assembly Language, High Level Language their advantages & disadvantages. Application S/W and its types: Word Processing, Spread Sheets. Presentation, Graphics, DBMS software. Assemblers, Compilers and Interpreters. Types of Operating System: Batch Processing, Multiprogramming. Multi Tasking, Multiprocessing, Time Sharing, DOS, Windows, Unix/Linux

**Unit 5: Data Communication**

Communication Process, Data Transmission speed, Communication Types(modes), Data Transmission Medias, MODEM and its working, characteristics, Types of Networks, LAN Topologies, Computer Protocols, Concepts relating to networking

**Unit 6: Business Data Processing**

Introduction, data storage hierarchy, Method of organizing data, File Types, File Organization,

**Reference Books:**

1. Suresh K. Basndra , Computers Today
2. V.Rajaraman , Introduction to Information Technology
3. P.K.Sinha, Computer Fundamentals.
4. Brian Williams, Stacey Sawyer , Using Information technology. Career Education
5. Gordon B Davi, Introduction to Computers McGraw Hill Company, New York

**Course: BBA Sem – II**  
**Course Code J010112**  
**Business Statistics – I**

**Objectives:**

- To acquaint the students with the basics of Business statistics for enhancing managerial decision making.

**Unit 1 : Introduction to Business Statistics**

Definition, descriptive and inferential statistics in business Statistical Enquiry Population and sample, data, types of data, sources of data, methods of data collection.

**Unit 2 : Data presentations and graphical displays**

Frequency, cumulative frequency percentage frequency. Frequency distributions, importance of Diagrammatic and Graphic Representation of data, frequency polygons and frequency curves, histograms, Ogive Curves.

**Unit 3 : Descriptive statistics – Measures of Central Tendency**

Arithmetic mean, median, Mode, G.M. Quartiles deciles, percentiles

**Unit 4 : Descriptive statistics – Measures of Dispersion**

Absolute and relative measures of dispersion, Range, quartile deviation, mean deviation, standard deviation, variance, Skewness and Kurtosis.

**Unit 5 : Index Numbers**

Types of index numbers, Uses and importance of index numbers.

**Unit 6 : Statistical Quality Control**

Quality, variation, types of variation, control charts

**Reference Books :**

1. Bharadwaj, Business Statistics.
2. S.C. Gupta., Fundamentals of statistics
3. J. V. Tatke , Business Statistics
4. David L Eldredge., Business Statistics. South Western Thomson. USA
5. Amir D Aczel , Business Statistics. (Tata McGraw –Hill)

**Course: B.B.A. Sem II**  
**Course Code : J010113**  
**Enhancing Personal And Professional Skills**

**Objective:**

- To impart skills so as to assimilate themselves into the mainstream of corporate life

**Unit 1: Listening**

Hearing vs. Listening ; the listening process, barriers to effective listening; types of listening had listening habits; guidelines to effective listening

**Unit 2: The Voice**

Importance of Voice Clarity, Modulation, Intonation, Inflection, Exercise to be performed for the voice, Syllables, Consonants and Diphthongs

**Unit 3: Body Language**

Discussing and exhibiting various postures and gestures that convey a message – interpretation and analysis of the same.

**Unit 4: Fear Factor**

What is Fear Psychosis, 'Importance' of Fear, How to overcome Stage fright, of speaking in Public at meetings, in parties, Extensive exercise in Class-room speaking with the necessary inputs on grooming, voice modulation, eye contact and consistency.

**Unit 5 : Business Correspondence**

Writing Business letters, Memos, (placing) Orders, Invoice, Quotations, Telephone Speaking Skills.

**Unit 6: Office Automation**

Functional and Operational inputs on Facsimile machine, EPBAX; Office Photocopying machine, L.C.D., O.H.P; Video Conferencing.

**Reference Books :**

- 1 Dr. K. Kumar, Business Communication Himalaya Publishing .House, Mumbai
- 2 Richard Draft ,The New Era of Management, Thomson, Delhi.
- 3 Parag Dewan ,Business Communication, Wheeler Publication.
- 4 Doctor & Doctor, Business Communication Tata McGraw Hill Publication.
- 5 Scot Ober., Contemporary Business communication Biztantra, New Delhi

**Course: B.B.A. Sem II**  
**Course Code: J01014**  
**Foreign Language – II**

**Objective**

- To learn modern colloquial German language in simple sentences and conversations. The dialogues contain some explanation of points of grammar and new vocabulary.

**Content of Course**

The Syllabus is divided in three parts / Units.

**Unit I**

**From the language usage point of view**

The words, phrases and simple sentences relating to the following situations:

At airport

To ask a taxi driver to go to a particular place.

To book a room in a hotel.

To order a meal in a restaurant.

While shopping in a supermarket.

While purchasing railway ticket.

Birthday and other wishes.

To ask for prices, menu card, bills etc.

Complements about food.

Your liking and disliking about food and drinks (e.g. gerne)

While exchanging your money, about currency.

**Unit II**

**From Grammar Point of View:**

Conjugation of verbs. Which frequently occur.

Conjugation of irregular verbs, which frequently occur.

Conjugation of auxiliary verbs. 1<sup>st</sup> and 3<sup>rd</sup> person.

Prepositions : nach, zu.

**Unit III**

**From Vocabulary point of view:**

The words, in the context of airport, railway station, hotel, restaurants supermarket etc.

Telling about family status, about family.

Regarding prices of goods, their quantity etc.

Regarding likings and disliking of food.

**Books**

1. Aufderstrabe V., Themen 1 Aktuell – Kursbuch, German Book Centre
2. Bock V. H., Themen 1 Aktuell – Arbeitsbuch, German Book Centre
3. Von B, Jones A., Themen 1 Aktuell – Glossar, German Book Centre
4. Ernst Klett Spracher Stuttgart, Passwort Deutsch Kurs – Und Übungsbuch 1, German Book Centre
5. Ernst Klett Spracher Stuttgart, Passwort Deutsch Worterheft 1, German Book Centre

## **BBA SEM III**

### **COURSE CODE J020215**

### **ORGANIZATIONAL BEHAVIOUR**

#### **Objectives :**

- To Understand the role of individual, group and organizational processes on individual behavior in a work setting
- To develop an insight on how concepts of organizational behavior are utilized by management practitioners and organizations

#### **Unit 1 : Introduction to Organizational Behaviour**

Definition, Evolution of the Concept of OB, Contributions to OB by major behavioural science disciplines, Challenge and Opportunities for OB managers, Models of OB study

#### **Unit 2 : Foundations of Individual Behaviour**

Attitudes and Job Satisfaction, Components of Attitude, Major Job Attitude, Job Satisfaction, Job involvement, Organizational Commitment

Personality and Values, Personality Determinants, MBTI, Big – Five Model, Values, Formation, Types of Values, Perception, Factors influencing perception, Process, Managerial implications

#### **Unit 3 : Motivation and Leadership**

Concept of motivation, Definition, Theories of Motivation, Maslows need Theory, ERG Theory, Theory X and Theory Y, Two Factor Theory, McClelland's Theory, Equity Theory, Vroom's Expectancy Theory

Concept of Leadership, Traits of good Leader, Difference between Leader and Manager, Theories of Leadership, Ohio State and Michigan Studies, Blake and Mouton theory, Fielders model, Likert's model

#### **Unit 4 : Foundations of Group Behaviour**

Group, Formation of Group, Classification, Group Properties, Roles, norms, status, size and cohesiveness, Group decision making, Understanding teams, creating effective teams, Conflict, Process, Conflict management communication

#### **Unit 5 : Enhancing Individual & Interpersonal Process**

Goal setting and Rewards : The role of goal setting, goal setting and motivation, Job Design : The evolution of Job Design, Job enlargement and Job enrichment, Job Dimension



## **Unit 6 : Emerging issues in OB**

Culture, Definition, Culture's function, need and importance of Cross Cultural training, Organizational Change, Stress and its Management

### **Reference Books :**

- 1) Kavita Singh, Organizational Behaviour, Pearson Publication
- 2) Robbins, Timothy Judge, Seema Sanghi, Organizational Behaviour, Stephen Pearson Prentice Hall, 12 edition
- 3) Fred Luthans, Organizational Behaviour, McGraw Hill Inc.
- 4) John Newstrom and Keith Davis, Organizational Behaviour, Tata McGraw Hill, 11 edition
- 5) Ashwa Thapa, Organizational Behaviour

## **BBA SEM III**

**COURSE CODE J010216**

### **Principles of Marketing**

#### **Objectives :**

- To enhance basic knowledge of marketing into practice
- To develop marketing skills among the students by knowing applications through case studies / case lets

#### **Unit 1 : Basics of Marketing**

Evolution of the Concept of Marketing, Marketing concept, Sales concept, Consumer satisfaction & Consumer Delight, Modern concept of Marketing, Online / e-Marketing concept.

#### **Unit 2 : Market segmentation, Targeting & Positioning (STP)**

Market Segmentation, meaning, its benefits, Bases & strategies for segmenting, Consumer goods, Industrial Goods, Market Targeting, Product positioning concept

#### **Unit 3 : Marketing Research**

Nature & Scope, Marketing Research Process, Questionnaire construction & Market Survey techniques, Marketing plan, Components & Process, SWOT Analysis

#### **Unit 4 : Marketing Mix (P's of Marketing)**

Concept, Its components, Marketing, Environment in India, Its impact on P's of marketing, marketing mix for consumer market

#### **Unit 5 : Product Mix**

Concept, Product life cycle concept, Product mix strategies of Indian Vs MNC's operating in India

##### **Price Mix**

Meaning, Pricing objectives & determinants, Skimming pricing, Penetration Pricing & Price Leadership

#### **Unit 6 : Distribution & Promotion Mix**

Concept, Channels of Distribution, Role of Intermediaries, Retail functions, Physical Distribution concept, Advertising, sales promotion & Public Relations, Advertising objectives & Objections

Case studies : On Unit 1 to 6

**Reference Books :**

- 1) Dr. Philip Kotler, Marketing Management
- 2) Ramswamy & Nandakumari, Marketing Management, Indian context
- 3) Rajan Saxena, Marketing Management, Tata McGraw Hill Publication
- 4) Tapan Panda, Marketing Management, Excel Publication
- 5) William Stanton, Fundamentals of Marketing

## **BBA SEM III**

### **COURSE CODE J010217**

#### **BASICS OF FINANCIAL MANAGEMENT**

##### **Objectives :**

- Conceptual Orientation as a ground for understanding what are application areas of financial management
- A broad overview of applications to develop the comprehension and insight into application Knowledge of retail life situations through assignments

##### **Unit 1 : Introduction to Financial Management**

Finance : Definition, Nature and Scope of Finance Functions

Financial Management : Meaning, Scope, Objectives

Profit v/s Wealth Maximization, Organization of Finance Function, Role of finance manager in globalised environment

##### **Unit 2 : Sources of Long term Finance**

Equity shares, Preference shares, Debentures, Public Deposits, Borrowing from banks : Their Meaning, Types, Merits and Demerits

##### **Unit 3 : Capital Budgeting Decision**

Meaning, Importance, Time Value of Money

Techniques of evaluation : Payback period, Accounting rate of return, Net present value, Profitability Index, Internal rate of return

##### **Unit 4 : Capital Structure**

Meaning, Factors to be considered while framing capital structure

Leverage : Operating financial and combined leverage

Cost of Capital : Importance and concept, Measurement of cost of debt, cost of preference share capital, equity share capital, cost of retained earnings and weighted average cost of capital

##### **Unit 5 : Management of Working Capital**

Meaning, Determinants of working capital, Operating Cycle, Estimation of Working Capital, Source of Financing Working Capital : Reserves and Surplus, Bonus Shares and Retained Earnings

##### **Unit 6 : Dividend Decision**

Dividend : Meaning under companies Act 1956 and Income Tax Act 1961

Dividend Policy : Meaning and factors affecting Dividend Decision

**Reference Books :**

- 1) J. M. Pandey, Financial Management, Vikas Publishing House
- 2) M. Y. Khan P. K. Jain, Financial Management, Tata McGraw Hill Publishing co. Ltd., New Delhi
- 3) Prasanna Chandra, Financial Management, Tata McGraw Hill Publishing co. Ltd., New
- 4) R. M. Shrivastava, Pragati Prakashan, Meerut
- 5) Maheshwari S. N., (2009), Financial Management, Principles and Practice, 9<sup>th</sup> Edition Sultan Chand & Sons.

## **BBA SEM III**

### **COURSE CODE J030218**

#### **Management Information Systems**

##### **Objectives :**

- To introduce the various information systems and functional domains required in the organizations
- To acquaint the student with role of IT in Management Information systems
- To train the students in current trends in Managements Information systems

##### **Unit 1: Information Technology Infrastructure**

Managing Hardware & Software assets, Managing data resources, Telecommunication & Networks, Types of Networks, Topologies, Network Goals, The Internet & New Information Technology, Infrastructure

##### **Unit 2: Information Concepts**

Definition, Types of Information, Quality of information, Value of information, Information needs of managers at different levels, Cases related to Information

##### **Unit 3: Management Information Systems**

Definitions, Integrated system, MIS Vs Data processing, MIS and other academic disciplines, Structure of MIS based on management activity and functions, Systems concepts to MIS

##### **Unit 4: Threats and Security Measures**

Information system security control, Various Threats and Control to Information security, information Technology Act 2000, Cyber Laws, Biometrics Techniques of IRIS, Finger Print

##### **Unit 5: Enterprise Management System**

Introduction to Enterprise Management System, Introduction to Enterprise Resource Planning system, Benefits of the Enterprise Resource Planning, Benefits of the Enterprise Resource Planning, Enterprise Management System & MIS

##### **Unit 6: Information Systems for Functional Areas**

Information for financial, Marketing, Inventory control, Production function, Personnel function, Cases related to information requirement for above functional areas

##### **Unit 7: Knowledge Management System**

Knowledge Management Architecture, Knowledge Management System Life Cycle

**Reference Books:**

- 1) W. S. Jawadekar, Managing Information System
- 2) V. Rajaraman, Analysis and Design of Information System
- 3) Kenneth C. Laudon & Jane P. Laudon, Managing Information System
- 4) Williams, Information Technology, Tata McGraw Hills
- 5) Gordan Devis, Margrethe H. Oison, Management information System

**BBA SEM III**  
**COURSE CODE J010219**  
**Business Statistics - II**

**Objectives:**

- To orient the students towards quantitative techniques involved in business and understanding the statistical interpretation of business data.

**Unit 1: Correlation Analysis**

Meaning of correlation, types of correlation, Methods of studying correlation, scatter diagram, Karl Pearson's coefficient, Rank Correlation, Method of Least Squares, Applications of Correlation, Coefficient of determination

**Unit 2: Regression Analysis**

Meaning and applications, Lines of regression, regression coefficients, Properties of regression, Estimation and interpretation, Estimation of error, Distinction between Correlation and regression

**Unit 3: Association of Attributes**

Yule's Coefficient of association and interpretation

**Unit 4: Probability**

Definition of probability, random experiment, sample space, independent events, mutually exclusive events, conditional probability, Bayes Theorem

**Unit 5: Theoretical Probability Distributions**

Binomial, Poisson and Normal simple applications

**Unit 6: Statistical Decision Theory**

Decision making under certainty, Decision making under uncertainty, Decision Trees, Applications to Business data

Project Work on Statistical Data Analysis

**Reference Books:**

- 1) Dr. P. C. Tulsian & Bharat jhunjunwala, Business Statistics
- 2) S. P. Gupta & M. P. Gupta, Business Statistics, Sultan Chand & Sons
- 3) T. N. Srivatava & Shailaja Rego, Statistics for Management, Tata McGraw Hill
- 4) Bhardwaj R. S., Business Statistics, Excel
- 5) David L Eldedge, Business Statistics, South Western Thomson USA
- 6) Amir D Aczel, Business Statistics, Tata McGraw Hill



## **BBA SEM III**

### **COURSE CODE J010220**

#### **ROAD SAFETY AND TRAFFIC MANAGEMENT (Internal)**

##### **Objectives:**

- The vehicle population in India is growing at an exponential rate. This phenomenon is bringing in its wake a host of health related, environmental, safety and behavioral problems in the society. The problem is compounded due to absence of effective means of mass transportation system in most big cities in India. All European Nations and the United States of America considered this factor while rebuilding their cities after the devastation brought about by World War II. They laid an elaborate underground rail network to provide a safe, pollution free and efficient means of transportation. United States went a step forward by constructing a massive network of modern eight lane Interstate Highways connecting important cities and locations in the entire country. Be it that may be, the real issue is to manage the manageable in so far as India is concerned. Introduction of this course at Undergraduate level is an attempt to inculcate road sense, discipline and social consciousness and prevent a large number of preventable accidents and save precious lives.

##### **Unit 1 : The effects of motor vehicle pollution on ecological balance.**

Effect of bad roads and road sense on soil conservation, afforestation, dust emission. Air, gas and sound pollution. Water pollution, effect on crops ,soil fertility and wildlife.

##### **Unit 2 : Management of Traffic and Traffic Rules.**

Use of traffic signals, signs by hand, knowledge/applications of automatic signals, parking rules, driving around, Traffic islands ,traffic joints, subways and flyovers. Signs of roads: meaning of yellow, green and red lights, zebra crossings, bus stops, use of road by physically disadvantaged persons, elderly persons,women and children, special right of way for ambulance, firefighting vehicles,school bus and V.I.P vehicles

##### **Unit 3 : Salient features of Motor Vehicles Act,1988**

Registration and Licensing Authorities in India: Their powers and duties, Legal requirements to be met for driving various classes of vehicles. classification of traffic offences. Penalties and appeals.

##### **Unit 4 : Promotion of Road Safety in India:**

Co-ordination between various local and Government Authorities for better management of road safety, compulsory safety training for drivers of all classes of vehicles. widening and improvement of quality of roads in India, role of NGOs and

voluntary organizations in promoting road safety. Promotion of road safety through media.

#### **Unit 5 : Management of Road Safety:**

Meaning and interpretation of various road signs, management of speed limits and enforcement of safety rules, fundamentals of vehicle maintenance for better safety on the road. Vehicle parking rules, overtaking rules, stringent penalties for repeated violations, participation of public in ensuring safe driving conditions on the road, prevention of driving under influence of alcohol, drugs and intoxicants. counseling and its role accident prevention.

#### **Unit 6 : Management of Road Mishaps and Accidents:**

First aid to accident victims- First aid techniques, co-ordination with hospitals and other health centres for emergency treatment of accident victims, role of Insurance companies in providing relief to accidents victims, Management of Ambulance Services, Importance of voluntary blood donation in saving accident victims, Rehabilitation of persons affected by accidents.

Qualities of a good Driver:

Good health, tolerance, responsibility, knowledge of rules and laws, self confidence, politeness, familiarity with the vehicle and its maintenance requirements, self discipline.

#### **Reference Books :**

- 1) Pratibha Shastri Ranade , Road Safety Management, ICFAI University
- 2) Vijay Vinayak Revankar, Road Safety – Vimleshwar Automobile Industry and Road Safety Community Forum

**BBA SEM III**  
**Course Code: J0102OP21**  
**Basics of Taxation**

**Objectives**

Students will be given the opportunity to learn practical aspects of taxation.

**Content of Course**

**Unit I**

**Income Tax Act, 1961**

- (a) Basic Concepts and definitions
- (i) Background, concepts, definitions
- (ii) Capital and revenue – receipts, expenditures

**Unit II**

**Wealth Tax Act, 1957**

- (a) Background, concept and charge of wealth tax
- (b) Assets, deemed assets, exempted assets

**Unit III**

**International Taxation**

Basic concepts of International Taxation and Transfer Pricing-  
Residency issues, source of income, tax heavens, withholding tax, unilateral relief,

**Unit IV**

**Central Excise**

- (a) The Central Excise Law - Goods, Excisable Goods, Manufacture and manufacturer, Classification, Valuation, Related Person, Captive Consumption, CAS 4 CENVAT,

**Unit V**

**Service Tax**

- (a) Introduction, Nature of Service Tax, Service Provider and Service Receiver
- (b) Registration procedure, Records to be maintained

**Unit VI**

**Central Sales Tax Act & VAT Act**

- (a) Central Sales Tax  
Introduction, Definitions, salient features of CST Act
- (b) Value Added Tax (VAT)  
Introduction, definitions, salient features of State VAT Act

**Books**

1. Direct Taxes – Law and Practice, Dr. Vinod K. Singhania, Kapil Singhania
2. Indirect Taxes – Law and Practice, V. S. Datey, Taxmann's Publications.
3. Taxman, Nabhi Publication
4. Taxation, Ahuja, Malhotra Publication

**Sem IV**

**BBA SEM IV**  
**COURSE CODE J020222**  
**BUSINESS LAWS**

**Objectives :**

- To gain knowledge of those branches of those branches of law relating to business transactions, certain corporate bodies & related matters & their application to practical commercial situations.

**Unit 1 : Indian Contract Act, 1872**

Definition, Offer & acceptance, Consideration, Capacity of parties, Free consent, Legality & Objects of consideration, Void agreements, Performance, Discharge of contract

**Unit 2 : Sale of Goods Act, 1930**

Contract of sale of Goods, Conditions & Warranties, Transfer of property, Performance of Contract of sale, Rights of unpaid seller

**Unit 3 : Indian Partnership Act, 1932**

Concept of partnership, Definition, Partnership & Company, Partnership 7 Joint Hindu Family, Test of Partnership, Kinds of partnership, Registration, Effects of non registration, Rights & duties of partner, Admission, Retirement, Expulsion of partners, Dissolution of Firm

**Unit 4 : Companies Act, 1956**

Company Definition, Features, Types of Company, Incorporation of Company, Memorandum of Association, Article of Association, Prospective, Director, Appointment, Power & Duties, Shares & Debentures

**Unit 5 : The Consumer Protection Act, 1986**

Salient features, Definition : Consumer, Complaint, Defect & Services, Deficiency, complainant, Rights & Reliefs available to consumer, Consumer Disputes Redressal Agencies (Composition, jurisdiction, Powers & Functions)

**Unit 6 : Objects & general Features of Competitions Act, 2002**

Intellectual Property, Definition & Types

**Reference Books :**

- 1) N. D. Kappor, Elements of Mercantile Law, S. Chand & Co.
- 2) K. R. Bulchandani, Business law for Management, Himalaya Publishing House
- 3) The Consumer Protection Act, 1986, Govt. Publication Base Act
- 4) M. C. Kutchal, Mercantile Law, Vikas Publishing
- 5) Universal's Intellectual Property Law, edition 2004

**BBA SEM IV**  
**COURSE CODE J020223**  
**INTERNATIONAL BUSINESS**

**Objectives :**

- To acquaint the student with emerging issues in international business
- To study the impact of international environment on foreign market operations of a firm

**Unit 1 : International Business Environment**

- 1.1 Nature, Definition of International Business
- 1.2 Theories of International Trade / Mercantilism
  - 1.2.1 Ricard's Theory / Smith Theory
  - 1.2.2 Heckscher-Ohlin Theory / Portn Model

**Unit 2 : Multinational Enterprises**

Meaning of International Corporations, Role and importance of Multi – national corporation in international business

**Unit 3 : Foreign Exchange Market**

- 3.1 Meaning of Exchange rate
- 3.2 Determination of Exchange rate – Fixed, Flexible and Managed

**Unit 4 : International Financial Management**

- 4.5 Balance of Trade and Balance of Payments
- 4.6 International Monetary Fund (IMF) – Objectives and functions.
- 4.7 World Bank – Objective and Functions / Globalization in Marketing and International Human Resource

**Unit 5 : Regional Economics Grouping**

- 5.1 Evolution, Structure and Functions of :
  - 5.1.1 North Atlantic Free Trade Agreement (NAFTA)
  - 5.1.2 South Asian Association for Regional Co-operation (SAARC)
  - 5.1.3 European Union (E.U.) / G-20 / BRIC
  - 5.1.4 World Trade Organization (WTO)

**Unit 6 : India's Foreign Trade**

- 6.1 Composition and direction of India's Foreign Trade since 1991.
- 6.2 Current Foreign Trade Policy of India. (2004-09)
- 6.3 Role of Special Economic Zones (SEZs) in International Business

**Reference Books :**

- 1) Miltiades Chacholiades, International Economics, McGraw Hill Publishing Co., New York, 1990
- 2) W. Charles Sawyer and Richard L. Sprinkle, International Economics, Prentice Hall of india Pvt. Ltd. Delhi, 2003
- 3) M. L. Jhingan, International Economics, Vrinda Publications, Delhi, 2006
- 4) Charles Hill, Arun Kumar Jain, International Business, Competing in the Global Market Place , Tata McGraw Hill, New Delhi, 2008



**BBA SEM IV**  
**COURSE CODE J02024**  
**RESEARCH METHODOLOGY**

**Objectives :**

- This course aims to train the students about the basics of research for business applications.
- The objective is to equip the students with the necessary skills on carrying out preliminary research study.

Knowledge of Statistical techniques is presumed for this course.

**Unit 1 : Introduction to research**

Meaning, Definitions, Characteristics, Objective of research, Motivations in research, Importance of research in business, Research methods and Research methodology, Types of research, Research in functional/business areas, Qualities of a good researcher.

**Unit 2 : Research Process**

Steps involved in the research process, Research Design : Meaning, Characteristics, Advantages, Importance, Measurement : Source of errors in measurement.

**Unit 3 : Census and Sample survey Sampling techniques**

Source of Data : Primary and Secondary, Detailed discussion on Observation, Interview and Questionnaire method of data collection

**Unit 4 : Processing of Data**

Meaning, Importance, and steps involved in processing of data, Analysis of Data, Use of statistical tools for analysis, Interpretation of results, Testing of Hypothesis, Chi-Square Test

**Unit 5 : Reports**

Report Importance of Written and Oral presentation, Types of Research reports, Format of good research report

**Unit 6 :**

Practical project work involving the various steps in conducting research / inquiry, group of students may carry out studies involving different research areas, data collection techniques and presentation of the same  
Use of Computer in Research

**Reference Books :**

- 1) Dr. P. M. Herekar, Research methodology and Project Work
- 2) C. R. Kothari, Research Methodology
- 3) Ram Ahuja, Research Methods
- 4) Cooper & Schindler, Business Research Methods

## **BBA SEM IV**

### **COURSE CODE J020225**

## **HUMAN RESOURCE MANAGEMENT**

### **Objectives :**

- To familiarize the students with different aspect of Human Resource Management in an organization
- To familiarize the students with the strategies involved in HRM

### **Unit 1 : Introduction HRM**

Definition, Nature, Scope, Functions and Objectives, Organization of HR Department, Evolution of HRM, Nature of Strategic HRM, Introduction to International HRM, Introduction to HRIS

### **Unit 2 : Human Resource Planning**

Nature of HRP, Factors affecting HRP, Planning process, Constraints of HRP, Job Analysis, Process, Methods of Collecting Job Data, Job Design, Factors Affecting Job Design, Contemporary issues in Job Design

### **Unit 3 : Recruitment and Selection**

Recruitment Process, Sources of Recruitment, Alternative to Recruitment : Outsourcing, Selection Process, Methods, Tests, Interview, Assessment centers, Induction and Placement

### **Unit 4 : Training and Development**

Nature, Process, TNA, Methods of Training : On-the-job and Off-the-job, MBO

### **Unit 5 : Performance Management**

Performance Appraisal, Process, Methods of Performance Appraisal, Job Evaluation, Methods, Compensation, Components, Factors affecting Employee Remuneration, Incentives and Performance based payments, Managing Separations

### **Unit 6 : Industrial Relations**

Nature of IR, Importance of Peaceful IR, Trade Union, Resolving Disputes, Nature of Disputes, Settlement of Disputes

**Reference Books :**

- 1) V. S. P. Rao, Human Resource Management
- 2) Dwivedi R. S., Managing Human Resources and Personnel Management in India Enterprises, Galgotia Publishing Company
- 3) Clarke Liz, The Essence of Change, Prentice Hall of India Pvt. Ltd., 1997
- 4) Dessler G., Human Resource Management, Pearson Education Pvt. Ltd.
- 5) Stephen Robbins, The Management of Human Resource Management

## **BBA SEM IV**

### **COURSE CODE J020226**

## **ENTREPRENEURSHIP DEVELOPMENT**

### **Objectives :**

- To develop an understanding of entrepreneurship concepts
- To provide sufficient knowledge for students aspiring to be entrepreneurs
- To provide ways and means to start up an enterprise

### **Unit 1 : Entrepreneurship**

Evolution, Concept and definition of an entrepreneur, Characteristics, Function and types of entrepreneurs, Qualities of an Entrepreneur, Growth of Entrepreneurship in India, role of Entrepreneurship in Economic Development, Women Entrepreneurship in India

### **Unit 2 : Business Opportunity Identification**

Search for Business Ideas, Market Assessment, Sources of Information, Modalities of Information collection, Environmental Analysis, Entrepreneurial opportunities in India, Business Opportunity identification and selection

### **Unit 3 : Business Plan Preparation**

Meaning of Business plan, Significance and Contents of a Business Plan, developing Business Plan, Presenting Business Plan, Elevator Pitch

### **Unit 4 : Project Finance**

Types of Finance, Sources of Finance, Venture Capital, Financial Institutions

### **Unit 5 : Support Agencies**

Support to Entrepreneurs by DIC, SIDBI, SIDCO, SSIB, NSIC, SISI, RDC's, Other Institutions etc. Entrepreneurship promotion by Government through various schemes

### **Unit 6 : Entrepreneurial Motivation and Development**

Factors motivating entrepreneurs, Basic course contents of EDP's Evaluation of EDP's, Organizations involved in EDP's

**Reference Books :**

- 1) Dr. Dilip Sarwate, Entrepreneurship Development and Project Management, Everest Publishing house
- 2) Vasant Desai, Dynamics of Entrepreneurship development and Management, Himalaya Publishing House
- 3) David H Holt, Entrepreneurship and New Venture Creation, Prentice Hall
- 4) Paul Ajit Kumar, Paul, Entrepreneurship Development, Himalaya Publishing House Mumbai

## **BBA SEM IV**

### **COURSE CODE J020227**

#### **INDUSTRIAL EXPOSURE (Internal)**

##### **Objectives :**

- To enhance the awareness of the students towards the study and use of Trade and Industry directories, business websites add published data & information relating to trade, commerce & industry.
- To enable the students to gain knowledge and understanding of a business system and activities involved therein and acquire experience by seeking association or intervention in the system

The Co-ordinator will prescribe, guide, monitor and evaluate the activities of the students.

##### **Unit 1 :**

The students have to individually visit a service organization like hospital, hotel, bank etc. He has to observe the functioning of the organization. He can have formal and informal discussions with the employees, managers, owners etc. of the organization. Based on this he has to write a report of the visit in the journal.

##### **Unit 2 :**

An Industrial Visit should be organized to any manufacturing industry in the vicinity by the Co-ordinator in which all the students have to participate. They have to observe the activities of the organization; they can have formal and informal dialogs with the authorities of the organization. Based on this visit they have to write visit report individually in the Journal.

##### **Unit 3 :**

Specific industries like Agriculture, food processing, furniture, garment, insurance, pharmaceuticals, banking, film, wine, paper etc. will be assigned to individual student or a group of two students. The students are expected to collect the information about the industry's history, present practices, products, players in the industry, trends in the industry, contribution of the industry to the development of the nation, future of the industry etc. by referring newspapers, journals, periodicals, business, magazines and different websites etc.

##### **Unit 4 :**

Based on data collection in Unit 3, the students have to give the presentation of this industry in the class. The presentations will be evaluated on the basis of its content, information gathering, explanation etc. The students are also expected to prepare a scrapbook for this industry study. The students have to also write an overview of the industry in the Journal.

**Unit 5 :**

The student will be assigned any specific trade organization like FICCI, Indian Tea Association, Indian Chamber of Commerce & industry, ASSOCHAM, CII, Hotel Association of India, Indian Agro Paper Mills Association etc. By the Co-ordinator. The students have to search the information relating to this trade organization through internet websites and other sources. Students have to write a detailed profile and functioning of the trade organization in the Journal.

**Unit 6 :**

Students have to give Viva-Voce at end of the semester based on their performance in the assignments during the term.

**Mode of Evaluation:**

The performance of the Students in this course will be evaluated as under.

- A) Internal evaluation (Class Participation) – 20 marks
- B) Oral presentation by the student based on the assignments performed in the class during the Term – 20 Marks
- C) Journal maintained by the student – 20 Marks
- D) Viva-voce at the end of the term based on the assignments performed – 40 Marks



## **BBA SEM IV**

### **COURSE CODE J020228**

#### **INTELLECTUAL PROPERTY RIGHTS**

##### **Objectives :**

##### **UNIT I**

Introduction to Intellectual Property Law – The Evolutionary Past - The IPR Tool Kit- Para -Legal Tasks in Intellectual Property Law – Ethical obligations in Para Legal Tasks in Intellectual Property Law –

##### **UNIT II**

Introduction to Cyber Law – Innovations and Inventions Trade related Intellectual Property Right

##### **UNIT III**

Introduction to Trade mark – Trade mark Registration Process – Post registration Procedures – Trade mark maintenance - Transfer of Rights - Inter partes Proceeding – Infringement - Dilution Ownership of Trade mark – Likelihood of confusion - Trademarks claims – Trademarks Litigations – International Trade mark Law

##### **UNIT IV**

Introduction to Copyrights – – Principles of Copyright Principles -The subjects Matter of Copy right – The Rights Afforded by Copyright Law – Copy right Ownership, Transfer and duration – Right to prepare Derivative works – Rights of Distribution – Rights of Perform the work Publicity Copyright Formalities and Registrations - Limitations - Copyright disputes and International Copyright Law – Semiconductor Chip Protection Act

##### **UNIT V**

Introduction to Trade Secret – Maintaining Trade Secret – Physical Security – Employee Limitation - Employee confidentiality agreement - Trade Secret Law - Unfair Competition – Trade Secret Litigation – Breach of Contract – Applying State Law

##### **UNIT VI**

Case Study Discussions - Covering above topics and industry examples.

##### **BOOKS:**

1. Debirag E.Bouchoux: “Intellectual Property”. Cengage learning , New Delhi
2. M.Ashok Kumar and Mohd.Iqbal Ali: “Intellectual Property Right” Serials Pub.
3. Cyber Law. Texts & Cases, South-Western’s Special Topics Collections
4. Prabhuddha Ganguli: ‘ Intellectual Property Rights’ Tata Mc-Graw –Hill, New Delhi

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**COURSE: B.B.A. Sem V**

**COURSE CODE: J010325**

## **SERVICES MANAGEMENT**

### **Unit I**

Introduction: - Meaning of the term "Service", difference between goods and services, characteristics of services, growth of services sector in India, the reasons for this growth, classification of services

### **Unit II**

Services Marketing: - Services Marketing Mix – 7 Ps of services marketing, challenges in services marketing..

### **Unit III**

Managing the demand and supply of services :- patterns and determinants of demand, strategies for managing the demand, managing the capacity- capacity planning – waiting line strategies, inventorying the demand through reservations.

### **Units IV**

Service Quality: - Determinants of service quality, the GAP model.

### **Unit V**

Management of banking services: - Importance of physical evidence , product and pricing policies, Human Resource Management- productivity, Bank Marketing in the current scenario.

#### **Unit VI**

Management of Hospitality Services:- Scope and importance, locational decisions, pricing policies, safety & customer care management.

#### Recommended Books

- 1) Services Marketing – S.M. Jha Himalaya Publishing House
- 2) Services Marketing - Dr. Shahjahan
- 3) Services Marketing – K. Ram Mohan Rao
- 4) Services Marketing - Valarie A, Zeithaml& Mary Joe Bitner, Tata McGraw Hill Publications.
- 5) Service Management & Marketing – Christian Gronroos – Wiley India Edition

### **BBA SEM V**

**COURSE CODE JO10326.**

### **INTRODUCTION TO OPERATION RESEARCH.**

**Objective:** The objective of the course is to familiarized the students with the tools& techniques of Operation Research.

#### **Unit 1 : Introduction to Operations Research (O.R). :**

History of O.R., Meaning and Significance of OR, Uses and Limitations of O.R. in Business Management.

## **Unit 2 : Linear Programming Problem (LPP) :**

Components of LPP, Formulation of LPP, Graphical Method of Solving LPP, Special Cases in LPP (Unbounded Solution, Multiple Solution etc.)

## **Unit 3 : Transportation Problem:**

Introduction and Formulation of TP.

Initial Basic Feasible Solution (North West Corner Rule Minimum Method, Column.

Minimum Method, Matrix Minimum Method, Vogel's Approximation Method – VAM)

Finding Optimal Solution, special cases in Transportation Problem – Maximization,

Restricted, Degeneracy, Multiple solutions etc.

Applications and Limitations.

## **Unit 4 : Assignment Problem :**

Introduction and Formulation of AP.

Hungarian method of solution, Special Cases in Assignment Problem – Maximization,

Restricted, Multiple solution, etc.

Applications and Limitations.

## **Unit 5 : Network Analysis**

Introduction to Networks, key terms in network analysis, Critical Path Method (CPM),

Project Evolution and Review Technique (PERT).Simple applications.

**Unit 6 : Simulation :**

Introduction, meaning, applications and Limitations. Monte Carlo Technique.

**Books :**

1. Operations Research Problem and Solution – J. K. Sharma, 2<sup>nd</sup> Edition-  
McMilan India Ltd. (2004.)
2. Operations Research – Kanti Swaroop, Gupta.
3. Operations Research – L.C. Jhamb..
4. Operations Research - Hillier and Lieberman.
5. Quantitative Techniques – Dhaygude M.G.
6. Quantitative Research, New Edition, Sharma S.D.
7. Quantitative Techniques in Management, Vohra N.D. (2003)S.

**COURSE: BBA SEM V**

**COURSE CODE J0103M27**

**MARKETING MANAGEMENT ELECTIVE I**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Objectives:**

To enable the students to build a sound theoretical and practical aspects of Relationship Management.

To understand the significance of Customer Relationship Management in changing business scenario.

**Unit 1: Relationship Marketing**

Evolution, concept and its significance- Transactional Marketing vs Relationship Marketing.

**Unit II: Customer Relationship Management**

CRM –meaning, its benefits-Analytical and operational CRM-“6” Market Model-

CRM in retail business.

**Unit III: CRM**

Planning and implementation. CRM strategies in FMCG market- CRM in practice in service sectors like Auto service business, insurance, banking, educational services.

**Unit IV:**

CRM vs e-CRM – current trends in e-CRM- Internet Marketing.

**Unit V: Customization**

Customization-concept-mass customization; planning strategies.

**Unit VI**

Case studies on CRM planning, CRM strategies-CRM in retail business.

**Books Recommended:**

1. CRM- Emerging Concepts, Tooles and applications ; JagdishSheth, AtulParvatiyar
2. CRM- A Strategic Approach to Marketing- KaushikMukharjee.
3. Marketing Management; Dr. Philip Kotler; New Millenium Edition.
4. Relationship Marketing- S. Mukarjee.
5. Marketing Management – Stanton.

**COURSE: B.B.A.Sem V**

**COURSE CODE: J0103M28 Elective II**

**Marketing Management-II (Sales and Distribution Management)**

**Objectives:**

To acquaint the students with modern sales management strategies and practices in today's changing business scenario.

To enhance student's knowledge pertaining to current trends in Distribution Management Practices.

**Unit 1:**

Sales Management- concept, nature and scope- sales organization-Duties of sales manager- sales planning process into practice-Administering sales territory and Quota system.

**Unit 2:**

Sales force management- Recruitment ,selection criteria-Training- sales force motivation- sales force performance appraisal.

**Unit 3:**

Personal selling –process and strategies- Handling customer objections-effective sales presentation.

**Unit 4:**

Sales Control Techniques-Sales analysis, Sales Audit.

**Unit 5 :**

Distribution Mix- components-channels of distribution-Distribution intensity- changing role of wholesalers and retailers-Physical Distribution Management-components-Physical Distribution vs Logistics.

**Unit 6:**

Channel Conflict-direct marketing, tools and techniques- case studies.(unit I to VI)

**Books recommended:**

1. Sales Management ;Cundiff and Still
2. Sales Management; M.D. Kakade
3. Sales Management; ChunawalaS.A.
4. Sales Management; Dr. DilipSarwate.
5. Distribution Management; M.V. Kulkarni.
6. Selling and Sales Management; Jobber, David, and Lancaster.
7. Sales Management; Dr. S. W. Bhave.



**COURSE: B.B.A. SEM V**

**COURSE CODE : J0103HR 27 Elective I**

**Human Resources Management ( Employee Relationship Management )**

**Objective:**

The objective of this course is to familiarize students with the importance of employee relations and various provisions made by the organizations to promote employee relations.

**Unit 1:**

Introduction of Industrial Relations (IR)

An introduction to labour management Relations—The structure and functions of IR—Parties to IR—State, Trade Unions and Employers—Role of Government—Judiciary and Employee Relations—Factors Affecting Employee —relations Strategy—Role of HRM.

**Unit 2:**

Concept of Occupational Health and Safety.

Concept and importance of occupational Health and safety in Industry.—Public Policy of occupational Health and safety.—Safety management legislations—Accident prevention and investigation—Ergonomics—Safety training and workers compensation claims management.

**Unit 3:**

Public Policy in Industrial Relations

Development and structure of legislative framework governing labour management relation.—Major issues in shaping Labour Policy and the linkages between policy and experience in Labour Management Relation.—Court cases and arbitration precedents—Labour relations board activities and public attitudes.

**Unit 4:**

## Labour Law

Introduction to the basic concepts of labour law relevant to the practice of IR—Historical development of labour law in certain social and legal systems.—An overview of labour law in the Indian Context.—Legislative enactment and jurisprudence of Canadian Jurisdictions and certain cons

**Unit 5:**

## Collective Bargaining

Meaning and Importance—the process of collective bargaining—Current issues in collective bargaining.—third party resolutions—A philosophy of labour management Peace.

**Unit 6:**

## Workers Participation Management.

Meaning, concepts and objectives—Types , growth and development of workers participation Management in Indian Context.—Workers Participation Management in Global context.

**Books Recommended**

1. Industrial Relations; V. P. Michael.
2. Industrial Relations; C.B.Monappa.
3. Dynamics of Employee Relations ; Paul Blyton.
4. Personnel Management and Industrial Relations ; Pandey and Rastogi
5. Industrial Relations in India and Workers involvement by V.P. Michael.

**COURSE B.BA. SEM V**

**COURSE CODE: J0103HR28 Elective II**

**Human Resource Management (Labour Legislation)**

**Objective**

To acquaint the students with the legal formalities and prerequisites of functioning of industries, the treatment to be mandatorily meted out to workmen, the jurisprudence of labour and the history of Trade unionization. Here the attempt shall be limited to providing them only with a cursory view of the legal ambit of business owing to constraint of time and level of attainment of the students.

**Unit 1:**

Industrial Jurisprudence and Trade Union Movement

Jurisprudence (concept in brief) An overview of Industrial Jurisprudence, Principles such as Social Justice. Natural Justice, Equity and National economy.

History of Trade Union Movement, Discussion (brief) on prominent Trade unions formation, membership, functions, political affiliation and weaknesses.

**Unit 2:**

The Factories Act, 1948

Definition of Factory, Manufacturing Process,

Worker, Occupier, Health, Welfare and Safety,

Provisions; Hours of work, Annual leave with wages.

**Unit 3:**

The Payment Of Wages Act, 1936

Definition of wages: Rules for Payments of wages, Authorized Deductions from Wages Obligation of employers and employees.

**Unit 4:**

The Industrial Employment (Standing Orders) Act 1946

Definition of Certifying Officer, Employer, Certification of Standing Orders; Acts and Omissions constituting misconduct.

**Unit 5:**

The Industrial Disputes Act, 1947

Definition of Industry, Industrial Dispute Award, Public Utility Service, Workman; Concept of Strike, Lock-up, lay-off, Retrenchment and Closure; Machinery set up for resolution of disputes, both with State intervention and without State intervention.

**Unit 6:**

Shops and Establishments Act (The Bombay Act, 1948)

Definition of Commercial Establishment, Shop; Registration of Establishments, Working Hours of Shops, Restaurants, Theatres, Employment of women and Children, Health and Safety; Obligation of Employers

Emphasis shall be laid on Case-Law wherever relevant.

**Books Recommended.**

1. Industrial Jurisprudence and Labour Legislation; A. M. Sharma; Himalaya Publication.
2. Industrial Relations, Trade Unions and Labour Legislation; P.R.N. Sinha and Ors; Pearson Education.

**COURSE BBA SEM – IV.**

**COURSE CODE – J0103F27.**

**ELECTIVE – I : FINANCIAL MANAGEMENT – (ELEMENTS OF FINANCIAL SERVICES.)**

**Objective :**

- To brief the students about development in the financial services.
- To provide a judicious mixture of theory and business practices of the contemporary Indian financial services sector.
- To expose the students to the emerging matured and sophisticated financial system.

**Unit – I : Introduction to Financial Services.**

- Financial systems and Economic Developments
- Indian Financial systems and Organisation Structure.
- Financial Services – Meaning, Concept and Kinds of Financial Services.

**Unit – II: Assets / Funds based financial services.**

Significance / Advantages / Limitations of

- Leasing.
- Hire Purchase finance.
- Factoring and forfeiting.
- Bills Discounting.

**Unit – III: Insurance services and Products.**

- Introduction.
- Rule of IRDA.
- Types of Insurance / Products or Services.

**Unit – IV: Mutual Funds and Services.**

- Significance of Mutual Funds its Importance, Types and Advantages.
- Performance of Mutual Funds Schemes in India.

**Unit – V: Credit Rating.**

- Introduction, meaning, definition, nature of Credit Rating.
- Functions of Credit Rating.
- Credit Rating agencies in India – CRISIL, ICRA, CARE, DCR (Duff and Phelps Credit Rating.)

**Unit – VI: Venture Capital Financing.**

- Meaning, definition, features of Venture Capital.
- Types of Venture Capitalist.
- Stages of Venture financing Factors affecting investment decision.

**References:**

- 1) Financial Services – M.Y. Khan. Tata Mc. Graw Hill.
- 2) Indian Financial System – M.Y. Khan Tata Mc. Graw Hill.
- 3) Financial Institutions and markets, L.M. Bhole, Tata Mc. Graw Hill.
- 4) Financial Markets and Services, Gordon, Natarajan.
- 5) Merchant Banking, J.C. Verma, Bharat Publications.

**COURSE BBA SEM – V.**

**COURSE CODE – J0103F28.**

**ELECTIVE – II : FINANCIAL MANAGEMENT – (Introduction to Management Control Systems.)**

**Objective :**

- To provide conceptual orientation for understanding the applications of Management Control Systems.
- To give a broad overview of methods of management control and its incorporation into control systems.

**Unit – I :Basic concept of Management Control Systems.**

- Definition, Concept of Management Control.
- Characteristics of Management Control System.
- Areas of Control.
- Process of Control.
- Efficiency and Effectiveness of Control in different organization.
- Need for strategic planning process.

**Unit – II: Motivational Techniques.**

- Management By Objective.
- Merits of Establishment of MBO in organization.
- Zero Base budgeting.
- How Zero Base Budgeting works and its advantages.

**Unit – III: Responsibility and Profit Center.**

- Concept of – Cost Centre, Profit Centre, Revenue Centre & Investment Centre.
- Business Units Profit Centre.
- Measuring Profitability.
- Problem of Profit Centre.

**Unit – IV: Transfer Pricing.**

- Meaning and Significance of Transfer Pricing.
- Objective of Transfer Pricing.
- Transfer Pricing Methods.
- Administration of Transfer Pricing.
- Simple problem of Transfer Pricing.

**Unit – V: Budgetary Control System.**

- Objective of Budgetary Control System.
- Requirement of good Budgetary Control System.
- Advantages and Limitations of Budgetary Control.
- Fixed, Flexible and Functional Budgets.
- Problems on Flexible Budget and Cash Budget.

**Unit – VI: Audit and Reports.**

- Internal Audit under MCS.
- Cost Audit its Objectives and Advantages.
- Management Audit its Objective and Advantages.

**References:**

- 1) Management Control Systems, Robert N Authony, Vijay Govindrajan, The McGraw Hill.
- 2) Management Control Systems, Joseph A. Maciariello, Calvin j. Kirby. PHI Learning Private Limited.
- 3) Advance Cost and Management Accounting, V.K. Saxena, C.D. Vashist, (Text), Sultan Chang & Sons.
- 4) Cost & Management Accounting, Tukaramrao, New Age International (P) Ltd.
- 5) Management Control Systems, P. Saravanavel, Himalaya Publishing House.



**COURSE BBA SEM – V.**

**COURSE CODE – J0103IB27.**

**ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT (INTERNATIONAL MARKETING.)**

**Objective :**

- To enable an understanding of what marketing is and how it operates in the international context.
- To understand international markets and international issues.

**Unit – I :Introduction to International Marketing.**

- International dimensions of Marketing; Domestic versus International Marketing; International Marketing – Scope and challenges; international Marketing process; Characteristics of MNC's; Benefit of International Marketing.

**Unit – II: Global Marketing Environment.**

- Political and Legal environment; Cultural influences; Consumer behavior in global context – Psychological and social dimension; Assessing global marketing opportunities; Emerging markets.

**Unit – III: Planning for International Marketing.**

- Marketing research and information systems – meaning, needs and scope in the global context; Market analysis and foreign market entry strategies; Organizing marketing effort for global competition.

**Unit – IV: Development Global Marketing Strategies.**

- Brands in the international markets, products and culture, product adaptation; Marketing consumer services globally; international marketing channels; Integrated marketing communication for global markets; Pricing for international markets.

**Unit – V: Global Quality Standards.**

- Quality issues in global markets; Global Quality standards; International agencies; Quality issues for Indian products in international markets.

**Unit – VI: Case studies and Project Work.**

**References:**

- 1) International Marketing Strategy by Fram Bradley.
- 2) International Marketing by Alexander Hiam and Charles Shaw.

**COURSE BBA SEM – V.**

**COURSE CODE – J0103IB27.**

**ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT (EXPORT IMPORT PROCEDURE DOCUMENTATION)**

**Objective :**

- To give the conceptual clarity about polices and procedure and to provide the guidelines for applicability of these concepts in Export – Import business.

**Unit – I :Introduction.**

- Meaning and Importance of international trade.
- Meaning and Significance of Export and Import.

**Unit – II: Regulation for Export and Import.**

- Obtaining an I.E.C. number.
- Foreign Trade (Development and Regulation) Act.
- Foreign Exchange Management Act (FEMA).
- Pre-Shipment inspection and Quality Control Act and their importance.
- Exchange control manual.
- Foreign Trade Policy.

**Unit – III: Export Import Contracts.**

- Meaning of Export Import Contract.
- Elements of Export Import Contract.
- FOB and CIF Contract.

**Unit – IV: EXIM procedures.**

- Export procedure – Registration Stage.
- Pre shipment inspection.
- Sales post Shipment Stage.
- Quality Control and Pre shipment Inspection.

- Sales Tax Exemption.
- Excise Clearance.
- Shipping and Custom Formalities.
- Marine Insurance.

**Unit – V: EXIM Documentations and International Logistics.**

- Commercial Documents.
- Principal Export Documents – Commercial Invoice, Packing list, Bill of Landing, Combined transport document, Certificate of Quality Control, Insurance Certificate, Certificate of Origin, Bills of exchange and Shipment advice.
- Auxiliary documents – Pro forma Invoice, Intimation for Inspection, Shipping Instructions, Insurance Declaration, Shipping Order, Certificate of Origin, Letter of Bank.
- **Logistics** – Clearance of goods against B/L and AWB, Aims and Objective of International trade and logistics.
- Organizations of overseas transport service.

**Unit – VI: Field Work.**

- To study the procedure for obtaining IE Code number and processing of Export Import order with Hypothetical illustrations.

**References:**

- 1) Exchange control manual – RBI Publications.
- 2) Foreign Trade Policies. (Latest)
- 3) Handbook of Export Import procedure.
- 4) Custom and Baggage Rules.
- 5) [www.ie.port.com](http://www.ie.port.com).

**COURSE: B.B.A. Sem V**

**COURSE CODE : J0103B&I27 Elective I.**

**Principal of Banking.**

**Objective :**

The course aims to acquaint the student with a basics and elementary knowledge of the business and corporate laws.

**Course Contents**

**Unit I**

Money and Banking – An Overview; Nature, Functions and Significance of Money. Demand and Supply of Money-Concepts and Approaches; Money and Prices – Quantity Theory and Money; Inflation and its control.

**Unit II**

Evolution of Banking; Systems of Banking-Mixed, Branch, Unit, Group, Chain; Brief Structure of banks; RBI-Organisation, Functions, Methods of credit control; Commercial banking; Balance sheet of a Bank; Credit creation.

**Unit III**

Structure and Characteristics of Financial & Banking system in India; Indian Money Market; Indian Capital Market; Indian Monetary Policy & System.

#### **Unit IV**

Sources and Uses of Funds in Banks; Value Chain Analysis in Banking Industry. Emerging trends in Banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, Credit Cards, Banking Ombudsman Scheme.

#### **Unit V**

Contemporary and emerging issues in banking sector, Case studies.

#### **Text Books:**

1. Sundaram&Varshney, "*Banking Theory Law and Practice*" Sultan Chand & Sons; 2004.
2. Chaturvedi D.D., Anand Mittal, "*Business Economics – II*"
3. Varshney&Malhotra, "*Principles of Banking*" Sultan Chand & Sons, 2005.

#### **Reference Books:**

1. Vaish M.C, "*Money, Banking and International Trade*", New Age International Pvt. Ltd, 1997.
2. Gordon. E, Natarajan. K., "*Banking, Theory, Low & Practice*", Himalaya Publishing House, 2003

**COURSE: B.B.A. Sem V**

**COURSE CODE : J0103B&I28 Elective II.**

**Principal of Insurance.**

**Objective:**

The main objective of this subject is to make the students familiar with Risk, Insurance, Insurance Contract and Type of Insurance.

**Course Contents.**

**Unit I**

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

**Unit II.**

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

**Unit III.**

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

**Unit IV.**

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

**Unit V.**

Contemporary and emerging issues in Insurance sector, case studies.

**Text Books:**

1. Gupta P.K. “ *Insurance and Risk Management* “, Himalaya Publishing House, 2004.
2. Mishra M.N. “ *Principals and Practices of Insurance*” S. Chand and Co., 2004.
3. Panda G.S. “ *Principals and Practices of Insurance* ”Kalyani Publications, 2004.

**Reference Books:**

1. Jeevanandan C. “ *Risk Management* “ Sultan Chand and Sons, 2005.
2. Arthur C. and C. William Jr., “ *Risk Management and Insurance* “ Tata McGraw Hill, 2001.
3. *Principals of Insurance* – Insurance Institute of India, 2003.
4. Nichaus Harrington, “ *Risk Management and Insurance* “ McGraw Hill, 2003

**COURSE: B.B.A. Sem V**

**COURSE CODE : J0103HM27 Elective I.**

**Principles & concepts of Hospitality Management.**

**Unit I: Tourism &Accommodation** :Introduction to hotels, Accommodation Industry, Types, Evolution of lodging industry, Need, Importance, role of hotels, FHRAI, Star Hotels and classification, International Scenarios and trends.

**Unit II: Hotel Industry in India:**Evolution, Different groups of hotels in India, Hotel Groups ITDC – role, importance, ASHOKA group, WELCOME group, Taj Group – role in Indian Tourism.

**UNIT III: Hotel Key Departments:**

**Front Office Management** – Introduction to Front Office Department, Advantages, Formalities and formals, Type of rooms and plans, Organization Chart and duties and responsibilities, Qualities of a front office staff.

**House Keeping**– Introduction to House keeping, importance of housekeeping department, Organizational Chart and the duties and responsibilities.

**Unit IV: Hotel Key Departments:**

**Cleaning**– different equipments & agents, Daily routine systems, Laundry, Linen & Uniform, Interior Decoration & facilities, Special decorations.



**Food & Beverage Service**– Introducing to food & beverage Service, types of services, organizational charts and duties, Menus, Idea about Beverages – Alcoholic & Non Alcoholic.

**Food Production**– Introduction, Hierarchy, Idea about different cuisines – national and international, Specific menus according to festivals & other facilities.

**Unit IV: Marketing of Hotels** : Meaning and concept of Hospitality Marketing – importance & its future, Great Leaders in hospitality – Ellsworth Statler, Ralph Hitz, J. Willard Marriot. Marketing concept, Marketing Mix, Hotel Market and new trends.

**BOOK REFERRED:**

1. Theory of Cookery – KrishnaArora.
2. Modern Cookery Vol – I & II – T. E. Philip.
3. Food & Beverage Service – Vijay Dhawan.
4. Managing Front Office Operations – Michael L Kasarana& Richard Brooks.
5. Operations Management – StainleyPhornco.
6. House Keeping Manual – Sudhir Andrews.
7. Introduction to Hospitality – I & II – Dennis Foster.
8. Marketing of Hospitality – Kotler, Bowen, Makens.

**COURSE: B.B.A. Sem V**

**COURSE CODE : J0103HM28 Elective II.**

**Tourism Management - I**

**UNIT – I: Organized Travel** :Defining Tourist & Tourism viz : inbound, outbound, domestic, maintenance of tourism products, Alternative tourism, Mass tourism, Special Interest Tourism.

**UNIT – II : Itinerary Development** :Introduction, meaning and definition, types of itineraries, how to develop and effective itinerary, functions of tours managers and planning tools for an itinerary.

**UNIT – III : Tour Packaging Management** :Concept, Origin and development of Tour packaging, Types of Tour, Components of a Standard Package Tour, Factors affecting Tour Formulation, Tour Designing Process, Significance of Package Tour, Tour Brochure.

**UNIT – IV : Travel Agency Operations** : Thomas Cook, American Express, Cox & Kings / TCI, Scope & role of retailers, modern travel agencies, travel organization, handling a client – WATA guidelines, relation with service suppliers, **Travel agency appointment**: International air transport association (IATA), Trade association activities, Traffic conferences & activities, IATA allied services, IATA accreditation for travel agency, IATA controlled approval, International regulations, Indian association of tour operator, World tourism and travel council, Federation of Hotel & Restaurant Association of India (FHRAI)

**UNIT – V : Travel Trade Organizations / Associations : Need and Significance of Travel**

Trade Association, Role and Contribution of ASTA, PATA, TAAI.

**BOOKS REFERRED.**

1. Marketing Mgmt. for Travel & Tourism, Nelson Thrones.
2. Introduction to Tourism & Hotel Industry, Zulfikar, SPD.
3. HRM in Hospitality Industry, Nelson Thrones.

**COURSE: B.B.A. Sem V**

**COURSE CODE : J0103FM27 Elective I.**

## **Introduction to Financial Markets and Financial Institutions.**

**Objective :** This course is designed to give the students a basic understanding of the products, players and functioning markets, particularly the capital market and mutual funds, regulatory and taxation issues.

### **Course Contents :**

#### **1. Investment Basics :**

Need for investment, Equity, Derivatives, Mutual fund, Depositories; Investment alternatives; Securities, Securities market; process of investment in securities; Role of regular – SEBI; Primary market, Procedure for buying shares through IPO, Process of raising capital from foreign countries; Depository, Dematerialization of Securities.

#### **2. Secondary Market :**

Introduction, stock exchange, stock trading, products in the secondary, equity investment Debt investment; Derivatives – types, options, commodity derivatives and financial derivatives; Debt Funds – Salient features, debt mutual fund schemes, fixed maturity plans; Capital protection funds, gilt funds etc.; Liquid Funds – Salient features, portfolio churning. Portfolio Management.

#### **3. Mutual Fund Products and Features :**

Regulatory body, benefits, Risks of investing, N A V entry/exit load, types, fund offer Document; Different type of mutual fund products, features, exchange traded funds (ETF) and gold ETF's.

**4. Regulation, Analysis and Taxation :**

Regulations governing equity market and mutual funds; Introduction to techniques of analysis in stock market and mutual funds like ratio analysis; An introduction to Income tax, capital gains having direct relevance for investment / trading in stock market and mutual funds.

**5. Financial Institutions :**

Introduction to banking and non banking financial institutions.

**Market Simulation Lab.**

Market simulation lab sessions on internet based software to develop basic numeric and Keyboard skills.

**Note :**Students are expected to keep themselves updated with latest developments in the subject from financial dailies like The Economic Express etc watch business channels e.g CNBC,NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

**Reference Books:**

1. Gurusamy, Financial Markets and Institutions, 3<sup>rd</sup> edition, Tata McGraw Hill.
2. Saunders, Financial Markets and Institutions, 3<sup>rd</sup> edition, Tata McGraw Hill.
3. Thummuluri, Siddaiah, Financial Services, 1<sup>st</sup> edition, Pearson Education.
4. Khan, Indian Financial Systems, 6<sup>th</sup> edition, Tata McGraw Hill.

**COURSE: B.B.A. Sem V.**

**COURSE CODE : J0103FM28 Elective II.**

**Capital Market Operations.**

**Objective :** This course is designed to help the students in understanding the capital market trading, clearing, settlement and risk management processes of NSB, The students will also learn the eligibility criteria for membership of NSE, important regulatory aspects and valuation concepts.

**Course Contents :**

**1. Indian Securities Market – An Overview:**

Introduction, Market segments, Primary market, secondary market, products and participants, Derivatives market, reforms, research, corporate and government securities market; NSE membership – stock brokers, broker-clients, relationship, trading mechanism, code of ethics etc.

**2. Trading :**

Introduction, NEAT system, Market types, Corporate hierarchy, local databases, Market phases, order management, trade management, auction, limited physical Market, RETDEBT market (RDM), trading, information downloaded to trading members and internet broking.

**3. Clearing and Settlement :**

Introduction, key terminologies, Transaction cycle, Settlement process, Settlement agencies, Risks in settlement, Securities settlement, Funds Settlement Shortages handling, Risk containment measures, International securities, Identification number, Demat and Electronic transfer of securities, Investor protection fund, Clearing software – data and reports download, file Transfer protocol.

**4. Legal Framework and Fundamental Valuation Concept :**

Introduction to various Acts governing securities Market – Securities Contracts (Regulation) Act, 1956, Securities Contract (Regulation) Rules, 1957, Securities and Exchange Board of India Act, 1992, SEBI (Stock Brokers & Sub – Brokers) Regulations, 1992, SEBI (Prohibition of Insider Trading) Regulations, 1992, SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities markets) Regulations, 2003.

5. The Depositories Act, 1996, Indian Contract Act, 1872, The Companies Act, 1956, Income Tax Act, 1961, Money Laundering Act, 2002, Fundamental Valuation Concepts – Elementary statistical concepts, understanding financial statements, time value of money and equity research.



### **Market Simulation Lab.**

Market simulation lab sessions on internet based software to develop

Keyboarding skills for cash market.

**Note :** Students are expected to keep themselves updated with latest developments in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

### **Text Books:**

1. Dhankhar, J.N., (2009) Indian Capital Market in operation, Skylark Publications.

### **Reference Books:**

1. Chandra Prasanna, (2009), Investment Analysis, 3<sup>rd</sup> edition, Tata McGraw Hill.
2. Choudhry, Moorad, (2002), Capital Market Instruments, Prentice Hall.
3. EDMadhusoodanan, (2008), Indian Capital Markets, Quest Publications.
4. Gurusamy, (2009), Capital Markets, 2<sup>nd</sup> edition, Tata McGraw, Hill.

**Course B.B.A SEM V**  
**COURSE CODE J010329**  
**EVENT MANAGEMENT**

**Objectives:** The students are oriented to event management in order to strengthen their skills of planning, organizing and other such management functional skills.

The students can practice the skills by organizing various events or participating in the events of the institute or outside the institute.

The basic purpose and spirit of this course is to involve them in to hand on experience of the event management.

The thrust of the programme shall be on elevating the level of socialization of the students and improve behavioral skills and teaming attitude by engaging them into actual management of event .

**Unit I :**

The concept of event , its different managerial dimension from the various functions point of view. e.g. planning to close activities of any event

**Unit II :**

Different types of event in Corporates, Social Programmes and Private

Programmes : The expected out come is preparation of a list consisting at least 10 Programmes in Education, Health Care , such other sectors with their distinctive features as regards audience, beneficiaries and deliverables.

Following units are entirely based on practice part of the event management.

**Unit III :**

Post event assessment of any 05 programmes

A student or a group of 03 students shall be assigned the event which has taken place in near past at any place and they shall make an inquiry into its success and effectiveness by rating them on the basis of appropriate parameters and shall submit the assignment to the respective teacher . This exercise shall be for 20 marks.

**Unit IV :**

The total number of students shall be divided into a group of 08 students each. They shall undertake to conduct / manage the event of the institute of any course where they shall take up it as a turn key kind of a project.

They shall prepare network, budget and other related issues and execute the event till its end, up to feed back and sending thanks letters , media report, media follow up etc.

( The above assignment shall be for 30 marks )

**.Units V :**

Other than above if the student participates in any other programme of the institute or outside unit of BVDU shall be given 05 marks each up to 04 events

The student shall participate as a volunteer in other programmes e.g. Porgamme of

New Law College of BVDU and shall submit a brief report of such programme .

**Unit VI :**

Preparation of Learning Value report :

A student shall prepare a report on what he learnt from the events and submit it to the concerned teacher. The report shall include mainly the description of occasion, the person involved and what guiding principles they have received from them

This report shall be assessed for 10 marks for its preparation and 10 marks for oral

**Recommended Books :**

1. Successful Event Management; Anton Shone Beyn Parry; CengageLrng Business Press.
2. Event Management (Paperback); AshutoshChaturvedi; Global India Publication Pvt. Ltd.
3. Event Planning and Management; Sharma D.; Deep & Deep Publications Pvt. Ltd.
4. Event Marketing and Management; S.S. Gaur; Vikas Publication House Pvt.Ltd (2010)
5. Event Management; Sita Ram Singh; Ash Publishing Corporation.

**COURSE CODE J010330,**

**Summer Training Viva and Report (Internal)**

**Details:**

At the end of Semester V a student shall be required to prepare a project in any one of the functional areas of business i.e.

\*Marketing Management

\*Human Resource Management

\*Financial Management.

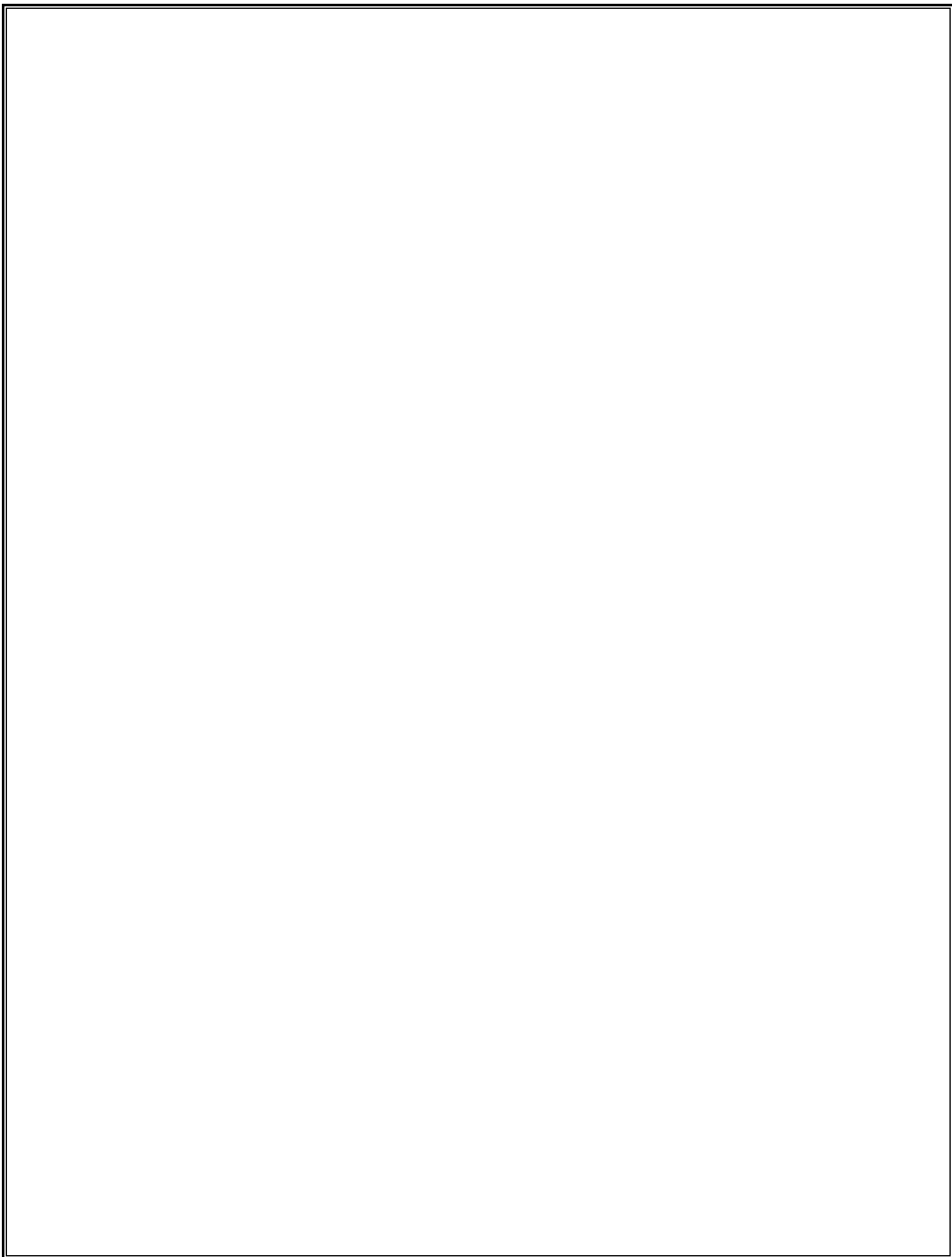
International Business Management

Banking and Insurance Management

Hospitality Management

Financial Market

The Summer Training should be conducted in an organization under the guidance of a faculty member. The duration will be for 30 days. The report is to be prepared and submitted to the institute before commencement of study leave for semester V.



**Semester - VI**

<b>Code</b>	<b>Course Title.</b>
J010331	Project Management.
J010332	Business Policy and Strategic Management.
	Elective Paper - III
	Elective Paper – IV
J010335	Business Ethics(Internal).
J010336	Disaster Management (Internal).

**COURSE: BBA SEM- VI**

**COURSE CODE J010331**

**PROJECT MANAGEMENT**

**Objectives:**

To understand the framework for preparing and evaluating project proposals and to learn the tools and techniques of Project Management.

**Unit 1 :**

Project- Meaning and concept, Project Characteristics, Project classification, Project Management concept and scope, importance and difficulties in project planning.

**Unit 2 :**

Project Identification- Criteria for selecting a particular project, importance of project identification, Feasibility Report.

**Unit 3 :**

Project formulation and Project Analysis- Steps in project formulation, Project implementation, Project evaluation, Technical Analysis, Economic Analysis, Financial Analysis, Social Analysis, Institutional Analysis.

**Unit 4:**

Project Design and Network Analysis- Introduction, Importance of Network Analysis, Network techniques.

**Unit 5:**

Software Project Management- Activities covered- planning- ISO certification specialized bodies.

**Unit 6:**

Project Report - Contents of a Project Report, importance of Project Report, Proforma of a Project Report. Project Appraisal- meaning, scope of appraisal, steps followed in Project Appraisal.

**Reference Books:**

1. Joseph Phillips, Project Management, Tata McGraw-Hill.
2. D. Hughes, Mike Cotter ell: Software Project Management, Tata McGraw-Hill.

3. Vasant Desai, Project Management, Himalaya Publishing House.
4. Narendra Singh, Project Management and Control, Himalaya Publishing House.
5. S. Choudhary, Project Management, Tata McGraw-Hill.

**BBA SEM VI**

**COURSE CODE J010332**

**BUSINESS POLICY AND STRATEGIC MANAGEMENT**

**Objectives:**

The course makes an attempt to learn and understand the concept of strategy formulation and business policies for effective business functioning in an environment of change.

It aims to study the identification of opportunities and threats in environment critical internal appraisal of resources within an organization, so as to develop corporate and business strategies.

**Unit 1: Business Policy Introduction to Business Policy and Strategic Management.**

Concept, Nature, Importance, Objectives of Understanding Strategy- meaning and definition, Benefits of strategic management.

Introduction, Meaning, Components of strategic management process.

**Unit 2: Strategic Intent**

Vision, Mission, Objectives and Goals, Corporate Philosophy, Corporate Governance, Corporate Culture.

**Corporate Strategy Formulation.**



### **Unit 3: Internal and Environmental Analysis.**

Industry analysis- Identification of opportunities and threats.

Environmental Analysis- Competitive analysis, Micheel Porters, Five forces model.

Internal Analysis- SWOT analysis, Identification of Distinct competencies.

### **Unit 4: Strategic Analysis and Choice**

Strategic Analysis and Choice in Business Strategic alternatives

Evaluating and choosing Business strategies BCG matrix

### **Unit 5: Corporate and Business Strategies**

Foundations of Business Strategies, Types of business strategies. Various Corporate Strategies.

### **Implementation.**

### **Unit 6: Strategic Implementation and Control.**

Designing organizational structures for strategic implementation. Understanding strategic evaluation and control. Types of Control. Techniques of strategic evaluation and control.

### **Books Recommended:**

1. Business Policy and Strategic Management; AzharKazmi; Tata McGraw Hill.
2. Business Policy and Strategic Management; N.S. Gupta; Himalaya Publishing House.
3. Management Policy and Strategic Management; Prof. R. M. Srivastava; Himalaya Publishing House.
4. Business Policy and Strategic Management; William F. Glueck / Lawrence R. Jauch; McGraw-Hill series.

**COURSE BBA SEM.VI**

**COURSE CODE JO103M33**

**Elective III**

**- Marketing Management – III**

**(Marketing communication & Advertising)**

**Objectives:-** To enhance students knowledge pertaining to marketing communication & Advertising trends in today's corporate world.

**Unit 1:**

Marketing communication- concept, nature & scope, Integrated marketing, Communication process & its significance.

**Unit 2:**

Promotion mix—advertising, sales promotion, publicity, public relations & Direct marketing tools & techniques.

**Unit 3**

:-M's of Advertising—Advertising objectives—DAGMAR Approach—social advertising in India.

**Unit 4:-**

-Advertising Agencies—structure Ad—agencies services—Ad Budget —Ad Effectiveness studies—Ad appeal.

**Unit 5:**

Ad—Copy—types of an Ad—Copy writing—Skills & process—Ad theme

Development—slogans & headlines.

**Unit 6:**

-Ad media—media mix—media planning—Internet advertising—outdoor

Advertising- case studies on (Unit I to VI).

**References:--**

1 Advertising & Sales Promotion by S.A.Chunawalla

(Himalaya Publishing House, Mumbai)

2. Advertising & Sales Promotion by S.L.Gupta & V.V.Rathna.

(Sultan Chand & Sons, New Delhi)

3. Advertising Management by David A. Aaker.

(Prentice Hall of India)

**COURSE: B.B.A. SEM- VI**

**COURSE CODE: J0103M33, Elective IV**

**Marketing Management-IV ( Creative Selling)**

**Objective:**

To acquaint students with the sales process, selling skills and creative sales techniques for meeting customer expectations in today's Global world.

**Unit 1:**

Distinguish between marketing and selling- effective Sales Presentation Process-sales talk-opening, closing of sales.

**Unit 2:**

Handling different types of customers-customer objections-meeting customer objections.

**Unit 3:**

Selling skills-e-selling-sales meetings-effective sales process communication log- Time management – essence of modern salesmanship—record keeping as a part of effective salesmanship.

**Unit 4:**

Direct Selling—Network marketing, Multilevel Marketing mechanism—Retail selling.

**Unit 5:**

Salesman Personality traits—types of salesman—Fundamentals of successful creative selling—Professionalism and effective salesmanship.

**Unit 6:**

Sales force Automation—vending machines, ATM—creative selling of services (Banking, Insurance, entertainment etc.) case studies on sales planning, creative selling, sales presentation, sales talk

**Books Recommended:**

1. Sales Management; Cundiff and Govani.
2. Sales Management; M.D. Kakade (2<sup>nd</sup> edition)
3. How to win customers; HeingGoldmann.
4. Successful Selling; Borden
5. Indian Cases in Marketing; M.D. Kakade(2<sup>nd</sup> edition)
6. Sales Management; Dr. DilipSarwate.

**COURSE: BBA SEM VI**

**COURSE CODE: J0103HR33 Elective III**

**Human Resource Management-III (Training and Development)**

**Objective:**

To know the various training techniques and develop proficiency in identifying, conducting and evaluating training for optimizing individual learning.

**Unit 1:**

Training in organizations; What is training? Importance of training. How training works, Who is involved?

**Unit 2:**

The Process of training: Identifying the needs; Types of learning needs; Methods and sources of identifying training needs; gathering information, establishing objectives, Developing Training Plan.

**Unit 3:**

Designing Training Programmes; Different Methods of Training; Role of technology in the current training methods; selecting training methods; Advantages and disadvantages training methods; Structure of session.

**Unit 4:**

Training facilities and materials; choosing learning material; designing Audio-Visual Aids, Choosing Venue and location.

**Unit 5:**

Evaluation of Training: What is evaluation, Different Approaches for Evaluation of training, Methods of Evaluation, Tools of Evaluation.

**Unit 6:**

Training Administration: Budget of Training, costs of training, Administration of training records.

**Books Recommended:**

1. Effective Training; Blanchard Tracker.
2. Training and Development concepts and practices; S. K. Bhatia
3. Training for development; Rolf P. Lynton / UdaiPareek; Vistar Publication.
4. Employee Training and Development; Raymond A. Noe; Tata McGraw-Hill
5. Effective Human Resource Training and Development; Dr. B. Rathan Reddy; Himalaya Publishing House.

**COURSE: B.B.A. Sem VI**

**COURSE CODE: J0103HR34 Elective-IV**

**Human Resource Management-IV (Performance Appraisal Systems)**

**Objective:**

To understand the design and implementation of performance appraisal systems in the organization.

**Unit 1:**

Employee Performance: Concept of Performance in Organizations , Application of concept of Performance in the organizational context. Overview of Performance Management Systems, Process of Performance Management System, Brief introduction of EPSS (Ele. Performance Support Systems)

**Unit 2:**

Performance Appraisal: Meaning Concept, Role of Performance Appraisal Systems in the Performance Management system, overview of the Process of Performance Appraisal, Uses of PA.

**Unit 3:**

Process of Performance Appraisal: Prerequisites for deciding the Performance Criteria, Objectives of organization, Deciding Performance dimensions and indicators. Planning Performance Plans for the employees. Performance measurement Criteria, Tools for Performance Measurement.

**Unit 4:**

Methods of Performance Appraisal: Types of various systems of Performance Appraisal-Traditional Methods, Modern Methods, Advantages and disadvantages of the methods, selecting a proper method of Appraisal for the organization.



**Unit 5:**

Implementation of the Performance Appraisal System: Training the support staff, Scheduling form completion, data collection and analysis, feedback and Performance Counseling and communicating the results of PA.

**Unit 6:**

Evaluation of the Performance Appraisal System: finely review, feedback collection, redesigning the system, evaluating effectiveness of the system. Study of comparative practices of Performance Appraisal Systems in different sectors.

**Books Recommended:**

1. Performance Management; M. Armstrong.
2. Performance Management; LOWE
3. Performance Management; T.V. Rao.
4. Performance Management System; R.K. Sahu; Excel Books

**COURSE BBA SEM – IV.**

**COURSE CODE – J0103F33.**

**ELECTIVE – III : FINANCIAL MANAGEMENT – (Elements of Corporate Finance).**

**Objective :**

- To orient the students regarding Corporate Finance.
- To enable the students to understand the basic concepts of Corporate Finance
- To provide the guideline for applicability of these concepts.

**Unit – I :Financial Planning and Strategy.**

- Importance of Financial forecasting.
- Long range planning and Short range planning.
- Strategic Decision making and planning.
- Strategic financial planning and steps in financial planning.

**Unit – II: Sources of Corporate Finance.**

- Equity Share Capital.
- Preference Share Capital.
- Debenture, Public Deposits, Venture Capital.
- Institutional Finance – FCI, ICICI, IDBI, UTI, SIDBI..
- Finance for Short Term and Long Term.

**Unit – III: Capital Budgeting Techniques of Evaluations.**

- Features and Significance of Capital Budgeting.
- Problems and Difficulties of Capital Budgeting.
- Techniques of Evaluations – Payback Period, Accounting Rate of Return, Net Present Value, Profitability Index Method, Internal Rate of Return.

**Unit – IV: Management of Earning.**

- Dividends and Retained Earning.
- Factors affecting Dividends decisions and Dividends policies.

- Importance of Capital Structures and Earning Per Share.

**Unit – V: Financial Statement and Analysis.**

- Balance Sheet, Profit and Loss Account.
- Changes in Financial Position.
- Funds Flow Statement.
- Cash Flow Statement.
- Study of Annual Report – Understanding contents and disclosures.

**Unit – VI: Company incorporation and Corporate Governance.**

- Share Holders Rights.
- Appointment of Auditors.
- Meaning of Corporate Governance.
- Important Elements of Corporate Governance.

**References:**

- 1) Financial Management – I.M. Pandey, Vikas.
- 2) Financial Management – Theory & Practice, Prasanna Chandra.
- 3) Basic Financial Management – M.Y. Khan, New Delhi, TMH.
- 4) Corporate Financial Management – Arnold Glen, Pitman.
- 5) Corporate Financial Management – Emery Dogglas, Pearson Edu. Asia.
- 6) Indian Corporate Financial Management – Vijay Gopalan, Himalaya.

**COURSE BBA SEM – IV.**

**COURSE CODE – J0103F33.**

**ELECTIVE – IV : FINANCIAL MANAGEMENT – (International Finance & Financial Risk Management)**

**Objective :**

- The objective of the Course is to explain the basic concepts of the International Finance and to Understand Concept of Risk Management.

**Unit – I :Introduction to International Finance.**

- Nature of International Finance.
- Scope and Importance of International Finance.
- Distinction between Domestic and International Finance.
- Need for Financing Cross Border Trade.

**Unit – II: Development in International Monetary Scene.**

- Role of IMF and IBRD in Development of International Monetary Scene.

**Unit – III: Foreign Exchange.**

- Meaning, Features of Foreign Exchange Market.
- Statutory base, exchange control .
- Business transacted by authorized dealers.

**Unit – IV: Methods of International Trade Settlements.**

- International trade settlement with special reference “Documentary Credit”.
- Export Finance – Pre and Post Shipment Credit.
- Factoring and Forfeiting.
- ECB Buyers and Suppliers Credit.
- Sources of raising finance for Cross Border trade transition.

**Unit – V: Risk Management.**

- Environment of Risk Management for individual and the business.
- Terms – Speculation, Gambling, Uncertainty, Peril, Loss.

- Different type of Risk – Business, Financial, Transactional and Transitional Risks.

**Unit – VI: Field Exercise in International Finance.**

A research study on international finance functions performed by a firm engaged in international Business and project on emerging trends in international finance.

**References:**

- 1) International Financial Management – P.G. Apte., Tata McGraw – Hill Publications.
- 2) Options, Futures and Derivatives – John C Hull, Pearson Education.
- 3) International Finance and Banking – RajwadeAnmol Publications.
- 4) Report on Currency and Finance by RBI.
- 5) Risk Management and Insurance – Harrington Niehaus.

**COURSE BBA SEM – VI.**

**COURSE CODE – J0103IB27.**

**ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT (BASICS OF INTERNATIONAL FINANCE.)**

**Objective :**

- To understand the basics of finance function and environment for international business.
- To find out financial challenges faced by businesses in increasingly globalizing economies.

**Unit – I :Introduction.**

- Meaning and Scope of international finance
- Globalization and its impact.
- International Finance Vs Domestic Finance.

**Unit – II: Balance Payments.**

- Definition Significance and Components.
- Equilibrium, Disequilibrium and adjustment.

**Unit – III: Financing of Cross Border Trade. (Imports)**

- Letter of Credit as a method of Import Finance.
- Steps involved in L/C mechanism. (Buyers Credit.)

**Unit – IV: Financing the International Trade. (Exports)**

- Pre Shipment and Post Shipment credit.
- Factoring, Forfeiting, Suppliers credit.

**Unit – V: Issues and Concept in International Finance.**

- Foreign Direct Investment, FII flows.
- Role of IMF and IBRD.

**Unit – VI: Field exercise in International Finance.**

- External Commercial Borrowing as a source of international finance.

**References:**

- 1) International Financial Management – H.R. Machiraju.
- 2) International Financial Management by P.G. Apte.
- 3) International Money & Finance, Prof.Melvin.
- 4) Reports on Currency & Finance, RBI Publication.
- 5) International Finance, Levi, Maurice.

**COURSE BBA SEM – VI.**

**COURSE CODE – J0103IB27.**

**ELECTIVE – I : INTERNATIONAL BUSINESS MANAGEMENT (FUNDAMENTALS OF INTERNATIONAL ECONOMICS.)**

**Objective :**

- To understand economics of international business.
- To enable analysis of problems of global economics and formulate strategies for the same.

**Unit – I :Introduction to International Economics.**

- Introduction to international Economics – meaning and scope.
- Gains from international trade.
- Significance of international Economics.

**Unit – II: Balance Payments.**

- Meaning & Structure of BOP.
- Equilibrium and Disequilibrium and adjustment in BOP.
- Statistical discrepancy.

**Unit – III: Theories of International Trade.**

- Mercantilism, absolute cost theory.
- H O model.
- Comparative cost theory.

**Unit – IV: International Financial Institutions.**

- International financial Institutions with special reference to IMF and World Bank.

**Unit – V: Gold Standard Mechanism.**

- Fixed Vs Flexible exchange rate.

**Unit – VI: International Trade Policies.**

- Case for free trade. Restrictions on International trade.
- Tariff and Non – tariff barriers.



- Argument for against protection.
- Trade policy for developing nation.
- Formation of regional blocs and Discriminatory trade.

**References:**

- 1) International Economics Koutsiyannis.
- 2) Economics by Samuelson.
- 3) International Economics, Mithai. D.M. Himalaya Publishing House, New Delhi.
- 4) International Economics, Cherunilam, The McGraw Hill Companies.
- 5) International Economics, Salvatore D., Prentice Hall, Upper Saddle River, N.J. New York.

**COURSE: B.B.A. Sem VI**

**COURSE CODE : J0103B&I33 Elective III.**

**Banking Law and Practice.**

**Objective :**

The course aims to acquaint the student with a basic and elementary knowledge of the business and banking laws.

**Course Contents :**

**UNIT I :**

Overview, Legal Framework of Regulation of Banks, Reserve Bank of India Act, 1930

**UNIT II :**

Banking Regulation Act, 1949, Negotiable Instrument Act, 1860.

**UNIT III :**

Cyber Laws relating to Banking, Banking Companies Act 1970 / 1980.

**UNIT IV :**

Securitization Act, 2002, Recent trends in Banking Industry (Legal).

**UNIT V :**

Securities and exchange board of India, Merchant Bankers rules, 1992.

**Text Book :**

1. Varshney P.N. “ *Banking Law and Practice* “ Sultan Chand and Sons, 2005.

2.Saxena G.S. “ *Legal –Aspects of Banking Operations* “ Sultan Chand & Sons,  
2005.

**ReferenceBooks :**

1. Suneja H.R. “ *Practical and Law of Banking* “ Himalya Publishing House, 2000.

2.ChabraT.N. “ *Elements of Banking Law* “ DhanpatRai and Sons, 2000

**COURSE: B.B.A. Sem VI**

**COURSE CODE : J0103B&I34 Elective III.**

**Practice of Life & General Insurance.**

**Objective :**

The objective of this paper is to install in the students the ability to apply the principles of Actuarial Planning and Control required in the operation of the Life Insurance Business.

**Course Contents :**

**UNIT I :**

Insurance Products a hedge against personal risk (s) Insurance Products, alternative to Investment Products Insurance Products, collateral security in the rising hire purchase market scenario

**UNIT II :**

Group Insurance and special purpose schemes. Actuarial considerations

(demographic, investment of funds and managerial expenses) in costing Insurance products.

**UNIT III :**

Maintaining Inter – Class and Inter – Generation equity. Theory and Practice of

Underwriting: Selection, Loading, Exclusion clauses and declining of proposals Policy Document.

**UNIT IV :**

Servicing (alterations and surrender), claim Settlement Variance Analysis, Retention Vs. Reinsurance.

**UNIT V :**

General Insurance, marine Insurance concepts and issues, case studies.

**Text Books :**

1. Srikri, Karve, " Principles of Life Insurance " Sultan Chand & Sons, 2002.
2. Publications of Insurance Institute of India IC – 51 – 66.

**Reference Book :**

1. Mishra M.N. " *Principles and Practices of Insurance* " S. Chand and Co, 2004.
2. Gupta P.K. " *Insurance and Risk Management* " Himlaya Publishing House, 2004.

**COURSE: B.B.A. Sem VI**

**COURSE CODE : J0103HM33 Elective III.**

**Food Science, Nutrition and dietetics Management.**

**UNIT – I : Introduction to Nutrition & Dietetics :** Food and health, Objectives of nutrition & dietetics, Principles of Dietetics, Major Nutrients – characteristics, function, digestion & metabolism and food sources, Deficiencies & diseases.

**UNIT – II : Food Groups :** Cereals & Pulses, Milk & Milk products, milk borne diseases, pasteurization, boiling & preservation, Eggs, Meats, Poultry, Fish –

Cooking, preservation, Nuts& Dried Fruits, Sweets Foods, Sweetening agents, Fruit & Vegetables, Spices & Condiments.

**UNIT – III : Water and Food Microbiology :** Definition of water, Dietary sources,

Functions of water, Role of water in maintaining health, Water balance.

**Food Microbiology** – introduction, Food intake & food habits, Psychological factors,

Determining food habits, Environmental & Behavioral factors influencing food acceptance.

**UNIT – IV : Food Processing and Evaluation of Food :**Definition of Food Processing,

Types of treatment, Effects of heat, acid, alkali, on food constituents.

**Evaluation of Food :**Definition, Objectives, sensory assessment of food quality,

Introduction to proximate analysis of food constituents.

**UNIT – V : Balanced Diet and Meal Planning :**Definition of balanced diet, Importance of

balanced diet, RDA for nutrients – age gender, physiological state, Planning nutritionally

balanced diets based on food groups. **Meal Planning** :Definition, Factors affecting meal planning, Principles of meal planning, Critical evaluation of meals – Hotels, Institutional & Industrial Catering, Calculation of nutritive values of foods, food value.

**Books Referred :**

1. Human nutrition and dietetics by J.S. Garrow, Ann Ralph, William Philip Treherne James.
2. Manual of dietetic practice by Briony Thomas, Jacki Bishop, British Dietetic Association
3. Nutrition and dietetic for health care by Helen M Barker.

**COURSE: B.B.A. Sem VI**

**COURSE CODE : J0103HM34 Elective III.**

**Tourism Management – II.**

**UNIT – I : Human Resource Development for Tourism** :Introduction of HRD

Meaning, Concept and Significance, HRD systems, model and Practices in Travel Industry, Tourism Manpower Strategies, Training and Development, HRD problems and issues in Travel Industry.

**UNIT – II : MICE** :Meeting, Incentives, Conferences and Exhibitions - Definition.

**UNIT – III : Tourism Planning Policy and Development** :Concept, Need, Objective and Tourism Goals of Tourism Planning Policy and Development.

**Hotels** :Definition, Historical background, Role of Hotel Industries in Tourism, Types of Hotels, Alternative Accommodation.**Fair and Festivals** : Need for fairs and Festivals, Features of Fair – Types of festival – Seasonal, Cultural and Tribal, Major fairs and Festivals of India.

**UNIT – IV : Tourism marketing and management** : Need for marketing in

Tourism, defining tourism marketing, the tourist product, special features of tourism marketing, marketing process, marketing research, market segmentation, market targeting, tourism promotion, advertising, public relations, public relation technique.



**UNIT \_ V : Travel Formalities in India** :Visa – Requirements – Types of visas –

Currency regulations - Customformalities – Different types of taxes. Restricted and Protected areas – types of restrictions. Health Regulations.

**Passenger Transport** :Prime force in expansion of tourism, High Speed trains, Cruise liners, Air transport, Commercial traffic, Ocean transport, Indian Railways: Past, Present, future, Types of tours available in India, IndrailPass, Special Schemes & packages available, Place on Wheels, Royal Orient, fairy queen and toy trains.

**Books Referred :**

1. Marketing mgmt. for Travel & Tourism, Nelson Thrones.
2. Introduction to Tourism & Hotel Industry, Zulfikar, SPD.
3. HRM in Hospitality Industry, Nelson Thrones.

**COURSE: B.B.A. Sem VI**

**COURSE CODE : J0103FM33 Elective III.**

**Commodity Markets.**

**Objective :** This course is designed to help the students in understanding of commodities market, products, financial derivatives, pricing mechanism etc: They will be able to understand the trading, clearing and settlement operations using NCDEX platform. Students will also learn regulatory framework and taxation aspects.

**Course Contents.**

**1. Introduction to Commodity Derivatives :**

Introduction to derivatives, products, participants and functions, derivatives markets, difference between commodity and financial derivatives, Evolution of commodity exchanges, global commodity derivatives exchanges, latest developments. The NCDEX platform – Structure, exchange membership, risk management, clearing and settlement system and commodities traded on the NCDEX platform.

**2. Application of Commodity Futures :**

Instruments available for trading – Forward contracts, Introduction to futures and options, Payoff for F&O, using futures versus options ; Pricing commodity futures – Investment assets versus consumption assets, Cost of carry model, Futures basis; Using commodity futures for hedging, Speculation and arbitrage.

**3. Trading, clearing and Settlement :**

Trading – Futures trading systems, Entities in the trading systems, Commodity futures trading cycle, Order types and trading, Parameters, Margins for trading in futures, Charges, Hedge limits; Clearing and Settlement – Clearing, Settlement, Risk Management, Margining at NCDEX and standard Portfolio Analysis of Risk (SPAN).

**4. Regulatory Framework of Commodity Derivatives :**

Rules governing Commodity Derivatives Exchange, Participants, Investor grievances and Arbitration; Implications of Sales Tax, Value Added Tax (VAT) and obligations; Electronic Spot Exchange – NCDEX spot Exchange Ltd. (NSPOT).

**5. Market Simulation Lab :**

Market simulation lab sessions on internet based software to develop trading skills for commodity market.

**Note :**Students are expected to keep themselves updated with latest development in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI NSE etc.

**Text Books :**

1. Commodities Market Module, Workbook from NSE.
2. Chatnai, (2010), Commodity Markets, 1<sup>st</sup> edition, Tata McGraw Hill.

**Reference Books :**

1. Kleinman, George, (2001), Commodity Futures & Options, 2<sup>nd</sup> (revised illustrated edition), Prentice Hall.
2. Stephens, John, (2001), Managing Commodity Risk, John Wiley & Sons.
3. Hirschey, (2010), Investments: Analysis and Behavior, 1<sup>st</sup> edition, Tata McGraw Hill.
4. Indian Institute of Banking & Finance, (2007), Commodity Derivatives, Macmillan India Ltd.

**COURSE: B.B.A. Sem VI**

**COURSE CODE : J0103FM34 Elective III.**

**Introduction to Derivatives – Equity and Currency.**

**Objective :** This course is designed to help the students in understanding the concepts of equity and currency derivatives, products and their applications as a risk management tool using different trading strategies on stock exchanges.

**Course Contents :**

**1. Basis of Equity Derivatives :**

Introduction. Meaning of derivatives, Put options, Call options, Application of derivatives, Derivatives as a risk management tool.

**2. Trading Futures and Options on Stock Exchanges :**

Trading Futures – Pay-off of futures, Theoretical models for future pricing;  
Trading Options – Option payouts, Option strategies, Determination of option prices, Factors affecting option prices; Derivatives trading on NSE – using daily newspapers to track F&O, settlement of F&O, accounting and taxation.

**3. Introduction to Currency Markets :**

Introduction to Currency markets, Exchange rates, factors affecting currency market, Currency futures, Strategies using currency futures, Hedging, Speculation, Arbitrage, NSE's currency derivatives segment.

**4. Trading, Clearing, Settlement and Risk Management in Currency**

**Futures :**

NSE membership – Categories, Eligibility and criteria, Futures contract specifications, trading system, placing orders, client broker relationship; Clearing, settlement; Risk management system through margins of different kinds, Clearing and settlement mechanism.

**5. Market Simulation Lab :**

Market simulation lab sessions on interest based software to develop trading skills for derivative market.

**Note :**Students are expected to keep themselves updated with latest development in the subject from financial dailies like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

**Text Books :**

1. Equity Derivatives : A Beginner's Module, Workbook from NSE.
2. Currency Derivatives : A Beginner's Module, Workbook from NSE.

**Reference Books :**

- 1.Vohra, N.D., and Bagri, B.R. (2009), Futures and Options, 9<sup>th</sup> edition, Tata McGraw Hill, Publishing Company Ltd.
2. Red Head, (2007), Financial Derivatives : An Introduction to Futures, Forward, Options, Prentice Hall of India.
- 3.Vohra, (2010), Futures and Options, 2<sup>nd</sup> edition, Tata McGraw Hill.
- 4.Vohra, (2010), Derivatives and Risk Management, 1<sup>st</sup> edition, Tata McGraw Hill

**COURSE B.B.A. SEM VI**

**CORSE CODE J010335**

**Business Ethics (Internal)**

**Objective**

This course exposes the student to the issues of values and ethics in management so that decision making and decision execution are undertaken in a human manner, as this will add to the flexibility and dynamism of the corporate culture. The course will take the student from managerial ethics to corporate governance and then to organizational excellence and business sustainability.

**Unit 1:**

Ethics, Ideology and beliefs, conversion of beliefs into values and values into ethics.

**Unit 2:**

Ethics and Morals; Spirituality and Ethics; Influence of Major religions on ethics: Hinduism, Islam, Christianity, Buddhism, Sikhism, and Zoroastrianism.

**Unit 3:**

Relation between Business Ethics and Managerial Ethics; Soul based approach to business ethics; Mind based approach to business ethics; Business Ethics and Professional Ethics.

**Unit 4:**

Managerial Ethics and How managers react in the face of a dilemma; The Consequential Mode: The non-consequential Mode; The Acceptance Mode.

**Unit 5:**



Managerial ethics and managerial leadership; Unethical managerial conduct and its reasons; Difficulty of being ethical in an unethical environment Exploitation, corruption and corporate fraud.

**Unit 6:**

Ethical foundations of corporate governance; Basics of corporate governance in India; Organizational excellence; Business sustainability.

**Books recommended.**

1. Management by Values; Chakraborty S.K.; OxfordUniversity Press, Kolkata 2005.
2. Theory and Practice of Managerial Ethics; Jayashree S. Sadri S. and Dastoor D.S.; Jaico , Mumbai.
3. New Mantras in Corporate Corridors, Sharma Subash New age International Publishers, New Delhi 2007.
4. Business Ethics and Corporate Governance (towards excellence and sustainability); Sadri S., Jayashree. Himalaya Publishing Co. Mumbai2011.
5. Managing from the Heart: Unfolding spirit in people and organization; Wakalu, Arun: Response Books, New Delhi.

**COURSE B.B.A. SEM VI**

**COURSE CODE J010335**

**Disaster Management (Internal)**

**Objective:**

To orient the students about the basis of nature, causes and other issues of disaster and its management at elementary level.

**Part I: Disasters and Related Issues**

**Unit 1:**

Concept and meaning of Disaster, severity and far reaching effects.

**Unit 2:**

Types of Disasters—Natural and Man Made, causes, its types and nature Impact of Disaster—economic, social, Industrial, organizational and Personal.

**Part II: Management Perspective**

**Unit 3:**

Anticipation—warning, process, remote sensing, predictions, environmental Prevention—Elementary Defects, modification of behavioural patterns in respect of Social, Industrial, organizational and personal .

**Unit 4:**

Rescue and Relief—Necessity, scope, measures, medical aid, processes.

Rehabilitation – Measures for Work Pattern, Life Style, Relationships, Replacement and Financial Compensation.

**Unit 5:**

Governmental Role: Schemes of State and Central Government for awareness and risk mitigation.

**Unit 6:**

Cases of Disaster Management.

**Books Recommended:**

1. Disaster Management (Volume I,II, III), Dr. S. L. Goel: Deep &Deep Publications Pvt. Ltd.; New Delhi.
2. Concepts and Practices in Disaster Management; Col. P.P. Marathe; Diamond Publications, Pune.
3. Disaster Management; Dr. S.R. Singh; APH Publishing Corporation.
4. Disaster Management; K. HanumanthaRao and P. SrinivasSubbaRao; Serial Publications, New Delhi.
5. Disaster and Hazard Management; P. Nambudripad. Oxford Book Company,Jaipur.