

FIRST YEAR (SEMESTER-I)

PAPER	TITLE OF PAPER	MARKS			DURATION Of T.E. Exam.
	Compulsory Papers	Term End	Internal Assess.	Full Marks	
BBA-1.1.1	Business Communication-I	40	10	50	2 hrs
BBA-1.1.2	Business Organization and Management-I	40	10	50	2 hrs
	Pass Papers				
BBA-1.1.3	Business Economics-I	40	10	50	2 hrs
BBA-1.1.4	Business Statistics-I	40	10	50	2 hrs
BBA-1.1.5	Business Law-I	40	10	50	2 hrs
BBA-1.1.6	Marketing Management-I	40	10	50	2 hrs
BBA-1.1.7	Financial Accounting-I	40	10	50	2 hrs
BBA-1.1.8	Computer for Management-I (Theory)	40	10	50	2 hrs
BBA-1.1.9	Computer for Management-I (Practical)	40	10	50	3 hrs
Total				450	

FIRST YEAR (SEMESTER-II)

PAPER	TITLE OF PAPER	MARKS			DURATION Of T.E. Exam.
	Compulsory Papers	Term End	Internal Assess.	Full Marks	
BBA-1.2.10	Business Communication-II	40	10	50	2 hrs
BBA-1.2.11	Business Organization and Management-II	40	10	50	2 hrs
	Pass Papers				
BBA-1.2.12	Business Economics-II	40	10	50	2 hrs
BBA-1.2.13	Business Statistics-II	40	10	50	2 hrs
BBA-1.2.14	Business Law-II	40	10	50	2 hrs
BBA-1.2.15	Marketing Management-II	40	10	50	2 hrs
BBA-1.2.16	Financial Accounting-II	40	10	50	2 hrs
BBA-1.2.17	Computer for Management-II (Theory)	40	10	50	2 hrs
BBA-1.2.18	Computer for Management-II (Practical)	40	10	50	3 hrs
Total				450	

SECOND YEAR (SEMESTER-III)

PAPER	TITLE OF PAPER	MARKS			DURATION For T.E. Exam.
	Compulsory Papers	Term End	Internal Assess.	Full Marks	
BBA-2.3.19	Management Information System-I (Theory)	40	10	50	2 hrs
BBA-2.3.20	Management Information System-I (Practical)	40	10	50	3 hrs
BBA-2.3.21	Indian Society & Culture-I	40	10	50	2 hrs
	Pass Papers				
BBA-2.3.22	Quantitative Methods-I	40	10	50	2 hrs
BBA-2.3.23	Organization Behavior and Business Ethics-I	40	10	50	2 hrs
	Honors Papers				
BBA-2.3.24	Production and Operation Management-I	40	10	50	2 hrs
BBA-2.3.25	Human Resource Management-I	40	10	50	2 hrs
BBA-2.3.26	Financial Management-I	40	10	50	2 hrs
BBA-2.3.27	Cost and Management Accounting-I	40	10	50	2 hrs
Total				450	

SECOND YEAR (SEMESTER-IV)

PAPER	TITLE OF PAPER	MARKS			DURATION For T.E. Exam.
	Compulsory Papers	Term End	Internal Assess.	Full Marks	
BBA-2.4.28	Management Information System-II (Theory)	40	10	50	2 hrs
BBA-2.4.29	Management Information System-II (Practical)	40	10	50	3 hrs
BBA-2.4.30	Indian Society & Culture-II	40	10	50	2 hrs
	Pass Papers				
BBA-2.4.31	Quantitative Methods-II	40	10	50	2 hrs
BBA-2.4.32	Organization Behavior and Business Ethics-II	40	10	50	2 hrs
	Honors Papers				
BBA-2.4.33	Production and Operation Management-II	40	10	50	2 hrs
BBA-2.4.34	Human Resource Management-II	40	10	50	2 hrs
BBA-2.4.35	Financial Management-II	40	10	50	2 hrs
BBA-2.4.36	Cost and Management Accounting-II	40	10	50	2 hrs
Total				450	

THIRD YEAR (SEMESTER-V)

Paper Code	Title of Paper	Marks			Duration For T.E. Exam
		Term End	Internal Assess.	Full Marks	
	Pass Papers				
BBA-3.5.37	Banking, International Trade and Finance-I	40	10	50	2 hrs
BBA-3.5.38	Computerized Accounting and Auditing (Practical)-I	40	10	50	3 hrs
	Honors Papers (Any one group)				
	Group-A (Marketing)				
BBA-3.5.39(M)	Advertising Management-I	40	10	50	2 hrs
BBA-3.5.40(M)	Sales and Distribution Management-I	40	10	50	2 hrs
BBA-3.5.41(M)	Rural Marketing Management-I	40	10	50	2 hrs
BBA-3.5.42(M)	Service Marketing Management-I	40	10	50	2 hrs
BBA-3.5.43(M)	Export Management-I	40	10	50	2 hrs
BBA-3.5.44(M)	Consumer Behavior and Market Research-I	40	10	50	2 hrs
	Group-B (Finance)				
BBA-3.5.39(F)	Investment Management-I	40	10	50	2 hrs
BBA-3.5.40(F)	Indian Financial System-I	40	10	50	2 hrs
BBA-3.5.41(F)	Principles of Banking-I	40	10	50	2 hrs
BBA-3.5.42(F)	Principles of Insurance & Risk Management-I	40	10	50	2 hrs
BBA-3.5.43(F)	Corporate Accounting-I	40	10	50	2 hrs
BBA-3.5.44(F)	Tax Management-I	40	10	50	2 hrs
Total				400	

THIRD YEAR (SEMESTER-VI)

Paper Code	Title of Paper	Marks			Duration For T.E. Exam
		Term End	Internal Assess.	Full Marks	
	Pass Papers				
BBA-3.6.45	Banking, International Trade and Finance-II	40	10	50	2 hrs
BBA-3.6.46	Computerized Accounting and Auditing (Practical)-II	40	10	50	3 hrs
	Honors Papers (Any one group)				
	Group-A (Marketing)				
BBA-3.6.47(M)	Advertising Management-II	40	10	50	2 hrs
BBA-3.6.48(M)	Sales and Distribution Management-II	40	10	50	2 hrs
BBA-3.6.49(M)	Rural marketing Management-II	40	10	50	2 hrs
BBA-3.6.50(M)	Service Marketing Management-II	40	10	50	2 hrs
BBA-3.6.51(M)	Export Management-II	40	10	50	2 hrs
BBA-3.6.52(M)	Consumer Behavior and Market Research-II	40	10	50	2 hrs
BBA-3.6.53(M)	Project & Viva	100	**	100	6 hrs
	Group-B (Finance)				
BBA-3.6.47(F)	Investment Management-II	40	10	50	2 hrs
BBA-3.6.48(F)	Indian Financial System-II	40	10	50	2 hrs
BBA-3.6.49(F)	Principles of Banking-II	40	10	50	2 hrs
BBA-3.6.50(F)	Principles of Insurance & Risk Management-II	40	10	50	2 hrs
BBA-3.6.51(F)	Corporate Accounting-II	40	10	50	2 hrs
BBA-3.6.52(F)	Tax Management-II	40	10	50	2 hrs
BBA-3.6.53(F)	Project & Viva	100	**	100	6 hrs
Total				500	

SEMESTER-I

BUSINESS COMMUNICATION-I (BBA-1.1.1)

UNIT-1

Introduction to Communication:

Meaning, definition and purpose of communication; various forms of communication; process of communication; barriers to communication; principles of effective communication; organizational communication.

UNIT-2

Foundations of Business Communication:

Achieving Success through effective business communication; Communicating in terms & mastering listening and non-verbal Communication skills; Intercultural Communication.

UNIT-3

Applying the three-step writing process:

Planning business messages; Writing business messages; Completing business messages.

Recommended Book : Business Communication Today – Bovee, Thill, Schatzman

BUSINESS ORGANISATION AND MANAGEMENT-I (BBA-1.1.2)

(Business Structure and Systems)

UNIT-1

Introduction to business: Meaning and nature of business; objectives of business; essentials of a successful business; qualities of a successful businessman.

Forms of business organization: Meaning; characteristics of an ideal form of business organization. Sole Trader: meaning; features; merits and demerits.

Partnership: meaning; characteristics; kinds of partners; partnership deed; advantages and disadvantages of partnership form of business organization; dissolution of partnership firms.

UNIT-2

Joint Stock Company: Meaning and definition; characteristics; kinds of companies; distinction between private and public company; merits and demerits of company form of business organization; promotion and incorporation of a joint stock company.

UNIT-3

Capital of a company: share capital; shares and kinds of shares; debentures: meaning and types of debentures; difference between shares and debentures.

Recommended Books:

- 1.Principles of Management: R. K. Sharma & S. K. Gupta (Kalyani)
- 2.Principles of Management: L. M. Prasad (S.Chand & Co.)
- 3.Business Organisation and Management: D P Jain (Vrinda)
4. Principles of Management: Neeru Vasishth (Taxmann)

BUSINESS ECONOMICS-I

(BBA-1.1.3)

UNIT-1

Introduction to Economics; Demand Analysis for Decision-making: - Determinants of Demand - Law of Demand - Elasticities of Demand - Demand estimation - Demand forecasting - Utility analysis and consumers equilibrium. Production Analysis: - Law of Returns - Laws of Returns to scale - Empirical Production Function and producers equilibrium.

UNIT-2

Cost Analysis: - Short run cost functions - Long run cost functions - Economies and Diseconomies of scale. Break-even Analysis; Pricing Strategies; Pricing under Different Market Structures: - Perfect Competition - Monopoly - Monopolistic Competition - Oligopoly

UNIT-3

Overview - How do we measure an Economy's progress ? Fundamentals of macro-economic models - The classical approach, The Keynesian Approach; Business fluctuations - What and why ? Inflation - causes and cures; The twin traps - Inflation and unemployment; . Money-Nature, function and creation of money.; Banking - creation and control of credit and role of monetary policy.

Recommended Books:

1. Macroeconomics: Sappiro E. (TMG)
2. Managerial Economics: Peterson AND Lewis (PHI)
3. Principles of Microeconomics: H L Ahuja (S Chand)
4. Managerial Economics: P L Meheta (KP)
5. Managerial Economics: Maheswari (HPH)
6. Managerial Economics: Damodaran (Oxford)
7. International Economics: H G Manuur (Vikas)
8. Business Environment: P K Dhar (KP)
9. Money, Banking, International Trade & Public Finance: D M Mithani (HPH)
10. Indian Economy its Growing Dimensions: P K Dhar (KP)
11. Principles of Economics: Bhutani (Taxmann's)

BUSINESS STATISTICS-I

(BBA-1.1.4)

UNIT-1

Introduction: Meaning and definitions of statistics; importance of statistics in business; limitations of statistics; types of data, collection of data; classification and tabulation of Data; graphic and diagrammatic presentation of Data.

UNIT-2

Measures of Central Tendency: Introduction; The Arithmetic Mean; The Median; The Mode; comparison between mean, median and mode; The geometric Mean; The Harmonic Mean.

Measures of Dispersion: Introduction; The Range; The Quartile Deviation; The Mean Deviation; The Standard Deviation; Coefficient of Variation.

UNIT-3

Skewness, Moments and Kurtosis: Introduction, Skewness; Measures of Skewness; Moments; Kurtosis.

Probability: Introduction; Basic terminology in Probability; three types of Probability; Probability Axioms; Probability under conditions of statistical independence and dependence; Bayes' Theorem.

Recommended Books:

1. Statistics for Management: Lavin & Rubbin (PHI)
2. Statistical Methods: S.P. Gupta (Sultan Chand)
3. Business Statistics: G C Beri (TMH)
4. Business Statistics: D R Agarwal (Vrinda)
5. Fundamentals of Statistics: S C Gupta (HPH)
6. Business Statistics: Patri and Patri (KP)

BUSINESS LAW-I

(BBA-1.1.5)

UNIT-1

Law of contract (1872): Nature of contract, Classification; Offer and acceptance; Capacity of Parties; Free consent.

UNIT-2

Law of contract (1872): Consideration; legality of object; Agreement declared void; Performance of contract; Remedies for breach of contract.

UNIT-3

Special Contracts: Indemnity and Guarantee; Bailment and Pledge.

Recommended Books:

1. Mercantile Law: N. D. Kapoor
2. Business Regulatory Framework: Garg, Sareen, Sharma, Chawla (KP)
3. Business Law: Avtar Singh
4. Company Law : Avtar Singh.
5. Mercantile Law : M. C. Kuchhal (VIKAS)
6. Business Law: L M Powel, S Kumar (Vrinda)
7. Business and Corporate Laws: V S Datey (Taxmann's)

MARKETING MANAGEMENT-I

(BBA-1.1.6)

UNIT-1

Introduction: Marketing concepts; selling vs. marketing; marketing mix; marketing environment; Importance of marketing. **Market segmentation:** Concept; Importance; Bases for market segmentation.

UNIT-2

Product: Concept; Product planning and development; Product life cycle; Product line and product mix. **Brand:** Understanding a brand; Brand attributes. **Packaging-** Role and function.

UNIT-3

Price: Methods of pricing; Factors influencing pricing decision; Pricing cues; Importance. **Place:** Functions of channel intermediaries; Types of distribution channels; Factors affecting choice of distribution channel; **Retailing-**Types of retail formats.

Recommended Books:

1. Marketing Management: C. N. Sontaki (Kalyani)
2. Marketing Management: Ramaswamy – Namkumari
3. Marketing Management: Philip Kotler (PHI)
4. Sales and Marketing Management: Candilf and still
5. Marketing Management: W. Stanton et. al.
6. Marketing Management: Dutta and Dutta (Vrinda)
7. Marketing Management: S A Sherlekar (HPH)

FINANCIAL ACCOUNTING-I

(BBA-1.1.7)

UNIT-1

Introduction to Accounting: Meaning of Accounting; Book Keeping- The Basis of Accounting; Evolution of Accounting; Sub fields of Accounting; Users of Accounting Information.

Accounting Cycle, Journal and Ledger: Accounting Cycle; Identification of Transactions; Recording of transactions in Journal; The Ledger.

Accounting Concepts.

UNIT-2

Subsidiary Books of Account: Subdivision of Journal; Cash Book; Purchase Day Book; Sales Day Book; Purchase Returns Book; Sales Return Book; Bills Receivable and Payable Book; Journal Proper.

The Trial Balance: Introduction; Objectives in Drawing up a Trial Balance; Construction of a Trial Balance; Errors disclosed and not disclosed by a Trial Balance; rectification of errors.

UNIT-3

Bank Reconciliation Statement

Capital and Revenue: Introduction; Capital and Revenue Expenditures; Deferred Revenue Expenditure; Capital and Revenue Receipts; Capital and Revenue Profits; Capital and Revenue Losses.

Recommended Books :

- 1.Modern Accountancy: Hanif and Mukherjee Part I & II (TMH)
- 2.Higher Secondary Accountancy: Hanif, Mukherjee, Biswal and Sharma
- 3.Financial Accounting: P.C.Tulsian (Pearson)
- 4.An Introduction to Accountancy: S N Maheshwari S K Maheshwari (Vikas)
- 5.Advanced Accountancy Vol I and Vol II: S N Maheshwari S K Maheshwari (Vikas)
- 6.Financial ccounting: J A Jaffarulla (Vrinda)
7. Financial Accounting: Sehgal and Sehgal (Taxmann's)

COMPUTER FOR MANAGEMENT-I (THEORY) (BBA-1.1.8)

UNIT-1

Introduction to computer; Characteristics of computer; Classification of computers; Basic computer organization.

UNIT-2

Operating Systems: Meaning; types and functions.

UNIT-3

Computer Devices: Input-output devices; Storage devices.

Computer software: what is software? Relationship between Hardware and Software; Types of Software; Acquiring Software; Software development steps.

Recommended Books :

- 1.P.K.Sinha: Fundamental of Computer.
- 2.R.P. Jain: Fundamental of Computer.
- 3.Leon and Leon: Introduction To Computers

COMPUTER FOR MANAGEMENT-I (PRACTICAL) (BBA-1.1.9)

MS DOS (INTERNAL & EXTERNAL COMMANDS);
MS WINDOWS;
MS WORD

SEMESTER-II

BUSINESS COMMUNICATION-II (BBA-1.2.10)

UNIT-1

Writing Letters, Memos, E-mail:

Writing routine, good-news & goodwill messages; Writing bad-news messages; Writing persuasive messages.

UNIT-2

Designing & Delivering Oral Presentations:

Planning, writing and completing oral presentations; Enhancing oral presentations with electronic slide shows and overhead transparencies.

UNIT-3

Writing employment messages and interviewing for jobs:

Writing resumes and application letters; Interviewing for employment and following up.

Recommended Book : Business Communication Today – Bovee, Thill, Schatzman

BUSINESS ORGANISATION AND MANAGEMENT-II

(BBA-1.2.11)

(Organization Structure and Systems)

UNIT-1

Introduction to Management: Concept, Nature, Process, Significance of Management; Managerial Roles , An overview of functional areas of Management.

Planning: Concepts, Process and Types. Decision Making: Concepts and process. Bounded Rationality, Management By Objectives, Corporate Planning; Environment Analysis and diagnosis; Strategy formulation.

UNIT-2

Organizing: Concepts, Nature, Process and significance; Authority and Responsibility relationship; Centralization and decentralization; Departmentation; Organization structure; Forms and contingency factors.

Motivating and Leading people at work: Concept of motivation; Theories of motivation (Maslow, Herzberg); Financial and Non-financial incentives.

UNIT-3

Leadership: Concept; leadership styles, Communication: Nature, Process, networks and barriers; Effective Communication.

Managerial Control: Concept and Process, Effective control system; Techniques of control; Management of change: Concept; Resistance to change; Emerging horizons of Management in a changing environment.

Recommended Books:

- 1.Principles of Management: R. K. Sharma & S. K. Gupta (Kalyani)
- 2.Principles of Management: L. M. Prasad (S.Chand & Co.)
- 3.Business Organization and Management: C R Basu (TMH)
4. Principles of Management: Neeru Vasishth (Taxmann's)

BUSINESS ECONOMICS-II

(BBA-1.2.12)

UNIT-1

Business Environment in Indian Economy: Basic Features of Indian Economy; SWOT Analysis of Indian Economy; Planning in India- objectives, Achievements & failures; Parallel Economy in India; Business Environment- meaning, features of contemporary Business, Economic & Non-economic Factors influencing business environment; Characteristics Business environment in India.

UNIT-2

Globalization, WTO & Privatization: Globalization- meaning, Scope & Phases; Globalization and Business Environment in India- Case Studies of Insurance, Telecom, Financial System, Pharmaceutical & Agriculture.

WTO, its Agreements and Implications; Government in Business- Why should the Govt. Continue? What should be the form of intervention? Privatization- Rationale, Models; Disinvestments in India, Privatization of VSNL, Airports & Airlines.

UNIT-3

Indian Economic Polices: Industrial policy-1948, 1956,1991; Foreign Direct Investment in India; Fiscal policy-objectives and tools; Monetary policy; Banking & Finance Sector Reforms in India. EXIM Policy 2002-07.

Recommended Books:

1. Business Environment Text & Cases:Justin Paul: (TMH)
2. Essentials of Business Environment: K. Aswathappa (HPH)
3. Business Environment: V. Neelamegam (Vrinda)
4. Business Environment: P K Dhar(KP)
5. Principles of Economics: Bhutani (Taxmann's)

BUSINESS STATISTICS-II

(BBA-1.2.13)

UNIT-1

Sampling & Estimation:

Meaning, types of sampling, sampling distribution, standard error, central limit theorem.

Meaning of estimation, types of estimates, criteria of a good estimate, confidence interval, confidence level, sample size.

UNIT-2

Correlation Analysis: Concept and Importance of Correlation; types of correlation; Methods of Studying Correlation; rank correlation.

Regression analysis: Introduction, Uses of Regression Analysis, Difference between Correlation & Regression Analysis, Regression Lines, Regression Equations.

UNIT-3

Index Number: Introduction; uses of Index Numbers; Problems in Index Number Construction; types of Price Index Numbers; Time Reversal, Factor Reversal Test; Chain Base Index Number, Deflating Prices and Incomes.

Time Series Analysis: Introduction; Components of a Time Series; The Trend; Seasonal Variation; Cyclical Variation; Irregular Variation; Forecasting; Importance of time series for business and economics.

Recommended Books:

1. Statistics for Management: Lavin & Rubbin (PHI)
2. Statistical Methods: S.P. Gupta (Sultan Chand)
3. Statistics for Management: G C Beri (TMH)
4. Business Statistics: Patri and Patri (KP)
5. Business Statistics: D R Agarwal (Vrinda)
6. Fundamentals of Statistics: S C Gupta (HPH)
7. Business Statistics: Patri and Patri (KP)

BUSINESS LAW-II

(BBA-1.2.14)

UNIT-1

Sale of Goods Act 1930: Formation of contracts of sale; Goods and their classification; Price; Conditions and Warranties; Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights.

UNIT-2

Negotiable Instrument Act 1881: Definition of negotiable Instruments; Features; Promissory note, Bill of exchange and cheque, Holder and holder in due course; crossing of a cheque; Types of crossing; Negotiation; Dishonour and discharge of negotiable instrument.

UNIT-3

Company Law: Incorporation of companies; Memorandum of Association; Articles of Association; Prospectus , Company meetings; Kinds of meetings; Quorum; Voting; Resolutions, Minutes.

Recommended Books:

- 1.Mercantile Law: M. C. Kuchhal (VIKAS)
- 2.Mercantile Law: N. D. Kapoor
- 3.Business Regulatory Framework: Sareen, Chawla, Sharma and Garg (KP)
- 4.Business Law: Avtar Singh
- 5.Company Law: Avtar Singh.

MARKETING MANAGEMENT-II

(BBA-1.2.15)

UNIT-1

Promotion: A type of communication; Various promotional tools; **Advertising-** 5 M's of advertising; **Sales promotion-** various tools.

UNIT-2

Public relations-functions; **Publicity;** **Personal selling-** managing the sales force; principles; **Sponsorships:** objective; **Exhibitions;** **Word of Mouth promotion.**

UNIT-3

Competitive Marketing strategy: Porter model of competitive industry structure; Competitive advantage- Overall cost leadership; Differentiation; Focus.

Competitive marketing attacking strategies- frontal attack; flanking attack; encirclement attack; bypass attack; guerilla attack.

Recommended Books:

1. Marketing Management: C. N. Sontaki (Kalyani)
2. Marketing Management: Ramaswamy – Namkumari
3. Marketing Management: Philip Kotler (PHI)
4. Sales and Marketing Management: Candilf and still
5. Marketing Management: W. Stanton et. al.
6. Marketing Management: Dutta and Dutta (Vrinda)
7. Marketing Management: S A Sherlekar (HPH)

FINANCIAL ACCOUNTING-II

(BBA-1.2.16)

UNIT-1

Final Accounts: Preparation of Trading and Profit and Loss Account and Balance Sheet of Non-Corporate trading entities with important adjustments.

UNIT-2

Accounting for Non-Profit Organization: Non-Profit Entities; Characteristics of non-profit organization; Preparation of Receipts and Payments Account, Income and Expenditure Account and Balance Sheet with important adjustments.

UNIT-3

Understanding Company Final Accounts: Books of accounts to be kept by company; Annual Report; Forms and contents of Balance Sheet and Profit and loss Account; Recent trend in corporate disclosure; Managerial Remuneration; Divisible profit; Sources of dividend.

Recommended Books :

- 1.Modern Accountancy: Hanif and Mukherjee Part I & II (TMH)
- 2.Higher Secondary Accountancy: Hanif, Mukherjee, Biswal and Sharma (TMH)
- 3.Financial Accounting: P.C.Tulsian (Pearson)
- 4.An Introduction to Accountancy: S N Maheshwari S K Maheshwari (Vikas)
- 5.Advanced Accountancy Vol I and Vol II: S N Maheshwari S K Maheshwari (Vikas)
- 6.Financial ccounting: J A Jaffarulla (Vrinda)
7. Financial Accounting: Sehgal and Sehgal (Taxmann's)

COMPUTER FOR MANAGEMENT-II (THEORY) (BBA-1.2.17)

UNIT-1

Computer languages: high-level language, assembly language, machine language; Compiler and interpreter; Characteristics of a good computer language.

UNIT-2

Computer network: Different types of networks: LAN, MAN, WAN; Network environments: Topology, Protocol.

UNIT-3

Introduction to Internet: Internet; intranet; extranet; Internet service provider; Internet access; web fundamentals; e-mail; e-Commerce; Security and privacy issue.

Recommended Books :

- 1.P.K.Sinha: Fundamental of Computer.
- 2.R.P. Jain: Fundamental of Computer.
- 3.Leon and Leon: Introduction To Computers

COMPUTER FOR MANAGEMENT-II (PRACTICAL) (BBA-1.2.18)

MS Excel;

MS Access;

MS Power Point.

SEMESTER-III

MANAGEMENT INFORMATION SYSTEM-I (THEORY) (BBA-2.3.19)

UNIT-1

Introduction: Concept, Definition, Role and importance of MIS; MIS & decision making; MIS & information concepts; MIS & System concepts.

UNIT-2

System Analysis & Design: Introduction, Need, System analysis of existing system & new requirement, system development model, structured SAD, Computer system design, MIS & system analysis.

UNIT-3

Development of MIS: Long range plans, ascertaining the class of information; Determining information requirement; development & implementation of MIS; Management of quality in MIS; MIS- the factors of success & failures.

Recommended Books:

- 1.Jawadekar W.S.: Management Information System (TMH)
- 2.Schultheis: Management Information System, Managers Views (TMH)
- 3.Kelkar S.A: Management Information System-A concise study (PHI)
- 4.Edwards: Essence of Information Systems (PHI)
- 5.Ivan Bayross: Teach Yourself Web Technologies Part-1 (BPB)
6. Management Information System: Mahesh Halale (HPH)

MANAGEMENT INFORMATION SYSTEM-I (PRACTICAL) (BBA-2.3.20)

Web Site Management: HTML, DHTML, XML, JavaScript

INDIAN SOCIETY AND CULTURE-I

(BBA-2.3.21)

UNIT-1

Indian Society: Composition and Diversity; Castes and Tribes; Major religions; Little Tradition and Great Tradition Threats to unity; Approaches to social integration.

UNIT-2

Processes of Socio – Cultural changes in India: Sanskritisation, Secularization, Westernization, Modernization, Democratization; Globalization and its impact on Indian Society, Local Response to Globalization.

UNIT-3

Root of Indian Culture: Concept of Bharatavarsha; Religions faith and Belief; Social systems, Characteristics of Indian Culture; Protestant Religions Movements during the 6th century B.C.; Cultural attainments with reference to the Gupta period.

Recommended Books:

1. Indian Society and Culture: Dr. P. K. Mishra.
2. Culture & Society in India: N. K. Bose
3. Social history of India: Romila Thappar
4. Indian Society and Culture: Das, Chand and Jena (KP)

QUANTITATIVE METHODS-I

(BBA-2.3.22)

UNIT-1

Theory of Sets: Concept of a set; Subset; Super Set; Power Set of a Set; Operation of Sets: Union; Intersection; Symmetric difference; Demorgan's law; Venn diagram; Cartesian product of Sets.

Relations: Definition; domain; range of a relation; inverse of a relation; equivalence relation; congruence modulo relation on the set of integers.

Functions: Definition; domain; range of a function; injective; surjective and bijective functions; equality of functions; inverse of a function; odd and even functions.

UNIT-2

Limit: Limit of a function; definition; left hand limit; right hand limit; infinite limit and limit at infinity; algebra of limits; evaluation of limits (excluding trigonometric functions).

Continuity: Definition; continuity of functions like a^x , $\log x$, x^n , $|x|$, $[x]$, $\text{sgn}(x)$ and e^x . different method of determination of continuity; graphic and analytical method.

UNIT-3

Differentiation: Definition; differentiation from first principle; algebra of derivatives; differentiation of x^n , e^x , a^x , $\log_e x$, $\log_a x$; properties; implicit differentiation; logarithmic differentiation; chain rule; successive differentiation; Optimization: Increasing and decreasing functions, maxima and minima.

Integration: Anti derivatives; indefinite integration; fundamental integration formulae; algebra of integrals; integration by the method of substitution; integration by parts.

Recommended Books:

1.Elements of Mathematics: (Orissa Council, Vol– 1 & 2)

ORGANISATION BEHAVIOUR & BUSINESS ETHICS-I

(BBA-2.3.23)

UNIT-1

Introduction: Definition & Meaning of Organizational Behavior; Nature of Organizational Behavior; Role of Organizational Behavior; Importance of OB; Organizational Effectiveness; OB Model.

UNIT-2

Perception: Meaning; Factors affecting; Application of perception concepts to OB; attribution theory; Shortcuts used in judging others.

Attitudes: Nature of Attitudes; Components of Attitudes; Formation of Attitudes; Types; Attitudes & Consistency – Cognitive Dissonance theory.

UNIT-3

Motivation: Nature & Importance of Motivation; Motivational Challenges; Content & Process theory of motivation.

Personality: Nature of personality; Determinants, Theories – Psychoanalytical & Social Learning Theory; personality & OB.

Recommended Books:

1. Organisational Behaviour: Stephen Robbins (PHI).
2. Organisational Behaviour: L.M. Prasad
4. Organisational Behaviour: Rao & Narayan
5. Environmental Studies & OB: Sharma & Gupta
6. Organisational Behaviour: K Aswathappa (HPH)
7. Organizational Behaviour: Gupta and Joshi (KP)

PRODUCTION & OPERATIONS MANAGEMENT-I

(BBA-2.3.24)

UNIT-1

Conceptual framework of Production & Operations Management: Nature of Production; Decision-making in production; Importance of production function; Scope of Production & Operations management; Characteristics of modern Production & Operations function.

UNIT-2

Product Design and Analysis: Concept; Product development – concept and steps; Process design; Interrelationship of product design & process design; Process technology; Process technology life cycle; Economic analysis of production processes (cost function of processing alternatives, operating leverage, break even analysis, financial analysis).

UNIT-3

Plant location: Nature; location theories; Errors in location; Steps in location selection; rural vs. urban locations; Locational models.

Layout: Nature; objective of a good layout; Factors influencing layout; Principles of a good layout; layout tools & techniques.

Recommended Books:

1. Production & Operations Management : K Aswthappa & K S Bhatt (HPH)
2. Production & Operations Mgmt.: R. Paneerselvam(PHI)
3. Production & Operations Management : S.N.Chary.
4. Modern Production & Operations Management : Buffa and Sarin

HUMAN RESOURCE MANAGEMENT-I

(BBA-2.3.25)

UNIT-1

Introduction: Meaning of HRM; Significance of HRM; Functions & Objectives of HRM; Evolution & development of HRM. **Human Resources Planning:** Meaning; Importance; Factors affecting HRP; process of HRP; Requisites for successful HRP; Barriers to HRP.

UNIT-2

Job Analysis: Definition; Objective; Process; Techniques. **Job Description:** Concept; Content; Characteristics. **Job Specification** - Concept. **Job Design:** Concept; Objectives; Techniques of job design.

UNIT-3

Recruitment: Meaning; Sources; Factors affecting; Process; Constraints. **Selection:** Meaning; Role; Process, Barriers to selection. **Training:** Nature; Importance; Types; Steps; Improving effectiveness of Training.

Recommended Books:

1. HR & PM: K. Aswathapa (TMG)
2. Human Resource Management: Gupta & Joshi (KP)
3. Industrial Relations: A. Monappa, (TMH).
4. Essentials of Human Resource Management & I. R.: P Subba Rao (HPH)

FINANCIAL MANAGEMENT-I

(BBA-2.3.26)

UNIT-1

Introduction: Meaning of financial management; Objectives of financial management; Functions of finance manager; Emerging role of the finance manger in India.

The financial system: Functions of the financial system; Financial markets; Financial intermediaries; Regulatory infrastructure.

UNIT-2

Sources of Long-Term Finance: Equity capital; Internal accruals; Preference capital; Term loans; Debentures; Comparative picture.

Raising Long-Term Finance: Venture capital; Initial public offer; Rights issue; Private Placement; Preferential allotment; Obtaining a term loan.

UNIT-3

The Time Value of Money: Future value of a single amount; Present value of a single amount; Future value of an annuity; Present value of an annuity; Intra year compounding and discounting.

Valuation of Securities: Bond valuation; Bond yields; Stock valuation.

Books Recommended:

1. Financial Management Theory and Practice: Prasanna Chandra (TMH)
2. Financial Management: Gupta, Sharma and Gupta (KP)
3. Financial Management: I.M.Pandey (VIKAS)
4. Financial Management & Policy: V K Bhalla (Anmol)
5. Financial Management: Ravi M Kishore (Taxmann's)
6. Fundamentals of Financial management: B Banerjee (PHI)

COST AND MANAGEMENT ACCOUNTING-I

(BBA-2.3.27)

UNIT-1

Introduction: Meaning of Costing and Cost Accounting; Objectives and functions of cost accounting; meaning of management accounting; cost accounting and management accounting-comparison; meaning of cost; classification of cost; elements of cost; cost sheet.

Material Cost: Material control; Purchase of materials; stores records; methods of pricing material issues (FIFO, LIFO, Average Cost Method).

UNIT-2

Labor Cost: Labor turn over; idle time; overtime; Systems of wage payment.

Overhead Cost: Meaning and Classification of overhead cost; overhead distribution; absorption of overhead; under and over absorption of overhead.

UNIT-3

Process Costing: Characteristics of process costing; process costing procedure; process losses; abnormal gain; equivalent production.

Books Recommended:

1. Cost Accounting Principles and Practice: M N Arora. (VIKAS)
2. Cost Accounting Principles and Practice: Nigam and Jain (PHI)
3. Cost and Management Accounting: Ravi M Kishore (TAXMANN'S)
4. Management Accounting- Sharma Gupta (KP)
5. Cost and Management Accounting: Jain and Narang (KP)

SEMESTER-IV

MANAGEMENT INFORMATION SYSTEM-II (THEORY) (BBA-2.4.28)

UNIT-1

Applications of MIS : Applications in manufacturing sector: Introduction, personal management, financial management, marketing management, corporate overview.

Decision Support System: Concept, Deterministic systems, Artificial Intelligence system, knowledge base expert system.

Enterprise Management system: EMS, ERP system, ERP basic features, Benefits of ERP, ERP selection, ERP Implementation, EMS & MIS.

UNIT-2

Technology in MIS: Technology of Information System: Data, Transaction, Application Processing, Information System Processing, DBMS: Database Concept, Database Model, Data Models, Database design, RDBMS, MIS & RDBMS; MS SQL Server: Concept; features.

UNIT-3

Client server Architecture: Meaning, client-server Implementation strategies, MIS & CSA; ATM Technology, Business process Re-engineering.

Recommended Books:

- 1.Jawadekar W.S.: Management Information System (TMH)
- 2.Schultheis: Management Information System, Managers Views (TMH)
- 3.Kelkar S.A: Management Information System-A concise study (PHI)
- 4.Edwards: Essence of Information Systems (PHI)
- 5.Ivan Bayross: Teach Yourself Web Technologies Part-1 (BPB)
6. Management Information System: Mahesh Halale (HPH)

MANAGEMENT INFORMATION SYSTEM-II (PRACTICAL) (BBA-2.4.29)

MS SQL Server: SQL; DML; DDL; Commands on SQL.

INDIAN SOCIETY AND CULTURE-II

(BBA-2.4.30)

UNIT -1

Culture expansion: Overseas Trade and Commerce and its impact on South – East Asia; External impact on Indian Culture; Socio – religious Reform Movements; Bhakti Movement; Brahma Samaj and Arya Samaj.

UNIT -2

Nationalism in India: Freedom Struggle; The role of Gandhi, Nehru, and Jinnah.

UNIT-3

Constitution of India: Features of the Indian constitution; structure of the union government; citizenship; fundamentals rights; Control of Public Expenditures.

Recommended Books:

1. Indian Society and Culture: Dr. P. K. Mishra.
2. Culture & Society in India: N. K. Bose
3. Social history of India: Romila Thappar
4. Indian Society and Culture: Das, Chand and Jena (KP)

QUANTITATIVE METHODS-II

(BBA-2.4.31)

UNIT-1

Linear Programming Problems: Mathematical formulation; graphical solution methods; general LPP; Simplex method: computational procedure.

UNIT-2

Network Techniques for Project Management (CPM & PERT): Development of project network; Time Estimation; Determination of the Critical Path, Event Slacks and Activity Floats; Duration Compression Techniques; Resource Leveling.

UNIT-3

Permutation and Combination: Counting principles; permutations and combinations (with and without repetition); restricted permutations and combinations.

Theory of probability: Distribution curve; binomial; poisson and normal distribution.

Recommended Books:

- 1.Elements of Mathematics: (Orissa Council, Vol– 1 & 2)
- 2.Quantitative Techniques-Theory and Problems : Tulsian and Pandey (Pearson)
3. Statistics for Management: Levin Rubin (TMH)

ORGANISATION BEHAVIOUR & BUSINESS ETHICS-II

(BBA – 2.4.32)

UNIT-1

Learning: Meaning & Definition; Classical conditioning, Operant conditioning; Cognitive Theory of Learning; Social Learning Theory; principles of Learning; Learning & OB.

Leadership: Nature & Importance of Leadership; Leadership & Management; Leadership Styles; Theories- Behavioral theories, Contingency theories, Women as Leaders.

UNIT-2

Conflict: Nature; Sources; Conflict resolution techniques; Assertive behavior.

Transactional Analysis: Ego states, Types of Analysis, Life positions Applications.

Power & Politics: Types; Sources.

Group Dynamics: Types of groups; Usefulness of Groups in Organizations.

UNIT-3

Business Ethics: Nature; Arguments for & Against; Ethical Principles in business; Ethical values in Bhagawat Geeta & Upanishad.

Recommended Books:

1. Organisational Behaviour: Stephen Robbins (PHI).
2. Organisational Behaviour: L.M. Prasad
4. Organisational Behaviour: Rao & Narayan
5. Environmental Studies & OB: Sharma & Gupta
6. Organisational Behaviour: K Aswathappa (HPH)
7. Organizational Behaviour: Gupta and Joshi (KP)

PRODUCTION & OPERATIONS MANAGEMENT-II

(BBA – 2.4.33)

UNIT-1

Production/Operations Planning & Control: Nature; Objective of production planning & Control; factors determining production planning; production planning systems; Production Control; Factors determining production control; Limitations of PPC.

UNIT-2

Aggregate Planning: Nature & objective of aggregate planning; Approaches to Aggregate planning.

Capacity planning: Capacity measurement; capacity planning decisions; Classification Of capacity planning; Generation of alternative capacity plans; Framework for analyzing capacity planning decisions.

UNIT-3

Project Planning & Control: Nature; Project life cycle; Project organization; Problems in Managing a project; Project Planning & Control techniques; Project Scheduling techniques.

Quality Control: Nature; Ensuring quality; Quality control techniques; Total Quality Management.

Recommended Books:

1. Production & Operations Management : K Aswthappa & K S Bhatt(HP)
2. Production & Operations Mgmt.: R. Paneerselvam(PHI)
3. Production & Operations Management : S.N.Chary.
4. Modern Production & Operations Management : Buffa and Sarin
5. Essence of Operations Management : Terry Hills (PHI)

HUMAN RESOURCE MANAGEMENT-II

(BBA – 2.4.34)

UNIT-1

Orientation: Meaning; Purpose; Orientation Program; Problems of orientation.
Placement: Concept; Placement problems. **Performance Appraisal:** Meaning; Objectives; Process; Methods; Importance.

UNIT-2

Industrial Relations: Meaning; Importance of Harmonious Industrial Relations; Objectives of IR; Approaches to IR. **Trade Unions:** Meaning; Functions of Trade Unions; Why do employees Join Unions; Problems of Trade Unions.

UNIT-3

Collective Bargaining: Definition of collective bargaining; Essential Conditions for the success of collective bargaining; Functions of collective bargaining; Collective Bargaining process. **Industrial Conflicts:** Causes, Types; prevention; Settlements.

Recommended Books:

1. HR & PM: K. Aswathapa (TMG)
2. Human Resource Management: Gupta & Joshi (KP)
3. Industrial Relations: A. Monappa, (TMH).
4. Essentials of Human Resource Management & I.R.: P Subba Rao (HPH)

FINANCIAL MANAGEMENT-II

(BBA-2.4.35)

UNIT-1

The Cost of Capital: Cost of debt and preference; Cost of equity; Determining the proportions; Weighted average cost of capital.

Capital budgeting: Introduction; Meaning of capital budgeting; Importance of capital budgeting decision; Capital budgeting techniques.

Leverage: Concept of leverage; Operating leverage; Financial leverage; Combined leverage.

UNIT-2

Capital Structure: Introduction; capitalization, capital structure and financial structure; forms of capital structure; importance of capital structure; point of indifference; optimal capital structure; theories of capital structure; factors determining the capital structure.

UNIT-3

Dividend Decision: Introduction; Issues in Dividend Policy; Aspects of Dividend Policy; Practical Considerations in Dividend Policy; Stability of Dividends; Stock Dividends and Stock Split; Walter's Model; Modigliani and Miller's Hypothesis.

Books Recommended:

1. Financial Management Theory and Practice: Prasanna Chandra (TMH)
2. Financial Management: Gupta, Sharma and Gupta (KP)
3. Financial Management: I.M.Pandey (VIKAS)
4. Financial Management: Ravi M Kishore (Taxmann's)
5. Fundamentals of Financial Management: B Banerjee (PHI)

COST AND MANAGEMENT ACCOUNTING-II

(BBA-2.4.36)

UNIT-1

Funds Flow Statement: Importance of Funds Flow Statement; Procedure for preparing a Funds Flow Statement.

Cash Flow Statement: Importance of Cash Flow Statement; Procedure of Preparing a Cash Flow Statement; Comparison between Funds Flow Statement and Cash Flow Statement.

UNIT-2

Marginal Costing: Distinction between absorption costing and marginal costing; income determination under Marginal and Absorption Costing.

Cost-Volume-Profit Analysis: Marginal Cost Equation; Profit/Volume Ratio; Break-Even Analysis; Margin of Safety; Angle of Incidence; Uses and limitations of Break-Even Analysis.

UNIT-3

Financial Statement Analysis: Introduction; meaning and concept of financial analysis; Comparative Statements; Common Size Statements; Trend Analysis; Ratio Analysis (Liquidity Ratio, Solvency Ration & Profitability Ratio).

Standard Costing: Meaning of standard cost and standard costing; Variance analysis (Material, Labor).

Books Recommended:

1. Cost Accounting Principles and Practice: M N Arora. (VIKAS)
2. Cost Accounting Principles and Practice: Nigam and Jain (PHI)
3. Cost and Management Accounting: Ravi M Kishore (TAXMANN'S)
4. Management Accounting: Sharma Gupta (KP)
5. Cost and Management Accounting: Jain & Narang (KP)

SEMESTER V

BANKING, INTERNATIONAL TRADE AND FINANCE-I (BBA-3.5.37)

UNIT-I

Commercial Banking: Functions of Commercial Banks; Balance Sheet of a Commercial Bank; Credit Creation; Role of Commercial Banks.

UNIT-II

Central Banking: Functions of central bank; Credit Control-quantitative and selective measures; Reserve Bank of India – functions and its monetary policy; concepts of CRR, SLR, Bank Rate, Repo and Reverse Repo.

UNIT-III

International Trade and Balance of Payments: Theory of Comparative Cost; Gains from International Trade; Balance of Payments and balance of trade; Equilibrium and adjustment in balance of payments; Different approaches to adjustment.

Books Recommended :

1. Indian Financial System: M. Y. Khan
2. International Financial Management: V. Sharan
3. Money Banking and International Trade: R. R. Paul (KP)
4. Money and Banking: S. Mitra

COMPUTERISED ACCOUNTING AND AUDITING-I (BBA-3.5.38)

UNIT-I

Simple Accounting: Complete book keeping, company creation, General ledger, flexible classification of Account Heads, flexible voucher entry (Receipt voucher, payment, contra, journal, debit and credit notes & memos vouchers) and voucher numbering. Bank reconciliation.

UNIT-II

Simple Inventory/ Stock Management: Grouping and categorization of stock items, flexible units of measure. Flexible invoicing. Purchase invoices, sales invoices. Physical stock verification. Stock Transfer voucher. Purchase return and sale return. Maintaining material note.

UNIT-III

Advanced Financial Management and Advanced Stock Management (Company Features): Cost-Center and profit center, Bill-wise details for trading and non-trading concern, stock categories. Multiple Warehouse/ Locations. Stock Transfers to Warehouse/ Branches. Batch-wise/ lot wise including Expiry date handling. Sale and purchase order processing. Tracking through receipt notes/ Delivery notes/ rejections inward/ Rejection Outward.

Books Recommended:

1. Implementing Tally 5.4 & 6.3: K. K. Nadhani (BPB)
2. Learning in Tally: Ramesh Bangia (PBP)

MARKETING HONOURS

ADVERTISING MANAGEMENT-I (BBA-3.5.39)

UNIT-I

Advertising Basics: Structure of advertising industry; Kinds of advertising.
Advertising Planning: Significance, Steps in advertising planning process.

UNIT-II

Advertising Mission: Approaches to the task of objective setting- the sales school of thought & the communicating effect school of thought, DAGMAR. **Advertising Money:** Advertising Budget process; Advertising budget approaches- Percentage of sales method, Objective task method, Sales response & decay method.

UNIT-III

Advertising Business: Organizational structure of advertising department.
Advertising Agency: Functions and Selection.

Books Recommended:

1. Foundations of Advertising Theory and Practice: Chunawala & Sethia (HP)
2. Advertising Management: P.K. Agarwal (Pragati Prakashan)
3. Advertising: C.N. Sontaki (Kalyani Publishers)
4. Advertising made simple: Frank Jefkins (PHI)
5. Advertising Management: U.C. Mathur

SALES AND DISTRIBUTION MANAGEMENT-I

(BBA-3.5.40)

UNIT-I

Sales & Distribution Strategy: Role of sales management in marketing; Steps in designing and managing a sales force; Sales strategy; Types of channels; Channel strategy decisions; Key issues in determining channel requirement.

UNIT-II

Personal Selling: Changing face of personal selling; Steps in personal selling; Qualities of a good salesman; Buying motives; Psychology in selling. **Sales Organization:** Introduction; Role of sales organization; Developing a sales organization; Selling process.

UNIT-III

Sales Display: Objectives; Types; Process; Role of retailers in sales displays. **Sales Promotion:** Factors affecting sales promotion; Tools of sales promotion.

Books Recommended:

1. Sales and Distribution Management: S. L. Gupta (Excel)
2. Salesmanship and Sales Management: P.K. Sahu & K.C. Rout (Vikas)
3. Sales management: Still, Cundiff, Govoni (PHI)
4. Basics of Distribution Management: S.K. Kapoor & P. Kansal (PHI)

RURAL MARKETING MANAGEMENT-I

(BBA-3.5.41)

UNIT-I

The call of Rural Marketing: Understanding rural consumers; Defining rural India; Evolution of rural marketing; Rural market structure; Constitution of rural market; Size of rural market.

UNIT-II

Rural Economy: Economic scenario in rural India; Rural economic structure; Rural occupation pattern & employment structure; Rural incomes & consumption; Rural infrastructure; Government policies and the rural face of reforms.

UNIT-III

Rural Marketing Research: Planning the rural research; Primary data collection; Do's and don'ts in rural market research; Attributes of rural researchers; Limitations of rural research; Major players in rural research business.

Books Recommended:

- 1.The Rural Marketing Book: P Kashyap, S. Raut (Biztantra)
- 2.Rural Marketing (Text & Cases): C.S.G.K.M.L. Ramakrishnan(Pearson)
- 3.Rural Marketing: Sukhpal Singh (Vikash)
- 4.A textbook on Rural Marketing: M. Kamath-R. Ramakrishnamoorthy(HP)

SERVICE MARKETING MANAGEMENT-I

(BBA-3.5.42)

UNIT-I:

Service marketing: Conceptual Issues – I: Understanding service phenomenon, Role of services in Economy, Service characteristics & Marketing Implications, Knowledge of Buyers, Marketing Mix in services: the traditional 4Ps.

UNIT-II:

Service marketing: Conceptual Issues – II: Extended marketing mix for services, Differentiation strategies, Demand management & productivity, Service quality, Service strategies.

UNIT-III:

Travel Services: Airline Services marketing; Travel services marketing; Railway's services marketing.

Books Recommended:

1. Services Marketing: Ravi Shanker (Excel Book)
2. The essence of Services Marketing: A. Payne (PHI)

EXPORT MANAGEMENT-I

(BBA-3.5.43)

UNIT-I

Understanding International Trade Environment: Need for Export Management, Nature of Export Management, Process of Export Management, Functions of Export Manager. Multilateral Trading system, World Trade Organization; Trading agreements and market entry strategies. Legal framework for foreign Trade of India.

UNIT-II

Export Firm & India's Foreign Trade: Nature of export firm; Setting up an export firm; Procedure for an allotment of Importer-Exporter code number, Registration of Export firm. Target markets for select export products and India's competitors. Starting export business: tips for export marketing, India's export markets.

UNIT-III

Product Identification, Pricing & Payment: Criteria for selection of product for export; Selection for item(s) for export; Product branding, Packaging and Packing. Nature of pricing decision; Methods of Payment; Letter of credit, Kinds of Letter of Credit.

Books Recommended:

- 1.Export Management: P. K. Khurana-3rd edition- (Galgotia Publishing House)
- 2.Export Management: D.C. Kapoor (Vikas Publishing House)
- 3.Export Management: N. Kumar & R. Mittal (Anmol Publications)

CONSUMER BEHAVIOUR AND MARKET RESEARCH-I (BBA-3.5.44)

UNIT-I

Basics of Consumer Behavior: Nature; Scope; Significance; Buyer-an enigma; Applying CB knowledge - market opportunity analysis, target market selection and marketing mix determinants.

UNIT-II

Profile of the Indian consumer: Demographic profile; Literacy; Geographic distribution of consumers; Consumption pattern; Classification of Indian consumers based on economic status; Analysis of Indian middle class consumer. CB & Demarketing; CB & Consumer Education.

UNIT-III

Purchase process: Consumer decision process-the model; Alternative evaluation-determinants of evaluation criteria; Determination of alternative forms; Purchase decision; Purchasing patterns; Post purchase behavior.

Books Recommended:

1. Marketing Research & Consumer Behaviour: S. Sumathi & P. Saravanavel(Vikas)
2. Marketing Research & Consumer Behaviour: CN Sontaki(KP)
3. Marketing Management: Rajan Saxena (TMG)
4. Consumer behaviour: MS Raju & D. Xardel (Vikas)
5. Consumer Behaviour: Schiffmann-Kanuk (PHI)

FINANCE HONOURS

INVESTMENT MANAGEMENT-I (BBA-3.5.39)

UNIT-I

Investment Scenario: Concept of Investment; Investment Attributes; Investment Objectives and Constraint; Investment Risks; Investment Vs Speculation. **Investment Alternatives:** Non-Marketable Financial Assets; Money Market Instruments; Fixed Income Securities; Equity Shares; Mutual Fund Schemes; Financial derivatives.

UNIT-II

Securities Market : Primary Equity Market; Secondary market and its operations; NSE and BSE; Buying and selling shares; Stock market quotations and Indices.

Risk and Return : Measuring Historical Returns; Measuring Historical Risk; Measuring Expected Return and Risk.

UNIT-III

Fundamental Analysis : Macro Economic analysis; Industry analysis; Company analysis, estimation of Intrinsic value. **Technical Analysis:** Concept; Difference between fundamental analysis and Technical analysis; charting techniques; Technical Indicators; Evaluation of Technical analysis. **Efficient Market Hypothesis :** Introduction; Weak; Semi – Strong and strong form of market efficiency.

Books Recommended:

1. Investment Analysis and Portfolio Management: Prasanna Chandra (TMH)
2. Security Analysis and Portfolio Management: R P Rustagi (HPH)

INDIAN FINANCIAL SYSTEM-I

(BBA-3.5.40)

UNIT-I

Financial System – An Introduction: Components of the Formal Financial System; Functions of the Financial System; Nature and Role of Financial Institutions and Financial Markets. Role of the Financial System in the Economy; Reforms in the Financial System.

UNIT-II

Money market: Introduction; T-Bills, commercial Paper, Certificates of Deposits; Call Money market; Money Market Intermediaries; Money Market Mutual Funds; Tools for managing liquidity in the money market.

Capital Market: Introduction; Functions of a Capital Market; Capital Market Scams; Reforms in the Capital market.

UNIT-III

The Primary Market: Introduction; Free Pricing Regime; Book Building; On Line IPOs; Resource Mobilization from International Capital Markets.

The Secondary Market: Introduction; Functions of the Secondary market; Listing of Securities; Trading arrangements; Trading and Settlement; Internet Trading; Stock Market Index; Measures to boost liquidity in the Secondary Market; Impact of Reforms and Measures on the Secondary Market activities.

Books Recommended :

1. Indian Financial System: Bharati V. Pathak (Pearson)
2. Indian Financial System: M. Y. Khan (TMH)

PRINCIPLES OF BANKING-I

(BBA-3.5.41)

UNIT-I

Banker and Customer: The Relationship between a Banker and a Customer; Statutory obligation to Honour Cheques; Banker's Lien; Duty to maintain secrecy of customer's account; Rights to claim incidental charges; Right to charge compound interest; Deposits.

UNIT-II

Loans and Advances: Principles of sound Lending; Secured and Unsecured Advances; Forms of advances. **Modes of Charging Security:** Lien; Pledge; Assignment; Hypothecation; Characteristics of hypothecation; Canons of a good Banking Security.

UNIT-III

Subsidiary Services: Safe custody of valuables; letters of Credit; Traveller's Cheque; Remittance of Funds; Merchant Banking; Dealing in Forex Business; Lease Finance; Factoring; Housing Finance; Underwriting of Securities; Tax Consultancy; Credit Cards; Gift Cheques.

Books Recommended :

1. Banking Theory, Law and Practice: Gordon and Natrajan (HPH)

PRINCIPLES OF INSURANCE AND RISK MANAGEMENT-I (BBA-3.5.42)

UNIT-I

Introduction to Risk Management: The concept of Risk; risk vs uncertainty; types of risk; Risk Management- conceptual framework and objectives; Risk management by Individuals and corporate.

UNIT-II

Introduction to Insurance: Definition of insurance; costs and benefits of insurance; elements of an insurable risk; principles of insurance; kinds of insurance. Globalization of Insurance: Need for globalization; globalization and its impact on India.

UNIT-III

Indian Insurance Industry: Insurance players in India; Legal provisions applicable to Insurance Business in India; Income Tax provisions for life insurance policy holders.

Books Recommended :

1. Insurance: Theory and Practice: Nalini Prava and Prabir Pal (PHI)
2. Principles and Practice of Insurance: Dr. P. Periasamy (HPH)
3. Insurance and Risk Management: P K Gupta (HPH)

CORPORATE ACCOUNTING-I

(BBA-3.5.43)

UNIT-I

Issue and forfeiture of Shares: Introduction; Share Capital; Types of Share; Issue of Shares; Accounting for Issue of shares; Calls in Advance; Cash Book; Calls in Arrears; Issue of shares at a premium and discount; forfeiture of shares; Reissue of forfeited shares.

UNIT-II

Redemption of preference shares and buy Back of shares: Introduction; Redemption of preference shares; Accounting treatment; concept of Buy Back of equity shares.

UNIT-III

Final Accounts of Joint Stock Companies: Introduction; preparation of final accounts of companies; presentation of final accounts of companies; Balance sheet of a company; profit and loss A/c of a company.

Books Recommended :

1. Corporate Accounting: Ashok Sehgal and Deepak Sehgal (Taxmann)
2. Modern Accountancy: Hanif and Mukherjee (Volume I and II)

TAX MANAGEMENT-I

(BBA-3.5.44)

UNIT-I:

Basics of Income Tax: Assessment year; Previous year; person; assessee; charge of income tax; income; Gross total income; Residential status and incidence of tax; income deemed to accrue or arise in India; exempted income.

UNIT-II:

Income under the head “Salaries”: Essential norms of salary income; basis of charge; different forms of salary income; allowance; perquisites; deduction from salary income; tax rebate; relief.

UNIT-III:

Income under the head “Income from house property”: Chargeability; applicability of sec 22 in certain typical situations; property income exempt from tax; let-out house property; self-occupied property.

Income under the head “Profits and gains of business or Profession”: Chargeability; general principles governing assessment of business income; scheme of deductions and allowances.

Books Recommended:

1. Direct taxes law and practice: Singhania and Singhania (Taxmann)
2. Indirect taxes law and practice: V S Datey (Taxmann)
3. Indirect Tax Laws: Sareen and Sharma (KP)

SEMESTER VI

BANKING, INTERNATIONAL TRADE AND FINANCE-II (BBA-3.6.45)

UNIT-I

Exchange Rate Mechanism: Exchange Rate Quotations; Nominal, Real and Effective Exchange Rates; Determination of Exchange Rate in the spot Market; Factors influencing exchange rate; Exchange Rate determination in forward market; techniques of exchange rate forecasting.

UNIT-II

Foreign Direct Investments: Theories of FDI; Costs and Benefits of FDI; Strategy for FDI.

Financing of Foreign Trade: Foreign Trade Documentation; Modes of Payment in International Trade; Methods of Trade Financing; EXIM Bank of India.

UNIT-III

Overview of the International Financial Market: Channels for International Flow of Funds; Changing Structure of the International Financial Market; Selection of Sources and Forms of Funds.

International Financial Market Instruments: International Equities; International Bonds; Short-term and Medium-term Instruments.

Books Recommended :

1. Indian Financial System – M. Y. Khan
2. International Financial Management –V. Sharan
3. Money Banking and International Trade – R. R. Paul (KP)
4. Money and Banking – S. Mitra

COMPUTERISED ACCOUNTING AND AUDITING-II

(BBA-3.6.46)

UNIT-I

The Technology Advantage of Tally: Data security. Tally audit. User defined security levels. Internal back-up/ restores. Import and export of data and split company data.

UNIT-II

Simple interest calculation , VAT and TDS

UNIT-III

Reports: Data based reporting (cash book, bank book, ledger, accounts groups etc) Accounts receivables and Accounts payables. Columnar reports. Trial balance, trading profit and loss, balance sheet, ratio analysis. Sales and purchase extracts; stock query- by stock group or stock category, item ledger.

Books Recommended:

1. Implementing Tally 5.4 & 6.3 – K. K. Nadhani (BPB)
2. Learning in Tally- Ramesh Bangia (PBP)

MARKETING HONOURS

ADVERTISING MANAGEMENT-II (BBA-3.6.47)

UNIT-I

Advertising Message: Message generation, Message evaluation & selection, Message execution and review. **Advertising Appeals:** Essentials of a good appeal; Classification of Advertising appeals- rational, emotional, moral.

UNIT-II

Advertising Media: Indoor & Outdoor advertising media with their relative merits & demerits; Choice of advertising media. **Media Planning:** Reach; Frequency; Continuity; Media scheduling.

UNIT-III

Advertising Measurement: Reasons for testing advertising; Pre testing; Concurrent testing and Post testing methods. **Social aspects of Advertising:** Consumerism; Ethics in advertising; Advertising & children; Advertising & standard of living.

Books Recommended:

1. Foundations of Advertising Theory and Practice: Chunawala & Sethia (HP)
2. Advertising Management: P.K. Agarwal (Pragati Prakashan)
3. Advertising: C.N. Sontaki (Kalyani Publishers)
4. Advertising made simple: Frank Jefkins (PHI)
5. Advertising Management: U.C. Mathur

SALES AND DISTRIBUTION MANAGEMENT-II

(BBA-3.6.48)

UNIT-I

Quota & Territory Management: Steps; Methods; Sales quota: Types of sales quotas; Territory management. **Sales Budgeting & Control:** Significance of a sales budget; Sales control.

UNIT-II

Logistics: Functional areas of logistics; Logistical integration; Distribution cost control: Need for proper analysis of distribution costs; Allocation & Analysis of distribution costs; Distribution & customer satisfaction.

UNIT-III

The Intermediaries: Channels of distribution; Objectives; Patterns; Participants; Key issues; Evolution of retailing. **Distribution Analysis, Control and Management:** Scope of control; Systems concept & management; Tools of control; Distribution cost control.

Books Recommended:

1. Sales and Distribution Management: S. L. Gupta (Excel)
2. Salesmanship and Sales Management: P.K. Sahu & K.C. Rout (Vikas)
3. Sales management: Still, Cundiff, Govoni (PHI)
4. Basics of Distribution Management: S.K. Kapoor & P. Kansal (PHI)

RURAL MARKETING MANAGEMENT-II

(BBA-3.6.49)

UNIT-I

Product Strategy: Rural product categories; New product development; Rural packaging; Branding in rural India. **Pricing Strategy:** Introduction; Objectives; Rural pricing strategy; Market entry strategies.

UNIT-II

Distribution Strategy: Channels of distribution; Evolution of rural distribution system; Behavior of the channels; Prevalent ideal rural distribution model.

UNIT-III

Promotion strategy: Deciding the promotion mix; Creating the advertisements for rural audiences; Rural media- Conventional & Nonconventional. **Innovation in rural markets-** An elementary idea.

Books Recommended:

- 1.The Rural Marketing Book- P Kashyap, S. Raut (Biztantra)
- 2.Rural Marketing (Text & Cases)- C.S.G.K.M.L. Ramakrishnan(Pearson)
- 3.Rural Marketing- Sukhpal Singh (Vikash)
- 4.A textbook on rural marketing- M. Kamath-R. Ramakrishnamoorthy(HP)

SERVICE MARKETING MANAGEMENT-II

(BBA-3.6.50)

UNIT-I

Financial and IT Services: Marketing of Insurance Services; Bank Marketing, Mutual funds marketing; Information Technology services marketing; Computer Network services.

UNIT-II

Health Care and Professional Services: Hospital services marketing; Marketing the Medical Transcription services; Consultancy services marketing; Advertising services marketing; Retail services marketing: favorites of a New Life Cycle.

UNIT-II

Transportation Services: Courier services marketing: The speed post experience; Marketing logistics services: Pipelines.

Books Recommended:

1. Services Marketing: Ravi Shanker (Excel Book)
2. The essence of Services Marketing: A. Payne (PHI)

EXPORT MANAGEMENT-II

(BBA-3.6.51)

UNIT-I

Channel Strategies, Finance & Risk: Types of marketing channels, Strategies for distribution channels, Criteria for selection of importers / distributors. Nature of market entry strategy, Opening overseas office. Nature of export finance, General guidelines to the banks for export financing, Export-Import bank of India. Export risk identification, Prevention or reduction of risk, Credit risk insurance and ECGC, Cargo insurance.

UNIT-II

Import Procedure, Foreign Exchange Management: Import of unrestricted items, Import of restricted items, Import of capital goods under ECGC scheme, Application fee for import licenses, Procedure for custom clearance, Payment of import duty, Release of goods. FEMA and exchange control regulations, Manner of realization of export proceeds, Period of receiving payment, Mode of payment, Agency commission.

UNIT-III

E-Commerce: Concept of e-commerce, Internet based e-commerce, Using e-commerce for exports, Internet as a source of trade information.

Books Recommended:

- 1.Export Management: P. K. Khurana-3rd edition- (Galgotia Publishing House)
- 2.Export Management: D.C. Kapoor (Vikas Publishing House)
- 3.Export Management: N. Kumar & R. Mittal (Anmol Publications)

CONSUMER BEHAVIOUR AND MARKET RESEARCH-II

(BBA-3.6.52)

UNIT-I

Industrial Consumer Behavior: Meaning & Definition; Types of industrial consumers; Classification of industrial buyers; Participants in industrial buying process- buying center; Basic methods and practices in industrial buying.

UNIT-II

Consumerism: Definition, Scope, Impact on marketing practices, Public policy & consumer protection, consumer education & research, consumer legislation, social & ethical Issues.

UNIT-III

Market Research: Definition of MR; Nature of MR; Objectives of MR; Scope & Coverage of MR; Futures of MR. Types of MR; Marketing performance research; Product research; Promotion research; Physical distribution research; Pricing research; Uses of MR.

Books Recommended:

1. Marketing Research & Consumer Behaviour: S. Sumathi & P. Saravanel(Vikas)
2. Marketing Research & Consumer Behaviour: CN Sontaki(KP)
3. Marketing Management: Rajan Saxena (TMG)
4. Consumer behaviour: MS Raju & D. Xardel (Vikas)
5. Consumer Behaviour: Schiffmann-Kanuk (PHI)

PROJECT AND VIVA-II (BBA-3.5.53)

Every student will have to do project report in any area of MARKETING detailed in the curriculum under the guidance of regular / guest faculty/ Industry experts. It should be research based to create new knowledge in the field. The student shall submit the project report well before the SEMESTER– End examination. Marks will be awarded (out of 50) for the project report after viva. THE EXTERNAL EXAMINER WILL EVALUATE THE PROJECT REPORT AND HE WILL AWARD MARKS AFTER CONDUCTING THE VIVA.

PROJECT=50 MARKS
VIVA =50 MARKS

FINANCE HONOURS

INVESTMENT MANAGEMENT-II (BBA-3.6.47)

UNIT-I

Options: Options Terminologies; Options and their pay off just before their expiration; Options Strategies; Factors determining option values.

Futures: Features of a Futures Contract; Use of Futures Contract; Index Futures; Pricing of a futures contract.

UNIT-V

Portfolio Management Overview: Introduction; Process of Portfolio Management; Concept of Modern Portfolio Theory.

Portfolio Analysis: Portfolio Return; Portfolio Risk; Portfolio Diversification; Optimal Portfolio; The Single Index Model.

UNIT-III

Measurement of Portfolio Performance: Sharpe's Performance Measure; Treynor's Performance Measure; Jensen's Performance Measure; Other Observations on Performance Measure; Problem with Performance Measurement.

Books Recommended:

1. Investment Analysis and Portfolio Management: Prasanna Chandra (TMH)
2. Security Analysis and Portfolio Management: R P Rustagi (HPH)

INDIAN FINANCIAL SYSTEM-II

(BBA-3.6.48)

UNIT-I

Depositories and Custodian: Depository System; NSDL; CDSL; Custodians; SHCIL.

Credit Rating: Introduction; The Growth of Credit Rating Industry in India; Credit Rating Agencies in India and rating process; IPO ratings.

UNIT-II

Mutual Funds: Introduction; Types of Mutual fund schemes; Organization of a Mutual Fund; Association of Mutual Funds in India; Growth and performance of Mutual Funds in India.

UNIT-III

Merchant Banking: Meaning and concepts; functions of merchant banks; role of a merchant banker; merchant banking in India; merchant bankers regulations; government policies; merchant banking scenario.

Books Recommended :

1. Indian Financial System: Bharati V. Pathak (Pearson)
2. Indian Financial System: M. Y. Khan

PRINCIPLES OF BANKING-II

(BBA-3.6.49)

UNIT-I

Investment Policy of a Bank: Liquidity; safety; Profitability; Capital Adequacy Ratio (CAR).

UNIT-II

Management of Non Performing Assets: Factors Contributing to NPA; Early warning signals; Remedies available; Recent measures; E-Banking.

UNIT-III

Asset- Liability Management Practices; Credit Risk Management; Country Risk Management.

Books Recommended :

1. Banking Theory, Law and Practice: Gordon and Natrajan (HPH)
2. Indian Financial System: M Y Khan (TMH)

PRINCIPLES OF INSURANCE AND RISK MANAGEMENT-II (BBA-3.6.50)

UNIT-I:

Life-Insurance: Life insurance basics; advantages of life insurance; Basic procedure for issuing a life insurance policy; Nomination; Assignment; Revivals; Policy Loans; Surrender Value; Claim settlements.

Non-life Insurance: Industry structure; Issue of non-life insurance policies; Rating procedures; Claim settlements; Types of non-life insurance.

UNIT-II:

Management of Insurance Companies-I: ; Functions of Insurers; Product Developmental process; Underwriting Basics; Objectives and Principles of Underwriting; Fundamentals of Insurance Pricing; Pricing Objectives.

UNIT-II:

Management of Insurance Companies-II: Marketing of Insurance Products; Distribution Channels; Agents; Brokers; Corporate Agents; Bancassurance; Introduction to Reinsurance; Objectives of Reinsurance.

Books Recommended :

1. Insurance: Theory and Practice: Nalini Prava and Prabir Pal (PHI)
2. Principles and Practice of Insurance: Dr. P. Periasamy (HPH)
3. Insurance and Risk Management: P K Gupta (HPH)

CORPORATE ACCOUNTING-II

(BBA-3.6.51)

UNIT-I

Valuation of Goodwill: Introduction; features of goodwill; Types of goodwill; factors affecting valuation of goodwill; Methods of valuation of goodwill.

Valuation of Shares: Need for valuation of shares; factors affecting value of shares; Valuation of equity shares based on net assets; valuation of equity shares based on profitability.

UNIT-II

Consolidated Financial Statement: Definition of Parent (or Holding) and its Subsidiary; Need of consolidated financial statements; Status of consolidated financial statements in India; Preparation of consolidated balance sheet of holding company with one subsidiary only.

UNIT-III

Indian Accounting Standards: Introduction; Indian Accounting Standards; simple problems based on Indian accounting standards.

Books Recommended :

1. Corporate Accounting: Ashok Sehgal and Deepak Sehgal (Taxmann)
2. Modern Accountancy: Hanif and Mukherjee (Volume I and II)

TAX MANAGEMENT-II

(BBA-3.6.52)

UNIT-I

Capital gains: Chargeability; meaning of capital assets; types of capital assets; transfer of capital asset.

Income from other sources: Basis of charge; Chargeable income under sec 56(2); deductions.

UNIT-II:

Nature of Excise duty: Basic conditions of excise liability; types of excise duties; excisable goods; powers of central excise officers.

Introduction to Customs Duty: Background of customs law; scope and coverage of customs law; nature of customs duty; types of customs duties.

UNIT-III:

Basic concepts of Central Sales tax: Objects and basic scheme of the CST Act; restrictions on powers of taxation; goods under CST Act; sale under CST Act; person liable to pay CST; rate of Central Sales Tax.

Service Tax: Charging of service tax; taxable service; value of taxable service for charging service tax; person who has to pay service tax.

Books Recommended:

1. Direct taxes law and practice: Singhania and Singhania (Taxmann)
2. Indirect taxes law and practice: V S Datey (Taxmann)
3. Indirect Tax Laws: Sareen and Sharma (KP)

PROJECT AND VIVA-II (BBA-3.6.53)

Every student will have to do project report in any area of **FINANCE** detailed in the curriculum under the guidance of regular / guest faculty/ Industry experts. It should be research based to create new knowledge in the field. The student shall submit the project report well before the SEMESTER– End examination. Marks will be awarded (out of 50) for the project report after viva. THE EXTERNAL EXAMINER WILL EVALUATE THE PROJECT REPORT AND HE WILL AWARD MARKS AFTER CONDUCTING THE VIVA.

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