

SCHEME OF EXAMINATION

&

SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION

FROM THE ACADEMIC SESSION 2011-12

**MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)**

**CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME
FROM THE SESSION 2011-12**

FIRST YEAR

First Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBA101	Business Organization	80	20	-	100
BBA102	Business Mathematics	80	20	-	100
BBA103	Financial Accounting	80	20	-	100
BBA104	Computer Fundamentals	50	-	50	100
BBA105	Business Communication	80	20	-	100
BBA106	Micro-economics for Business Decisions	80	20	-	100
	TOTAL				600

Second Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBA201	Principles of Management	80	20	-	100
BBA202	Macro-economic Analysis and Policy	80	20	-	100
BBA203	Company accounts	80	20	-	100
BBA204	Computer Applications in Management	50	-	50	100
BBA205	Organizational Behavior	80	20	-	100
BBA206	Business Statistics	80	20	-	100
	TOTAL				600

NOTE: 1 The duration of the end term examination shall be 3 hours

CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME

SECOND YEAR

Third Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBA301	Cost Accounting	80	20	-	100
BBA302	Marketing Management	80	20	-	100
BBA303	Capital Markets	80	20	-	100
BBA304	Production Management	80	20	-	100
BBA305	Data Base Management System	50	-	50	100
BBA306	Environmental Studies	80	20	-	100
	TOTAL				600

Fourth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBA401	Indian Business Environment	80	20	-	100
BBA402	Financial Management	80	20	-	100
BBA403	Human Resource Management	80	20	-	100
BBA404	Business Research Methods	80	20	-	100
BBA405	Business Laws	80	20	-	100
BBA406	Introduction to Information Technology	50	-	50	100
	TOTAL				600

NOTE: 1 The duration of the end term examination shall be 3 hours

2 Immediately after the completion of the IV semester examination, the students shall proceed for their Summer Training of 4 weeks duration. The Summer Training Reports prepared after the completion of shall be assessed in the V semester as a compulsory paper.

CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME
THIRD YEAR

Fifth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBA501	Purchase and Materials Management	80	20	-	100
BBA502	Company Law	80	20	-	100
BBA503	Management Accounting	80	20	-	100
BBA504	Computer Networking & Internet	50	-	50	100
BBA505	Presentation Skills	80	20	-	100
BBA506	Summer Training Report*	100	-	-	100
	TOTAL				600

NOTE: 1 *Summer Training Report will be evaluated by the external examiner as per the provisions contained in the Ordinance

Sixth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ Work-shop Marks	Practical Marks	Total Marks
BBA601	Corporate Taxation	80	20	-	100
BBA602	System Analysis & Design	80	20	-	100
BBA603	Foundations of International Business	80	20	-	100
BBA604	Consumer Protection	80	20	-	100
BBA605	E-Commerce	50	-	50	100
BBA606	Personality and soft skills development	80	20	-	100
BBA607	Comprehensive Viva-voce	100	-	-	100
	TOTAL				700

NOTE: 1. The duration of the end term examination shall be 3 hours.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BUSINESS ORGANISATION
PAPER CODE: BBA-101

UNIT-I

Business – Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade

UNIT-II

Forms of business organization – Sole proprietorship, partnership, joint stock company, types of company cooperative societies; multinational corporations

UNIT-III

Entrepreneurship – Concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization, feasibility and preparation business plan

UNIT-IV

Government and business interface; stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association

SUGGESTED READINGS:

1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organisation, Pearson Education, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BUSINESS MATHEMATICS
PAPER CODE: BBA-102

UNIT-I

Theory of Sets – Meaning, elements, types, presentation and equality of sets; union, intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory

UNIT-II

Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers

UNIT-III

Permutations, combinations and binomial theorem (positive index)

UNIT-IV

Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation and integration

SUGGESTED READINGS:

1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
3. Reddy, R.Jaya Prakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

FINANCIAL ACCOUNTING
PAPER CODE: BBA-103

UNIT-I

Meaning and scope of accounting, nature of financial accounting principles, basis of accounting; accounting process – from recording of business transaction to preparation of trial balance

UNIT-II

Depreciation accounting; preparation of final accounts (non-corporate entities) alongwith major adjustments

UNIT-III

Rectification of errors; accounts of non-profit organization, joint venture accounts

UNIT-IV

Hire purchase, lease and installment purchase system accounting; consignment accounts

SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi
4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications

NOTE:

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

COMPUTER FUNDAMENTALS
PAPER CODE: BBA-104

UNIT-I

Introduction – Digital and analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications

UNIT-II

Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system

UNIT-III

Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup memory

UNIT-IV

Computer applications in offices, use of computers in books publication, desktop publishing system, application of computers for data analysis, application of computer in education, application of computer in banks, medical field

SUGGESTED READINGS:

1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

BUSINESS COMMUNICAITON
PAPER CODE: BBA-105

UNIT-I

Business Communication – Nature and process, forms of communication, role of communication skills in business, communication networks, barriers to communication

UNIT-II

Communication Skills: Listening skills – cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, voice modulation and body language

UNIT-III

Written Communication – Types, structures and layout of business letters; presentative letters – sales letters, claim letters, employment letters, writing memo, notice and circular

UNIT-IV

Business Reports – Purpose and types, framework of business reports, presentation of reports, brochures, issuing notice and agenda of meeting and recording of minutes of meetings

SUGGESTED READINGS:

1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
3. Das, Biswajit and Ipseeta Satpathy, Business Communication and Personality Development, Excel Books, New Delhi
4. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
5. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

MICRO ECONOMICS FOR BUSINESS DECISIONS
PAPER CODE: BBA-106

UNIT-I

Nature and scope of micro economics, determinants of demand and law of demand, price, cross and income elasticity, law of supply, elasticity of supply, competitive equilibrium; consumer's equilibrium- utility and indifference curve approaches

UNIT-II

Short run and long run production functions, laws of returns; optimal input combination; classification of costs; short run and long run cost curves and their interrelationship; internal and external economies of scale, revenue curves; optimum size of the firm; factors affecting the optimum size, location of firms

UNIT-III

Equilibrium of the firm and industry – perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; oligopolistic behaviour

UNIT-IV

Characteristics of various factors of production; marginal productivity theory and modern theory of distribution; determination of rent; quasi rent; alternative theories of interest and wages

SUGGESTED READINGS:

1. D. Salvatore, Microeconomic Theory, Tata McGraw Hill, New Delhi
2. Mark Hirschey, Managerial Economics, Thomson, South Western, New Delhi
3. R H Dholkia and A.N. Oza, Microeconomics for Management Students, Oxford University Press, New Delhi
4. P.L. Mehta, Managerial Economics, Sultan Chand, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the Question Paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

PRINCIPLES OF MANAGEMENT
PAPER CODE: BBA-201

UNIT-I

Introduction – nature and process of management, basic managerial roles and skills, nature of managerial work; approaches to management – classical, human relations and behavioural, systems and contingency approaches; contemporary issues and challenges

UNIT-II

Planning and decision making – concept, purpose and process of planning, kinds of plans, strategic planning, tactical planning and operational planning, goal setting, MBO; decision making – nature and process, behavioural aspects of decision making, forms of group decision making in organizations

UNIT-III

Organizing and leading elements of organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leadership styles, behavioural and situational approaches to leadership

UNIT-IV

Management control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control, controlling techniques, social audit

SUGGESTED READINGS:

1. Griffin, Ricky W, Management, Biztantra, New Delhi
2. Rao, VSP, Management, Excel Books, New Delhi
3. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
4. Wehrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata McGraw Hill
5. Daft, Management, Thompson Learning, New Delhi
6. Robbins, S.P., Management, Pearson Education

NOTE:

1. The external examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

MACRO ECONOMIC ANALYSIS AND POLICY
PAPER CODE: BBA-202

UNIT-I

Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts and the measures, income and their interrelationship, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions

UNIT-II

Macro analysis of consumer behaviour, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis

UNIT-III

Nature of fiscal policy, fiscal deficits, fiscal policy in relation to growth and price stability, basic issues in fiscal deficit management, nature and management of public debt; business taxes – types, rationale and incidence

UNIT-IV

Money supply measures; credit creation process and money multiplier, instruments of monetary policy; promotional and regulatory role of central bank; monetary policy – types, causes, effects and control measures

SUGGESTED READINGS:

1. Gupta, G.S., Macroeconomics – Theory and Applications, Tata McGraw Hill, New Delhi
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi
4. Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi
5. D'souza, Errol, Macroeconomics, Pearson Education, New Delhi

NOTE:

1. The external examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidate will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

COMPANY ACCOUNTS

PAPER CODE: BBA-203

UNIT-I

Accounting for share capital transaction, alternation of share capital, buy-back of shares, acquisition of business and profit prior to incorporation

UNIT-II

Debentures; issue of debentures, methods of redemption of debentures, underwriting of shares and debentures

UNIT-III

Statutory provision regarding preparation of company's final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the companies act, state the basic features of accounting standards 4, 5, 15, 17 18 and 29; company liquidation accounts

UNIT-IV

Valuation of Goodwill and shares, banking company accounts, insurance company accounts

SUGGESTED READINGS:

1. Gupta R.L., Advanced Accounting Vol. II, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting, S. Chand & Sons, New Delhi
3. Jain, S.P. & K.L. Narang, Advanced Accounting, Kalyani Publishers, New Delhi
4. Monga, J.R., Corporate Accounting, Margin Paper Bank, New Delhi
5. Maheshwari S.N., Advanced Accounting, Vikas Publications

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 50

Practical Marks: 50

Time: 3 hrs.

COMPUTER APPLICATIONS IN MANAGEMENT
PAPER CODE: BBA-204

UNIT-I

Introduction to Computers – History, basic anatomy, operating system, memory, input/output devices; types of computers, classification of computers; hardware and software

UNIT-II

Networking – Advantage, types, devices and network connection, wireless networking; virus and firewalls

UNIT-III

Computer applications using internet, chatting and e-mailing; computer applications, advantages and limitations, use in offices, education, institutions, healthcare

UNIT-IV

Multimedia applications in business; marketing and advertising; web applications of multimedia

SUGGESTED READINGS:

1. Saxena, Computer Applications in Management, Vikas Publishing House, New Delhi
2. Ram, B., Computer Fundamentals, New Age Publication, New Delhi
3. Saxena and Pradeep Kumar, Computer Applications in Management, Anmol Publication
4. Goel and Kakhar, Computer, New Age Publication

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

ORGANISATIONAL BEHAVIOUR
PAPER CODE: BBA-205

UNIT-I

Introduction – Concept and scope of organizational behaviour, historical development of organizational behaviour, organization behaviour processes, emerging trends and hanging profiles of workforce

UNIT-II

Individual Processes – Personality, values, attitudes, perception, learning and motivation

UNIT-III

Team Processes – Interpersonal communication, group dynamics, teams and teamwork, decision-making, conflict and negotiation in workplace, power and politics

UNIT-IV

Organizational processes – Elements of organization structure, organizational structure and design, organizational culture, organizational change

SUGGESTED READINGS:

1. Robbins, S.P., Organizational Behaviour, Pearson Education, New Delhi
2. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, Organizational Behaviour, Tata McGraw Hill, New Delhi
3. Pareek, Udai, Understanding Organizational Behaviour, Oxford University Press, New Delhi
4. Griffin, Ricky W, and Gregory Moorhead, Organizational Behaviour, Houghton Mifflin Company
5. New Storm, Organizational Behaviour, Tata McGraw Hill

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS STATISTICS
PAPER CODE: BBA-206

UNIT-I

Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs

UNIT-II

Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness

UNIT-III

Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation co-efficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate

UNIT-IV

Index numbers and time series: Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series

SUGGESTED READINGS:

1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Gupta, C.B., An Introduction to Statistical Methods
3. Gupta, B.N., An Introduction to Modern Statistics
4. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
5. Ellhans, D.N., Fundamentals of Statistics
6. Gupta, S.P., Statistical Methods
7. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

COST ACCOUNTING
PAPER CODE: BBA-301

UNIT-I

Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, installation of costing system, difference between cost accounting and financial accounting

UNIT-II

Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues

UNIT-III

Labour Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labour Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead – classification, allocation and apportionment of overhead including machine hour rate

UNIT-IV

Methods of Costing – Job, Batch and Contract Costing, Process Costing Fundamental, Process Losses & Gains

SUGGESTED READINGS:

1. Jain & Narang, Advance Cost Accounting, Kalyani Publishers, New Delhi
2. Mittal, S.N., Cost Accounting
3. Bhar, B.K., Cost Accounting
4. Prasad, N.K., Principles and Practice of Cost Accounting

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

MARKETING MANAGEMENT
PAPER CODE: BBA-302

UNIT-I

Introduction to Marketing; difference between marketing and selling; core concepts of marketing; marketing mix; marketing process; marketing environment

UNIT-II

Determinants of consumer behaviour; consumer's purchase decision process (exclude industrial purchase decision process); market segmentation; target marketing; differentiation and positioning; marketing research; marketing information system

UNIT-III

Product and product line decisions; branding decisions; packaging and labeling decisions; product life cycle concept; new product development; pricing decisions

UNIT-IV

Marketing channels: - retailing, wholesaling, warehousing and physical distribution, conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing; promotion mix:- personal selling, advertising, sales promotion, publicity

SUGGESTED READINGS:

1. Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Marketing Management, Pearson Education, New Delhi
2. Dhunna, Mukesh, Marketing Management, Text and Cases, Wisdom Publications, New Delhi
3. Sakena, Rajan, Marketing Management, McGraw Hill, New Delhi
4. Zikmund, William G, Marketing, Cengage Learning, New Delhi
5. Panda, Tapan K, Marketing Management, Excel Books, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

CAPITAL MARKETS
PAPER CODE: BBA-303

UNIT-I

Meaning, nature and role of capital market, features of developed capital market, reforms in the capital market, regulatory framework of capital market, capital market instruments and innovation in financial instruments

UNIT-II

Primary capital market scenario in India, primary market intermediaries, primary market activities, methods of raising resources from international market; secondary market scenario in India, reforms in secondary market, organization and management, trading and settlement, listing of securities, stock market index, steps taken by SEBI to increase liquidity in the stock market

UNIT-III

Meaning, need and benefits of depository system in India, difference between demat and physical share, depository process, functioning of NSDL and SHCIL
Importance of Debt market in capital market, participant in the debt market, types of instrument treated in the Debt market, primary and secondary segments of debt market

UNIT-IV

Role and policy measures relating to development banks and financial institution in India, products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI
Meaning and benefits of mutual funds, types of mutual funds, SEBI guidelines relating to mutual funds

SUGGESTED READINGS:

1. Pathak, Bharati V, The Indian Financial System, Pearson Education
2. Khan, M. Y, Indian Financial System, Tata McGraw Hill
3. Bhole, L M, Financial Institutions and Markets, Tata McGraw Hill

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

PRODUCTION MANAGEMENT

PAPER CODE: BBA-304

UNIT-I

Production/Operations Management: Introduction, evaluation, major long term and short term decisions; objectives, importance and activities; difference between products and services (from POM view point)

UNIT-II

Meaning and types of Production Systems: Production to order and production to stock; plant location; factors affecting locations and evaluating different locations; plant layout: meaning, objectives, characteristics and types; plant layout and materials handling

UNIT-III

Production Planning and Control: Meaning, objectives, advantages and elements, PPC and production systems, sequencing and assignment problems; work study: meaning, objectives, prerequisites and procedure; procedure and tools of methods study, procedure and techniques of work measurement

UNIT-IV

Inventory Control: Objectives, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance; inspection, quality control charts for variables and attributes and acceptance sampling; maintenance; importance and types

SUGGESTED READINGS:

The list of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 50

Practical Marks: 50

Time: 3 hrs.

DATA BASE MANAGEMENT SYSTEM
PAPER CODE: BBA-305

UNIT-I

Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system

UNIT-II

Database system architecture – Introduction, schemas, sub schemas and instances; data base architecture, data independence, mapping, data models, types of database systems

UNIT-III

Data base security – Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base

UNIT-IV

Data warehousing and data mining – Emerging data base technologies, internet, database, digital libraries, multimedia data base, mobile data base, spatial data base

Lab: Working over Microsoft Access

SUGGESTED READINGS

1. Navathe, Data Base System Concepts 3rd, McGraw Hill
2. Date, C.J., An Introduction to Data Base System 7^{ed}, Addison Wesley
3. Singh, C.S., Data Base System, New Age Publications, New Delhi

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

ENVIRONMENTAL STUDIES
PAPER CODE: BBA-306

UNIT-I

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over-exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles

UNIT-II

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems

Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution

UNIT-III

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products

UNIT-IV

Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act

SUGGESTED READINGS:

1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
4. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

NOTE:

The students will also be required to do some field work in the form of assignments.

They will:

- Visit a local area to document environmental assets
river/forest/grassland/hill/mountain
- Visit a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems – pond, river, hill slopes etc.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

INDIAN BUSINESS ENVIRONMENT
PAPER CODE: BBA-401

UNIT-I

Nature, components and determinants of business environment; basic nature of Indian economic system; growth of public and private corporate sector; social responsibility of business; economic reforms since 1991 – an overview

UNIT-II

Review of industrial policy developments and pattern of industrial growth since 1991; industrial licensing policy; public sector reforms; privatization and liberalization trends; growth and problems of SMEs; industrial sickness

UNIT-III

Development banking: an overview and current developments; regulation of stock exchanges and the role of SEBI; banking sector reforms; challenges facing public sector banks; growth and changing structure of non-bank financial institutions

UNIT-IV

Trend and pattern of India's foreign trade and balance of payments; latest foreign trade policy; India's overseas investments; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment

SUGGESTED READINGS

1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi
2. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi
3. N.K. Sengupta, Government and Business, Vikas Publishing House, New Delhi
4. K. Ashwathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
5. Govt. of India, Economic Survey (latest year)
6. Bedi, Suresh, Business Environment, Excel Books, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

FINANCIAL MANAGEMENT
PAPER CODE: BBA-402

UNIT-I

Evolution, scope and function of finance managers, objectives of financial management, profit vs. wealth maximization

UNIT-II

Investment Decisions; brief introduction of cost of capital; methods of capital budgeting; ARR, PBP, NPV and IRR, capital rationing (simple problems on capital budgeting methods)

UNIT-III

Financing decision: operational and financial leverage; capital structure theories – NI, NOI and traditional approach; EPS-EBIT Analysis

UNIT-IV

Dividend decision and Management of working capital; determinants of dividend policy; Walter's Dividend Model; Operating Cycle, brief discussion on management of cash, receivable and inventory (simple problem on operating cycle and inventory management)

SUGGESTED READINGS:

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi
3. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

HUMAN RESOURCE MANAGEMENT

PAPER CODE: BBA-403

UNIT-I

Introduction – nature and scope of human resource management, HRM objectives and functions, HRM policies, HRM in globally competitive environment; strategic human resource management

UNIT-II

Acquiring human resources – human resource planning, job analysis and job design, employee involvement, flexible work schedule, recruitment, selecting human resources, placement and induction, right sizing

UNIT-III

Developing human resources – employee training, training need assessment, training methods and evaluation, cross-cultural training, designing executive development programme, techniques of executive development, career planning and development

UNIT-IV

Enhancing and rewarding performance – establishing the performance management system, establishing rewards and pay plans, employee benefits, ensuring a safe and healthy work environment

SUGGESTED READINGS:

1. Bohlander George and Scott Snell, Management Human Resources, Thomson Learning,
2. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
3. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
4. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
5. DeNisi, Angelo S, and Ricky W Griffin, Human Resource Management, Biztantra, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS RESEARCH METHODS
PAPER CODE: BBA-404

UNIT-I

Business Research – Meaning, types, managerial value of business research; theory and research – components, concept, constructs, definition variables, proposition and hypothesis, deductive and inductive theory; nature and process and importance of problem definition, purpose and types of research proposal, ingredients of research proposal

UNIT-II

Research Design – Meaning, classification and elements of research design, methods and categories of exploratory research, basic issues in experimental design, classification of experimental design; concept and their measurement, measurement scales

UNIT-III

Sample design and sampling procedure, determination of sample size, research methods of collecting primary data, issues in construction of questionnaire

UNIT-IV

Stages of data analysis, nature and types of descriptive analysis, univariant and divariat tests of statistical significance, meaning and types of research report, ingredients of research report

SUGGESTED READINGS:

1. Shekharan Uma, Business Research Methods, John Wiley Publications
2. Zikmund, Business Research Methods, Cenage Publications
3. Copper, Business Research Methods, Tata McGraw Hill

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS LAWS
PAPER CODE: BBA-405

UNIT-I

Law of contract: meaning and essentials of a valid contract; offer and acceptance; capacity to contract; consent and free consent; consideration; void agreements; quasi contract; different mode of discharge of contract; remedies for breach of contract.

UNIT-II

Purpose and meaning of the contract of the guarantee; kinds of guarantees; rights and obligations of creditors; rights, liabilities and discharge of surety; contract of indemnity; Definition of bailment and its kinds; duties and rights of a bailor and a bailee; rights and duties of a pledgor and pledgee.

UNIT-III

Contract of agency; definition of agent and agency; creation of agency; duties and rights of agent and principal; principal's duties towards agents and third parties; termination of agency; power of attorney.

Law of sale of goods – definition and essential of a contract of sale, conditions and warranties, passing of property in goods; performance of contract; right of unpaid seller; remedies for breach of contract.

UNIT-IV

Negotiable instrument act – Meaning and essential elements of a negotiable instruments; types of negotiable instrument; holder and holder in due course; negotiation of negotiable instruments; dishonour of negotiable instruments.

Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers; penalties adjudication and offences.

SUGGESTED READINGS:

1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Gulshan, S.S., Mercantile Law, Excel Books
3. Kuchhal, M.C., Mercantile Law, Vikas Publishing Pvt. Ltd.
4. Chadha, P.R., Business Law, Galgotia Publishing
5. Aggarwal, S.K., Business Law, Galgotia Publishing Company
6. Maheshwari S.N. & Maheshwari, Business Regulatory Framework, Himalaya Publishing House

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

INTRODUCTION TO INFORMATION TECHNOLOGY
PAPER CODE: BBA-406

UNIT-I

Overview of data and information, information system, their classification, role of information system in business, office automation

UNIT-II

Word Processor: advantage, entering text, editing text, formatting text, mail merge

UNIT-III

Electronic spreadsheet: - advantages, application areas, creating a worksheet, functions, types of graph, creating graph, formatting cells, macros

UNIT-IV

Introduction to Internet: - background of history, working, major features, accessing the internet, major application areas, introduction to multimedia, multimedia applications

Lab: Practice in Ms-Office and Tally Accounting Package

SUGGESTED READINGS:

1. Saxena, Introduction to Information Technology, Vikas Publishing House, New Delhi
2. Williams and Eawyer, Using Information Technology, Tata McGraw Hill, New Delhi

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

PURCHASE AND MATERIALS MANAGEMENT

PAPER CODE: BBA-501

UNIT-I

Purchasing: meaning, role, objectives and functions; organization of purchase management and its relationship with other departments; five R's of purchasing (right quality, right quantity, right source, right time and right price)

UNIT-II

Determination and description of material quality; vendor rating, selection, development and relations; evaluating suppliers efficiency; price determination and negotiation; make or buy decisions; purchase: procedures and documentation

UNIT-III

Materials Management: meaning, objectives, importance, functions and organization materials information system; standardization, simplification and variety reduction; value analysis and engineering

UNIT-IV

Stores Management: meaning, objectives, importance and functions, stores layout; classification and codification; inventory control of spare parts; materials logistics-warehousing management, materials handling, traffic and transportation; disposal of scrap, surplus and obsolete materials

SUGGESTED READINGS:

1. Dobler & Burt, Purchasing and Supply Management: Text & Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi
3. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi
4. Gopalakrishnana, P. & Sundarshan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi
5. Bhat, K. Shridhara, Materials Management, Himalaya Publishing House

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

COMPANY LAW
PAPER CODE: BBA-502

UNIT-I

Meaning and nature of company, kinds of companies, formation and incorporation of company, Memorandum of Association; Articles of Association, affects of memorandum and articles of association; relationship and distinction between memorandum of association and article of association; doctrine of indoor management. Meaning and definition of prospectus; abridged form of prospectus; misstatement in a prospectus and their consequences

UNIT-II

Definition of member; members and share holders; modes of acquiring membership; termination of membership; rights and liabilities of a member. Meaning need and requisitions of valid meeting; voting, proxy and resolutions; kinds of general body meetings. Meaning of dividend; sources of dividend payments; declaration of dividend; payment of dividend; unpaid and unclaimed dividends. Appointments, qualifications and remunerations of auditors; power, duties and obligations of auditors. Inspection and investigations.

UNIT-III

Meaning, qualification, appointment and removal of directors; duties and liabilities of directors; remuneration of directors; distinction between managing director and manager; distinction between managing director and whole time director; meetings of board of directors. Meaning, need and current development in corporate governance

UNIT-IV

Inter-company loans, investments and borrowing. Meaning and prevention of oppression; prevention of mismanagement. Meaning and modes of winding up; grounds for winding up by the tribunals; types of voluntary winding up; consequences of voluntary winding up; appointment, power and duties of a liquidators in winding up. Meaning and nature of contributor's liability. Meaning and dissolution of defunct company.

SUGGESTED READINGS:

1. Kapoor G.K., Corporate Law, Taxmann's Publications, New Delhi
2. Singh Avtar, Company Law, Eastern Book Company, Lucknow
3. Bagrial, Ashok K, Company Law, Vikas Publishing House (P) Ltd, 5-Ansari Road, Delhi

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

MANAGEMENT ACCOUNTING
PAPER CODE: BBA-503

UNIT-I

Management Accounting: - Meaning, nature, scope, objective and functions; marginal costing and profit planning, practical application of marginal costing techniques

UNIT-II

Responsibility Accounting: - types of responsibility centers, performance evaluation criteria, responsibility reporting; budgeting – role of budgets and budgeting in organizations, budgeting process, operational and financial budgeting

UNIT-III

Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis, techniques in performance measurement

UNIT-IV

Management accounting information for activity and process decisions; basic capital budgeting techniques

SUGGESTED READINGS:

1. Kaplan, S. Robert, Anthony A. Atkinson, Management Accounting, Pearson Education
2. Kishore M. Ravi, Cost and Management Accounting, Taxman Publication
3. Holman, Louderbock, Management Accounting, Cenage Publication
4. Khan & Jain, Management Accounting, Tata McGraw Hill Publication

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

COMPUTER NETWORK AND INTERNET

PAPER CODE: BBA-504

UNIT-I

Introduction to network, advantages and disadvantages of network, network topologies, analog and digital signal, analog and digital transmission

UNIT-II

OSI model and TCP/IP model, protocols and their classification, flow control and cryptography, ranking

UNIT-III

Overview of internet, internet service provider, setting windows environment for dial up networking, search engine, searching web using search engine, audio on internet, newsgroup, subscribing to news groups

UNIT-IV

Intranet concepts and architecture, building corporate world wide web, HTTP protocol, intranet infrastructure, fundamental of TCP/IP, intranet security design, intranet as a business tools, future of intranet, protocols of communication

Lab: HTML and Surfing with Internet

SUGGESTED READINGS:

1. Forouzan , Data Communication & Networking, TMH, N.Delhi.
2. Miller, Data and Network Communication, Vikas Publishing House, New Delhi.
3. Shay, Understanding Data Communication and Networks, Thomson Learning, Vikas Publishing House, New Delhi.
4. Tannenbaum, Computer Networks, PHI, N.Delhi.
5. Uyles Black, Computer Networks, PHI, N.Delhi.

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

PRESENTATION SKILLS

PAPER CODE: BBA-505

UNIT-I

Introduction – Meaning, types of presentation: presentation that deeply involves the audience, presentation that creates excitement, persuasive presentation, presentation evoking emotional appeal, presentation that sells a new idea, humorous presentation

UNIT-II

Planned and unplanned presentation, planning a presentation – analyzing the audience, location of presentations, objective of presentation, researching the topic; structuring the presentation, presentation notes and session plan

UNIT-III

Methods of presentation – Fish bowl, role plays, group discussion, conference, seminar, workshop, clinics, brainstorming, simulations, games, questionnaire; delivering presentation – presenter effectiveness, difficult situations and nerves, motivation and attention

UNIT-IV

Outcomes of presentation – inspiring presentation, presentation that builds trust, presentation that offers a solution, value added presentation, presentation that facilitates decision making

SUGGESTED READINGS:

1. Gordon, Josh, Presentations that Change Minds, Tata McGraw Hill, New Delhi
2. Kaul, Asha, The Effective Presentation, Response Books, New Delhi
3. Krachnert, Gary, Basic Presentation Skills, Tata McGraw Hill, New Delhi

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

CORPORATE TAXATION
PAPER CODE: BBA-601

UNIT-I

Basic concepts of income tax, residential status ad tax incidence, income exempted from tax

UNIT-II

Income from salaries, income from house property and income from profits and gains of business and profession

UNIT-III

Income from capital gains, income from other sources, set off and carry forward of losses, clubbing of income, deduction of tax at source, advanced payment of tax

UNIT-IV

Deductions from gross total income, assessment of individuals, assessment of companies

SUGGESTED READINGS:

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhanian V.K, Student Guide to Income Tax, Taxmann's Publication
3. Lal B.B., Income Tax Law and Practice

NOTE:

1. The external examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

SYSTEM ANALYSIS AND DESIGN
PAPER CODE: BBA-602

UNIT-I

Introduction to analysis and design: - SDLC, Case tools for analyst, role of system analyst, ER data models, feasibility study – economic, technical, operational

UNIT-II

Design of Application: - DFDs, form design, screen design, report design, structure chart, data base definition, equipment specification and selection, personnel estimates, I-O design

UNIT-III

Implementation:- data dictionary, decision tables, decision trees, logical design to physical implementation

UNIT-IV

Introduction to distributed data processing and real time system:- evaluating distributing system, designing distributed data base, event based real time analysis tools, state transition diagrams

SUGGESTED READINGS:

1. James A., Analysis and Design of Information System, McGraw Hill
2. Len, Fertuck, System Analysis and Design, McGraw Hill
3. Powers, Cray, System Analysis and Design, McGraw Hill
4. Elias, M., System Analysis and Design, Prentice Hall of India

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

FOUNDATIONS OF INTERNATIONAL BUSINESS
PAPER CODE: BBA-603

UNIT-I

Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business; global trading and financial system – an overview

UNIT-II

Foreign market entry modes; factors of country evaluation and selection; decisions concerning foreign direct and portfolio investment; control methods in international business

UNIT-III

Basic foreign manufacturing and sourcing decisions; product and branding decisions for foreign markets; approaches to international pricing; foreign channel and logistical decisions

UNIT-IV

Accounting differences across countries; cross cultural challenges in international business; international staffing and compensation decisions; basic techniques of risk management in international business

SUGGESTED READINGS:

1. Daniels, J.D., and H.L. Radebaugh, International Business: Environment and operations, Pearson Education, New Delhi
2. Hill, Charles W.L., International Business, Tata McGraw Hill, New Delhi
3. Sharan, V., International Business: Concept, Environment and Strategy, Pearson Education, New Delhi
4. Bennett, Roger, International Business, Pearson Education, New Delhi

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

CONSUMER PROTECTION
PAPER CODE: BBA-604

UNIT-I

Concept and types of consumer, need for consumer protection; approaches to consumer protection; consumer buying motives; doctrines of caveat emptor and caveat venditor; concept of consumer's sovereignty; basic consumer rights

UNIT-II

Measures for consumer protection in India; basic provisions of the Consumer Protection Act.(CPA)1986; organizational set up for consumer protection under CPA; procedure of filing a complaint; relief available

UNIT-III

MRTP Act and Competition Act – Provisions relating to consumer protection; Role of voluntary consumer organizations; formation and registration of a voluntary consumer organization, business self-regulation, consumer awareness – role of media and govt.

UNIT-IV

Recent developments in consumer protection movement; consumer information and knowledge as means of protection; sources of consumer information, ethical marketing as an instrument of consumer protection, Role of Advertising Standard Council of India in consumer protection

SUGGESTED READINGS:

1. Aaker and Day (eds.), Consumerism: Search for the Consumer Interest
2. Gulshan, Consumer Protection and Satisfaction: Legal and Managerial Dimensions
3. Aggarwal, Consumer Protection in India
4. Verma Y.S. and C. Sharma, Consumerism in India, Anamika Prakashan, Delhi

NOTE:

1. The External Examiner will set 8 questions in the question paper selecting at least two questions from each unit. In case, a Case Study is included it will carry marks equivalent to one question.
2. The candidate will be required to attempt five questions in all, selecting at least one question from each unit.

External Marks: 50
Practical Marks: 50
Time: 3 hrs.

E-COMMERCE
PAPER CODE: BBA-605

UNIT-I

Introduction – meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise

UNIT-II

Technology for online business – internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways, visitors to website, tools for promoting website; plastic money: debit card, credit card; laws relating to online transactions

UNIT-III

Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector

UNIT-IV

Virtual existence – concepts, working, advantages and pitfalls of virtual organizations, workface, work zone and workspace and staff less organization; designing on E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart; security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption

SUGGESTED READINGS:

1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.
4. Kalakota, Whinston , Frontiers of Electronic Commerce, Addison Wesley.

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

PERSONALITY AND SOFT SKILLS DEVELOPMENT
PAPER CODE: BBA-606

UNIT-I

Introduction – Concept of personality, personality consciousness, personality patterns, personality syndrome; symbols of self: clothing names and nicknames, speech, age, success, reputation, molding the personality pattern, persistence and change

UNIT-II

Personality determinants – Physical determinants, intellectual determinants, emotional determinants, social determinants, aspiration and achievement, educational determinants, family determinants

UNIT-III

Personality development – Healthy personalities, developing self awareness, managing personal stress, solving problems analytically and creatively; grooming – appearance, dress sense, personal hygiene, etiquettes and body language; time management, public speaking

UNIT-IV

Interpersonal and group skills – Building positive relationship, strategies for gaining power and influence, fostering motivational environment, building effective teams, interviewing skills, conducting meetings

SUGGESTED READINGS:

1. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi
2. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
3. Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, New Delhi

Instruction for External Examiner: The examiner will set 8 questions (2 questions from each unit). The students will be required to attempt any five questions (selecting at least one question from each unit). All questions will carry equal marks.