

# **ALABBAR SCHOOL OF MANAGEMENT**

RAFFLES UNIVERSITY, NEEMRANA



**RAFFLES**  
**UNIVERSITY**

## **Course Structure of Teaching & Evaluation**

*For*

**Bachelor of Business Administration**

**(BBA)**

**(Three-year Program)**

*(Effective from the Session: 2022-23)*

***Course Structure of Teaching & Evaluation for BBA, w.e.f. 2022-23***

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## Bachelor of Business Administration (BBA)

BBA: Semester I												
Sr. No.	Paper Code	Course		Periods			Evaluation Scheme					Credits
		Type	Title	L	T	P	Sessional Exams			ETE	Total	
							MT	TA	Total			
1	MGTB- 101	AECC	English language-I	2	0	0	10	20	30	20	50	2
2	MGTB -102	SEC	Constitution of India and Human Rights	4	0	0	20	40	60	40	100	4
3	MGTB -103	Core	Principles of Management	4	0	0	20	40	60	40	100	4
4	MGTB -104	Core	Business Organization and Environment	4	0	0	20	40	60	40	100	4
5	MGTB -105	Core	Financial Accounting	4	0	0	20	40	60	40	100	4
7	MGTB -106	GE	Fundamentals of Computer and IT	2	0	4	20	40	60	40	100	4
Total											550	22
BBA: Semester-II												
Sr. No.	Paper Code	Course		Periods			Evaluation Scheme					Credits
		Type	Title	L	T	P	Sessional Exams			ETE	Total	
							MT	TA	Total			
1	MGTB -201	AECC	English Language -II	2	0	0	10	20	30	20	50	2
2	MGTB -202	SEC	HRM with reference to legal, scientific & management	4	0	0	10	40	60	40	100	4
3	MGTB -203	Core	Cost Accounting	4	0	0	20	40	60	40	100	4
4	MGTB -204	Core	Statistics for Business Decisions	4	0	0	20	40	60	40	100	4
5	MGTB -205	Core	Business Economics	4	0	0	20	40	60	40	100	4
6	MGTB -206	GE	Computer Applications in Business	2		4	20	40	60	40	100	4
Total											550	22

**BBA: Semester-III**

SN	Paper Code	Course		Periods			Evaluation Scheme					Credits
		Type	Title	L	T	P	Sessional Exams			ETE	Total	
							MT	TA	Total			
1	MGTB-301	Core	Financial Management	4	0	0	20	40	60	40	100	4
2	MGTB-302	Core	Marketing Management	4	0	0	20	40	60	40	100	4
3	MGTB-303	Core	Management Accounting	4	0	0	20	40	60	40	100	4
4	MGTB-304	DSE	Choose any one: Rural Management Business Mathematics	4	0	0	20	40	60	40	100	4
5	MGTB-305	GE	Choose any one: Principles of Banking Economic Legislation	4	0	0	20	40	60	40	100	4
6	MGTB-306	VAC	Business Communication-I	2	0	0	10	20	30	20	50	2
Total											550	22

**BBA: Semester-IV**

SN	Paper Code	Course		Periods			Evaluation Scheme					Credits
		Type	Title	L	T	P	Sessional Exams			ETE	Total	
							MT	TA	Total			
1	MGTB-401	Core	Tax Planning	4	0	0	20	40	60	40	100	4
2	MGTB-402	Core	Corporate Law Practices	4	0	0	20	40	60	40	100	4
3	MGTB-403	Core	Indian Economy	4	0	0	20	40	60	40	100	4
4	MGTB-404	DSE	Choose any one: • Security Analysis and Portfolio Management • Investment Banking	4	0	0	20	40	60	40	100	4
5	MGTB-405	GE	Choose any one: • E-Business • Computerized Accounting System	4	0	0	20	40	60	40	100	4
6	MGTB-406	VAC	Business Communication-II	2	0	0	10	20	30	20	50	2
Total											550	22

**BBA: Semester-V**

SN	Paper Code	Course		Periods			Evaluation Scheme					Credits
		Type	Title	L	T	P	Sessional Exams			ETE	Total	
							MT	TA	Total			
1	MGTB -501	AECC	Environmental Science and Sustainable Development	4	0	0	20	40	60	40	100	4
2	MGTB -502	Core	Consumer Behaviour	4	0	0	20	40	60	40	100	4
3	MGTB -503	Core	International Business	4	0	0	20	40	60	40	100	4
4	MGTB -504	DSE	Choose any one: • Material Management • Entrepreneurial Management	4	0	0	20	40	60	40	100	4
5	MGTB -505	GE	Choose any one: • International Finance • Performance Appraisal and Evaluation	4	0	0	20	40	60	40	100	4
6	MGTB -506	VAC	a. Research Paper/ Article Publication b. Small Project	2	0	0	10	20	30	20	50	2
Total											550	22

**BBA: Semester-VI**

SN	Paper Code	Course		Periods			Evaluation Scheme					Credits
		Type	Title	L	T	P	Sessional Exams			ETE	Total	
							MT	TA	Total			
1	MGTB -601	Core	Digital Marketing	4	0	0	20	40	60	40	100	4
2	MGTB -602	Core	Financial Markets and Institutions	4	0	0	20	40	60	40	100	4
3	MGTB -603	Core	Derivatives Analysis	4	0	0	20	40	60	40	100	4
4	MGTB -604	DSE	Choose any one: <ul style="list-style-type: none"><li>Behavioural Finance</li><li>Management Training and Development</li></ul>	4	0	0	20	40	60	40	100	4
5	MGTB -605	GE	Choose any one: <ul style="list-style-type: none"><li>Business Ethics and Corporate Governance</li><li>Project Management</li></ul>	4	0	0	20	40	60	40	100	4
6	MGTB -606	GEC	Project Report and viva-voce	2	0	0	10	20	30	20	50	2
Total											550	22



**Total Credit: 132**

List-I: Ability Enhancement Compulsory Courses (AECC)
Hindi Language
English language-I
English language-II
Japanese Language
Environmental Science and Sustainable Development

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List-II: Skill Enhancement Courses (SEC)
Constitution of India and Human Rights
HRM with reference to legal, scientific & management
Disaster management
Cyber Phenomenon & Law
Japanese Language
Health Engineering, Management & Law

List-III: Value Addition Courses (VAC)
Business Communication-I
Business Communication-II
Happiness and Mental Well Being
Data Visualization using Excel
Basics of Yoga
Digital Marketing
E-filing: Income Tax and GST
Community outreach
Internship
Apprenticeship
Research Paper/ Article Publication
Small Projects

# Syllabus for BBA 2023-24 Onward

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## BBA: Semester I Paper MGTB-101: English Language (From list-I)

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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### Course Objective

Teaching English to students of Management is to prepare them with an adequate knowledge of communication in English in the periphery of the business world. Students should feel comfortable and easy to communicate easily in English with others. They have learned some basic grammatical usage, and in this upcoming semester, they will learn to communicate with each other through role-play conversations. The course contents will bring a lot of changes in their soft skills and personal development, which are very essential for each of them. This syllabus is only for the second semester, which will help them to communicate comfortably with others in general English in the business field. The following contents are listed for the students of BBA/B.Com in the first semester.

### Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1:** To make effective and impressive communication.
- CO2:** To make communication in an ethical manner.
- CO3:** Capable of making persuasive digital communication.
- CO4:** Capable of making abstracts & summaries of proposals.
- CO5:** Better presentation and communication using proper body language.

### Course Contents

#### Unit I: Introduction to Communication

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good communication - Communication barriers - Overcoming communication barriers

#### Unit II: Reported Speech

What is reported speech, where to use, how to report the speech of the second person to others, words used for reported speech, etc.

#### Unit III: Oral Communication

Meaning, nature, and scope - Principles of effective oral communication - Techniques of effective; speech - Media of oral communication (Face-to-face conversation - Teleconferences - Press; Conference - Meetings -Rumor; Demonstration and Dramatization - Public address system - Group Discussion - Oral; report - Closed circuit TV). The art of listening - Principles of good listening; Jam sessions - Debates etc.

## **Unit IV: Business Letters**

Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence; Drafting of business letters, Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings - Memos - cover letters - resume/ cv drafting.

## **Unit V: Basic Grammar**

Aids to correct writing- Tenses, Modals, Subject-verb agreement, common errors.

### **Suggested Readings:**

- Bovee, and Thill, Business Communication Essentials, Pearson Education
- Shirley Taylor, Communication for Business, Pearson Education
- Locker and Kaczmarek, Business Communication: Building Critical Skills, McGraw Hill Education
- Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas, Effective Business Communication (SIE), McGraw Hill Education
- Dona Young, Foundations of Business Communication: An Integrative Approach, McGraw Hill Education
- Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, Paula Lentz, and Neerja Pande, Business Communication: Connecting in a Digital World (SIE), McGraw Hill Education

**Note: Latest edition of text books may be used.**

### **Teaching Learning Process**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

### **Keywords:**

English, Oral Communication, Business letters, Basic Grammar, Reported Speech

## **BBA: Semester I**

### **Paper MGTB-102: Constitution of India and Human Rights**

(From list-II)

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3Hrs.  
4**

**Marks: 100**

**Credits:**

#### **Course Objective**

To bring about awareness among students about our constitution and human rights

#### **Course Learning Outcomes**

After completing the course, the student shall be able to:

- CO1: Understand the emergence and evolution of the Indian Constitution.
- CO2: Understand the structure and composition of the Indian Constitution
- CO3: Understand and analyse federalism in the Indian context.
- CO4: Analyse Panchayati Raj institutions as a medium of decentralisation.
- CO5: Evaluate the Indian Political scenario amidst the emerging challenges.
- CO6: Evaluate Indian foreign relations under the Cold War and the post-Cold War era.

#### **Course Contents**

##### **Unit I: Indian Constitutional Philosophy**

Features of the Constitution and Preamble; Fundamental Rights and Fundamental Duties; Directive Principles of State Policy

##### **Unit II Union and State Executive, Legislature and Judiciary**

Union Parliament and State Legislature: Powers and Functions; President, Prime Minister and Council of Ministers; State Governor, Chief Minister and Council of Ministers; The Supreme Court and High Court: Powers and Functions

##### **Unit III: Concept and Development of Human Rights**

Meaning, Scope and Development of Human Rights; United Nations and Human Rights – UNHCR; UDHR 1948, ICCPR 1996 and ICESCR 1966

##### **Unit IV: Human Rights in India**

Protection of Human Rights Act, 1993 (NHRC and SHRC); First, Second and Third Generation Human Rights; Judicial Activism and Human Rights.

##### **Unit V: Issues and concerns in Human Rights**

Changing dimensions of Human Rights; Challenges to Human Rights promotion in India – Poverty, Illiteracy, Communal and caste conflicts, patriarchal values, lack of inclusive development. Human Rights and Terrorism

**Suggested Readings:**

- Durga Das Basu, Introduction to the Constitution of India, Prentice-Hall of India Pvt. Ltd., New Delhi
- Subash Kashyap, Indian Constitution, National Book Trust J .A. Siwach, Dynamics of Indian Government & Politics
- D.C. Gupta, Indian Government and Politics, Vikas Publishing House Pvt Ltd (1 July 1973)
- H.M. Sreevai, Constitutional Law of India, 4th edition in 3 volumes (Universal Law Publication)

**Note: The Latest edition of textbooks may be used.**

**Teaching Learning Process**

Interactive classroom sessions with the help of PowerPoint presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

**Keywords**

Constitution of India, Legislature and Judiciary, Human Rights, State Governor, Chief Minister, United Nations

## **BBA: Semester-I**

### **Paper MGTB-103: Principles of Management**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3Hrs.  
4**

**Marks: 100**

**Credits:**

#### **Course Objective**

The objective of the course is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply the multifunctional approach to organizational objectives.

#### **Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1: Explain the evolution of Management and its principles.

CO2: Discuss the functions of management and their importance in business.

CO3: propose the application of the principles of management in an organizational setup.

CO4: Evaluate the global context for taking managerial actions of planning, organizing, and controlling.

CO5: Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances

#### **Course Contents**

##### **Unit I: Nature and functions of management**

Definition, Nature- Features of Management, Management Functions, Management as a Process, Importance of Management, Management and Administration. Functional Areas of Management, Managerial Skills, Roles of a Manager, Levels of Management, Management as a Science, an Art and as a Profession.

##### **Unit II History of Management**

Schools of Management Thought, Classical Approaches: Systematic Management, Scientific Management, Administrative Management, Human Relations Movement and Contemporary Approaches: Quantitative Management, Organizational Behavior, Systems Theory, Contingency Theory

##### **Unit III: Planning & Decision-Making**

Planning – Meaning and Definition, Features, Steps in Planning Process, Approaches, Principles, Importance, Advantages and Disadvantages of Planning, Types of Plans,

Types of Planning, Management by Objectives. Decision-making- Meaning, Characteristics, Decision-Making Process, Guidelines for Making Effective Decision, Types of Decisions.

#### **Unit IV: Staffing**

Staffing – Meaning, Nature, Importance, Staffing Process – Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion and Transfer.

#### **Unit V: Direction, Supervision &Controlling**

Direction – Definition, Nature, Need and Importance, Principles of Directing. Supervision – Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision. Controlling – Meaning, Features, Importance, Control Process, Characteristics of an Effective Control System, Types of Control.

#### **Suggested Readings:**

1. Drucker, F. Peter - Management-Tasks, Responsibilities & Practices.
2. Koontz “O” Donnel Weirich - Elements of Management.
3. Koontz H, “O” Donnel C - Management-A Book of Reading.
4. Drucker, F. Peter - The Practice of Management.
5. Terry and Franklin - Principles of Management

**Note: The Latest edition of textbooks may be used.**

#### **Teaching Learning Process**

Interactive classroom sessions with the help of PowerPoint presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

#### **Keywords**

Staffing, controlling, planning and decision making.

## **BBA: Semester-I**

### **Paper MGTB-104: Business Organization and Environment**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3Hrs.  
4**

**Marks: 100**

**Credits:**

#### **Course Objective**

This module provides students with an elaborative understanding of organizational behavior, its key principles, concepts & theories. The range of concepts & theories that students will be introduced includes foundation of individual behavior, groups & group dynamics, motivation, leadership, organization design, organization structure, work stress, organization culture, organization change. By the end of the module, students will be fully equipped with the knowledge and skills required to understand & deal human behavior in the organization as individual, group member & organization.

#### **Course Learning Outcomes**

After completing this course, the students will be able to:

- CO1: Identify and evaluate social, cultural, legal, and technical factors in business environment.
- CO2: Describe the various economic system and sectors.
- CO3: Discuss economic planning and policies of Indian economy.
- CO4: Apply ethical values and social responsibilities in business.
- CO5: Explain International economic grouping and organizations.

#### **Course Contents**

##### **Unit I: Foundations of Individual Behavior**

Introduction and Conceptual framework of OB- Nature & Scope of Organizational Behavior. The organization and the individual; Personality: Determinants and Attributes, Big Five Model; Major Personality Attributes: Locus of Control, Machiavellianism, Self Esteem, Self-Monitoring, Type A & B personality, Risk taking ability; Learning and Learning Theories: Concept, Law of Effect, Classical Conditioning, Operant Conditioning, Social Learning Theory. Reinforcement Theory and OB Modification Process and its Advantages; Attitudes: Concept, its components and various job-related attitudes, Job satisfaction and its impact on OB; Values: Concept, types of values, Robbin's Dominant Work Values today, Hofstede's Values Across Cultures, Javidan & House's The G.L.O.B.E. Findings; Perception: Definition, factors affecting individual perception, Perceptual Selectivity.

##### **Unit II: Motivation and Leadership**

Motivation: Definition and concept, different types of motives; Theories of motivation: Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Equity theory, Reinforcement theory and Behavior Modification;



Leadership: Nature and Significance of leadership, Trait theory of leadership; Behavioral theories of leadership- Ohio State Studies, Michigan Studies, and Managerial Grid; Contingency theories - Fiedler's model, Hersey and Blanchard's situational theory, leader-member exchange theory, path goal theory, Charismatic leadership.

### **Unit III: Foundations of Group Behavior**

Group: Definition, Classification of Groups, stages of group development, Group Structure, Group Processes, Strength and weakness of group over individuals; Team: Concept of team, Group v/s Team, Team Effectiveness, Different types of teams, how to convert an individual into team player; Conflict and Collaboration: Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process.; Conflict Management: Techniques, Negotiation process, Bargaining strategies, Global implications.

### **Unit IV: Structural & Cultural Dimensions of OB**

Organization Structure: Definition, Elements of Organization Structure, Common Organization Designs: simple Structure, Bureaucratic Structure, Matrix Structure; New Designs Option: Team Structure, Virtual Structure, Boundaryless Organization Structure; Factors affecting choice of different organization designs; Organization Culture: Meaning of Organizational Culture, Creating and Sustaining Culture, Countries and Culture, Employee Acculturation Process; Organizational Climate: Concept and How to build a more positive and employee centered climate.

### **Unit V: Organizational Change and Stress Management**

Organizational Change: Change Concept, Forms of Change, Sources of Resistance to Change, Tactics to deal with resistance; Approaches/ Models to Managing Change: Lewin's Change Model and Nadler's Organizational Model, Action Research: Steps in action Research and Change agents; Stress Management: Work Stress, types of stress, stages of stress, causes of stress: extra-organizational, organizational, group and individual; Strategies to cope with stress: individual strategies and organizational strategies.

### **Recommended Book**

1. Robbins, Judge & Sanghi, (2009): Organizational Behavior 13e, India, Pearson, Prentice Hall

### **Reference Book**

2. L. M. Prasad, (2011): Organizational Behavior, India, Sultan Chand & Sons
3. Hersey, Blanchard & Johnson, (2009), India, Pearson/ Prentice Hall
4. Keith Davis: Organizational Behavior: Human Behavior at Work, McGraw Hill Book Co

### **Teaching Learning Process**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

#### Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

#### Keywords

Organizational Behavior, Personality traits, Group behavior, Motivation, Leadership, Stress Management.

## **BBA: Semester-I**

### **Paper MGTB-105: Financial Accounting**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3Hrs.  
4**

**Marks: 100**

**Credits:**

#### **Course Objective**

To make the students understand the concepts of Financial Accounting. To familiarize students with the mechanics of preparation and interpretation of Financial Statements.

#### **Course Learning Outcomes**

After completing this course, the students will be able to:

C01: Exemplify to prepare and analyses the financial statements.

C02: Acquire the basic concept of accounting terms.

C03: Journalize the ability to rectify the errors in bank reconciliation statement.

C04: Exposed to various methods of depreciation and insurance accounting

C05: Demonstrate insight into single and double entry system of accounting.

#### **Course Contents**

##### **Unit I:**

Financial Accounting: Nature, Scope and Importance of Financial Accounting, Basic Accounting, Accounting Concepts and Conventions, Assumptions and Limitations of Accounting, Accounting Principles, Double Entry System, Journals, Ledger, Purchase Book, Sales Book Cash Book, Petty Cash Book, Trial Balance, Income and Expenditure Account. Posting of Entries in Accounts Books.

##### **Unit II:**

Financial, Cost and Management Accounting- A Distinction. Preparation of Financial Statements, Preparation of Trial Balance Sheet. Rectification of Errors, Bank Reconciliation Statement.

##### **Unit III:**

Accounting for Depreciation- Significance and Methods Inventory Valuation Methods and Choice of Methods. Different Types of Reserves.

##### **Unit IV:**

Accounting for Partnership Firm- Introduction, Admission of a New Partner, Death and Retirement of Partners, Dissolution of Partnership Firm.

##### **Unit V:**

Analysis of Financial Statements-Nature and Limitations, Techniques of Analysis and

Interpretation of Financial Statements, Ratio Analysis.

### **Recommended Book**

5. Pandey I M - Essentials of Management Accounting

### **Reference Book**

6. R.L. Gupta and V.K. Gupta - Financial Accounting (Pt-I, Pt-II)
7. Bhattacharya and Dearden - Accounting for Management
8. Shukla S M - Advanced Accounting
9. Shukla M C and Grewal T S - Advanced Accounting

### **Teaching Learning Process**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

### **Keywords**

**Financial Accounting, Accounting for Partnership Firm, Accounting for Depreciation, Cost and Management Accounting**

## **BBA: Semester-I**

### **Paper MGTB-106: Fundamentals of Computers and IT**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3Hrs.**  
**4**

**Marks: 100**

**Credits:**

#### **Course Objective**

Computers have become an integral part of work life of every individual. Today's pace of corporate functioning cannot even be thought of without computers. Keeping into mind such a necessity, this paper is introduced to help the students learn the basic skills of operating a computer and office automation.

#### **Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: Understand the concept of input and output devices of Computers and how it works.

C02: Understand the concepts, structure, types, and design of operating Systems.

C03: Understand the concept of Data Communication, its Modes, its Forms and Data Communication Channels

C04: Understand evolution of internet, its application, and its basic services.

C05: Recognize when to use each of the Microsoft Office programs to create professional and academic documents

C06: Create and design a word document for general office use.

C07: Students will have a working knowledge of paragraph formatting, macro and mail-merge in MS-Word.

#### **Course Contents**

##### **Unit I: Introduction to Computers**

Computer defined, Classification of computers, Basic computer organization, Input devices, Output devices, Primary Memory (ROM, RAM), Secondary Memory, Binary digit system, Bits, Bytes, Other units of memory, Software (Application software, Operating Software).

##### **Unit II: Microsoft Word**

Introduction to Toolbars, Menus, Ribbons, Text formatting, Finding, and replacing text, inserting illustrations (picture, clipart, shapes, SmartArt, Chart), Headers, Footers, Text box, Word art, Symbols, Page setup, Watermark, Page border, Paragraph formatting,

grouping, ungrouping, Mail merge, Spell check, Word count, Zoom, Save, save as, Printing documents, Print preview

### **Unit III: Microsoft Excel**

Introduction to components of Excel window interface, Toolbars, Worksheet concept, Cell address, Formatting, Cell alignment, Conditional formatting, Inserting, Deleting and formatting cell, Auto sum, Sorting & Filtering, Inserting illustrations (picture, clipart, Shapes, SmartArt), Inserting and formatting charts, Text box, Header & Footer WordArt, Object, Symbol, page layout, Basic formulas (sum, multiplication, average, maximum, minimum, percentage), Spellcheck, Inserting & editing comment, Save, Save as, Printing, Print preview, Page break view.

### **Unit IV: Microsoft PowerPoint**

Introduction to components of PowerPoint window interface, Toolbars, Slide layout, design, Slide formatting, arranging, and ordering, inserting tables, Illustrations (Picture, Clipart, Shapes, SmartArt, Chart, Text box, Header & Footer, WordArt, Movie, Sound, Slide animation, Slide transition, Slide show basics, Slides handout, Slides sorter, Printing handouts, Print preview.

### **Unit V: Networking and Internet**

Computer networking basics, Network topology (Star, Ring, Bus, Hybrid, LAN, WAN, MAN, Internet surfing, Internet browsers (Mozilla, Internet explorer, Chrome, Opera), Opening & operating email accounts, Dropbox, Instant messaging, Search engines

### **Recommended Readings**

10. Sinha, P.K. and Sinha, Priti, Computer fundamentals, BPB Publications, New Delhi, Sixth Edition, 2011.
11. Peter Norton, Introduction to Computers, Tata McGraw Hill, Sixth Edition, 2009.

Behrouz Forouzan, Data Communication, and networking, TMH

### **Other Recommended Readings**

- <http://www.hitmill.com/computers/intro.html> (Web Link)
- <http://en.wikipedia.org/wiki/Computer> (Web Link)
- <http://www.ckls.org/attachments/article/273/Introduction%20to%20Computers.pdf> (Web Link- Article)
- <http://windows.microsoft.com/en-in/windows-vista/introduction-to-computers> (Web Link)
- <http://www.itnewb.com/tutorial/Introduction-to-Computers-The-Basics> (Web Link)

<http://www.library.pima.gov/pdf/powerpoint2010quickguide.pdf> (Web Link-Article)

<http://www.slideshare.net/oerafrica/introduction-to-microsoft-powerpoint-2010-for-microsoft-windows-slides> (Web Link)

<http://www.slideshare.net/oerafrica/introduction-to-microsoft-powerpoint-2010-for-microsoft-windows-assessmentquiz> (Web Link)

<http://www.austincc.edu/emeyerth/exceltutor1.htm> (Web Link)

<http://www.functionx.com/excel/Lesson01.htm> (Web Link)

<https://vula.uct.ac.za/web/learnonline/manuals/CET%20MS%20Excel%202007%20Training%20Manual%20v1.1.pdf> (Web Link-Article)

<http://office.microsoft.com/en-in/starter-help/introduction-to-excel-starter-HA010385336.aspx> (Web Link)

<http://www.nashualibrary.org/documents/IntroductiontoMicrosoftWord2010handout.pdf> (Web Link-Article)

<http://www.jus.uio.no/english/studies/student services/juriteket/guide-master-w10.pdf> (Web Link-Article)

<http://www.gcfllearnfree.org/word2010/1> (Web Link)

[http://www.digitlity.org/pdfs/hndout\\_34BasicWord2010Handout.pdf](http://www.digitlity.org/pdfs/hndout_34BasicWord2010Handout.pdf) (Web Link-Article)

<http://www.ece.sunysb.edu/~tom/Robertazzi-Basics-Comp-Net-11-28-11.pdf> (Web Link)

<http://unswweb.aucegypt.edu/UNSWEB2/NetIntro.htm> (Web Link)

<http://www.unicom.com/pw/web-intro/> (Web Link)

[http://en.wikipedia.org/wiki/History\\_of\\_the\\_Internet](http://en.wikipedia.org/wiki/History_of_the_Internet) (Web Link)

<http://www.engr.sjsu.edu/gaojerry/course/cmpe296u/slides/introduction.pdf> (Web Link- Article)

<http://www.ece.sunysb.edu/~tom/Robertazzi-Basics-Comp-Net-11-28-11.pdf> (Web Link)

<http://betterexplained.com/articles/a-simple-introduction-to-computer-networking/>(Web Link)

[http://en.wikipedia.org/wiki/Computer\\_network](http://en.wikipedia.org/wiki/Computer_network)(Web Link)

**Note: Latest edition of readings may be used**

### **Teaching Learning Process**

Theory/ numerical with examples, Practical Lab Lectures

**Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

**Keywords**

Computer, ROM, RAM, Microsoft Office, Network, Internet



## **BBA: Semester-II**

### **Paper MGTB-201: English Language-II**

(From list –I)

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks: 100**

**Credits:2**

#### **Objective**

Teaching English to students of Management is to prepare them with an adequate knowledge of communication in English in the periphery of business world. Students should feel comfortable and easy to communicate in English with others. They have learnt some basic grammatical usage and in this upcoming semester they will learn to communicate to each other with role play conversation. The course contents will, bring a lot of changes in their soft skills and personal development which are very essential for each of them. This syllabus is only for the second semester which will help them to communicate comfortably to others with general English in business field. The following contents are enlisted for the students of BBA/B. Com in the second semester.

#### **Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: To Develop intellectual, personal, and professional abilities through effective communicative skills; ensuring high standard of behavioral attitude through literary subjects and shaping the students socially responsible citizens

C02: To enhance employability of the students by developing their linguistic competence and communicative skills

C03: To express themselves thorough a command of English and its linguistic Structures

C04: To be familiar with the conventions of diverse textual genres including fiction, nonfiction, poetry, autobiography, biography, Journal, film, plays, editorials

C05: To develop the ability to appreciate ideas and think critically

#### **Course Contents**

##### **Unit I: Written Communication**

Compose clear, concise, and effective business correspondence that meets the goal of various rhetorical situations:

1. Letters
2. Cover letter
3. Letter for a job application

4. Thank you, letter,
5. Letter of complaint
6. Memos
7. Resumes
8. Emails
9. Reports

## **Unit II: Oral Communication**

Communicate in ethical ways:

- Construct a reasoned and fair argument without deception or inflammatory language
- Adapt tone for various rhetorical situations
- Appropriate source integration

Understand and apply basic business etiquette to a variety of professional situations:

First impressions

- Attire
- Listening skills
- Tone
- Behavior
- Telephone etiquette

## **Unit III: Report Writing**

What is report writing, basic rules of report writing, practical exercises on report writing.

## **Unit IV: Reading and Understanding**

Reading Comprehensions-interpretation of key texts-analysis of essays and articles.  
Book reviews-movie reviews.

## **Unit V: Basic Grammar**

Aids to correct writing- Tenses, Modals, Subject-verb agreement, common errors.

## **RECOMMENDED TEXTS**

- Locker and Kaczmarek, Business Communication: Building Critical Skills, McGraw Hill Education
- Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas, Effective Business Communication (SIE), McGraw Hill Education
- Dona Young, Foundations of Business Communication: An Integrative Approach, McGraw Hill Education
- Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, Paula Lentz, and Neerja Pande, Business Communication: Connecting in a Digital World (SIE), McGraw Hill Education

- “My Financial Career” Stephen Butler Leacock
- “The Gift of the Magi”, O. Henry

**Note: Latest edition of text books may be used.**

- **Teaching Learning Process:**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

- **Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

- **Keywords:**

English, Oral Communication, Business letters, Basic Grammar, Reported Speech

## **BBA: Semester-II**

### **Paper MGTB-202: HRM with reference to legal, scientific & management**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks: 100**

**Credits:4**

#### **Objective**

To understand and appreciate the importance of the human resources vis-a-vis other resources of the organization.

#### **Course Learning Outcomes:**

After completing the course, the student shall be able to:

CO1: Demonstrate the basic concept of human resource management.

CO2: Compare various methods of training and development.

CO3: Articulate the skills and concepts required to resolve HRM problems.

CO4: To familiarize the students with methods and techniques of HRM

CO5: equip them with the application of the HRM tools in real world business situations.

#### **Course Contents:**

##### **Unit I:Introduction**

Human Resource Management - Definition - Objectives - Functions - Scope - Importance - HRM in India - Evolution of HRM - Computer Application in Human Resource Management - Quality of a good Human Resource Managers - Human Resource Planning - Job Analysis, Job description and Job Specification.

##### **Unit II: Recruitment and Selection**

Recruitment and Selection - Sources of Recruitment - Selection Process - Test Types - Interview Types - Career Planning - VS Man Power Planning and succession Planning - Career Planning - Process - Career Development - Placement and Induction.

##### **Unit III: Training**

Training - Methods of Trading - Executive Development - Performance Appraisal - Methods of Performance Appraisal - Transfers - Promotion - Wage & Salary Administration - Wage Boards and Pay Commission - Wage Incentive - Fringe Benefits - Employees Welfare - Safety and Health Measures - Grievance Procedures - Redressal of Grievances.

##### **Unit IV Industrial Relations**

Industrial Relations - Meaning & Characteristics Industrial Relations - Parties to Industrial relations - Nature of Trade Unions - Problems of Trade Union - Measures to Strengthen Trade Union Movement in India - Causes for Industrial Disputes - Settlement of Industrial Disputes.

### **Unit V: Career Development**

Career Development - Promotions and Transfers - Personnel Empowerment including Delegation - Retirement and Other Separation Processes.

### **Recommended Book**

- Aswath Appa, HUMAN RESOURCE MANGEMENT, Tata McGraw Hill, new Delhi, 2010

### **Reference Book**

- Venkata Ratnam C. S. & Srivastava B. K., personnel management, and human resources, Tata Mc-Graw Hill, new Delhi
- Garry Dessler & Varkey, human resource management, Pearson, New Delhi, 2009
- Alan Price, human resource management, Cengage Learning, new Delhi, 2007
- Pravin Durai, human resource management, Pearson, New Delhi, 2010

### **Teaching Learning Process:**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

### **Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

### **Keywords:**

HRM, Career Development, Training, Recruitment and Selection

## **BBA: Semester-II**

### **Paper MGTB-203: Cost Accounting**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks: 100**

**Credits:4**

#### **Objective**

The subject of Management Accounting is basically Designed to equip the student with tools for analyzing financial and non-financial information which will help them in decision-making planning and control.

Course Learning Outcomes:

After completing the course, the student shall be able to:

C01: Understand various costing systems and management systems

C02: Analyze and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques

C03: Identify the specifics of different costing methods

C04: Analyze cost-volume-profit techniques to determine optimal managerial decisions

C05: Understand the significance of cost accounting in the modern economic environment

#### **Course Contents:**

##### **Unit I: Introduction**

Meaning, objectives and advantages of cost accounting, Difference between cost accounting and financial accounting. Cost concepts and classifications, Elements of cost. Installation of a costing system. Role of a cost accountant in an organization.

##### **Unit II: Cost concept**

Types of cost, Cost Accumulations, cost objects, cost classifications, cost applications, cost behavior, Techniques of Costing.

##### **Unit III: Overhead**

Classification, allocation, apportionment, and absorption of overhead. Under-and over-absorption. Capacity costs. Treatments of certain items in costing, like interest on capital, packing expenses, debts, research and development expenses, Bad Activity – based cost allocation.

##### **Unit IV Methods of Costing**

Unit costing, Job costing. Contract Costing. Process costing (process losses, valuation of work in progress, joint and by-products) Service costing (only transport).

### **Unit V:Cost -Volume -Profit Analysis**

The Relationship of cost and profit with volume, use of CVP Analysis, Marginal Costing and Absorption costing, Breakeven point, contribution marginal Approach, Use of Break-even analysis.

### **Recommended Book**

1. Lal, Jawahar. Cost Accounting. Tata McGraw Hill Publishing Co., New Delhi

### **Reference Book**

2. Nigam, B.M. Lall and I.C. Jain. Cost Accounting: Principles and Practice. Prentice Hall of India, New Delhi.
3. Mittal, D.K. and Luv Mittal. Cost Accounting. Golgotha Publishing Co., New Delhi.
4. Arora, Mancos Accounting–Principles and Practice. Vikas Publishing House, New Delhi.
5. Shukla, M.C., T.S. Grewal, and M.P. Gupta. Cost Accounting: Text and Problems. S. Chand & Co. Ltd., New Delhi.
6. S. Chand & Co. Ltd., New Delhi.
7. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. Shri Mahabir Book Depot, New Delhi.

### **Teaching Learning Process:**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

### **Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

### **Keywords:**

Cost Accounting, Profit Analysis, Method of Costing, Overheads.

## **BBA: Semester-II**

### **Paper MGTB-204: Statistics for Business Decisions**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks: 100**

**Credits:4**

#### **Objective**

The objective of this course is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making.

Course Learning Outcomes:

After completing the course, the student shall be able to:

C01: Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis

C02: Critically evaluate the underlying assumptions of analysis tools

C03: Understand and critically discuss the issues surrounding sampling and significance

C04: Discuss critically the uses and limitations of statistical analysis

C05: Solve a range of problems using the techniques covered

#### **Course Contents:**

##### **Unit I: Probability**

Introduction, basic terminology, Types of probability, Probability rules, posterior probability.

##### **Unit II: Probability distribution**

Introduction, random variables, use of expected value in decision making, normal distribution, binomial distribution.

##### **Unit III: Sampling and Sampling distribution**

Introduction, random sampling, sampling distribution, relationship between sample size and standard error.

##### **Unit IV: Estimation**

Introduction, point estimate, interval estimate, confidence interval, sample size in estimation.

##### **Unit V: Testing Hypothesis**



Introduction, basic concept, testing procedure, testing hypothesis, measuring the power of hypothesis test. Testing of proportion.

**Reference books:**

1. Vohra, N.D., (2009) Quantitative Techniques in Management, 4th edition, McGraw Hill
2. Education.
3. Vishwanathan, P.K., (2008) Business Statistics and Applied Orientation, 1st edition, Pearson
4. Education.
5. Rajagopalan, S. and Sattanathan, R., (2009) Business Statistics & Operations Research, 2nd
6. Edition, McGraw Hill Education.
7. Sharma, J.K., (2009) Operations Research: Problems & Solutions, 2nd edition, Macmillan India
8. Ltd.
9. Taha, Hamdy, (2008) Operations Research: An Introduction, 8th edition, Pearson Education.
10. Render, Barry, Stair, R.M., Hanna, M.E., and Badri, (2009) Quantitative Analysis for
11. Management, 10th edition, Pearson Education
12. Richard I. Levin and David S. Rubin, Statics for management, Pearson

**Teaching Learning Process:**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

**Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

**Keywords:**

Probability, Sampling and Sampling distribution, Testing Hypothesis.

## **BBA: Semester-II**

### **Paper MGTB-205: Business Economics**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks: 100**

**Credits:4**

#### **Objective**

The objective is to provide conceptual knowledge of Economic Theories and their application for Managerial Decisions.

Course Learning Outcomes:

After completing the course, the student shall be able to:

C01: Articulate the basic knowledge of the demand and supply functions.

C02: Compute the concept of Law of variable proportion.

C03: Enumerate and identify the types of market and product pricing.

C04: Identify and develop the in-depth knowledge of business economics.

C05: understand the importance of business economics and its terms.

#### **Course Contents:**

##### **Unit I: Introduction**

Definition, Nature and Scope of Business Economics, Wealth Definition, Scarcity Definition, Growth Definition, Production Possibility Curve, Circular Flow of Economic Activity, Economics as Science and as Art, Application of Economic theory to a Firm's Level Business Problems.

##### **Unit II: Demand Analysis and Forecasting**

Demand Analysis and Forecasting: Meaning of Demand, Determinants of Demand, Assumptions of Law of Demand, Elasticity of Demand, Demand Forecasting, Law of Supply, Elasticity of Supply.

##### **Unit III: Cost and Production Analysis**

Cost and Production Analysis: Different Concepts of Costs, Production Function, Cost Output Relationship, Law of Variable Proportion and Determining the Level of Production Cost. Law of Increasing Returns, Law of Decreasing Returns.

##### **Unit IV: Pricing Under Different Market Conditions**

Pricing Under Different Market Conditions: Nature of Market, Pricing under Perfect, Monopoly and Monopolistic Market Conditions. Pricing in Actual Practice, Cost Plus

Pricing, Transfer Pricing.

### **Unit V: Profit Measurement and Appropriation**

Profit Measurement and Appropriation: Economic vs Accounting Profit, Concept of True Profit, Factors in Profit Measurement, Appropriation of Profit Policy, and Capitalization of Profit. Business Cycle: Causes and Effects of Inflation and Recession, Measures of Economic Stabilization.

#### **Reference books:**

- Varshney, R L and Maheshwari - Managerial Economics
- Joel Dean - Managerial Economics
- Alexander, K J W and Kemp, A J - The Economics in Business
- Normal, N Parsh - Economic Analysis
- Mankar and Dinkar - Business Economics

#### **Teaching Learning Process:**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

#### **Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

#### **Keywords:**

Demand Analysis and Forecasting, Cost and Production Analysis, Pricing Under Different Market Conditions, Profit Measurement and Appropriation

## **BBA: Semester-II**

### **Paper MGTB-206: Computer Application in Business**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks: 100**

**Credits:4**

#### **Objective**

The objective to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions. Also, to provide them an orientation about the increasing role of computers in corporate, business world.

Course Learning Outcomes:

After completing the course, the student shall be able to:

C01: Identify Computer Concepts terminology and concepts; basic operating system functionality and terminology; and internet browsers functionality

C02: Apply basic and advanced formatting techniques skills to produce word processing documents, including Letters and Memos, Business Reports, Flyers, Newsletters.

C03: Demonstrate basic skills involving spreadsheet functions; create formulas, charts, and graphs; manipulate data; and generate reports including AutoFill, Absolute Cell References, grouping sheets and linking formulas

C04: Develop a database; create and format tables, queries, and reports; and enter and modify table data.

C05: Develop and deliver business presentations using presentation software; Create presentations using text, visual and/or sound elements; use techniques as slide layout, themes, transitions and animations, charts and tables.

#### **Course Contents:**

##### **Unit I: Introduction**

Concept of Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, (Hardware, Software) Criteria for Using the Computers, Organizations and Functions of Computers, Advantages, Disadvantages of Computers, Main Areas of Computers and their Applications.

##### **Unit II: Types of Computers**

Types of Computers- Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini-Computers, Main-Frame Computers, and Super Computers.

##### **Unit III: Operating System**

Operating System and Office Automation: Booting Concept, MS DOS, MS Windows, MS Office and Interpreters, Assemblers, LAN, MAN, WAN, Communication Channels

#### **Unit IV: Information Technology**

Information Technology: Fundamentals, Perspectives, Applications and Scope, Introduction to Internet, Browsers, Applications and Scope.

#### **Unit V: Application of computers**

Computer Application in Different Field-Basic Information, Data Base Management System: Creating, Modification of Data Base Files, Commands Study, Expression and Functions, Set Commands, Indexing.

#### **Reference books:**

- P.K. Sinha - Computer Fundamentals
- Rajaraman, V - Introduction to Computer Science
- Bocchino William, A - MIS Tools and Design
- Scot, George M - Principles of MIS
- Kanter - Management Information and Control System
- Grey Perry - Teach Yourself Office 97

#### **Teaching Learning Process:**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

#### **Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

#### **Keywords:**

Concept of Computers, Analog, Digital, Hybrid computers, MS DOS, MS Windows, MS Office and Interpreters, Assemblers, LAN, MAN, WAN

## **BBA: Semester-III**

### **Paper MGTB-301: Management**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

#### **Course Objective**

To impart basic knowledge of the important business laws relevant for conduct of general business activities in physical and virtual spaces along with relevant case laws.

#### **Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: Describe cyber organized crime and criminal groups that engage in cyber organized crime

C02: Identify and discuss the structures and characteristics of organized criminal groups that engage in cyber organized crime

C03: Identify different types of cyber organized crime

C04: Explain and analyses the ways in which information and communication technology is used to commit cyber organized crime

C05: Critically evaluate the measures used to counter cyber organized crime

C05: understand the fundamentals of E-commerce and silent features of the same.

#### **Course Contents**

##### **Unit I: Introduction**

Finance, Financial Management, Scope of Financial Management, Finance and Management Functions, Objectives of Financial Management, Role and Functions of Finance Manager, Changing Role of Finance Manager, Organization of Finance Function, Liquidity and Profitability, Financial Management and Accounting, Financial Management and Economics, Financial Management-Science or Art, Significance of Financial Management, Strategic Financial Management, Techniques of Financial Management.

##### **Unit II: Sources of long -term finance**

Introduction, Types of Capital, Equity Capital, Preference Capital, Debenture capital, Term Loan, Convertibles, Warrants, Leasing, Hire-Purchase, Initial Public offer, Rights Issue, Private Placement

##### **Unit III: sources of short-term finance**

Trade Credit, Cash Credit, Bank Overdraft, Letter of Credit, Factoring, Call/Notice Money, Treasury bills, Commercial Papers, Certificate of Deposit, Bills of Exchange.

#### **Unit IV: Time value of money**

Introduction, Future Value; Simple Interest, Compounding Interest, Compound value of series of cash flows, Present Value; Present Value of single amount, Present value of series of cash flows, Sinking Fund Factor, Loan Amortization

#### **Unit V: Working capital management**

Introduction, Meaning and Definition of Working Capital, Types of Working Capital, Factors Affecting Working Capital/Determinants of Working Capital, Operating Working Capital Cycle, Working Capital Requirements, Estimating Working Capital Needs and Financing Current Assets, Capital Structure Decisions, Leverages

#### **Textbook**

- Chris Reed & John Angel, Computer Law, OUP, New York, (2007).
- Justice Yatindra Singh, Cyber Laws, Universal Law Publishing Co, New Delhi, (2012).
- Verma S, K, Mittal Raman, Legal Dimensions of Cyber Space, Indian Law Institute, New Delhi, (2004)

#### **References**

- Jonthan Roesner, Cyber Law, Springer, New York, (1997).
- Sudhir Naib, The Information Technology Act, 2005: A Handbook, OUP, New York, (2011)
- S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur (2003).
- Vasu Deva, Cyber Crimes and Law Enforcement, Commonwealth Publishers, New Delhi, (2003).

Note: Latest edition of readings may be used

#### **Teaching Learning Process**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject law. It includes lectures through presentations of case laws, expert lectures, case study approach is widely followed, role plays, seminars, tutorials project- based learning. Case laws comprehension and higher-order skills of reasoning and analysis will be encouraged through teaching strategies.

#### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

#### **Keywords**

Equity and Preference capital, Working capital management, Time value of money.

BBA: Semester-III

Paper MGTB-302: Marketing Management

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

### **Course Objective**

To develop an overview about concepts underlying in the marketing management process. To learn about market, product, consumer behavior, distribution, promotion, and pricing decisions.

### **Course Learning Outcomes**

Upon successful completion of the course a student will be able to:

C01. identify the scope and significance of Marketing in Domain Industry

C02. examine marketing concepts and phenomenon to current business events In the Industry.

C03. coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

C04. illustrate market research skills for designing innovative marketing strategies for business firms

C05. practice marketing communication skills relevant to the corporate world.

### **Course Contents**

#### **Unit I:Introduction**

Nature and Scope of Marketing – Concepts of Marketing – Marketing Management – Functions of Marketing – Types of Markets - Difference between Marketing and Selling - Various Environmental Factors affecting Marketing Function

#### **Unit II: Buying Behavior& Market Segmentation**

Buyer behavior – Factors influencing buyer behavior – Buying Motives – Stages of buying decision process - Market segmentation – Need and basis of Segmentation – Concept of Marketing Mix – Marketing Strategy.

#### **Unit III: Product**

Product – Definition – Classification – Consumer Goods – Industrial goods – Product Life Cycle – Product Mix – Product Planning – Branding – Packaging – Developing new Products



## **Unit IV: Pricing & Physical Distribution**

Pricing – Objectives – Pricing Policies and Procedures – Factors influencing pricing decisions – New product pricing – Psychological aspects in pricing. Physical distribution – Channels of distribution – Types of Channels – Channel Policy – Wholesalers, Retailers and Middle men and their functions.

## **Unit V: Promotion**

Promotion – Advertising – Personal Selling – Sales Promotion – Publicity- Recent Trends in Marketing: E-marketing, Relationship marketing, Mobile marketing.

## **Recommended Readings**

- Gupta C.B. Nair N. Rajan, (2020), Marketing Management - Text & Cases, 19th edition, Sultan Chand & Sons, New Delhi.
- Philip Kotler & Kevin Lane Keller, (2016), Marketing Management, 15th Edition, Pearson Education India, Noida
- V S Ramaswamy & S Namakumari, (2010), Marketing Management, 4th Edition, Om Books International, New Delhi.
- Rustom S. Davar, (1993), Modern Marketing Management Publishers' Distributors Pvt.Ltd, New Delhi.
- S.A. Sherlekar & R. Krishnamoorthy (2015), Principles of Marketing, Himalaya Publishing House Pvt. Ltd., - Mumbai

Note: Latest edition of readings may be used

## **Teaching Learning Process**

Interactive classroom sessions with the help of PowerPoint presentations, reflective assessment, and case study discussions to ensure active participation and continuous learning.

## **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

## **Keywords**

Segmentation, Pricing and Physical distribution, promotion, buying behavior.

**Paper MGTB-303: MANAGEMENT ACCOUNTING**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Course Objective**

The objective of this course is to equip the students with skills to evaluate organization performance spot Inefficiencies. areas for Improvement and opportunity alld provide them with decision making skills to recommend and use the best possible course of action while taking into account both long-term and short-term Implication of decisions.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: develop an understanding of accounting for share capital and debentures

C02: prepare financial statements of a company

C03: understand the accounting for amalgamation

C04: prepare consolidated balance sheet for Holding company

C05: develop an understanding of cash flow statements

**Course Contents**

**Unit 1. Introduction**

Nature of Management Accounting, the Management Process and Management, Accounting. difference between Financial Accounting and Management Accounting. role and responsibilities of Management Accountant Introduction to cost behavior and cost volume relationship variation of cost behavior relevant Information and decision making.

**Unit 2. Standard costing**

Meaning, Concepts and Objectives, Merits and Demerits of Standard costing, Prerequisite for establishment of standard costing, Efficiency and Activity Ratios, Variance Analysis and Control

**Unit 3. Marginal costing**

Definition, Assumptions and Uses, Marginal Costing Vs. Absorption Costing, CVP /BEP Analysis, Key factors and Safety Margin, Managerial Decision-Making Areas – Product Mix, Make or Buy, Pricing Decisions

## **Unit 4. Budgetary Control**

Concepts and Objectives, Merits and Demerits of Budgetary Control, Fixed and Flexible Budget, Cash Budget and master Budget, Zero based Budgeting.

## **Unit 5. Reconciliation of Cost and Financial Accounts**

Need of reconciliation, Remodeling Financial Records, Reconciliation of Profits, Methods of Reconciliation

### **References:**

Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi

B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi

Bahadur Banerjee, Cost Accounting –Theory and Practice, PHI Pvt. Ltd, New Delhi.

H. V. Jhamb, H. V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt Ltd, New Delhi

M. N. Arora, Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.

M.C. Shukla, T.S. Grewal and M P. Gupta, Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi

S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar

S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems, Shri Mahabir Book Depot, New Delhi

**Note: Latest edition of readings may be used**

### **Teaching Learning Process**

Theory/ numerical with examples

### **Assessment Methods**

Class participation, Presentation, Viva/ test, End Semester Exam

### **Keywords**

Standard costing, marginal costing, Budgetary control, BRS.

**Paper MGTB-304: Rural Management**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Course Objective**

To help the students develop a general understanding of the various aspects of rural management.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: Join in NGOs, CBOs, Projects of Funding Agencies (UNDP, World Bank, JICA, DFID, CARE, CRY, USAID, Action Aid), CSR Units of Corporate/Business houses.

C02: Join in Rural Development Organizations/Institutions as Social Worker, Community Mobilizer.

C03: Set up Small Scale Industry in rural areas supported by State govt. institutions like ORMAS, DDUGKY (Anjelika), Indian Red Cross Society, District Rural Development Agency (DRDA) or District Industry Centre (DIC) of any district.

C04: Join in State /National Livelihoods Mission under Panchayati Raj Dept / Rural Development Dept. of the State / Nation as Manager or Programme Coordinator.

C05: start a Non- Governmental Organization or Voluntary agency to serve for the welfare of the rural poor. Currently NGOs play a very crucial role in rural development, by organizing poor people in villages. The funds for running of such NGOs will be available from both Central and State governments on the basis of the projects and requirements of the NGOs.

**Course Contents**

**Unit I: Introduction**

Definition of Rural Area, Meaning and concept of rural development. Nature and scope of rural development in India. Demographic structure of rural India. Trends in population growth. Composition of rural work force

**Unit II: Principles and approaches of Rural Management**

Concepts, Principles of rural management; Approaches of rural management; Indicators of rural development; Conceptual framework, Strategies; Rural development in India.

**Unit III: Policies and programs**

A retrospective; Policies, Programs of rural development; Techniques of planning: Detail

steps in district and block level planning; Area Development Planning: Definition, purpose, Area development plans.

#### **Unit IV: Panchayati Raj system**

Panchayati Raj & Rural Administration; Natural Resources Development & Management;

#### **Unit V: Rural Marketing**

Rural Marketing: Rural production and products; Agricultural and non - agricultural products; Types of rural production and products; Market functionaries: Concept of supply chain management and Value Addition; Problems of marketing; Role of co - operative; Role of co -operative agencies in marketing of agricultural and non - agricultural product.

#### **Recommended book:**

- Krishnamacharya C. S Ramakrishnan L. (2002) Rural marketing – Text and cases, Pearson education (Singapore) pte Ltd pp. 03-380.
- Singh, Katar & Sisodiya Anil (2016) Rural development- Principles, policies & Management 4<sup>th</sup> ed, Sage publication India Limited, pp. 392.

Latest editions of the books may be used.

#### **Teaching Learning Process**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

#### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

#### **Keywords**

Rural Management, policies and approaches, Panchayati raj system, rural marketing.

**Paper MGTB-304: Business Mathematics**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Course Objective**

To develop and enhance analytical ability in students for processing and interpreting statistical data.

To familiarize students with applications of Mathematical and Statistical methods in business management decision making problems

**Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: understand basics of arithmetic and its uses in the areas of mathematics.

C02: understand basics of set theory and its uses in the areas of mathematics.

C03: Use Determinants and matrices and its uses in the areas of mathematics.

C04: Use simultaneous equation and its uses in the areas of mathematics.

C05: To apply basic terms of integration in solving practical problems field of as of business.

**Unit 1. Commercial arithmetic**

Introduction of business mathematics; Scope and importance of quantitative techniques; Concept of equated monthly instalment (EMI), profit and loss, simple and compound interest including half yearly and quarterly calculations, bill of discounting- Business applications. Average, Ratio and Proportion.

**Unit 2. Set theory**

Concept of a set, operation of sets, Algebra of sets, Cartesian product of two sets and its application to business mathematics.

**Unit 3. Determinants and Matrices**

Matrix – Definition, Types, Basic Operations on Matrices, Algebra of matrices, Determinants- Cofactor and Minor, Adjoint and Inverse

**Unit 4. Simultaneous Equations**

Meaning, Characteristics, Types and Calculations, Preparation of Invoice

## **Unit 5. Integration**

Integration as anti-derivative process; Standard forms; Methods of integration-by substitution, by parts, and by use of partial fractions; Definite integration; Finding areas in simple cases; Consumers and producers' surplus; Nature of Commodities learning Curve; Leontief Input-Output Model.

### **References:**

- Allen B.G.D: Basic Mathematics; McMillan, New Delhi.
- Volra. N. D. Quantitative Techniques in Management, Tata McGraw Hill, New Delhi. Kapoor V.K.
- Business Mathematics: Sultan Chand and sons, Delhi.
- Dr. A.K. Arte &: A Text book of Business-Mathematics R.V. Prabhakar
- Dorai Raj: Business Mathematics
- Anchethi & Kapoor: Business Mathematics
- Zamiruddin & khanna: Business Mathematics

Note: Latest edition of readings may be used

### **Teaching Learning Process**

Theory/ numerical with examples

### **Assessment Methods**

Class participation, Presentation, Viva/ test, End Semester Exam

Keywords

Arithmetic, Set theory, Determinants and Matrices, Simultaneous Equations, Integration

**Paper MGTB-305: Principles of Banking**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Course Objective**

To develop and enhance analytical ability in students for processing and interpreting statistical data.

To familiarize students with applications of Mathematical and Statistical methods in business management decision making problems

**Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: Understand the basic concepts of banking and functions of banking

C02: Understand the theory and practice of banking and finance.

C03: compare and analyze various deposits and services offered by banks.

C04: Understand how the lending in banking system takes place.

C05: comprehend various e-banking system in banks.

**Unit 1. Introduction**

Introduction - Origin of Banking - Banker A Customer Relationship - General and Special Types of Customers - Origin and Growth of Commercial Banks in India - Financial Services Offered by Banks - Changing Role of Commercial Banks - Types of Banks

**Unit 2. Deposits**

Banker – Customer Relations - Different Deposit Products - Mandate and Power of Attorney - Banker's Lien – Right off Set off - Payment and Collection of Cheques - Duties and Responsibilities of Paying and Collecting Banker - Protection available to Paying and - Collecting Banker under NI Act – Endorsements - Forged Instruments - Bouncing of Cheques and their implications

**Unit 3. Bank lending**

Principles of Lending - Various Credit Products/Facilities - Working capital and Term Loans - Credit Appraisal Techniques - Approach to lending - Credit Management - Credit Monitoring - NPA Management - Priority Sector Lending - Factoring - Ancillary Services – Remittances - Safe Deposit Lockers

**Unit 4. Banking regulations and financial stability**



Need and importance of banking regulations in India - Banking regulation act 1949 - KYC and am guidelines - banking fraud - banking code - Basel norms - surfaces act - arcs - banking ombudsman scheme - policies with respect to priority sectors and memes

### **Unit 5. Electronic banking**

E Banking – Meaning – Benefits - Home Banking - Mobile Banking - Internet Banking - Virtual Banking - E- Payments - Atm Card /Bio Metric Card - Smart Card

#### **References:**

Muralitharan, D.: Modern Banking, PHI Learning Pvt Ltd. New Delhi-110001.

Sriram, M.R, Ramanan, Core Banking Solution: Evaluation of security and P.K, Chandrasekar, R. control, PHI Learning Pvt Ltd. New Delhi-110001.

Sharma, M.: Management of Financial Institutions: With emphasis on Bank and risk management, PHI Learning Pvt Ltd. New Delhi-110001.

Varshney, P.N.: Banking Law and practice, Sultan Chand & Sons.

L.M. Bolley: Financial institutions and markets, Tata McGraw Hill.

Bharti V. Pathak: Indian financial system, Pearson education.

Srivastava, R.M.: Managing of financial institutions, Himalaya Pub. House.

Vasant Desai: Indian financial system and development.

Note: Latest edition of readings may be used

#### **Teaching Learning Process**

Theory/ numerical with examples

#### **Assessment Methods**

Class participation, Presentation, Viva/ test, End Semester Exam

Keywords

Deposits, Bank lending, banking regulations, financial stability.

**Paper MGTB-306: Business Communication-1**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Course Objective**

This course seeks to enhance students' cross-cultural understanding and communicate in varied contexts. Other important concern of this course is to present a wide array of ideas from different spheres of human activity, which is of vital importance for success as an executive in management

**Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: write correctly and persuasively in present time standard English

C02: adapt content to a proposed context, audience, and purpose

C03: understand and use appropriate style and tone in spoken as well as written texts

C04: be familiar with the language used in conducting meetings and prepare reports based on the discussion in the meetings

C05: write memos, letters, and other business communications and apply formal structure and develop organization in writing proposal, reports, article etc.

**Unit 1. The Communication Process**

Elements of Communication Process, Methods of Communication, The Writing Process, Oral Communication Process, Group Work and Collaboration Process, Communication Structures and Systems, Management Style and Communication, Barriers of Business Communication

**Unit 2. Business Communication**

Defining Business Communication, Nature of Communication, Historical Perspectives, Purpose of Business Communication, Functions of Business Communication, Importance of Business Communication, Components of Business Communication, Types of Business Communication, Principles of Effective Business Communication, Challenges for Business Communication

**Unit 3. Skills and Values in Business Communication**

The Importance of Communication Skills, Identifying Communication Skill Sets, Organizational Communication Skills, Interpersonal Communication Skills, Leadership Communication Skills, Professionalism in Business Communication, Elements of Professionalism, Ethical Values, Intercultural Sensitivities

## Unit 4. Electronic and Other Messages

Memos, Notices, Letters, Using Email, Blogs, Advertisements, Press Release

## Unit 5. Reports and Proposals

Business Plan, Reports, Proposals

### References:

- Abrams, M.H., and G.G. Harpham. *A Glossary of Literary Terms*. 11<sup>th</sup> ed., Cengage Learning, 2014. Bargiela-Chiappini, Francesca, *The Handbook of Business Discourse*. Edinburgh UP, 2009.
- Bovee, C.L., and John Thill. *Business Communication Essentials*. 7<sup>th</sup> ed., Pearson, 2016. Chaney, Lilian H. *Intercultural Business Communication*. 4<sup>th</sup> ed., Pearson, 2007.
- Guffey, Mary Allen, and Dana Loewy. *Essentials of Business Communication*. 11<sup>th</sup> ed., Cengage Learning, 2018.
- Hattersley M., and L. Mcjannet. (1997). *Management Communication, Principles and Practice*. McGraw – Hill, 1997.
- Jethwaney, J. *Corporate Communication*. Oxford, 2010.
- *Oxford Advanced Learner's Dictionary of Current English*. 10<sup>th</sup> ed., Oxford, 2020. Pearson Education. *Longman Business English Dictionary*. 2<sup>nd</sup> ed., Longman, 2018. Parkinson, Dilys, editor. *Oxford Business English Dictionary*. Oxford, 2005.
- Tourish, Dennis, and Owen Hargie. *Key Issues in Organizational Communication*. Routledge, 2004.

Note: Latest edition of readings may be used

### Teaching Learning Process

Theory/ numerical with examples

### Assessment Methods

Class participation, Presentation, Viva/ test, End Semester Exam Keywords

Business process, business communications, reports and proposals.

**Paper MGTB-306: Comprehensive Viva-voce**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Marks:100**

**Credits:4**

**Objective:**

Student must undergo a practical training of minimum forty-five days after second semester. BBA being professional course it is essential for each student to practically apply or understand theoretical concepts what he/she learns during the course. During the training program student is expected to collect vital information through internal and external source to reach concrete conclusions on the given subject. Student must prepare the project report under the guidance of internal teacher. Director/Principal of the institution/college will decide the last date of submission of final copy. Student should submit two typed copies to the Institute. One copy for the institute and another copy for his/her personal record. Students may prepare additional copies for the organization, guide etc.

A viva-voce examination will be conducted before the Semester IV examination. A viva-voce committee of minimum two members will be appointed by the university.

**Guidelines for the project report**

Declaration from the student that the research work is not copied from any other existing reports. Certificate of the guide. - Guide should certify that the research work is original and completed satisfactorily under his guidance.

The Chapter scheme for the project report will be as follows-.

**Unit 1. Introduction to the study.**

Introduction, Objectives and importance of the study, Scope and limitations of study, Research Methodology

**Unit 2. Introduction to the organization**

Introduction to the industry, Brief History of organization, Subsidiaries, Associates of the company, Departments / Manufacturing process, Important statistical information, Future prospect, Organization Structure

**Unit 3. Theoretical Background**

Basic concepts  
Necessary theoretical inputs may be added to support the research work.

**Unit 4. Data Analysis and Interpretation**

Data should be analyzed with help of various tools studied in the Subject "Application of Research Methods in Management".

## **Appendix**

Questionnaire / Charts / Data / Diagrams / Tables / etc.

## **Bibliography**

The above guidelines are not the prescription on writing the project report but can be used as milestones while writing the Project Report. The guide has every discretion to change the chapter scheme as per the requirement

## **Note**

- There should be proper linkage between objectives, data analysis and interpretation, findings, and suggestions.
- Student should not use logos and name of company on the project report pages. Header and Footer shall consist of university name and institute name respectively. No other information should be included in the Header and Footer.
- Use of colors in text matter should be avoided.

## **BBA: Semester-IV**

### **Paper MGTB-401: Tax Planning**

(From the list-I)

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

#### **Objective**

This course aims at teaching Indian tax system, various heads of income and tax planning with reference to salaried persons. Students will also get an overview of income tax department's website and how to file a return. Students will learn legal ways of minimizing tax liability by making use of various tax exemptions and deductions.

#### **Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: Identify the basic concepts, definitions and terms related to Income Tax

C02: determine the residential status of an individual and scope of total income.

C03: compute income under various heads namely income from salaries, house property, business/ profession, capital gains and income from other sources

C04: discuss the various deductions under Chapter VIA of the Income tax act, 1961.

C05: compute the net total taxable income of an individual

#### **Course Content:**

##### **Unit I:**

Concept of Tax Planning: Meaning Features Scope. Importance Objective of Tax Planning Difference Between Tax Planning and Tax Evasion. Types of Tax Planning Problems in Tax Planning

##### **Unit-II:**

Recognized methods of Tax Planning Tax Planning for salaried persons prior to appointment during the service, after retirement Salary Package.

##### **Unit-III:**

Income from house property and Tax Planning Avail benefit of various deductions of let out and self-occupied property Measures regarding minimize tax liability under business and profession

#### **Unit-IV:**

Tax Planning of Long-term capital gains Exemptions relating to long term capital gain  
Adoption of investment planning to get benefit of deduction 80 c and other deductions  
selection of business form for minimum tax liability

#### **Unit-V:**

Tax Management: Introduction. Difference between Tax Planning and Tax Management  
Areas of Tax Management. Preparation of Return. Payment of Tax. Advance Payment of  
Tax Tax Deduction at source etc. Assessment. Procedure Penalties and Prosecutions  
Appeals and revisions

#### **Reference books:**

- Vinodh.K. Sanguine, Direct taxes Law and Practice, Taxman's Publication, 2012-13
- S Datey, Indirect Taxes-Law &Practice, Taxman's Publication, 2012-13
- Ravi Gupta and Ahuja, Systematic Approach to Income Tax, Barath Law House(p)Ltd,2012-13
- Dinkar Pagare, Law and Practice of Income Tax, Sultan Chand and Sons, New Delhi, 2012-13
- Kaushal Kumar Agrawal, Direct Tax Planning and Management, Edition 2007, Atlantic.
- Kaushal Kumar Agrawal, Corporate Tax Planning (Volume - 1) 6th Edition, Atlantic.
- Rajeev Puri and Puja Gaur, Corporate Tax Planning and Management, 13th Edition 2016 Kalyani Books.

Note: Latest edition of readings may be used

#### **Teaching Learning Process:**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject law. It includes lectures through presentations of case laws, expert lectures, case study approach is widely followed, role plays, seminars, tutorials project- based learning.

Assessment Methods:

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords:

Tax Planning, Long term capital gains, retirement.

BBA: Semester-IV

**Paper MGTB-402: Corporate Law**

(From the list-I)

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Objective**

This course aims at making students conversant with the concept of the corporate Law and their implications for corporate management.

Course Learning Outcomes

After completing the course, the student shall be able to:

**Course Content:**

**Unit I: Corporate Incorporation and Management**

Certificate of Incorporation (ii) Memorandum and Articles of Association (iii) Doctrine of Ultra Vires (iv) Doctrine of Indoor Management 2. (i) Directors: Appointment, Removal, Position, Powers and Duties of Directors. (ii) Audit Committee: Its Role. (iii) Company Secretary: Qualification, Appointment and Duties (iv) Officer who is in default: Definition of Officer who is in default (v) Liability of independent directors. Types of Meetings (ii) Procedure of calling meeting (iii) Company's resolutions and its kinds

**Unit-II: Oppression & Mismanagement and Investigation (Sections 397 to 408; Sections 235 to 251)**

Rule in Foss v. Harbottle (ii) Prevention of Oppression (iii) Prevention of Mismanagement (iv) Role & Powers of the Company Law Board (v) Role & Powers of Central Government 2. (i) Company Investigation

**Unit-III: Corporate Liquidation**

Winding up of Companies (ii). Mode of winding up of the companies (iii). Compulsory Winding up under the Order of the Tribunal (iv). Voluntary winding up (v). Contributories (vi). Payment of liabilities

**Unit-IV: Corporate Governance and Social Responsibility**

Importance of Corporate Governance (ii) Different system of Corporate Governance (iii) Impact of Legal Traditions and the Rule of Law on Corporate Governance (iv) Legal Reforms of Corporate Governance in India (v) Reports of the various Committees on Corporate Governance (vi) Emerging Trend based on the recommendation of the Committees in the Companies Act 1956 and the Listing Agreement with Special reference to Clause 49. 2. (I) Corporate Social and Environmental Responsibility



## **Unit-V: Corporate Debt Restructuring and other options**

- a. Adjudication and Appeals for Corporate Persons b. Debt Recovery and Securitization
- c. Winding-Up by Tribunal d. Cross Border Insolvency

### **Reference books:**

Saleem Sheikh & William Rees, Corporate Governance & Corporate Control, Cavendish Publishing Ltd., 1995

Taxman, Companies Act 2013

Taxman, A Comparative Study of Companies Act 2013 and Companies Act 1956

Charles Wild & Stuart Weinstein Smith and Keenan, Company Law, Pearson Longman, 2009

Institute of Company Secretaries of India, Companies Act 2013, CCH Wolter Kluwer Business, 2013

Lexis Nexis, Corporate Laws 2013 (Palmtop Edition)

C.A. Kamal Garg, Bharat's Corporate and Allied Laws, 2013,

Note: Latest edition of readings may be used

### **Teaching Learning Process:**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject law. It includes lectures through presentations of case laws, expert lectures, case study approach is widely followed, role plays, seminars, tutorials project- based learning.

Assessment Methods:

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords:

Corporate incorporation, liquidation, governance, responsibility.

BBA: Semester-IV

**Paper MGTB-403: Indian Economy**

(From the list-I)

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Objective**

To study the behavior of working of the Indian economy as a whole.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: Identify the determinants of various macroeconomic aggregates such as output, unemployment, inflation, productivity, and the major challenges associated with the measurement of these aggregates.

C02: discuss the linkages between financial markets and the real economy, and how these linkages influence the impact of economic policies over differing time horizons.

C03: critically evaluate the consequences of basic macroeconomic policy options under differing economic conditions within a business cycle.

C04: Apply economic reasoning to understand the operation of an economy.

C05: factors that contribute to and detract from long-term economic growth.

**Course Content:**

**Unit-1:**

Structure of Indian Economy, Concept of Economic Growth, Economic Development, Basic Characteristics of Indian Economy, Structure of Indian Economy: Primary Sector, Secondary Sector & Tertiary Sector, Trends in National Income, Occupational Distribution, Work Force Participation and Changes in Occupational Structure, GDP & GNP

**Unit-II:**

Planning and Economic Development, Problems in Indian Economy, Objective of Economic Planning in India, Five Year Plans, Industrial Policy, Disinvestments of Public Enterprises, Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, BIFR & Sick Unit. Theories of Population.

**Unit-III:**

Indian Economy and Foreign Trade Concept, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Export Import Policy, Foreign Exchange Regulation Act (FERA) Foreign Exchange Management Act (FEMA), Export Promotion and Qualitative Restrictions.

#### **Unit-IV:**

Indian Economy, Emerging Issues, World Trade Organization and Indian Economy Emerging issues in international trade, Trade Related Investment Measures, Trade-Related Aspects of Intellectual Property Rights, Foreign Direct Investment, Portfolio Investment & Foreign Institutional Investors

#### **Unit-V:**

Demographics – census data, populations by gender, by state, by age group, socio-economic status, caste, religion, literacy levels, etc. Trends in human development – interstate comparison

#### **Reference books:**

- Dhingra, I.C.; Indian Economy, Sultan Chand, 2003
- Aggarwal, A.N., Indian Economy, Vishwa Prakashan, 2003.
- Mishra, S.K. & V.K. Puri; Problems of Indian Economy, Himalaya Publishing House,
- Datt, Ruddar; Sundhram, Indian Economy, Sultan Chand, 2003

Note: Latest edition of readings may be used

#### **Teaching Learning Process:**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject law. It includes lectures through presentations of case laws, expert lectures, case study approach is widely followed, role plays, seminars, tutorials project- based learning.

#### **Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

#### **Keywords:**

Indian economy, planning, development, demographics.

**Paper MGTB-404: Security Analysis and Portfolio Management**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hrs.                      Marks: 100                                      Credit: 4**

**Objective:** To equip the students with advanced analytical tools, models, and financial theory necessary for making sound investment decisions and optimum portfolio choice as well as understanding the paradigms by which financial securities are valued.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management

C02: analyzing stock returns and risk in economic environment and indicators and using various models for the purpose of investment.

C03: measuring the risk and return of a portfolio position and diversify and manage investment portfolios in accordance with a person's risk preferences.

C04: evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

C05: comprehend the concepts of financial derivatives.

**Contents:**

**Unit I- Introduction:** Investment environment, various asset classes and financial instruments. Investment process. Return-risk analysis and impact of taxes and inflation. Types and sources of risks. Risk Aversion. Diversification and Hedging. Contemporary issues in investment management- Socially responsible investing (SRI), Ethical investing etc.

**Unit II- Analysis of Fixed Income Securities:** Bond fundamentals; Types of bonds; valuation of bonds; bond yields; bond price- yield relationship; analysis of risks in bonds-duration and convexity. Bond portfolio management- passive bond management and active bond management including bond immunization strategies.

**Unit III- Equity Analysis: Measurement of return and risk of equity shares.** Approaches to equity analysis. Fundamental Analysis- Economy, Industry, Company Analysis; Equity Valuation Models (DDM, P/E Ratio model and Free Cash Flow Valuation approach). Forecasting P/E ratio. Technical Analysis – Market indicators and specific stock indicators including Bollinger bands. Efficient market hypothesis. Tests of market

efficiency and empirical evidence. Assumption of Investor's rationality and its critique. Behavioral Finance- behavioral biases (Framing, Mental accounting, Regret avoidance and Prospect theory).

**Unit IV- Portfolio Analysis, Selection and Management:** Risk aversion and capital allocation to risky assets and risk-free asset; Risk tolerance and asset allocation; Optimal risky portfolio- Markowitz portfolio selection model. Sharpe's single Index Model and optimal portfolio construction. Capital Asset Pricing Model (CAPM) and Market Anomalies (Size effect, Value effect, Seasonality effect, Overreaction effect etc) . Extensions of CAPM (Zero beta CAPM and Merton's Inter temporal CAPM). Arbitrage Pricing Theory and Multifactor Asset Pricing Models. Active and Passive portfolio management. Investment strategies- value investing, momentum and contrarian strategies etc. Portfolio performance evaluation (Sharpe index, Treynor Index, Jensen's alpha, Information ratio, Fama's decomposition measure). Portfolio revision.

**Unit V- Financial Derivatives:** Futures-types and payoffs. Pricing of financial futures and commodity futures (Cost of carry model). Options- types and valuation using Black and Scholes Model. Put call parity. Options trading strategies. Exotic options, Portfolios of futures and options synthetics. Financial engineering.

Note: Some case studies related to above topics are required to be discussed.

Suggested Readings: 1. Bodie, Zvi., Kane Alex and Alan J. Marcus, Investments, McGraw Hill.

2. Reilly, Frank K, and Brown, Keith C., Investment Analysis and Portfolio Management, Cengage Learning.

3. Chandra, P., Security Analysis and Portfolio Management, Tata McGraw Hill.

4. Vishwanath, R and Krishna Murthi C., Investment Management, Springer

5. Fischer, Donald E. and Ronald J. Jordan, Security Analysis and Portfolio Management, PHI Learning.

6. Elton, E. and Gruber, M, Modern Portfolio Theory and Investment Analysis, John Wiley and Sons.

7. Damodaran, A., Investment Valuation, John Wiley & Sons.

8. Sharpe William F, and Bailey Jeffery V, Alexander Gordon J, Investments, PHI Learning.

9. Hull, J.C., Options, Futures and Other Derivatives, Prentice Hall.

10. Bhalla, V. K., Investment Management, S. Chand & Company Ltd. Note: Latest edition of the readings may be used.

**Teaching Learning Process:**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject law. It includes lectures through presentations of case laws, expert lectures, case study approach is widely followed, role plays, seminars, tutorials project- based learning.

Assessment Methods:

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords:

Portfolio management, security analysis, equity analysis, derivative analysis.

**Paper COM-404: Investment Banking**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hrs.                      Marks: 100                                      Credit: 4**

**Course Objective**

The focus of this paper would be on the intricacies of security markets, construction of optimal portfolios and analysis of different investment options. The basic objective of this course is to acquaint the student with the investment decisions related to financial assets, risks and returns involved, functioning of securities market and principles of security analysis along with the theories and concepts associated with portfolio management in order to be able to judge the competitive position of firms in capital market and review the related business decisions.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: Understanding various concepts of Merchant Banking Services.

C02: Learning different terminologies and stages involved in issue management.

C03: Understanding and Evaluating fund and fee based financial services namely leasing; Insurance; hire purchase; venture capital financing; credit rating; and securitization.

C04: understand and apply the capital market theory.

C05: Comprehend the purpose and process of security analysis.

**Course Contents**

**UNIT I Introduction to Investment and Securities Market**

- Concept of investment-investment objectives and constraints-security and non-security forms of investment, investment process. Securities markets: markets and their functions- development of stock market in India, regulation of securities market (SEBI).

**UNIT II Risk and Return**

- Types of risk-systematic and unsystematic, security returns-ex post and ex ante returns, portfolio return, concept of Beta-risk of individual security, portfolio risk.

**UNIT III Introduction to Portfolio Management**

- Diversification, construction of optimum portfolio- Markowitz risk return optimization, performance evaluation and revision- Sharpe's Ratio, Treynor's Ratio, Jensen's Alpha.

#### **UNIT IV Capital Market Theory**

- Capital Asset Pricing Model (CAPM), application of Capital Market Line and Security Market Line, Arbitrage Pricing Theory (APT).

#### **UNIT V Security Analysis**

- Fundamental analysis-economy, industry and company analysis, Technical Analysis-Efficient Market Hypothesis.

#### **Reference Books:**

- Fischer, E.D. & Jordan, R.J., Security Analysis & Portfolio Management, Pearson Education
- Khan & Jain, Financial Management, Tata McGraw Hills, 2008
- Pandian, P., Security Analysis & Portfolio Management, Vikas Publishing House.

#### **Teaching Learning Process:**

- The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject law. It includes lectures through presentations of case laws, expert lectures, case study approach is widely followed, role plays, seminars, tutorials project- based learning.

#### **Assessment Methods:**

- Class tests/Assignments, Class participation, Presentations, End-semester examination

#### **Keywords:**

Risk and return, portfolio management, capital market theory, security analysis.



**Paper MGTB-405: E-BUSINESS**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Objective**

To enable the student to become familiar with the mechanism for conducting business transactions through electronic means

**Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: Analyze the impact of E-commerce on business models and strategy

C02: Describe the major types of E-commerce

C03: Explain the process that should be followed in building an E-commerce presence

C04: Identify the key security threats in the E-commerce environment.

C05: Describe the use of e-commerce advertising and marketing

**Course Contents**

**Unit 1: Introduction:**

Meaning, nature, concepts, advantages, disadvantages, and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

**Technology used in E-commerce:** The dynamics of world wide web and internet (meaning, evolution and features); Designing, building, and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

**Unit 2: Security and Encryption:**

Need and concepts, the e-commerce security environment: (dimension, definition, and scope of e security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients),

**Unit 3: IT Act 2000 and Cyber Crimes:**

IT Act 2000: Definitions, Digital signature, electronic governance, Attribution,

acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

#### **Unit 4: E-payment System:**

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

#### **Unit 5: On-line Business Transactions:**

Meaning, purpose, advantages, and disadvantages of transacting online, E commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems, and features), online services (financial, travel and career), auctions, online portal, online learning, publishing, and entertainment} Online shopping (Amazon, Snapdeal, Alibaba, Flipkart, etc.)

#### **Reference books:**

13. Kenneth C. Laudon and Carlo Guercio Traver, *E-Commerce*, Pearson Education.
14. David Whiteley, *E-commerce: Strategy, Technology and Applications*, McGraw Hill Education
15. Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Application*, 4th Ed., McGraw Hill Education
16. PT Joseph, *E-Commerce: An Indian Perspective*, PHI Learning
17. KK Bajaj and Debjani Nag, *E-commerce*, McGraw Hill Education
18. TN Chhabra, *E-Commerce*, Dhanpati Rai & Co.

Note: Latest edition of readings may be used

#### **Teaching Learning Process:**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject law. It includes lectures through presentations of case laws, expert lectures, case study approach is widely followed, role plays, seminars, tutorials project- based learning.

#### **Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

#### **Keywords:**

E-commerce, Security, Encryption, Cybercrime, E-payment.

## **BBA: Semester- IV**

### **Paper MGTB-405: Computerized Accounting System**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hrs.**

**Marks:100**

**Credit: 4**

#### **Course Objective**

To get exposure of doing accounting on computer and it helps the students to manage the big financial transactions, data, report and statements with high efficiency, speed and better accuracy.

#### **Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1: To introduce the students to Basic of Accounts and the usage of Tally for accounting purpose.

CO2: To help students to work with well- known accounting software i.e. Tally ERP.9. Tally is an accounting package which is used for learning to maintain accounts.

CO3: Students will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

CO4: Demonstrate an understanding of various predefined inventory vouchers to suit the various business requirements and flexibility to create unlimited stock items, use simple to complex conversion units and generate invoices with the required information and dimensions.

CO5: Demonstrate an understanding of how to maintain a payroll register. This helps to understand how to maintain management related information, statutory forms and reports in the prescribed formats such as: Pay Slip, Payroll Statements, Attendance and Overtime Registers etc.

CO6: Develop the students use the Tally software, that helps to prepare Accounting, Payroll, Billing, Sales and Profit Analysis, Auditing Banking Inventory, Taxation such as GST, VAT, TDS, TCS etc.

#### **Course Contents**

##### **UNIT I**

Maintaining chart of accounts in ERP: Introduction-Getting Started with ERP - Mouse/Keyboard Conventions-Company Creation-Shut a Company-Select a Company-Alter Company Details-Company Features and ConfigurationsF11: Company Features-F12: Configuration-Chart of Accounts-Ledger-Group-Ledger Creation Single Ledger Creation-Multi Ledger Creation-Altering and Displaying Ledgers-Group Creation-Single

Group Creation-Multiple Group Creation-Displaying Groups and Ledgers Displaying Groups-Display of Ledgers-Deletion of Groups and Ledgers – P2P procure to page.

## **UNIT II**

Maintaining stock keeping units (SKU): Introduction-Inventory Masters in ERP - Creating Inventory Masters-Creation of Stock Group Creation of Units of Measure-Creation of Stock Item-Creation of Godown-Defining of Stock Opening Balance in ERP Stock Category-Reports.

## **UNIT III**

Recording day-to-day transactions in ERP: Introduction-Business Transactions-Source Document for Voucher-Recording Transactions in ERP - Accounting Vouchers-Receipt Voucher (F6)-Contra Voucher (F4)-Payment Voucher (F5)-Purchase Voucher (F9)-Sales Voucher (F8)-Debit Note Voucher-Credit Note (Ctrl+F8)- Journal Voucher (F7).

## **UNIT IV**

Accounts receivable and payable management: Introduction-Accounts Payables and Receivables-Maintaining Bill-wise Details-Activation of Maintain Bill-wise Details Feature-New Reference-Against Reference-Advance-On Account Stock Category Report-Changing the Financial Year in ERP.

## **UNIT V**

MIS Reports: Introduction-Advantages of Management Information Systems-MIS Reports in ERP - Trial Balance - Balance Sheet-Profit and Loss Account-Cash Flow Statement-Ratio Analysis-Books and Reports - Day Book-Receipts and Payments-Purchase Register-Sales Register-Bills Receivable and Bills Payable.

### **Reference Books:**

- Computerized Accounting: Garima Agarwal, Himalaya
- Computerized Accounting: A. Murali Krishna, Vaagdevi publications
- Computerized Accounting: Dr. G. Yogeshweran, PBP.
- Aakash Business Tools: Spoken Tutorial Project IIT Bombay
- Mastering Tally: Dinesh Maidasani, Firewal Media
- Implementing Tally ERP 9: A.KNadhani and K.KNadhani, BPB Publications
- Computerised Accounting and Business Systems: Kalyani Publications
- Manuals of Respective Accounting Packages
- Tally ERP 9: J.S. Arora, Kalyani Publications.

Note: Latest edition of readings may be used

**Teaching Learning Process:**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject law. It includes lectures through presentations of case laws, expert lectures, case study approach is widely followed, role plays, seminars, tutorials project- based learning.

**Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

**Keywords:**

ERP, MIS, Accounts receivable and payable management, SIU.

BBA: Semester-IV

**Paper MGTB-401: BUSINESS COMMUNICATION-II**

(From the list-I)

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Objective**

To develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1: Learn to write business letters

CO2: Apply business communication strategies and principles to exchange information

CO3: Attain oral communication skill for effective oral presentation

CO4: Acquire skills to prepare reports

CO5: Enrich written communication skill for employability

**Course Content:**

**Unit I:**

**Essentials of Business communication:** Introduction, Basic Patterns of Business Messages: Writing process, Directness and Indirectness in new s and messages of all types, sales Messages, Persuasion.

**Unit-II:**

**Writing a Project Report:** Basics, writing Reports on Field Work visits to Industries/Business Concerns etc.; Business-Negotiations.

**Unit-III:**

E-Correspondence

**Unit-IV:**

**Spoken English for Business-communication:** Presentation of Plans, Objectives; speech: Preparation, Mode of delivery presentation; Addressing the Audience. Oral

Talking. Strategies to overcome Barriers in Address, speech.

### **Unit-V:**

**Business Etiquettes and Public Speaking:** Business Manners. Body Language Gestures, Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings; Introducing Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real-Life Experiences.

### **Reference books:**

1. Dr.Preeti Shukla, Business Communications, Shree Mahavir Book depot, NaiSarak, New Delhi.
2. A.Kumar, Effective Business Communications, Khanna Book Publishing Co..P, Ltd.
3. John.M.Penrose, Robert W. Rosberry, Robert J. Myers, Advanced BusinessCommunications, Thomsan South Western.
4. Urmila Rai, S.M.Rai – Business Communication – Himalaya Publishing House.
5. Boove, C.L., 5. Thill, J.V., and Chaturvedi, M., (2009) Business Communication Today, Pearson Education.

Note: Latest edition of readings may be used

### **Teaching Learning Process:**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject law. It includes lectures through presentations of case laws, expert lectures, case study approach is widely followed, role plays, seminars, tutorials project- based learning.

Assessment Methods:

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords:

Business Communication, Business etiquette, public Speaking, Report Writing.

**BBA: Semester-V**

**Paper MGTB-501: Environmental science and sustainable Development**

**(List I)**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hours**

**Marks: 100**

**Credits: 4**

**Objective:**

To bring awareness about our environment in management students

Course Learning Outcomes:

After completing the course, the student shall be able to:

CO2: Discover knowledge in ecological perspective and value of environment.

CO2: Understand the significance of various natural resources and its management.

CO3: Demonstrate a comprehensive understanding of the world's biodiversity and the importance of its conservation.

CO 4: Categorize different types of pollutions and their control measures. Discover effective methods of waste Management. Analyze global environmental problems and come out with best possible solutions.

CO 5: Understand the importance of environment by assessing its impact on the human world.

**Course Contents:**

**Unit I: The multidisciplinary nature of environmental studies**

Definition; Scope and importance; Need for public awareness

**Unit II: Natural Resources:**

Renewable and non-renewable resources:

Natural resources and associated problems.

- Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits, and problems.
- Mineral resources: Use and exploitation, environmental effects of extracting and



using mineral resources, case studies.

- Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

### **Unit III: Ecosystems**

- Concept of an ecosystem; Structure and function of an ecosystem
- Producers, consumers, and decomposers; Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure, and function of the following ecosystem:
  - Forest ecosystem; Grassland ecosystem; Desert ecosystem
  - Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

### **Unit IV: Biodiversity and its conservation**

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic, and option values; Biodiversity at global, national, and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

### **Unit V: Environmental Pollution**

1. Definition; Causes, effects, and control measures of-Air pollution; Water pollution; Soil pollution; Marine pollution; Noise pollution; Thermal pollution; Nuclear pollution
2. Solid waste management: Causes, effects, and control measures of urban and industrial wastes.
3. Role of an individual in prevention of pollution
4. Pollution case studies; Disaster management: floods, earthquake, cyclone, and landslides

### **Recommended Books:**

1. Lame, Marc, (2022). Environmental Management, Cambridge University Press; New edition, ISBN-13: 978-1009112062, PP-346.
2. Agarwal, K.C., 2001, Environmental Biology, Nidi Publ. Ltd. Bikaner.

3. Sharma, B.K., 2001, Environmental Chemistry. Goel Publ. House, Meerut.

**Teaching Learning Process:**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

**Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

**Keywords:**

Ecosystem, Natural Resources, Renewable and Non-Renewable Resource, Environmental Pollution

**Paper MGTB-502: Consumer Behavior**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hours**

**Marks: 100**

**Credits: 4**

**Course Objective**

**Objective:** To provide an in-depth understanding of the consumer and industrial buying processes and their determinants as relevant for marketing decision making.

Course Learning Outcomes:

After completing the course, the student shall be able to:

C01: Demonstrate how knowledge of consumer behavior can be applied to marketing.

C02. Identify and explain factors which influence consumer behavior.

C03. Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.

C04. Use appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.

C05. In a team, work effectively to prepare a research report on consumer behavior issues within a specific context.

**Contents:**

**Unit I**-Consumer Behavior: Importance and nature of consumer behavior; Types of consumers and their role; Consumer behavior and marketing concept; Changing profile of Indian consumers and impact of technology. Conducting consumer research – overview of process, complexities and issues

**Unit II**-Consumer Decision Making Process: Buying Motives; Buying Roles; Consumer Buying Process; Levels of Consumer Decision Making.

**Unit III**-Individual differences in consumers: Needs and motivation; Perception; Attitude and attitude change; Learning and learning theories; Personality and life style analysis.

**Unit IV**-Socio-Cultural Determinants of consumer behavior: Family and household influence on consumer buying behavior; Group and their influences-WOM and opinion leaders, social class; Culture and sub-culture. Cross-cultural dimensions of consumer behavior

**Unit V**-Models of Consumer Behavior and Business buying behavior: An overview of contemporary models. Note: Use relevant case studies to support learning in the class.

**Suggested Readings:**

1. Schiffman, L.G. and L.L.Kanuk, Consumer Behavior, Prentice Hall.
2. Engel, J.F., Roser D. Blackwell and Paul W. Miniard, Consumer Behavior, Cengage Learning.
3. Peter, J. Paul, and Jerry C. Olson, Consumer Behavior and Marketing Strategy, McGraw Hill.
4. Assael, H., Consumer Behavior and Marketing Action; Cengage Learning.
5. Hawkins, Dal I., Roger J. Best and Kenneth A. Coney, Consumer Behavior Implication for Marketing Strategy, McGraw Hill.
6. Hawkins, Del I, Mothersbaugh, David L, Mookerjee A, Consumer Behavior: Building Marketing Strategy, McGraw Hill, Indian Edition. Note: Latest edition of the readings may be used

**Teaching Learning Process:**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

**Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

**Keywords:**

Attitude, behavior, personality, traits, socio-cultural determinants.

## **BBA: Semester-V**

### **Paper MGTB-503: International Business**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hrs.**

**Marks: 100**

**Credits: 4**

#### **Course Objective**

Knowledge: Basic and broad knowledge in international business environment, strategies, and management. Ability to apply concepts, principles, and theories to simple business situations.

Global Perspective: Awareness of the different thinking and viewpoints of diverse cultures.

Awareness of the global business environment and its impacts on businesses.

Practical Application: Use of excel tools in real world scenarios.

#### **Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1:	Explain the concepts in international business with respect to foreign trade/international business.
CO2:	Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects.
CO3:	Analyze the principle of international business and strategies adopted by firms to expand globally.
CO4:	Integrate concept in international business concepts with functioning of global trade.
CO5:	Understand and apply foreign trade promotion measures.

#### **Course Contents**

##### **Unit I**

Introduction to International Business: Globalization and its growing importance in world economy; Impact of globalization; International business contrasted with domestic business - complexities of international business; Modes of entry into international business. International Business Environment: National and foreign environments and their components - economic, cultural and political-legal

environments; Global trading environment - recent trends in world trade in goods and services; Trends in India's foreign trade.

## **Unit II**

Theories of International Trade – an overview; Commercial Policy, Instruments - tariff and non-tariff measures; Balance of payment account and its components. International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure, and functioning; An overview of other organizations – UNCTAD, World Bank and IMF; Commodity and other trading agreements.

## **Unit III**

Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America, and Asia. International Financial Environment: International financial system and institutions; Foreign exchange markets and risk management; Foreign investments - types and flows; Foreign investment in Indian perspective.

## **Unit IV**

Organizational structure for international business operations; Key issues involved in making international production, finance, marketing, and human resource decisions; International business negotiations. Developments and Issues in International Business: Outsourcing and its potentials for India; Strategic alliances, mergers, and acquisitions; Role of IT in international business; International business and ecological considerations.

## **Unit V**

Foreign Trade promotion measures and organizations in India; Special economic zones (SEZs) and 100% export-oriented units (EOUs); Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad. Financing of foreign trade and payment terms.

### **Recommended Books:**

- Charles, W.L. Hill and Jain, Kumar, Arun. International Business. New Delhi: Tata McGraw-Hill.

### **Reference Books:**

- Johnson, Derbe., and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Routledge.
- Charusila, Francis. International Business: Text and Cases. Prentice Hall of India Ltd.
- Daniels John, D. Lee H. Radenbaugh and David P. Sullivan. International Business. Pearson Education (Singapore) Pvt. Ltd.

- Justin, Paul. International Business. Prentice Hall of India Ltd.
- Michael R. Cincotta. et al. International Business. Fort forth: The Dryden Press.
- RBI. Report on Currency & Finance, various issues.
- Griffin, Ricky W., and Michael W. Pustay. International Business - A Managerial Perspective. Prentice Hall.
- Bennett, Roger. International Business. Delhi: Pearson.
- UNCTAD Reports, WTO, Annual Report

### **Teaching Learning Process:**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

### **Assessment Methods:**

Class tests/Assignments, Class participation, Presentations, End-semester examination

### **Keywords:**

Globalization, tariff and non- tariff, SAARC, NAFTA, SAPTA, CPEC, SEZ, EOU, JV, Merger.

**Paper MGTB-504: MATERIAL MANAGEMENT**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Course Objective**

The course intends to equip students with updated knowledge of modern materials management concepts and aims to develop their functional expertise in the store and purchase management disciplines.

**Course Contents**

**Unit I: Introduction**

Meaning and Scope, Objectives and Significance of Materials Management, Material Management in Other Areas of Management Functions. ABC Analysis: Meaning, Advantages, Objective, Purpose and Limitations, Simple Numerical of ABC Analysis.

**Unit II: Purchase Management**

Purchasing Management: Objectives and Functions of Purchasing Department, Purchase Policy and Procedure, Negotiations, Purchase of High Capital Equipment and their Feasibilities. Supply Chain Management, Implementation of Supply Chain Principles within a Company. Suppliers Selection, Vendor Rating and Vendor Rating Techniques, Vendors Development and Vendors' Relationship.

**Unit III: Inventory Management:**

Different Costs of Inventory, Optimal Order Quantity, EOQ, Inventory Models with Purchase Discounts, Buffer Stocks, Fixed Order Period Model, Safety Stocks, Optimum Level of Safety Stock, Inventory Control, Elements of Effective Inventory Control, Advantages, Procedure for Setting up an Efficient Inventory Control System, V.E.D. Analysis, S.D.E. Classification, F.S.N. Analysis, X.Y.Z. Analysis, Logistics Management and Its Link with Inventory Control and other Areas.

**Unit IV: Value Analysis:**

Purchasing Research, Price Forecasting, Forward Buying, Make or Buy Decision. Evaluation of Materials Management: Organization, Difficulties, Process and Criteria, Reporting and Purchasing.

**Unit V: Computers in Material Management**

Computers in Material Management Electronic Computer, Integrated Computer System for Materials Management, Material Planning

References:



Dutta A.K., Materials Management: Procedures, Text and cases, Prentice Hall of India Pvt. Ltd., New Delhi.

Gopalakrishnan, P. and Sundaresan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.

Varma, M.M., Essentials of Storekeeping and Purchasing, Sultan Chand and Sons, New Delhi.

Shah N.M. An Integrated concept of Materials Management, Indian Institute of Materials Management, Baroda Branch, Baroda.

Sharma S.C., Material Management and Materials Handling, Khanna Publishers, New Delhi.

Arnold, Champman and Ramakrishnan, Introduction to Materials Management 5th ed., 2007 Pearson Education, Inc.

Pooler Victor H. Purchasing and Supply Management, Creating the Vision, New York, Chapman & Hall, 1997.

Moore, J.M., Plant layout and Design, Macmillan New York.

Note: Latest editions of the books may be used.

### **Teaching Learning Process**

The teaching learning process includes lectures, case study discussions, individual and group presentations and projects.

#### **Assessment Methods**

The assessments methods of the course include class tests, assignments, project evaluations and class presentations.

#### **Keywords**

ABC, VED, XYZ analysis, material and purchase management, supplier, EOQ and supply chain.

**Paper MGTB-504: Entrepreneurial Management**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hours**

**Marks: 100**

**Credits: 4**

**Course Objective**

The purpose of this paper is to prepare a ground where the students view Entrepreneurship as a desirable and feasible career option. The paper seeks to build the necessary competencies and motivation for a career in Entrepreneurship.

**After completing the course, the student shall be able to:**

C01: Understand the concept of entrepreneurship in the context of Indian economic scenario.

C02: link the individual's capability and strength as a guiding factor towards entrepreneurial orientation.

C03: Understand social support system for gaining strength towards entrepreneurial preferences.

C04: Understand entrepreneurial process for initiating new venture creation.

C05: Understand various dimensions of managing a business enterprise once it is formed.

**Course Contents**

**Unit I Entrepreneurship**

- Theories of Entrepreneurship, Role, and Importance of Entrepreneur in Economic Growth.

**Unit II Entrepreneurial Behaviors**

- Entrepreneurial Motivation, Need for Achievement Theory, Risk Taking Behavior
- Innovation and Entrepreneur.

**Unit III Entrepreneurial Traits**

- Definitions, Characteristics of Entrepreneurial Types, Functions of Entrepreneur.

**Unit IV Entrepreneurial Development in India**

- History, Objectives, Stages of Growth, Target Group, Programs Govt. Policy towards SSIs.

**Unit V Project Feasibility Analysis**

- Business Ideas – Sources, processing; Input requirements, Sources of Financing, Technical Assistance, Marketing Assistance.
- Preparation of Feasibility Reports, Legal Formalities and Documentation.

### **References books:**

- McClelland, D.C. & Winter, W.G.: Motivating Economic Achievement, Free Press.
- Pareek, U & Venkateswara Rao, T: Developing Entrepreneurship – A Handbook on Learning Systems, Learning Systems, New Delhi.
- Desai, A.N.: Entrepreneur and Environment, Ashish, New Delhi.
- Drucker, Peter: Innovation and Entrepreneurship, Heinemann.
- Chakraborty, Tridib: Introducing Entrepreneurship Development, Modern Book Agency
- Manimala, M.J.: Entrepreneurial Policies and Strategies, TMH

Note: Latest editions of the books may be used.

### **Teaching Learning Process**

The teaching learning process includes lectures, case study discussions, individual and group presentations, and projects.

#### **Assessment Methods**

The assessments methods of the course include class tests, assignments, project evaluations and class presentations.

#### **Keywords**

Entrepreneurship and Entrepreneurship management, target group, feasibility report.

**Paper MGTB-505: International Finance**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hrs.**

**Marks: 100**

**Credits: 4**

**Course Objective**

Liberalization and Globalization of Economies in the Recent years has increased the Prominence of International Finance and Trade, which Prompted the Finance Managers to concentrate on the International Perspective as well, and it is Vital for a Student learning Finance to know the Intricacies of the Foreign Exchange Market and the Methods to Combat the Forex Risk. Aim of this Subject is to develop a Body of Knowledge and Skills and Make it Available to the Students to make them Successful Managers in the New Era of liberalization and Globalization.

**After completing the course, the student shall be able to:**

- C01: Demonstrate knowledge of basic theorems of exchange rate determination, interest rates and inflation and the role of arbitrage in keeping the foreign exchange market efficient.
- C02: Apply knowledge of foreign exchange hedging to identify and manage the foreign exchange risks faced by globally active firms.
- C03: Demonstrate the ability to select global financing strategies and propose solutions that will take advantage of opportunities in the global financial markets to the benefit of relevant stakeholders.
- C04: Demonstrate the ability to deliver an effective oral presentation with appropriate visuals.
- C05: Demonstrate the ability to produce a clear and concise written report that demonstrates higher order understanding of key concepts in international finance.
- C06: Demonstrate the ability to work in a team setting to coordinate analysis of a case study to arrive at a sound financial decision regarding an issue in capital raising and international valuation.

**Course Contents**

**Unit I Introduction to International Finance and Theory of International Trade:**

Increasing interdependence in the global economy, trends in international trade and cross-border financial flow, recent developments in global financial markets, liberalization, Integration and Innovation, Challenges of International Financial

Management, Theory of Absolute Advantage, Theory of Comparative advantage, Heckscher-Ohlin Model, Imitation -Gap Theory.

## **Unit II Balance of Payments**

Components of the Bop account, balance of payments compilation, BOP- The Indian Perspective, Importance, and limitations of BOP Statistics.

## **Unit III Foreign Exchange Market and Exchange Rate Determination.**

Structure and the Participants, Types of Transactions, Mechanics of Currency dealing, exchange rate quotations, arbitrage, forward rates evolution of Exchange control and the foreign exchange market in India, relation between forex and money market, covered interest arbitrage, covered parity theorem, option forwards, cancelation of forward contracts, purchasing power parity, interest rate parity.

## **Unit IV Short Term Financial Management:**

Short Term Funding and Investment, Centralized vs. Decentralized Cash Management, Netting, Pooling, Exposure Management, Offshore Invoicing Centers.

## **Unit V Introduction to Trade Block, WTO, GATT, EXIM Policy:**

Formation of Trade Blocks, OPEC, its Objective, Function of European Community (EC), Function and Structure of WTO Agreements, trade related Aspects of Intellectual Property Rights (TRIPS), trade related aspects of Investment Measures (TRIMS), General Agreement on Trade in Services (GATS), Trade Negotiations under GATT, EXIM Policy Historical Perspective, Objective.

## **Reference Books:**

- International Financial Management: P G APTE: The McGraw Hill Companies.
- International Economics: Francis Cherunilam: The Mc Graw Hill Companies.
- International Corporate Finance: JEFF MADURA: CENGAGE Learning.
- International money and Finance: Michael Melvin: Pearson Education.

Note: Latest editions of the books may be used.

## **Teaching Learning Process**

The teaching learning process includes lectures, case study discussions, individual and group presentations, and projects.

## **Assessment Methods**

The assessments methods of the course include class tests, assignments, project evaluations and class presentations.

## **Keywords**

liberalization, Integration and Innovation, absolute and comparative advantages, EXIM, WTO, TRIMS, TRIPS, OPEC, BOP.

**Paper MGTB-505: Performance Appraisals and Evaluation**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs.**

**Marks:100**

**Credits:4**

**Course Objective**

This course focuses on theories, strategies, practices, and ongoing issues in the management of employee performance, developing employee potential, supporting professional growth and career development in organizations. It provides an overview and analysis of human resource practices and systems dealing with performance management, talent management, training and development, coaching and compensation.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

C01: To explain the concept of performance management and different advantages of implementing well-designed performance management systems.

C02: To explain and understand that performance management is an on-going process composed of several sub-processes, such as performance planning, execution, assessment, and review.

C03: To understand different approaches to performance measurement.

C04: To design a performance management system.

C05: To understand and develop key skills involved in effective performance management.

**Course Contents**

**Unit I: Introduction to Performance Management**

Definition of Performance Management, Evolution of Performance Management, Definitions and Differentiation of Terms Related to Performance Management. What a Performance Management System Should Do? Importance of Performance Management, Linkage of Performance Management to Other HR Processes.

**Unit II: Reviewing& Managing Performance**

Performance Review Discussion, Using Performance Management Systems, Data for HR Decision and Performance Improvements, Performance Management Systems, Personal Development Plans

**Unit III: Performance Management and strategic planning**

Definition and Purposes of Strategic Planning, Process of Linking Performance Management to the Strategic Plan, Building Support Alternative models for Assessing Performance-Balance score card

#### **Unit IV: Performance Management & Employee Development**

Personal Development Plans, Direct Supervisor's Role, Performance Management Skills-Coaching, Coaching Styles, Coaching Process, Performance Review Meetings

#### **Unit V: Management of Rewards**

Traditional and Contingent Pay (CP) Plans, Reasons for Introducing CP, Putting Pay in Context, Pay Structures Reward Management, Components of Reward Management, Linkage of Performance Management to Reward, Ethics in Performance Management

#### **Reference Books**

1. T.V.Rao, Performance Management and Appraisal Systems, Response, 2008.
2. Herman Aguinis, Performance Management, Pearson Education, 2009.
3. T.V.Rao, 360 Degree Feedback and Assessment and Development Centers, Excel, 2005.
4. Kandula, Performance management, PHI, 2009.
5. Michael Armstrong, Performance Management, Kogan Page, 2007.

Latest editions of the books may be used.

#### **Teaching Learning Process**

Interactive class room sessions with the help of power point presentations, case discussions and group discussions to ensure active participation and continuous learning.

Assessment Methods

Class tests/Assignments, Class participation, Presentations, End-semester examination

Keywords

Human Resource Planning, Job Analysis, Performance Appraisal, Job Evaluation, Performance Linked Compensation, Ethics



## **BBA: Semester-V**

### **Paper MGTB-506: Small Project Report and Viva-Voce**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Marks: 50**

**Credits: 2**

#### **Objective**

Student has to undergo a practical training of minimum forty-five days after semester. BBA being a degree course it is essential for each student to practically apply or understand theoretical concepts what he/she learns during the course. During the training programmer student is expected to collect vital information through internal and external source to reach concrete conclusions on the given subject. Student has to prepare the project report under the guidance of internal teacher. Director/Principal of the institution/college will decide the last date of submission of final copy. Student should submit two typed copies to the Institute. One copy for the institute and another copy for his/her personal record. Students may prepare additional copies for the organization, guide etc.

A viva-voce examination will be conducted before the Semester IV examination. A viva-voce committee of minimum two members will be appointed by the university.

#### **Guidelines for the project report**

Declaration from the student that the research work is not copied from any other existing reports. Certificate of the guide. - Guide should certify that the research work is original and completed satisfactorily under his guidance.

#### **The Chapter scheme for the project report will be as follows-.**

##### **CHAPTER NO-I – Introduction to the study.**

- 1.1 Introduction
- 1.2 Objectives and importance of the study
- 1.3 Scope and limitations of study
- 1.4 Research Methodology

##### **CHAPTER NO. II – Introduction to the organization**

- 2.1 Introduction to the industry
- 2.2 Brief History of the organization
- 2.3 Subsidiaries, Associates of the company
- 2.4 Departments / Manufacturing process
- 2.5 Important statistical information
- 2.6 Future prospect
- 2.7 Organization Structure

##### **CHAPTER – III - Theoretical Background**

Basic

concepts

Necessary theoretical inputs may be added to support the research work.

#### **CHAPTER –IV – Data Analysis and Interpretation**

Data should be analyzed with help of various tools studied in the Subject "Application of Research Methods in Management".

#### **CHAPTER-V Findings / Observations**

#### **CHAPTER VI- Suggestions / Conclusion**

#### **Appendix**

Questionnaire / Charts / Data / Diagrams / Tables / etc.

#### **Bibliography**

The above guidelines are not the prescription on writing the project report but can be used as milestones while writing the Project Report. The guide has every discretion to change the chapter scheme as per the requirement

## **BBA: Semester-VI**

### **Paper MGTB-601: DIGITAL MARKETING**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs**

**Marks:100**

**Credits:4**

#### **Objectives**

This course provides the fundamentals of digital marketing. This involves marketing of products or services using digital technologies. The course helps the learner understand the differentiation of promotion of products or brands via one or more forms of electronic media from traditional marketing.

Course Learning Outcome:

After completing the course, the student shall be able to:

C01: execute a marketing plan, incorporating all elements of the marketing mix, segmentation and positioning strategies and other elements.

C02: understanding of the role of both digital and traditional media in marketing, and the intersection of online and offline strategies and tactics.

C03: Identify impact of digital space and digital marketing in reaching out to customers.

C04: Find out the opportunities for marketers on digital platform.

C05: Use digital media for the creation of products and services.

#### **Course Contents:**

##### **Unit I: Introduction to Digital Marketing Fundamentals**

Introduction to the digital marketing terminology. Exposure to entire ecosystem which includes multiple digital platforms ranging from websites, to digital market places. The tools and techniques of influencing the potential customers in Digital manner are also explained. The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan

##### **Unit II: Digital Marketing Assets**

To rationalize the use of different assets this can be useful for a Digital Marketing Application. Learn about different assets like website, Branded assets (logos, icons, acronyms), Video content (video ads, product demos), Images (info-graphics, product shots, company photos), Written content (blog posts, eBooks, product descriptions, testimonials) and social media pages

##### **Unit III: Digital Marketing Strategies**

Understand multiple strategies such as Paid Search Advertising, Search Engine Optimization (SEO), Social Media Marketing, Content Marketing, Native Advertising, Email Marketing and Affiliate Marketing

#### **Unit IV: Digital Promotions**

Affiliate marketing, Display Advertising, Email Marketing

#### **Unit V: Search Engine Marketing (SEM)\**

SEM activities performed on search engines, Paid search ads, Paid search advertising, PPC (pay-per-click) or PPC (pay-per-call) – some ads are introduced in this section. Social Media Marketing (SMM) SMM uses many platforms like Facebook, Twitter, Pinterest, Instagram, Google+, etc. The usage of various platforms is explained. Video Advertising The concepts of Video Advertising using a video channel like YouTube or Vimeo are explained for purpose of expansion of brand value.

#### **Reference books:**

- Digital Marketing –Kamat and Kamat-Himalaya
- Marketing Strategies for Engaging the Digital Generation, D. Ryan,
- Digital Marketing, V. Ahuja, Oxford University Press
- Digital Marketing, S.Gupta, McGraw-Hill
- Quick win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition
- Mankad, J. & Dishek, J., (2019), Understanding digital marketing strategies for online success, BPB Publications (August 26, 2019).

Note: Latest edition of readings may be used

#### **Teaching Learning Process**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject corporate governance and auditing. It includes lectures through presentations of corporate scams, expert lectures, case study approach is widely followed, role plays, seminars, tutorials, project- based learning. Higher-order skills of reasoning and analysis will be encouraged through teaching strategies.

#### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

#### **Keywords**

Digital marketing, POEM framework, PPC, Digital Platform, Search engine marketing.

## **BBA: Semester-VI**

### **Paper MGTB-602: Financial Market and Institutions**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hrs.**

**Marks: 100**

**Credits: 4**

#### **Course Objective:**

To provide students an overview of financial markets & institutions in India and familiarize them with important fee and fund based financial services Course Learning Outcomes

#### **After completing the course, the student shall be able to:**

CO1: understand the meaning and scope of financial markets as well as institutions in India. CO2: understand the concepts of Money Market and Capital Market

CO3: explain Commercial Banking and its Current developments.

CO4: explain concept of Non-Banking Financial Companies (NBFC's)

CO5: examine the Financial Services Industry

#### **Course Contents**

##### **Unit-I Introduction**

An Introduction to Financial System, Components, Financial System and Economic Development, Financial Inter-mediation, An overview of Indian Financial System since 1951, Financial Sector Reforms since liberalization 1990-91.

##### **Unit-II: Financial Markets & Capital Markets**

Financial Markets: Money Market – functions, organization, and instruments. Role of central bank in money market. Indian Money Market – an overview. Capital Markets – Introduction, role, and functions. Components of Capital market. Cash markets- Equity and Debt, Depository (NSDL, CDSL). Primary and Secondary Markets –NSE, BSE, NIFTY, SENSEX. Role of Stock Exchanges in India. SEBI and Investor Protection.

##### **Unit-III: Financial Institutions I**

Financial Institutions: Commercial banking – introduction, classification, its role in financing - commercial and consumer, recent developments like MUDRA financing, problem of NPAs, Bankruptcy and insolvency Act, Financial Inclusion.

##### **Unit-IV: Financial Institutions II**

Life and non-life insurance companies in India: public and private. Mutual Funds – Introduction and their role in capital market development. Types of mutual fund schemes (open ended vs close ended, Equity, Debt, Hybrid schemes and ETFs. Non-

banking financial companies (NBFCs).

## **Unit-V: Financial Services Industry**

Overview of financial services industry. Merchant Banking – pre and post issue management, underwriting. Regulatory framework relating to Merchant Banking in India. Leasing and Hire Purchase, Consumer and Housing Finance, Venture Capital Finance, Factoring Services, Credit Rating, Financial Advisory and Portfolio Management Services.

### **Reference Books:**

6. Bhole, L.M., Financial Markets and Institutions. Tata McGraw Hill Publishing Company. Kumar, V., Gupta, K., Kaur, M., Financial Markets, Institutions and Financial Services, Taxmann's Publications.
7. Khan M.Y. and Jain, P.K Financial Services, Tata McGraw Hill. Additional Resources:
8. Khan, M.Y., Indian Financial System –Theory and Practice, Vikas Publishing House.
9. Sharma, G.L., & Singh, Y.P., Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi.

### **Teaching Learning Process**

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### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

### **Keywords**

Financial System, Financial Market, Insurance, Mutual Funds, Financial Service

**Paper MGTB-603: Derivative Analysis**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hours**

**Marks: 100**

**Credits: 4**

**Objective**

Upon successful completion of the course, the student will be able to: Equip with the ability to apply stock market basics to Indian Derivative market., Learn valuation, analysis and application for hedging, speculation, and arbitrage for Financial Derivatives., Learn the mechanics, valuation, and trading strategies of derivative market; develop their own trading strategies in the volatile market

**Course Contents**

**Unit – 1 Derivative Market and Instruments**

Global scenario and Indian scenario; Types of risks; Principles and purpose of derivative market; Types of Derivative instruments; International derivative market; Elementary pricing.

**Unit – 2 Forward Market and Instruments**

The structure of global forward market; Types and features of forward contract; Valuing forward contract; credit risk in forward contracting; forward contract strategies.

**Unit – 3 Future Market**

Structure of global future market; Types of contract and characteristics; The mechanics of future trading; Valuating of future contract; Application of futures.

**Unit – 4 Option Market**

Introduction to Options; Structure of Global Option Market; Characteristics of Option Contracts; Underlying Instruments and Option Trading; Options Pricing Principles and Models; Factor Influencing Option Pricing; Intrinsic and time value of Money; Deriving values of call and put options; option pricing models; sensitivity of option premiums- Delta, Gamma, Theta, Rho, Vega, volatility. Managing an option portfolio- Delta hedging, Gamma hedging, Vega hedging, Dynamic portfolio insurance; Option trading strategies and exotic options; elementary strategy; spread strategies; interest rate risk management strategies.

**Unit – 5 Swap Market and Asset – Backed Securities**

The structure of global swaps markets- Types and characteristics of swaps; valuing swap; swap strategies; managing swap credit risks- forward swap and swaptions. Types of underlying assets- credit enhancement; cash flow characteristics; valuation

methodologies.

### **Reference Books:**

10. Verma (2008). Derivatives & Risk Management; Tata McGraw hill
11. Vohra & Bagri (2017). Futures and Options; McGraw Hill
12. Maheshwari, D. Chugh (2012). Financial Derivatives; Pearson.

### **Teaching Learning Process**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject corporate governance and auditing. It includes lectures through presentations of corporate scams, expert lectures, case study approach is widely followed, role plays, seminars, tutorials, project- based learning. Higher-order skills of reasoning and analysis will be encouraged through teaching strategies.

### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

### **Keywords**

Derivative market, forward market, option market, future market, swap market



**Paper MGTB-604: Behavioral Finance**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs**

**Marks:100**

**Credits:4**

**Objective:**

The objective of this paper is to introduce the students to the role of human behavior in financial decision making. It discusses the various biases, Equity Premium Puzzles and arbitrage opportunities.

Course Learning Outcome:

After completing the course, the student shall be able to:

C01: Apply analytical skills for financial decision making.

C02: Identify the behavioral bias and psychological characteristics of investors.

C03: Develop strategies to manage wealth effectively and wisely from mispriced assets.

C04: Practice discussion of capital markets and how we can apply what we learn in class to the financial world.

C05: To understand investors' behavior in secondary markets

**Course Contents:**

**Unit I: Introduction**

Nature, scope, objectives, and application; Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception - Peculiarities (biases) of quantitative and numerical information perception - Representativeness – Anchoring - Exponential discounting - Hyperbolic discounting

**Unit II: Utility/ Preference Functions**

Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making – Theories based on Expected Utility Concept - Investor rationality and market efficiency.

**Unit III: Behavioral Factors and Financial Markets**

The Efficient Markets Hypothesis – Fundamental Information and Financial Markets - Information available for Market Participants and Market Efficiency -Market Predictability –The Concept of limits of Arbitrage Model - Asset management and behavioral factors - Active Portfolio Management: return statistics and sources of systematic underperformance. - Fundamental information and technical analysis – the case for psychological influence.

## **Unit IV: Behavioral Corporate Finance**

Behavioral factors and Corporate Decisions on Capital Structure and Dividend Policy - Capital Structure dependence on Market Timing -. Systematic approach to using behavioral factors in corporate decision-making. External Factors and Investor Behavior: Mechanisms of the External Factor influence on risk perception and attitudes - Connection to human psychophysiology and emotional regulation Active portfolio management – the source of the systematic underperformance.

## **Unit V: Emotions and Decision – Making**

Experimental measurement of risk-related - Measuring Risk - Emotional mechanisms in modulating risk-taking attitude - Neurophysiology of risk taking. Personality traits and risk attitudes in different domains.

### **Reference Books:**

- Behavioral Finance: Psychology, Decision-Making, and Markets", by Ackert and Daves.
- Understanding Behavioral Finance by Accrete Psychology of Investing by John R. Nofsinger, Pearson Prentice Hall, (4th Edition)
- What Investors Really Want - Learn the lessons of behavioral Finance, Meir Statman, McGraw-Hill
- Handbook of Behavioral Finance – Brian R. Bruce
- Behavioral finance - Wiley Finance - Joachim Goldberg, Rüdiger von Nitzsch
- Plous, Scott, 1993, The Psychology of Judgment and Decision Making, Ch 10-15
- Shleifer, Andrei, 2000, Are Financial Markets Efficient? Chapter 1 in Inefficient Markets, Oxford University Press.
- Ackert, L., and R. Deaves, 2010, Behavioral Finance: Psychology, Decision-Making and Markets, South-Western Cengage Learning, Mason, Ohio.
- Nofsinger, J. R., 2001, Investment Madness, Prentice Hall.

Note: Latest edition of readings may be used

### **Teaching Learning Process**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject corporate governance and auditing. It includes lectures through presentations of corporate scams, expert lectures, case study approach is widely followed, role plays, seminars, tutorials, project- based learning. Higher-order skills of reasoning and analysis will be encouraged through teaching strategies.

### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

### **Keywords**

Behavioral finance, Neurophysiology, Personality, trait, attitude, perception, decision

making

**Paper MGTB-604: Management Training and Development**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration:3Hrs**

**Marks:100**

**Credits:4**

**Objective:**

Understand basic concepts associated with learning process, learning theories, training, and development; Understand training needs, identification of training needs, training processes, training methods, and evaluation of training; Emerging trends in training and development; and Relevance and usefulness of training expertise in the organizational work environment.

Course Learning Outcome:

CO1: Concepts of recruitment, selection, and retention

CO2: Idea of development of human capital from the perspective of organizational excellence

CO3: Process and evaluation of Training and development

CO4: Concept of retention management

CO5: Acquire knowledge on job analysis and HR planning

**Course Contents:**

**Unit I: Introduction:**

Job Analysis and HR Planning Job Analysis, Writing Job Descriptions, Job, Specification, Job Analysis in a Jobless World and Human Resource Planning and Forecasting.

**Unit II: Recruiting and Selection Developing and Using Application Forms**

The Application Blank, Information Technology and HR: Recruiting on the Internet, Global Talent Search, The Selection Process, Basic Selection Model: The Decision Theory Approach, Basic Testing Concepts, and Interviewing Candidates.

**Unit III: Retention Management**

Basics of Absenteeism, Turnover, Attrition and Retention of HR, Importance of retention, Retention Determinants, Retention Management Process, Retention interventions.

**Unit IV: Process and evaluation of Training and development**

Establishing objectives, preparing the parameters, designing the programs, methods,

trainers and training styles, Training for Trainers, Trainer Certifications, Training Evaluation – Need for evaluation, Concept of Return on Investment, Cost – Benefit Analysis, Developing Models of Training Evaluation for Technical and Behavioral Training

### **Unit V: Training and Development for Modern Organizations**

Concept and Need for Learning Organizations, Creativity, Managing Change, Leadership, Team Playing and Effective Group Dynamics, managing differences at workplace, Effective Communication, Managing Cultural Diversity, Sensitivity Training, Total Quality Management, Computer Based Training.

#### **Reference Books:**

- Dessler, G. (1997), Human Resource Management, Prentice Hall of India
- Lynton R.P and Pareek U (1990). Training for Development. Vistar Publications, New Delhi
- Ramnarayan, S. & Rao, R.M., (1996), Managerial Dilemmas: Cases in Organizational Behavior, Tata McGraw-Hill, India.
- Srivastava, S., (1999), Recruitment, Selection & Retention, ABS Course pack
- Wexley, K & Lathan Gary, (2002), Developing & Training HR in Organization., Prentice Hall India

Note: Latest edition of readings may be used

#### **Teaching Learning Process**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject corporate governance and auditing. It includes lectures through presentations of corporate scams, expert lectures, case study approach is widely followed, role plays, seminars, tutorials, project- based learning. Higher-order skills of reasoning and analysis will be encouraged through teaching strategies.

#### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

#### **Keywords**

HR planning, recruitment & selection, training and development, Group Dynamics, Absenteeism

## **BBA: Semester-VI**

### **Paper MGTB-605: Business Ethics and Corporate Governance**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hrs.**

**Marks: 100**

**Credits: 4**

#### **Course Objective**

- Students will be able to understand the business ethics.
- Students will be able to Analyze corporate social Responsibility.
- Students will be able to analyze various ethical codes in corporate governance.
- Students will be able to Analyze the Employees conditions and Business Ethics.

#### **Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1:	Understand Basic concepts of Business, Ethics Understand Values, Norms and Beliefs Analyze the Role of values for managers.
CO2:	Understand Ethical Codes, Understand Corporate Social Responsibility, Analyze CSR initiatives.
CO3:	Analyze Financial markets, Analyze the Ethical issues in Corporate Governance, Analyze the problem of whistle blowing
CO4:	Understand Ethical issues in employer – employee relation Understand Ethical issues in marketing Analyze working conditions.
CO5:	Understand the issues in corporate government such as cases of corruption, corporate Scandals, whistle blowing, insider trading, discrimination.

#### **Course Contents**

##### **Unit I: Ethics**

Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vedanta in Management, Relevance of Ethics and Values in Business

##### **Unit II: Knowledge and Wisdom**

Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom,

Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management, Wisdom Based Management. Stress Management: Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement.

### **Unit III: Understanding Progress, and Success - Results & Managing Transformation:**

Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation. Understanding Success: Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blue Print for Success. Successful Stories of Business Gurus.

### **Unit IV: Corporate Social Responsibility & Corporate Governance:**

Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business

### **Unit V**

Cases of corruption, corporate Scandals, Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc.

### **Reference books:**

- Fernando, A.C., (2009), Business Ethics, 1st edition, Pearson education.
- Hartman, Laura and Chatterjee, Abha, (2006), Perspectives in Business Ethics, 3<sup>rd</sup> Edition, McGraw Hill Education.
- Dr.F.C.Sharma, Business Values & Ethics – Shree Mahavir Book Depot, Nai Sarak, New Delhi.
- C.S.V Murthy – Business Ethics, Himalya Publishing House.
- Shina Parkashan – Managerial Ethics – Rajat Publications.
- C.L.Dave – Social Accounting – Renuka Publishers, Jodhpur

Note: Latest edition of readings may be used

### **Teaching Learning Process**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject corporate governance and auditing. It includes lectures through presentations of corporate scams, expert lectures, case study approach is widely followed, role plays, seminars, tutorials, project- based learning. Higher-order skills of reasoning and analysis will be encouraged through teaching strategies.

### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

**Keywords**

Ethics, knowledge, wisdom, CSR, insider trading.



## **BBA: Semester-VI**

### **Paper COM-605: Project Management**

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 2</b>
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**Duration: 3 Hrs.**

**Marks: 100**

**Credits: 4**

#### **Course Objective**

To outline the need for Project Management

To highlight different techniques of activity planning

Project Planning & Management

#### **LEARNING OUTCOMES**

Evaluate and select the most desirable projects.

Apply appropriate approaches to plan a new project and develop project schedule.

Identify the important risks facing in a new project.

#### **Unit-I Introduction to Project Management and Project Selection**

Objectives of Project Management- Importance of Project Management- Types of Projects Project Management Life Cycle- Project Selection – Feasibility study: Types of feasibility Steps in feasibility study.

#### **Unit-II Project Planning and Implementation**

Project Scope- Estimation of Project cost – Cost of Capital – Project Representation and Preliminary Manipulations - Basic Scheduling Concepts - Resource Levelling – Resource Allocation.

#### **Unit-III Project Monitoring and Control**

Setting a baseline- Project management Information System – Indices to monitor progress. Importance of Contracts in projects- Teamwork in Project Management - Attributes of a good project team – Formation of effective teams – stages of team formation. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI).

#### **Unit-iv: Project Closure**

Project evaluation- Project Auditing – Phases of project Audit- Project closure reports Guidelines for closeout reports.

#### **UNIT-V: Special Topics in Project Management**

Computers, e-markets, and their role in Project management- Risk management  
Environmental Impact Assessment. Case studies in Project management.

### **Reference Books:**

- Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (JohnWiley& Sons)
- Project Management: Mr. Sanjiv Marwah- (Wiley Dreamtech)
- Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH) Project Management Core Text Book: M R Gopalan (Wiley)

Note: Latest edition of readings may be used

### **Teaching Learning Process**

The teaching -learning processes play a vital role in instilling in the student the curiosity to study the subject corporate governance and auditing. It includes lectures through presentations of corporate scams, expert lectures, case study approach is widely followed, role plays, seminars, tutorials, project- based learning. Higher-order skills of reasoning and analysis will be encouraged through teaching strategies.

### **Assessment Methods**

Class tests/Assignments, Class participation, Presentations, End-semester examination

### **Keywords**

Project management & selection, feasibility report, project closure, e-marketing.

## BBA: Semester-VI

### PaperMGTB-605: RESEARCH PROJECT REPORT

<b>Duration: 3 Hours.</b>	<b>Marks: 100</b>	<b>Credits: 6</b>
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**Duration:3Hrs**

**Marks:100**

**Credits:6**

#### Objective

Student has to undergo a practical training of minimum forty-five days after second semester. BBA being professional course it is essential for each student to practically apply or understand theoretical concepts what he/she learns during the course. During the training program student is expected to collect vital information through internal and external source so as to reach concrete conclusions on the given subject. Student has to prepare the project report under the guidance of internal teacher. Director/Principal of the institution/college will decide the last date of submission of final copy. Student should submit two typed copies to the Institute. One copy for the institute and another copy for his/her personal record. Students may prepare additional copies for the organization, guide etc.

A viva-voce examination will be conducted before the Semester IV examination. A viva-voce committee of minimum two members will be appointed by the university.

#### Guidelines for the project report

Declaration from the student that the research work is not copied from any other existing reports. Certificate of the guide. - Guide should certify that the research work is original and completed satisfactorily under his guidance.

The Chapter scheme for the project report will be as follows-.

#### CHAPTER NO-I – Introduction to the study.

- 1.1 Introduction
- 1.2 Objectives and importance of the study
- 1.3 Scope and limitations of study
- 1.4 Research Methodology

#### CHAPTER NO. II – Introduction to the organization

- 2.1 Introduction to the industry
- 2.2 Brief History of the organization
- 2.3 Subsidiaries, Associates of the company
- 2.4 Departments / Manufacturing process
- 2.5 Important statistical information
- 2.6 Future prospect
- 2.7 Organization Structure

#### CHAPTER – III - Theoretical Background

Basic

concepts

Necessary theoretical inputs may be added to support the research work.

#### **CHAPTER –IV – Data Analysis and Interpretation**

Data should be analyzed with help of various tools studied in the Subject "Application of Research Methods in Management".

#### **CHAPTER-V Findings / Observations**

#### **CHAPTER VI- Suggestions / Conclusion**

#### **Appendix**

Questionnaire / Charts / Data / Diagrams / Tables / etc.

#### **Bibliography**

The above guidelines are not the prescription on writing the project report but can be used as milestones while writing the Project Report. The guide has every discretion to change the chapter scheme as per the requirement

#### **Note**

13. There should be proper linkage between objectives, data analysis and interpretation, findings and suggestions.
14. Student should not use logos and name of company on the project report pages. Header and Footer shall consist of university name and institute name respectively. No other information should be included in the Header and Footer.
15. Use of colors in text matter should be avoided.