



**SCHEME OF INSTRUCTIONS
FOR
THE DEGREE
OF
BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A.)**

(Effective from 2012-13)

INVERTIS INSTITUTE OF MANAGEMENT STUDIES

INVERTIS UNIVERSITY
Invertis Village, NH-24, Bareilly

Dr. Manish Gupta

(Dean Faculty of Management)

Arpan Khastagir

(Director Management)

Dr. S.G. Bhat

(Vice-Chancellor)

INVERTIS UNIVERSITY, BAREILLY

SCHEME OF INSTRUCTIONS

BBA **(Bachelor of Business Administration)**

Semester 1

Sl. No.	Subject Name (Code)	Hours / Week			Maximum Marks			Credit Points
	Theory Courses	L	T	P	Final Exam	Sessional	Total	
1	Principles of Management (BBA101)	3	1	0	70	30	100	4
2	Principles of Economics (BBA102)	3	1	0	70	30	100	4
3	Business Mathematics (BBA103)	3	1	0	70	30	100	4
4	Accounting and Financial Analysis (BBA104)	3	1	0	70	30	100	4
5	Business Communication-I (BBA105)	3	1	0	70	30	100	4
6	Business Law (BBA106)	3	1	0	70	30	100	4
7	Viva-Voce Exam (BBA191)	NA	NA	NA	NA	NA	50	2
Total							650	26

Semester 2

Sl. No.	Subject Name (Code)	Hours / Week			Maximum Marks			Credit Points
	Theory Courses	L	T	P	Final Exam	Sessional	Total	
1	Indian Economy since Independence (BBA201)	3	1	0	70	30	100	4
2	Cost Accounting (BBA202)	3	1	0	70	30	100	4
3	Business Statistics (BBA203)	3	1	0	70	30	100	4
4	Marketing Management (BBA204)	3	1	0	70	30	100	4
5	Computer Fundamentals (BBA205)	3	1	0	70	30	100	4
6	Business Communications II (BBA206)	3	1	0	70	30	100	4
7	Computer Fundamental Lab. (BBA251)	0	0	4	35	15	50	2
Total							650	26

Semester 3

Sl. No.	Subject Name (Code)	Hours / Week			Maximum Marks			Credit Points
	Theory Courses	L	T	P	Final Exam	Sessional	Total	
1	Managerial Economics (BBA301)	3	1	0	70	30	100	4
2	Management Accounting (BBA302)	3	1	0	70	30	100	4
3	Business Values & Ethics (BBA303)	3	1	0	70	30	100	4
4	Organizational Behaviour (BBA304)	3	1	0	70	30	100	4
5	Indian Social and Political Structure (BBA305)	3	1	0	70	30	100	4
6	Business Communications III (BBA306)	3	1	0	70	30	100	4
Total							600	24

- Dr S M Mehdi
HoD, BBA Program

Semester 4

Sl. No.	Subject Name (Code)	Hours / Week			Maximum Marks			Credit Points
	Theory Courses	L	T	P	Final Exam	Sessional	Total	
1	Banking Environment (BBA401)	3	1	0	70	30	100	4
2	Business Environment (BBA402)	3	1	0	70	30	100	4
3	Consumer Behaviour and Advertising Management (BBA403)	3	1	0	70	30	100	4
4	Income Tax Law and Accounts (BBA404)	3	1	0	70	30	100	4
5	Environmental Science (BBA405)	3	1	0	70	30	100	4
6	Research Project Management (BBA406)	3	1	0	70	30	100	4
Total							600	24

Semester 5

Sl. No.	Subject Name (Code)	Hours / Week			Maximum Marks			Credit Points
	Theory Courses	L	T	P	Final Exam	Sessional	Total	
1	Human Resource Management (BBA501)	3	1	0	70	30	100	4
2	Financial Management (BBA502)	3	1	0	70	30	100	4
3	Industrial Law (BBA503)	3	1	0	70	30	100	4
4	Production and Operations Management (BBA504)	3	1	0	70	30	100	4
5	Sales and Distribution Management (BBA505)	3	1	0	70	30	100	4
6	Capital Market (BBA506)	3	1	0	70	30	100	4
7	Summer Training Report Viva-voce (BBA595)	0	2	0	NA	NA	100	4
Total							700	28

Semester 6

Sl. No.	Subject Name (Code)	Hours / Week			Maximum Marks			Credit Points
	Theory Courses	L	T	P	Final Exam	Sessional	Total	
1	Central Banking (BBA601)	3	1	0	70	30	100	4
2	Management Information System (BBA602)	3	1	0	70	30	100	4
3	International Trade (BBA603)	3	1	0	70	30	100	4
4	Government Financing (central & state) (BBA604)	3	1	0	70	30	100	4
5	Entrepreneurship Development (BBA605)	3	1	0	70	30	100	4
6	Project Work Viva –Voce (BBA695)	0	2	0	NA	NA	100	4
Total							600	28

BBA 101: PRINCIPLES OF MANAGEMENT

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3 1 0 4

UNIT I (6 Hours)

Management: Concept, Nature, Scope and Importance, Management: Art and Science, As a Profession, Management Vs Administration, Management Skills, Managerial Roles and Levels of Management, Evolution and Development Of Management Thought: Contribution of Taylor, Fayol and Weber, Social System and Decision Theory Approach.

UNIT II (10 Hours)

Planning: Nature, Scope & Objectives; Types of plans; planning process; Business forecasting and Planning Premises; MBO: Concept and Process, Techniques and Process of decision-making

UNIT III (10Hours)

Organizing: Concept, Importance and Principles, Process of Organizing, Formal and Informal Organizational Structure, Departmentation, Span of Control, Delegation of Authority, Authority and Responsibility, Decentralization

UNIT IV (10Hours)

Staffing: Concept, Manpower Planning, Job Design, Recruitment & Selection, Training and Development, Directing: Concept, Importance; Direction & Supervision, Role of Supervisor, Techniques of directing

UNIT V (10 Hours)

Nature and Scope of Co-ordination, Principles, Techniques and Barriers to Co-ordination, Leadership: Concept, Importance & Leadership Styles

UNIT VI (10Hours)

Controlling: Concept, Process, Principles & Techniques of Controlling, Types of Control, Effective Control System.

Suggested Readings:

1. Essentials of Management, Harold Koontz and Heinz Weihrich; Tata McGraw-Hill, 1998.
2. Essentials of Management , Joseph L Massie; Prentice Hall of India, Pearson, 4thEdition, 2003
3. Management, Stoner, Freeman, Gilbert; Pearson Education, 4th Edition.
4. Management Concepts, Principles and Cases , Ghunman and K. Aswathappa; Tata McGraw-Hill 1st Edition

5. Principle of Management , L.M.Prasad; Sultan Chand and Sons, Revised Edition,2006

BBA 102: PRINCIPLES OF ECONOMICS

L T P C
3 1 0 4

UNIT I (6 Hours)

Definition, Nature Scope and Limitation of Economics as an art or Science, Relevance of Economics in Business Management

UNIT II (10 Hours)

A) Demand Analysis: Meaning of Demand, Demand Theory and objectives, Demand Schedule Demand Curve and Nature of Curves, Law of Demand

B) Supply Analysis: Meaning, Factors, Supply function. Supply Curve, Supply Schedule

c) Elasticity of Demand & Supply: Types and Measurement

UNIT III (10 Hours)

Utility Analysis: Marginal Theory of Utilities and Equi-marginal theory of Utility Indifference Curve analysis, Consumer equilibrium and Consumer Surplus, Price, Income and Substitution Effect

UNIT IV (10 Hours)

A) Cost Concept and Analysis: Relationship between TC, AC and MC Short Run and Long Run Cost Curves

B) Theory of Production: Production Concept, Production function, Single Variable Law of Proportions, Two Variable Law of Return to scale

UNIT V (10 Hours)

Market Structure and Price Determination

Nature of market, Types of Markets and their characteristics, Pricing under different market structures: Perfect, Monopoly, Oligopoly and Monopolistic Competition, Price Discrimination under Monopoly Competition

UNIT VI (10Hours)

National Income: Circular Flow, National Income - Methods of Measurement.

Suggested Readings:

1. Management Economics , Adhikari M,Excel Books, 2nd edition
2. Managerial Economics , Gupta, GS; Tata McGraw-Hill, 2006

3. Principles of Economics , Vaish & Sundaram, Sultan Chand and Sons, 13th edition

BBA 103: BUSINESS MATHEMATICS

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3 1 0 4

Unit I (8 hours)

Ratio & Proportion, Profit & Loss, Percentage, Simple & Compound Interest.

Unit II (10 hours)

Introduction and Properties of Real Numbers; Definition and Application of different type of Functions (Linear and Quadratic) in Economics and Commerce; Concepts of Factorial, Permutations & Combinations; Simple Arithmetic and Geometric Progression; Concepts of Mathematical Induction.

Unit III (10 hours)

Sets & Subsets, Algebra of Sets, Set Operations, De Morgan's Law, Cartesian Product of Two Sets, Application of Set Theory.

Unit IV (10 hours)

Definition and Types of Matrix; Algebra of Matrices; Transpose, Adjoint and Inverse of a Matrix; Determinants of Rational Numbers upto Third Order; Applications of Matrix in Business Problem.

Unit V (10 hours)

Limits and Derivatives of Function (Only Algebraic Function); Derivatives of Sum, Difference, Product and Quotient; Application of Derivatives in Economics and Managerial Problems.

Unit VI (8 hours)

Basics of Integration; Integration by Parts; Simple Definite Integrates; Applications of Integration in Business Problem.

Suggested Readings:

1. Business Mathematics : D.C.Sancheti and V.K.Kapoor Sultan Chand & Sons 2010.

2. Mathematics for Management : M.Raghvachari Tata Mc Graw Hill Latest Edition
3. Business Mathematics and Statistics:R.K.Ghosh and S.saha New Central Book Agency,2005.

BBA 104: ACCOUNTING AND FINANCIAL ANALYSIS

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3 1 0 4

UNIT I (6 Hours)

Overview: Accounting- Definition, Branches, Purpose, Audience, Evolution, Foundation, Capital Maintenance, Development. Accounting as a measurement and valuation System. Accounting concepts, conventions and principles. Accounting Equation.

UNIT II (10 Hours)

Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; Reserves and Provisions, Depreciation Methods ,Preparation of final accounts of Sole Traders and Companies, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet.

UNIT III (10 Hours)

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios ; Common Size Statement ; Comparative Balance Sheet and Trend Analysis .

UNIT IV (10 Hours)

Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis;

UNIT V (10 Hours)

Cash Flow Statement: Various cash and non-cash transactions, flow of cash, preparation of Cash Flow Statement and its analysis.

UNIT VI (10 Hours)

Accounting Standards – Preparation Procedure, ICAI and Co. Act, Brief Concept of AS 2 – Inventory Valuation and AS 6- Depreciation accounting. Brief introduction of International

Accounting Standards & Matching of Indian Accounting Standards with International Accounting Standards.

SUGGESTED READINGS:

1. Financial Accounting and Analysis, PC Tulsian; Tata Mc Graw Hill, New Delhi 1st Edition.
2. Financial Accounting for Management , Ramchandran & Kakani, Tata Mac Graw Hill, 2nd Edition
3. An Introduction to Accountancy, Maheshwari S.N & Maheshwari S. K. Vikas Publication, 9th Edition

BBA 105: BUSSINESS COMMUNICATION I

LTPC

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Profiling (2 Days), Ice Breaking Games (2 Hrs.), Grooming Workshop (1 Day), Self Awareness and Self Analysis (1 Hr.), Confidence Building (1 Hr.), Positive thinking and Motivation (1 hr.)

Unit-I Grammar (12Hrs.)

Subject verb agreement, Tenses, One word substitution, Article, Correct and Incorrect Sentences, Jumbled sentences, Translation/Summary, Direct Indirect, Active Passive

Unit-II Speaking Skills (18 Hrs.)

Story building through opening sentences, Pictures, Flash cards, PPTs, Narration on given situations, Memories, Scenic, Emotions, Reporting incidents, Conversation and Dialogues, Situation (visit to a bank, booking a railway ticket, visit to a doctor, introduction over a social evening, leave during an emergency etc.), Invitation to an Occasion, Disagreement on a topic, Conversation etiquettes on a social evening-Do's and Don'ts

Unit-III Listening skills (8 hrs.)

Conversations and Dialogues, Correct pronunciations, Speeches/ motivation videos, Comprehensions, Passages/Stories of Achievers, English Songs

Unit-IV Writing Skills (10 Hrs.)

Comprehension passages, Short Speeches. (congratulatory, farewell, welcome, call for a meeting, conduct a random meeting, introduction ,minutes of meeting, agenda,

Unit-V Reading Skills (12 hrs.)

News paper Reading, Corporate, Film/theatre, International news/Sports, Questionnaire, Interviews

Case Study, Aptitude Tests

Unit-VI Learning beyond Classrooms (LBC)

Workshop on Psychological Analysis, Workshop on interacting in Social evenings and Dining etiquettes, Visit to a Bank/ Doctor, Quiz, Guest Lectures

Suggested Readings:

1. Basic English Usage , Michal Swan; Oxford University Publications, 1st Edition
2. How to Build Better Vocabulary , M. Rosen Blum; Blooms berry Publications,1st Edition
3. Functional English Grammar , Dr. R.P. Singh; Oxford Publications, 2007
4. Communicative English , Madhvi Apte; PHI, Eastern Economy

BBA 106: BUSINESS LAW

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UNIT-I (6 Hours)

Formation of contract-meaning of offer (proposal),acceptance, promise, agreement consideration, effect of technology on communication of contractual relations, cross offer and counter offer, general and specifically offer. (Case study-Lalman shukla case, carlill carbolic case)

Essentials of agreement to become contract – competency or capacity of parties, effect of minor's contract, (Mohiri biwi case)

Free Consent- meaning and effect of coercion, undue influence,misrepresentation,fraud,mistake of one party and both party on the enforcement of contract) Unlawful objects, agreements without consideration and their exceptions, Agreements specially declared void by the Act.

UNIT-II (10 Hours)

Contingent contract-meaning with illustrations, impossible agreement and contract, Novation of contract, Doctrine of unjust enrichment with the help of quasi contract, (satyabrata vs. mugneeram case)

UNIT-III (10 Hours)

Breach of contract-anticipatory and present breach, measure of damage in case of breach, liquidated damage and penalty.------(Hedley vs. Buxendale case)

Difference between: a.) void and voidable agreement, b).agreement and contract, c).liquidated damage and penalty.

UNIT-IV (10 Hours)

Contract of indemnity, contract of guarantee, difference between indemnity and guarantee, features of guarantee, extent of surety's liability. Discharge of surety from liability, contract of pledge –essentials, contract of Bailment, rights and duties of bailor and bailee, Concept and contract of agency, relation between principal and agent, determination of agency.

UNIT-V (10 Hours)**Partnership Law-The Partnership Act, 1932.**

Formation of partnership firm, essentials of a partnership agreement, mutual rights and duties of partners, minor partner his rights and liabilities, incoming and outdoor partner, effect of non-registration of the firm, dissolution of the firm.

UNIT-VI (10 Hours)

The Sale of Goods Act: Essential elements of sale of goods contract, difference of sale and agreement to sell, conditions and warranty, principle of Nemo debet quod non habet, risk prima facie passes with property, rights of unpaid seller –right of lien, termination of lien, right to stop in transit, its commencement and end Doctrine of caveat emptor and its exceptions.

Suggested Readings:

1. Law Of Contract, Singh Avtar; Eastern Book Company, 9th edition
2. Business Law, Kuchhal M.C; Vikas Publishing House, 5th Edition
3. Business Law, Tulsian P.C; Tata Mc Graw Hill, 2nd Edition, 2000
4. Bare Acts – The Indian Contract Act-1872, the Sale of Goods Act, 1930, the Indian Partnership Act, 1932(BUSINESS LAW MANUAL)

BBA 201: INDIAN ECONOMY SINCE INDEPENDENCE**LT PC****3 1 04****UNIT-I (6 Hrs)**

Meaning & parameters of an economy, Characteristics of Indian economy at the time of independence. Economic growth & development. Factors affecting Economic development.

UNIT-II (10 Hrs)

An overview of Economic resources of India. Human resources of India, Concept of Population explosion & Problem of unemployment of India.

UNIT-III (10 Hrs)

Evolution of priorities & development strategy since independence, Role of planning in Indian economy. Critical evaluation of five year plans.

UNIT-IV (10 Hrs)

Indian economy (pre liberalization era): Restrictive & protective economy prior to 1991

UNIT-V. (10 Hrs)

Nature of tariffs & Duty structure, Nature of foreign trade & licensing policy. Problems & prospects of Indian Agriculture

UNIT-VI (10 Hrs)

Indian economy (Post liberalization era): Nature & salient features of reforms initiatives in 1991. Liberalization, privatization & Globalization, Objectives & effects of LPG reforms on Indian economy.

Suggested Readings:

- 1) An Evolution of Indian Economy, I.C.Dhingra -NCERT: Sultan Chand & Co, Latest edition.
- 2) Indian Economy, Mishra & Puri, Himalaya, Students Edition.
- 3) Indian Economy, Dutt & Sundaram, S. Chand & Company, Delhi, latest edition.

BBA 202: COST ACCOUNTING LT PC

3 1 04

UNIT – I (6 Hours)

Introduction: Objectives, Importance, Nature, Scope and Advantages of Cost Accounting; Cost Concept; Methods and Techniques of Costing; Installation of Cost Accounting; Difference between Cost, Financial and Management Accounting;

UNIT – II (10 Hours)

Element of Cost, Classification of Cost, Overhead Allocation, Primary Apportionment, Secondary Apportionment .Cost Ascertainment.

UNIT – III (10 Hours)

Cost Ascertained: **Accounting for Material:** Material Purchase Procedure, storage and inventory control; **Accounting for Labour:** Classification, Principles of Labour, Methods of Remuneration, Overtime and incentives; efficiency rating procedures **Accounting for Overhead:** Meaning, Classification, allocation, apportionment and absorption; Accounting of overheads.

UNIT – IV (10Hours)

Out-put Costing: UNIT costing - Preparation of statement of cost and cost sheet (Including Tender Price / Quotation price); Reconciliation of Cost accounting profit and financial accounting profit Operating Costing.

UNIT – V (10 Hours)

Method of Costing: Contract and Job Costing; Process Costing.

UNIT – VI (10 Hours)

Uniform Costing and Inter-firm Comparison Neo Concepts: Activity Based Costing, Target Costing, Life Cycle Costing.

Suggested Readings:

1. Introduction to Cost Accounting, Charles T. Horngren, PHI, 2005.
2. Cost Accounting, Jawahar Lall & Seema Srivastava, TMH, 4th edition.
3. Cost and Management Accounting, Arora M N, Vikas Publishing, 8th edition.
4. Cost Accounting, S.N .Maheshwari, S.Chand Publications, 2008

BBA 203: BUSINESS STATISTICS

L T P C

3 1 0 4

Unit-I (9 hours)

Definitions of Statistics . Scope in Business and Management, Limitations of Statistics. Classification of data (Geographical, Chronological, Qualitative, Quantitative), Formation of Frequency distributions (discrete and continuous data), Diagrams (Bar, rectangles, squares, circles, pie, Pictograms and cartograms), Graphs (Histogram, Frequency polygon, Smoothed frequency curve, Cumulative Frequency curves or ‘Ogives’).

Unit-II (9 hours)

Measures of Central Tendency- Characteristics of a Good Average, Arithmetic mean, merits and limitations of arithmetic mean, Weighted arithmetic mean, Median, merits and limitations of median, Quartiles, Deciles and Percentiles, Mode, merits and limitations of mode, Geometric mean and its applications. , Harmonic mean, its applications ,merits and limitations.

Unit-III(9 hours)

Measures of Variation – Significance of measuring variation, properties of a good measure of variation. Absolute and Relative measures of variation. Range, Quartile deviation, The Average

Deviation, The Standard Deviation, Coefficient of Variation. Moments, Measures of Skewness and Kurtosis.

Unit-IV(10 hours)

Correlation and Regression- Scatter Diagram, Karl Pearson's Coefficient of Correlation and its properties, Correlation of bi-variate grouped data. Rank Correlation Coefficient. Method of least squares, Regression lines, Regression Equations, Regression Coefficients and its properties.

Unit-V(9 hours)

Time series - Components of Time series , measurements of secular trend (Freehand, semi-averages, moving averages, least squares).

Unit-VI (10 hours)

Index Numbers: Uses, Price and quantity Index numbers, Simple Index numbers, Simple average of price relatives, weighted relative price index numbers, Laspeyres and Paasche , Bowley's , Marshall-Edgeworth's and Fisher's index numbers). Time reversal , Factor reversal and Circular tests. Chain index numbers.

Suggested Readings:

1. Business Statistics, Gupta, S.P. &Gupta, M.P., Sultan Chand & Sons, Delhi, 10th edition.
2. Introduction to Statistical Methods, Gupta, C.B & Gupta Vijay: 23rd Revised Edition, Vikas Publishing House Pvt. Limited, 10th edition.
3. Business Statistics , Beri, G.C. , Tata McGraw Hill Education Private Limited, New Delhi, 3rd Edition.

BBA 204: MARKETING MANAGEMENT

LT PC

3 1 04

UNIT I (6 hours)

Introduction - Meaning, Importance & scope of marketing; Modern marketing concept: Societal marketing, Holistic marketing; marketing mix, relevance of marketing in a developing economy.

UNIT II (10 hours)

Market Segmentation, Basis for market segmentation; Market Targeting: concept, types, Product/Service positioning; Importance of STP in marketing.

UNIT III (10hours)

Consumer Behaviour- introduction, importance & process; Marketing Mix Decisions: Product decisions- New product development, product mix, PLC, branding and packaging.

UNIT IV (10 hours)

Pricing – meaning, Factor affecting price, pricing objective, Pricing methods; Channels of Distribution – Characteristics, Importance, Selection, Types of channels.

UNIT V (10 hours)

Promotion: promotion mix, Advertising, Publicity, Sales promotion, personal selling.

UNIT VI (10 hours)

Marketing Environment, Market Research: importance, process and scope, Contemporary issues in Marketing.

Suggested Readings:

1. Principles of Marketing, Philip Kotler, Pearson, 13th edition.
2. Marketing Management, Rajan Saxena, TMH, 3rd edition.
3. Marketing Management, Namakumari, Macmillan, 4th edition

BBA 205: COMPUTER FUNDAMENTALS

LT PC

3 1 04

UNIT I (6 Hours)

Computer Fundamentals: What is a computer? Components of a computer system. Classification of computers. Types of computers. Brief history of evolution of computers and generation of computers. Computer hardware and software, Input/output devices. Computer memories.

Number System: Binary, Octal, Decimal, and Hexadecimal representation of Characters: ASCII and EBCDIC codes, Binary arithmetic and logic circuit.

UNIT II (10 Hours)

Computer languages: Machine, Assembly and High level language, Assembler, Compiler and interpreter. Fundamentals of computer programming, Problem solving through computer algorithms and flow chart level of programming.

Introduction to internet: Components, Services and working on internet, introduction to protocols, tools.

UNIT III (10 Hours)

Introduction to Operating System: Types of operating system, **DOS Operating System-**Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAME, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK.

UNIT IV (10Hours)

Windows Operating System- Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc. Use of Windows Explorer for moving and copying files.

UNIT V (10 Hours)

Introduction to MS-Office and its integrated nature-MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers.

UNIT VI (10Hours)

Power Point (Presentation software): Basic concept of presentation software, standard toolbar, formatting toolbar, and drawing toolbars in Power Point and their use. Creating and opening a presentation. Use of slide sorter, adding header/footer. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

Suggested Readings:

1. Computer Fundamental, V. Rajarjaman, Prentice Hall of India, 4th Edition
2. Computer Fundamental, P.K. Sinha: BPB Publications, 2nd edition, 1992.
3. PC Software for Windows, R.K. Taxali, Tata Mc Graw Hill, Golgotia Publications, latest edition.

BBA 206: BUSINESS COMMUNICATION II

L T P C
3 1 0 4

UNIT I Introduction to Communication (6 Hours)

Theory of Communication, Importance & Role of Communication, Distinction between General and Business Communication, Levels of Communication - Interpersonal, Organizational & Mass Communication.

UNIT II the Flow of Communication (10 Hours)

Downward, Upward, Lateral or Horizontal Communication, Types of Communication (formal & Informal, oral & written, verbal & non-verbal), Advantages and Disadvantages

UNIT III Process of Communication (10 Hours)

Message Model & Inferential Models of Communication, Essentials of Effective Business Communication

UNIT IV Barriers to Effective Communication (10 Hours)

Barriers to Effective Communication, Overcoming Communication Barriers.

UNIT V Technology and Communication (10 Hours)

Audio-Visual Tools of Business Communication, Video Conferencing, Tele Conferencing, Business E-mails, SMS

UNIT VI Presentation Strategies (10 Hours)

- i) Defining Purpose, Audience and Locale.
- ii) Organizing Contents. Preparing Outline.
- iii) The Role of non-verbal communication/behavioural communication (Kinesics, Proxemics, haptics (touch), oculosics (eye contact), Chronemics, oflectics
- iv) Presentations with and without Microsoft PowerPoint.

Suggested Readings:

1. Bovee & Thill, Business Communication, McGraw Hill, 9th edition.
2. Raymond V. Lesikar, Business Communication, McGraw Hill, 7th edition.
3. Dr. Asha Kaul, Business Communication, PHI learning, 2nd edition.

BBA 301: MANAGERIAL ECONOMICS

L T P C
3 1 0 4

UNIT I (6 Hours)

Meaning, Nature & relevance of Managerial economics. Its relation with other discipline. Basic Economic concepts viz Marginal vs. incremental concept, Time perspective, Discounting principle, opportunity concept.

UNIT II (10 Hours)

Demand, determinants of demand, law of demand, exceptions of law of demand, Income & Substitution effect, Elasticity of demand, Measurement of elasticity of demand, Elasticity & Managerial decisions, Numerical on elasticity measurement & decision making. Demand forecasting: meaning, objectives & Methods of demand forecasting.

UNIT III (10 Hours)

Cost concepts for business decisions, Cost output relationship in short run & Long Run. Short run & long run production analysis, economies & diseconomies of scale. Indifference curves & Iso-quant curves.

UNIT IV (10 Hours)

Pricing methods, Factor pricing, Factor pricing vs Product pricing, Theories of rent, theories of interest,

UNIT V (10 Hours)

Theories of wages, theories of profit, Revenue concept & concept of profit maximization, Contribution & Break even analysis.

UNIT VI (10 Hours)

Elementary idea of Business cycles, inflation, National income.

Suggested Readings:-

- 1) Managerial Economics, Atmanand, Excel Books, Delhi, 10th edition
- 2) Managerial Economics, Samuelson. N, Wiley Publications, 13th edition
- 3) Managerial Economics, Geetika, Ghosh & Roy Choudhury , Mc Graw Hill Education
- 4) Managerial Economics, D.N.Dwivedi, Vikas publishing, 8th edition

UNIT I (6 Hours)

Introduction

Meaning, Nature, Scope, Functions, Relevance, Relationship of Management Accounting with Financial Accounting and Cost Accounting.

UNIT II (10 Hours)

Marginal Costing

Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis.

UNIT III (10 Hours)

Budgeting

Concept of Budget and Budgeting, Advantages and Limitations of Budget formation, Procedure of budget formation. Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget.

UNIT IV (10 Hours)

Standard Costing

Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance and its applications and implications

UNIT V (10 Hours)

Responsibility Accounting

Concept and various approaches to **Responsibility Accounting**, concept of investment center, cost center, profit center and responsibility center and its managerial implications.

UNIT VI (10 Hours)

Transfer Pricing: concept, types & importance.

Suggested Readings:

1. Management Accounting, Tata McGraw-Hill, 2000, 3rd Ed).
2. Management Accounting, Pandey I M, Vikas Publications, 2004, 3rd Ed.)
3. Introduction to Management Accounting, Horngren et al: Pearson, 2002, 12th edition
4. Management Accounting, S.N. Maheshwari, Sulthan Chand & Sons

BBA 303: BUSINESS ETHICS & VALUES

L T P C

3 1 0 4

UNIT I (6 Hours)

Business Ethics: Nature, scope and purpose of ethics; Relevance of values; Importance of Ethics & Moral standards; Ethics & Moral Decision Making.

UNIT II (10 Hours)

Corporate Social Responsibility: Nature, Scope & Importance .

UNIT III (10 Hours)

Corporate Governance: Concept, Importance for Industry.

UNIT IV (10 Hours)

Ethical Issues related with Advertisements, Finance, Investment, Technology; Secular versus Spiritual Values in Management; Work ethics: concept of Swadhrama.

UNIT V (10 Hours)

Gandhian approach in Management & Trusteeship: Gandhiji's doctrine of Satya & Ahinsa, Concept, importance & relevance of Trusteeship principle in modern business.

UNIT VI (10 Hours)

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain, Holistic Approach for Managers in Decision Making.)

Suggested Readings:

1. Business Ethics , Fernando; Pearson Publication,2007
2. Business Ethics , Bani P. Banerjee, Excel Books,2005
3. Business Ethics , Manisha Paliwal, New Age Publication,1st Edition
4. Business Ethics , Daniel Albuquerque, Oxford Publishers
5. Business Ethics , CSV Murthy, Himalaya Publishing House, 2nd Edition
6. Business Ethics and Professional Values, AB Rao; Excel Books
7. Ethics in Management and Indian Ethos , Biswanath Ghosh, Vikas Publishing House, 2nd Edition.

BBA 304: Organizational Behavior

L T P C
3 1 0 4

Unit I (6 Hours)

Introduction: Concept, nature, scope and importance of Organisational Behaviour. Its interdisciplinary nature. Individual and group behavior. Emerging Challenges in OB.

Unit II (10 Hours)

Organizational Effectiveness: Concept of organizational effectiveness, efficiency, effectiveness and productivity, approaches of organizational effectiveness, contributing factors of organizational effectiveness.

Unit III (10 Hours)

Motivation: Importance of Motivation. Theories of motivation – Maslow’s, Hertzberg’s, McClelland’s. Expectancy theory. Merits and demerits.

Learning: Principles of learning. Factors in Human learning. Behaviour modification. Theories of Learning.

Unit IV (10 Hours)

Perception: Definition and importance of perception. Perceptual process.

Attitude: Concept of Attitude, Attitude and behavior, attitude formation, factors determining attitude formation, Attitude measurement. Johari window and its managerial applications.

Unit V (10 Hours)

Inter-personal behaviour: Importance of inter-personal relationships in organisations. Role of communication. Transactional analysis and its applications in organisations.

Group Dynamics: Concept of Groups & team. Types of Groups. Stages of Group Development. Group norms and roles. Organizational leadership. Leadership theories, skills and styles. Leadership Training.

Unit VI (10 Hours)

Conflict and Change: Meaning and Process of conflict, causes, sources, consequences of conflict, conflict resolution strategies. Types of change, identification of the problem and implementation of change, resistance to change, overcoming resistance to change.

Suggested Readings:

Organizational Behavior: Luthans Fred, Tata McGraw Hill, 10th ed.

Organizational Behavior: Robbins Stephen P., Pearson Education, 13th ed.

Human Behavior at Work: Davis Keith, McGraw Hill Publications, 12th ed.

Organizational Behavior: Prasad L M, S Chand Publication 8th ed.

Organizational Behavior: Ashwathappa K., Himalaya Publishing House, 8th ed.

BBA 305: INDIAN SOCIAL & POLITICAL STRUCTURE

L T P C
3 1 0 4

UNIT I (6 Hours)

Concept of society, Important features of human society and its comparison with non- human society, Other related concepts- community, association, human groups, status and role, Important social institutions- family, marriage, kinship, religion, education

UNIT II (10 Hours)

Social stratification of Indian society, Issues of class and caste, Scheduled Castes and Scheduled Tribes in India with special reference to reservation policy, Status of Women in India

UNIT III (10 Hours)

Types of crime and their social aspect; issue of terrorism in India, Social context of secularism, fundamentalism and communalism, Problems of drug addiction and alcoholism, Issues of inter ethnic and inter caste relations

UNIT IV (10 Hours)

Concept of State and its organs, Government and its relation with state, Constitution – features and classification, Legislature – Concept, types and functions, Executive: Concept and functions, Judiciary- functions, judicial review and independence of judiciary

UNIT V (10 Hours)

Democratic Government, Unitary and Federal Form of Government, Unitary form of Government – features, merits and demerits, Federal form of Government –features, merits and demerits, Parliamentary and Presidential form of Government, Parliamentary form - features, merits and demerits.

UNIT VI (10 Hours)

Presidential form- features, merits and demerits, Indian Political System, International Processes: Diplomacy, Role of UN in International Peace, Brief Introduction of International Organizations in Global Politics and NGOs as Political Actors

Suggested Readings:

1. Themes and Perspectives, Harlambos M. Sociology, Oxford University Press, 1980
2. Sociology, Giddens, A. Polity Press, UK. 1993
3. Human Society, Davis, K. Surjeet Publications , India. 2000
4. Political Theory, Eddy Asirvatham, K.K. S.Misra , Chand & Company Ltd., Delhi
5. Kapur, A.C. Principles of Political Science, S.Chand & Company Ltd., Delhi. 2001
6. Baylism John and Smith, Steve, the Globalization of World Politics, Oxford University, 2005.

BBA 306: BUSINESS COMMUNICATION III

L T P C
3 1 0 4

UNIT I (6 Hours)

COMMUNICATION STRATEGIES

Understanding Inferential Model of Communication, Role of Perception & Meaning, Direct and Indirect Communication, Good and Bad News Delivery, Gender Communication.

UNIT II (10 Hours)

WORKPLACE COMMUNICATION

Business Etiquettes, Communication for Leadership and Team Building Skills, Conflict Resolution and Negotiation Skills. Activity : Case Studies

UNIT III(10Hours)

COMMUNICATION FOR EMPLOYMENT

Writing Resume/Curriculum Vitae and Job Application, Group Discussion ,Interview Skills, Extempore and Debates(Dos and Don'ts).

Activity : Group Discussions, Mock Interviews, Debates.

UNIT IV (10 Hours)

BUSINESS CORRESPONDENCE

Essentials of Effective Business Correspondence, Writing Business Letters: Sales Letters Enquire Letters, Reply Letters, Claim and Adjustment Letters Quotations and Orders. Writing Notices, Circulars, Memos, Writing Agenda and Minutes of the Meeting.

UNIT-V (10 Hours)

REPORT WRITING

Report Writing: Meaning and Objective, Characteristics of a report, Types of reports-Long and short , layout of reports and Essentials of writing good reports.

Activity : Writing Summer Project Report (sample).

UNIT VI (10 Hours)

CROSS CULTURAL COMMUNICATION

Cultural Context and cultural Sensitiveness, Dealing with Linguistic Problems, Writing and Presenting in international situations.

Suggested Readings:

1. Business Communication , Bovee & Thill, McGraw Hill, fifth edition,2007
2. Business Communication , Raymond V. Lesikar, McGraw Hill, 7th edition, 2009
3. Business Communication Strategies , Matthukutty Monippally, Tata McGraw Hill

4. Business Communication and Personality Development, BishwajeetDass, Ipsita Satpathy, Excel Books, Delhi,2008.
5. Business Communication by A K Sinha
6. Understanding Body Language A Business Success Guide, Geoff Ribbons & Richard,2004.
7. Business Correspondence& Report Writing, RCSharma &Krishan Mohan, Tata McGraw.
8. Perfect Phrases for Presenting Business Strategies , Don Debelek, McGraw Hill, 2006.

BBA 401: BANKING ENVIRONMENT

L T P C
3 1 0 4

UNIT I (6 Hours)

Money: Meaning and Functions, Classification and Importance of Money, Monetary Standards, Gold Standard, Paper Money Standard, Gresham's Law, Concept of Smart Money.

UNIT II (10 Hours)

Value of Money and Its Determination, Income Theory of Money, Changes in the Value of Money: Inflation and Deflation, Reflation, Stagflation.

UNIT III (10 Hours)

Commercial Banking: Meaning, Types and Functions, Central Banking.

UNIT IV (10 Hours)

Credit Control, the Reserve Bank of India, Monetary Policy.

UNIT V (10 Hours)

Foreign Exchange and Determination of Exchange Rate, Exchange Control.

UNIT VI (10 Hours)

International Monetary Fund (IMF) and the World Bank.

Suggested Readings:

1. Money, Banking, Trade and Finance, KPM Sundaram; Sultan Chand & Sons, 2006

2. Banking and Foreign Exchange, ML Seth; Money, Sultan Chand & Sons, eighth edition, 2008

BBA 402: BUSINESS ENVIRONMENT

L T P C

3 1 0 4

UNIT I (6 Hours)

Concept, Significance and Nature of Environment of Business. Elements of Environment- Internal and External, Interaction between internal and external Environment. Techniques of Environmental Scanning and Monitoring

UNIT II (10 Hours)

Significance and elements of economic environment, Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public and Private Sector. Economic Planning in India, New Economic Policy

UNIT III (10 Hours)

Critical Elements of Political Environment, Government and Business. Government Policies – Industrial Policy, Fiscal and Monetary Policy, Exim Policy Changing dimensions of legal Environment in India: MRTP ACT, FEMA, Consumer Protection Act

UNIT IV (10 Hours)

Multinational corporations Transnational Corporations and, Foreign Collaborations and Indian Business, Merger and Acquisitions, Global Competitiveness, International Economic Institutions: WTO, World Bank, IMF and their importance to India

UNIT V (10 Hours)

Technological Environment in India: Policy on R& D, Technology transfer

UNIT VI (10 Hours)

RBI-Role and Reforms, Banking Structure Reforms, Financial Sector reforms, Stock Exchange-BSE, NSE.

Suggested Readings:

1. Economic Environment of Business, Mishra SK & Puri VK ,Himalaya Publishing House, 3rd Edition
2. Business Environment Text and cases,Paul Justin Tata Mc Graw Hill, latest edition.
3. Business environment, Shaikh & Saleem, Pearson, 1st Edition
4. Business Environment, Suresh Bedi , Excel Books, 1st edition
5. Business Environment: Text and Cases, Francis Cherunilam, Himalaya Publishing House, 8th Edition

BBA 403: CONSUMER BEHAVIOUR & ADVERTISING MANAGEMENT**L T P C**
3 1 0 4**UNIT I (6 Hours)**

Introduction to CB: Difference between consumer & Customer, Meaning, nature, applications & scope; Specific Models of Consumer behavior:-Economic Man, Sociological, Psychoanalysis , Nicosia and Harvard Seth Model

UNIT 2 (10 Hours)

Individual determinants of Consumer Behavior: Motivation, Consumer Perception, Learning, Attitude, Personality, Self concept.

UNIT 3 (10 Hours)

External Influences on Consumer Behavior: Culture, Subcultures, Social Class, Reference Group and Family Influences; Consumer Decision Process.

UNIT 4 (10 Hours)

Advertising: meaning& importance, types; Role of advertising in social & economic development; Ethical issues in advertising; IMC.

UNIT 5 (10 Hours)

Importance & determinants of Advertising,(DAGMAR); Advertising objectives, AIDA & Ethical issues in advertising; IMC.

UNIT 6 (10 Hours)

Media Planning; Testing of Advertising Effectiveness; Advertising copy , layout-types & importance.

Suggested Readings:

1. Consumer Behaviour, Schiffnam, Pearson , PHI,8th Edition
2. Consumer Behaviour in Indian Perspective, Suja Nair ; Himalaya Publishers, 2004

BBA 404: INCOME TAX LAW AND ACCOUNTS**L T P C**
3 1 0 4**UNIT-1 (6 Hours)**

Basic Concepts- Income, Agriculture Income, Casual Income, Assessment year, previous Year, Gross Total Income, Total Income, Person, tax evasion, tax avoidance.

UNIT-2 (10 Hours)

Basis of charge- Scope of total income, residence and tax liability, income which does not form part of Total Income.

UNIT-3 (10 Hours)

Heads of Income- Income from Salaries.

UNIT-4 (10 Hours)

Heads of Income- Income from House Property and Profits and Gains of Business and profession,

UNIT-5 (10 Hours)

Heads of Income- Capital Gains and Income from other sources.

UNIT-6 (10 Hours)

Aggregation of Income, Set off carry forward of losses, Deduction from Gross Total Income.

Suggested Readings:

- 1- Students' guide to Income Tax , Singhania Vinod ,Taxmann Allied
- 2- Students' Approach to Income Tax, Ahuja Girish, Bharat Law House Pvt. Ltd.
- 3- Income Tax Law and Accounts , Mehrotra H.C, Sahitya Bhawan Publications.

BBA 405: ENVIRONMENTAL SCIENCE**L T P C****3 1 0 4****UNIT-I (6 Hours)**

Definition, Scope & Importance, Need For Public Awareness- Environment definition, Eco system – Types & Factors of Ecosystem, Food chain, Food-web, Ecological pyramids, Laws of Thermodynamics, Energy flow, Trophic levels, Human activities – Food, Shelter, Economic and social security.

Effects of human activities on environment- Housing, Industry, Mining and Transportation activities.

UNIT-II (10 Hours)

Natural Resources- Water Resources-. Water borne diseases, Water induced diseases,. Mineral Resources, Forest Wealth, Material cycles- Carbon, Nitrogen and Water Cycle Energy – Different types of energy, Conventional and Non-Conventional sources – Hydro Electric, Fossil Fuel based, Nuclear, Solar, Biomass and Bio-gas. Hydrogen as an alternative future source of energy.

UNIT-III (10 Hours)

Environmental Pollution and their effects. Water pollution, Land pollution. Noise pollution, Public Health aspects, Air Pollution, Solid waste management.

UNIT IV (10 Hours)

Current Environmental Issues of Importance: Population Growth, prevention of AIDS & other communicative diseases, Climate Change and Global warming- Effects, Urbanization, Automobile pollution.

Acid Rain, Ozone Layer depletion, Animal Husbandry.

UNIT-V (10 Hours)

Environmental Protection- Role of Government, Legal aspects, Initiatives by Non-governmental Organizations (NGO), Environmental Education, Women Education. Abuses of Child Labor

UNIT-VI (10 Hours)

Collection of data regarding incineration plants in Govt. & Private hospitals of the region.

Project Reports- Air pollution area, water pollution area, noise pollution area, land pollution area. Projects regarding alternatives of fossil fuel.

Suggested Readings:

1. Environmental Studies , Benny Joseph; Tata McgrawHill,2005
2. Environmental Studies, Dr. D.L. Manjunath; Pearson Education-2006
3. Environmental studies, R. Rajagopalan; Oxford Publication – 2005
4. Text book of Environmental Science & Technology, M. Anji Reddy,BS Publication, Revised edition.

BBA 406: RESEARCH PROJECT MANAGEMENT**L T P C****3 1 0 4****UNIT-I (6 Hours)**

Introduction –Meaning of Research ,Objectives of Research Motivation in Research ,Types of Research, Significance of Research, Research methods versus methodology, Research process ,Criteria of Good Research ,Problems encountered by Researchers in India, Research problems in Management.

UNIT-II (10 Hours)

Meaning of Research design, Features of a Good Research design, Different research design (exploratory, descriptive and diagnostic, Hypothesis-testing),Basic principles of experimental design ,Informal and Formal experimental designs (Completely randomizes, Randomized block design, Latin square login, factorial design), Measurement scales: Normal ,Ordinal ,Interval and ratio, Sources of error in measurement.

UNIT- III (10 Hours)

Sampling Design- Census and Sample Survey, Steps in Sample design, on-probability and Probability sampling designs(Sample random, Scarified random ,Systematic ,Cluster ,Multi-stage and Sequential sampling), Determination of Sample size.

UNIT-IV (10 Hours)

Primary versus Secondary data, Methods of Primary data collection (Observation, Interview, questionnaire ,and Schedule method), Guidelines for constructing questionnaire, Collection of secondary data. Processing and Analysis of data –Processing operations (Editing, Coding, Classification, Tabulation),Measures of Central tendency, Measures of dispersion.

UNIT-V (10 Hours)

Measures of skewness, Correlation and regression, Association of Attributes. Hypothesis Testing-Hypothesis formulation ,Null and alternative hypotheses, Types of errors, Level of significance ,Tests based on Z, Chi –square, t and F- statistics.

UNIT- VI (10 Hours)

Data Presentation-Diagrams, Graphs and Charts ,Report Writing-Significances of Report Writing, Different steps in writing report, Layout of the research report, Types of reports ,Mechanics of writing a research report ,precautions for writing research reports.

Suggested Readings:

1. Research Methodology ,Kothari,C.R,2ND Edition, New Age International Publishers
2. Business Research Methods ,Zikmund ,William G,Thomson Learning
3. Panneerselvam, R.:Reaearch Methods ,Prentice-Hall of India Private Limited ,New Delhi

BBA 501: HUMAN RESOURCE MANAGEMENT

L T P C

3 1 0 4

UNIT I (6 Hours)

Introduction: Concept, function, Scope of HRM, Functions and Responsibilities of HR Manager, Difference between Personnel Management & Human Resource Management.

UNIT II (10 Hours)

Procurement: Job description, Sources of Recruitment, Steps in Selection Process, Selection policy, Placement and Induction, Orientation and Socialization.

UNIT III (10 Hours)

Training and Development: Concept and Importance, Training Programmes, Management Development Programmes.

UNIT IV (10 Hours)

Performance Appraisal: Purpose of Appraisal, Appraisal criteria, Methods of Appraisal, 360 degree appraisal system.

UNIT V (10 Hours)

Compensation: Job Evaluation, Base and Supplementary Compensation, Linkages of compensation with Procurement and low turnover of employees, promotion, Transfer, Demotions and Separations:

UNIT VI (10 Hours)

Industrial Relations: Concept, importance, Collective Bargaining, Workers Participation in Management, Grievance Management, Trade Unions.

Suggested Readings:

1. Managing Human Resource, Garry Dessler & Bijju Barkey, Pearson Education, 12th Edition
2. Personnel Management, Edwin B. Flippo, Tata Mc Graw Hills, 5th Edition
3. Personnel Management, M. J. Jucius, Prentice Hall of India Pvt. Ltd, 3rd Edition
4. Personnel/Human Resources Management, David A. Decenzo and Stephen P Robins; Prentice Hall of India Pvt.Ltd.2004
5. Designing and Managing Human Resources Systems, Parekh Udai and Rao T.V; New Delhi Oxford and IBH, 198

BBA 502: Financial Management

L T P C
3 1 0 4

Unit-I—

(6 Lectures)

Introduction

Meaning, Scope and objectives of financial management- Profit Vs Wealth maximization
Functions of Finance Manager in Modern Age, Financial decision areas, Time Value of Money,
Risk and Return Analysis.

Unit II (10 Lectures)
Capital expenditure Decisions: Appraisal of project; Concept, Process & Techniques of Capital Budgeting and its applications.

Unit III (12 Lectures)
Working Capital Decisions: Concept, components, factors affecting working capital requirement, Working Capital Management: Management of cash, inventory and receivables; Introduction to Working Capital Financing.

Unit –IV (12 Lectures)
Capital Structure: Determinants of Capital Structure, Capital Structure Theories.
Cost of Capital: Cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.

Unit V (10 Lectures)
Leverage Analysis – financial, operating and combined leverage along with implications; EBIT- EPS Analysis & Indifference Points.

Unit VI (6 Lectures)
Financing Decision: Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as sources of long-term finance. Medium and Short term sources of finance. Exposure to International Sources of Finance – ADR and GDR.

Reference Books:

S.N.Maheshwari Financial Management
Khan & Jain Financial Management

BBA 503: INDUSTRIAL LAW

L T P C
3 1 0 4

UNIT I (6 Hours) THE FACTORIES ACT, 1948

Objectives and requirements of the Factories Act, 1948, Definitions: Factory; manufacturing process; worker; occupier, duties of manufacturer and occupier, various measures to be adopted in the factory: health; welfare; safety; appointment of surgeon; his rights and duties; appointment of inspectors; his rights and responsibilities. **Relevant cases:** J.K. Industries Ltd. Vs Chief Inspector of Factories and Boilers, 1997 SCC (L&S) 1 and The Nagpur Electric Light and Power Co. Ltd. Vs The Regional Director ESI Corp. (1967) II LLJ.

UNIT II (10 Hours) THE INDUSTRIAL DISPUTES ACT, 1947

Meaning of industry, principles to determine any establishment an industry, concerning case study, Meaning of industrial dispute, when an individual workman permitted to raise industrial dispute? Meaning with essentials and effect of strike, lockout, lay-off, retrenchment with their inter-differences.

UNIT III (10 Hours) THE INDUSTRIAL DISPUTES ACT, 1947.

Dispute resolving mechanism-concerning authorities and their power i.e. work committee, conciliation, labour court, and tribunal. Relevant cases: Bangalore Water supply and sewerage Board Vs A. Rajappa & others AIR 1978 SC 548 and HAL employees Unions Vs Presiding officer and another 1966 SCC (L&S) 921

UNIT IV (10 Hours) THE TRADE UNIONS ACT, 1926

Objects and requirement of trade unions, Salient features of the trade unions Act, 1926, Procedure of forming trading unions, Incorporation of trade union, Rights and liabilities of trade unions, role of trade unions in collective bargaining. Relevant cases: Food corp. of India staff unions Vs FCI and others, AIR, 1995 and Mihir Kumar Gooha Vs Registrar of Trade Unions, 1961(1) ILJ 50.

UNIT V (10 Hours) THE EMPLOYEES' COMPENSATION ACT, 1923

Aims and objects of the Act, meaning of compensation, meaning of dependent and their relevancy to provide compensation, types of incapacities or disabilities and amount of compensation paid therefor .appointment of commissioner, his power. **Relevant cases:** Sangarbai Vs General Manager Ordinance Factory, Jabalpur, 1976 MPLJ 356. and Pratap Narain Singh Deo Vs Shrinivas Sabata and another. AIR 1976 SC 222.

UNIT VI (10 Hours) THE EMPLOYEES' STATE INSURANCE ACT, 1948.

Objectives and relevancy of state Insurance Act, 1948, Establishment of employees' state Insurance corporation, composition of corporation and its functions, standing committee, constitution, powers and functions, Benefits provided under this Act: sickness benefit, maternity benefit, disablement benefit, dependent's benefit, medical benefit, medical benefit council and its duties, regional boards, local committee. Relevant cases: Kirloskar Brothers Ltd. Vs Employee State Insurance corp. 1999 SCC (L&S) 533 and A. Trehan Vs Associated Electrical Agencies (1996) 4 SCC 255

Suggested Readings:

1. Labour and Industrial Law Manual.
2. Labour and Industrial Law: Prof. S.N.Mishra, central law Publication, Allahabad
3. Labour & Industrial Laws; P L Malik, Eastern Law Publication 3rd Edition 2011
4. Elements of Industrial Law, N.D Kapoor; Sultan Chand 2nd Edition

BBA 504: PRODUCTION AND OPERATIONS MANAGEMENT

UNIT-I (6 hours)

Production Management: Definition, Nature and Scope, functions of production management, production systems, responsibilities of production managers.

UNIT-II (10 hours)

Types of manufacturing systems: intermittence and continuous system, production design and development.

UNIT-III (10 hours)

Plant Location-definition, types of plant locations, plant layout-definition, types of plant.

UNIT IV (10 hours)

Material management and inventory control, Material Requirement Planning (MRP), Work In Process (WIP) inventories, purchasing economic lot quantity.

UNIT V (10 hours)

Economic order quantity (EOQ), Lead time, reordering level, ABC analysis, Stock- keeping, Objectives of Production Planning & Control (PPC).

UNIT VI (10 hours)

Quality control, quality assurance, quality circles, Total Quality Management (TQM), Just-in-Time (JIT), JIT statistical quality control.

Suggested Readings:

- 1) Production and Operations Management , Chary; Tata McGraw-Hill,1997, 9th Edition
- 2) Production and Operations Management ,Adam Jr. Everetl E. R J; Prentice-Hall, 2000, 5th Edition
- 3) Production & Operations Management, Goel B.S; Pragati Publication
- 4) Production Management , Sareen Buffa; Wiley India Pvt. Ltd, 8th Edition

UNIT I (6 hours)

Sales Management and salesmanship

Nature, meaning & scope of sales management; Personal Selling: objectives, personal selling process; Types and qualities of sales executives.

UNIT II (10 hours)

Sales Organization

Sales organization: purpose and types, interdepartmental relations: sales department internal relations, sales department external relations.

UNIT III (10 hours)

Sales Force Management-1

Management of Sales personnel-Recruitment, Selection, Training & Development.

UNIT IV (10 hours)

Sales Force Management-2

Motivation of sales force, Designing and assigning sales territories, setting sales quota.

UNIT V (10 hours)

Distribution

Introduction to marketing channels functions & flows; Channel participants- type & number of intermediaries.

UNIT VI (10 hours)

Channel Management

Selecting a channel, channel design, channel motivation, channel evaluation, channel conflict and resolution.

Suggested Readings:

1. Sales Force Management , Spiro; Tata McGraw Hill, 12th edition
2. Sales Management: Decision, strategies & Cases, Candiff &Still; Pearson Education,5th edition
3. Marketing Channels, Coughlan, Louis, Ansari , PHI, 5th edition.

BBA 506: CAPITAL MARKET

L T P C

3 1 0 4

UNIT I (6 Hours)

An overview of Indian capital market: Introduction - Market segments, products and participants; Primary Market; Secondary Market; Derivatives Market; Market Design - Primary Market, Secondary Market, Derivatives Market; Reforms in securities market, Regulators; Exchanges; Depositories; Clearing corporations.

UNIT II (10 Hours)

Trading: Market of new issues – Need for floating capital – Public Offer Private Placement – Rights Issue – Equity and Debt – Recent trends in public issues. Initial Public Offer (IPO); Book Building through Online IPO; ASBA, Eligibility to issue securities; Pricing of Issues; Fixed versus Book Building issues; Allotment of Shares; Basis of Allotment. Market of new issues – Need for floating capital – Public Offer, Private Placement – Rights Issue – Equity and Debt – Recent trends in public issues

UNIT III (10 Hours)

Merchant Banking – Concept – New Issue Management and allied functions – Merchant Banking in India – Regulation of merchant Banking in India – Pre issue Management

UNIT IV (10 Hours)

Venture Capital – Nature and Scope – Venture Capital in India — Venture Capital Firms NRIs and FIIs – Concept – Investment Portfolio – Role of Foreign Investment – Foreign Direct Investment- Collaboration – Guidelines of Government of India for FIIs.

UNIT V (10 Hours)

Securities Contracts (Regulation) Act, 1956; Securities Contracts (Regulation) Rules, 1957; Securities and Exchange Board of India Act, 1992; SEBI (Prohibition of Fraudulent and Unfair Trade Practices Relating to Securities Markets) Regulations, 1995; the Depositories Act, 1996;

UNIT VI (10 Hours)

Elementary statistical concepts; Coefficient of variation; Covariance; Correlation coefficient; Normal distribution; Time value of money; Understanding financial statements.

Suggested Readings:

1. Indian capital Market , Dr.V.A Avadhani; Himalaya Publication, 1st Edition
2. Indian Capital market A decade Liberalization, B N Gupta; Himalaya Publication, 2008
3. Indian Capital Market: An Empirical Study, Shirine Rathore; Anmol Publication, 2003

4. Capital Market: The Indian Financial Scene, N. Gopalsamy, Macmillan publishers India, 2005

BBA 601: CENTRAL BANKING

L T P C
3 1 0 4

UNIT I (6 Hours)

Introduction to Financial system, Indian Financial system, Origin and evolution of central banking. Need and rationale of central bank.

UNIT II (10 Hours)

Evolutions of Theory and Practice of Central Banking, Functions of a Central Bank: Banker to Government, Banker to Banks, Monetary policy Functions, currency Issue and Management, payment system function, Regulation, Facilitation and supervision of Financial System, Development of Financial Markets, Institutions and communication policies.

UNIT III (10 Hours)

Reserve Bank of India: Evolution, constitution and Governance, Major organizational and Functional Developments over time, Recent Developments, RBI Act.

UNIT IV (10 Hours)

India Specific Issues: Banking Regulation Act, FEMA, Banking Ombudsman Scheme, Financial Sector reforms, other financial regulators and division of functions. Institutions set up by RBI; NABARD, IDBI, DFHI, IRBI, UTI.

UNIT V (10 Hours)

Monetary policy Objectives Instruments of monetary policy Credit control methods Qualitative credit control methods Quantitative credit control methods monetary policy in planned economy of India.

UNIT VI (10 Hours)

An over view of Fiscal Policy: Importance of Budgets, Union Budget, State Budget, Finances of Union and State Governments, Finance Commission.

Suggested Readings:

- 1) Central Banking, Decock, M.H; New Delhi, UBSPO, 1997, 4th Edition
- 2) Banking in India in Eighties, Nigam, B.M; New Delhi UBSPO, 1997

- 3) Central Banking in Theory and Practice, Blinder, A.S; Cambridge, MIT Press, 1998
- 4) The art of Central Banking and Essays Seshadri R.K, Bombay Bankers Training College RBI, 1989
- 5) Theory and practice of Central Banking in India, Avadhani V.A.; 1985
- 6) Money and Central Banking, Desai Vasant; Bombay , Himalaya Publishing House, 1987
- 7) Central Banking in Planned Economy; An Indian Experiment Basu, C.R, Tata MCgraw-Hill, 1977
- 8) India's Banking and Financial Sector in the New Millennium Chapters, Kapila, R & Kapila K; 3, 4, 6, Central Banking ,Academic Foundation, 2001.

BBA 602: MANAGEMENT INFORMATION SYSTEM

L T P C
3 1 0 4

UNIT I (6 Hours)

Introduction to Management Information Systems(MIS) Concept of System and Information systems, Concept, meaning, elements and characteristics of MIS organization, MIS Planning & building a business model, structure; elements of communication systems and distributed data processing.

UNIT II (10 Hours)

Database and Communication, Definition requirements and user view of database, database material, DBMS, RDBMS Soft wares-file, Structure; and distributed data processing. Introduction to Data Warehousing and Data Mining.

UNIT III (10 Hours)

MIS Technology, Definition of computer technology system and application software elements and support services elements

UNIT IV (10 Hours)

Building and Installing MIS, Application Development Cycle, Analysis, Synthesis, and implementation of MIS, feasibility of installing MIS system.

UNIT V (10 Hours)

Management and MIS, MIS aided decision making; DSS, EIS Expert System; education and training for MIS; management role in system development, Analysis of cases on MIS.

UNIT VI (10 Hours)

Recent development in MIS-CRM, SCM, BPR, ERP etc.

Suggested Readings:

1. Management Information Systems , Davis G. B. and Olson M. H; Tata Mc Graw Hill, 2nd Edition
2. Management Information System , Kanter J, Prentice Hall of India, New Delhi, 1987
3. Management Information Systems , James O'Brien; Tata McGraw Hill, 9th Edition.

BBA 603: INTERNATIONAL TRADE

L T P C
3 1 0 4

UNIT I: (6 Hours)

A brief historical introduction of Theory and practice of International Trade. Globalization - Forces, Meaning, dimensions and stages in Globalization.

UNIT II: (10 Hours)

International Business Environment: Economic, political, legal and cultural environment.

UNIT III: (10 Hours)

Trade Theories: Introduction to theories of International Trade by Adam Smith, Ricardo and Ohlin & Heckler

UNIT IV: (10 Hours)

Balance of payments- Concepts and measurements – Balance of trade transfers – current and capital accounts – deficits and surplus – Equilibrium in the BOPs – National income and BOPs – Disequilibrium and adjustments of BOPs.

UNIT V: (10 Hours)

Instruments of Trade Policy: Theory of Tariffs, Tariffs and income distribution – optimum Tariffs, effects of Tariffs. Non-Tariff barriers – Quotas, Exchange control and other quantitative restrictions, international cartel, dumping, International agreements and services

UNIT VI: (10 Hours)

Bilateral and Multilateral Trade Laws - General Agreement on Trade and Tariffs, (GATT), World Trade Organization - Seattle and Doha round of talks - Dispute settlement mechanism under WTO – TRIPS and TRIMS - International convention on competitiveness, IMF, World Bank.

Suggested Readings:

1. International Business , K. Aswathapa ; Tata-McGraw-Hill, 4th Edition
2. International Business, Paul J , Prentice Hall
3. International Business , Daniels , Pearson Education
4. International Trade, M.L. Varma , Vikas Publishing House 2007
5. International Economics , H.G. Mannur , Vikas Publishing House 1999
6. International Business , Francis Cherulinam , Himalaya 4th Edition
7. International Business , Charles Hill , McGraw-Hill 7th Edition

BBA 604: GOVERNMENT FINANCING

L T P C
3 1 0 4

UNIT- I (6 Hours)

Constitutional Assignment of Expenditures-Union, States and Concurrent: 73rd and 74th Amendments, Role of Local Governments; Assignment of Taxes to Various levels of Governments.

UNIT- II (10 Hours)

The Indian Tax System: Brief Overview of Centre-Personal Income and Corporate Profit Taxes, Wealth Tax, CENVAT, Import Duties (Customs), Service Tax; States: Sales Tax, State Excise, Motor Vehicle Tax, Stamps and Registration, Land Revenue, Agricultural Income Tax.

UNIT-III (10 Hours)

Detailed Study on Selective Taxes and Tax Reforms: Detailed Study on Wealth Tax, Service Tax, Agricultural Income tax.

UNIT-IV (10 Hours)

Changing Composition, functional, Capital and Revenue heads; Evaluation of Structure of Government Expenditure: Centre and States.

UNIT-V (10 Hours)

Deficit: Fiscal Deficit, Primary Deficit, Revenue Deficit-States and Centre and Combined States and Centre; Public Enterprises and the Budget; Public Debt: Internal and External Debts.

UNIT-VI (10 Hours)

Aspects of Fiscal Federalism, Theory, Vertical Fiscal Gap, Theory of Grant, Matching and Non-Matching, Conditional and Unconditional grants; Finance and Planning Commissions.

Suggested Readings:

1. Towards Sustainable Growth: Essays in Fiscal and Financial Sector Reforms in India , Chelliah, R.J; Oxford University Press, 1996
2. Primer on Value Added Tax ,NIPFP, Chelliah, R.J.and Others; 2001
3. Public Finance-Policy Issues for India ,Mundle, Sudipto; Oxford University Press, 1997

BBA605: ENTREPRENEURSHIP DEVELOPMENT

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UNIT I (6 Hours)

Entrepreneurship: Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, The entrepreneurial Culture; Stages in entrepreneurial process. Concept of Entrepreneurship-Evolution of Entrepreneurship; Development of Entrepreneurship;

UNIT II (10 Hours)

Entrepreneurship and environment-Policies governing entrepreneurs, entrepreneurial development programmes (EDP's) - Institutions for - entrepreneurship development. Problems of EDP's.

UNIT III (10 Hours)

Entrepreneurial Venture; Idea Generation, Screening and Project Identification, Creative Performance,
Feasibility Analysis: Economic, Marketing, Financial and Technical;
Project Planning: Evaluation, Monitoring and Control segmentation.

UNIT IV (10 Hours)

International Entrepreneurship Opportunities: The nature of international entrepreneurship, Importance of international business to the firm, International versus domestic entrepreneurship, Stages of economic development.

UNIT V (10 Hours)

Women entrepreneurship: Need – Growth of women entrepreneurship, Problems faced by women entrepreneurs, prospects.

UNIT VI (10 Hours)

Entrepreneurship in Informal Sector: Rural Entrepreneurship – Entrepreneurship in Sectors like Agriculture, Tourism, Health Care, Transport & Allied Services.

Suggested Readings:

1. Entrepreneurship: New Venture Creation, Holt; Prentice-Hall, 1998
2. Entrepreneurship, Dollinger M J; Prentice-Hall, 1999
3. Entrepreneurship, Hisrich; McGraw-Hill Higher Education, 7th edition
4. Dynamics of Entrepreneurship Development, Vasant Desai Himalaya Publications, 11th edition.