

BHAGWANT UNIVERSITY

BBA

SEMESTER I

Subject Code	Name of Subject	Teaching Period			Credits
		L	T	P	
01BBA01101	Principles of Management	4	2	0	6
01BBA01102	Business Communication	4	2	0	6
01BBA01103	Business Laws	4	2	0	6
01BBA01104	Business Statistics	4	1	0	5
01BBA01105	Financial Accounting	4	1	0	5
01BBA01301	Discipline & Extra Curricular activities	0	0	4	1
TOTAL		20	8	5	29

SEMESTER II

Subject Code	Name of Subject	Teaching Period			Credits
		L	T	P	
02BBA01101	Principles of Marketing	4	2	0	6
02BBA01102	Organisational Behaviour	4	2	0	6
02BBA01103	Principles of Economics	4	2	0	6
02BBA01104	Financial Management	4	2	0	6
02BBA01105	Computer Fundamentals and Applications	3	0	0	3
02BBA01201	Seminar	0	0	1	1
02 BBA01301	Discipline and extra curricular activity	0	0	4	1
TOTAL		19	8	5	29

SEMESTER III

Subject Code	Name of Subject	Teaching Period			Credits
		L	T	P	
03 BBA01101	Business Data Processing	4	2	0	6
03 BBA01102	Business Economics	4	2	0	6
03 BBA01103	Cost and Management Accounting	4	2	0	6
03 BBA01104	Banking Law & Practice	4	1	0	5
03 BBA01105	Human Resource Management	4	0	0	4
03 BBA01201	Computer Practical Examination	0	0	1	1
03 BBA01301	Discipline and extra curricular activity	0	0	4	1
TOTAL		20	7	5	29

SEMESTER IV

Subject Code	Name of Subject	Teaching Period			Credits
		L	T	P	
04BBA01101	Indian Economics	4	2	0	6
04BBA01102	Marketing Research	4	2	0	6
04BBA01103	Company Law	4	2	0	6
04BBA01104	Industrial Relations	4	1	0	5
04BBA01105	Industrial Psychology	4	1	0	5
04 BBA01301	Discipline and extra curricular activity	0	0	4	1
TOTAL		20	8	4	29

SEMESTER V

Subject Code	Name of Subject	Teaching Period			Credits
		L	T	P	
05BBA01101	Quantitative Techniques	4	2	0	6
05BBA01102	Consumer Behavior & Advertising Management	4	2	0	6
05BBA01103	Income-Tax Law & Practice	4	2	0	6
05BBA01104	Organization Structure & Design	4	1	0	5
05BBA01105	Computer application in Business Mgmt.	4	1	0	5
05 BBA01301	Discipline and extra curricular activity	0	0	4	1
TOTAL		20	8	4	29

SEMESTER VI

Subject Code	Name of Subject	Teaching Period			Credits
		L	T	P	
06BBA01101	Sales & Distribution Management	4	2	0	6
06BBA01102	Industrial & Labour Legislations	4	1	0	5
06BBA01103	Production & Materials Management	4	2	0	6
06BBA01104	Entrepreneurship & Small Business Management	4	1	0	5
06BBA01105	International Trade	4	1	0	5
06BBA01201	Viva-Voce (Project Report Based)	0	0	1	1
06 BBA01301	Discipline and extra curricular activity	0	0	4	1
TOTAL		20	7	5	29

SEMESTER I

Principles of Management

Course/Paper: 01BBA01101

BBA Semester-I

EVOLUTION OF MANAGEMENT THOUGHT

a) CLASSICAL SCHOOL: F. W. Taylor: Scientific Management Theory, Classical Organisation Theory, Fayol's Principles of Management, Max Webers' Bureaucratic Model.

b) BEHAVIOURAL SCHOOL: Mary Parker Follet, Chester Bearnard, Hawthorne Studies.

MANAGEMENT FUNCTIONS, ROLE OF MANAGER

PLANNING: Meaning and Importance: - Stages in the planning process. TYPES OF PLANS: Hierarchical Plans-Strategic, Administrative, Operating Plans, Standing Plans-Policies, Rules & Procedures, Single use Plans Programmes, Projects, budgets, contingency plan.

GOALS: Functions & dysfunction of goals: Goal Hierarchy, M.B.O.-4 steps process, elements in effective MBO system, benefits & weaknesses of MBO, making MBO effective. Barriers to effective planning & overcoming the barriers.

ORGANISING & COORDINATING WORK: NATURE & MEANING: Organization as a structure & Process, Formal and informal organisation, organization principles, Span of Management, unity of command, authority, responsibility, delegation, centralization and decentralization, vertical coordinator, Organization structure.

INTRODUCTION TO DECISION MAKING: TYPES OF PROBLEMS: Programmed & non-programmed decision. Process of Decision Making

References

1. Management, Stonner, James & Others, Pearson Education N.D.
2. Management, Robbins & Coulter, Pearson Education N.D.
3. Principles of management, R.L. Nolakha , R.B.D. Jaipur
4. Principle of Management, Parthasarathy, Vrinda N.D.
5. Principle & practise of management, P.Subharao, Hari Shanker Pandey, Ramesh Book Depot
6. Management, G.S.Sudha, R.B.D. Jaipur

BUSINESS COMMUNICATION

Course/Paper: 01BBA01102

BBA Semester-I

COMMUNICATION PROCESS: Concept, objectives and importance.

SYSTEMS OF COMMUNICATION: Formal and informal, Barriers to effective communication.

PRINCIPLES OF BUSINESS COMMUNICATION: Planning and execution, conversation, interviews and discussion, Preparation of Oral statements, Effective listening, Telephonic communication.

WRITTEN COMMUNICATION: Guides to effective writing for Business correspondence including letters, Job applications, memorandum, office orders, reports.

NON-VERBAL COMMUNICATION: Importance and type, cluster and congruency, Kinetics, Vocal Cues.

MODERN FORMS OF COMMUNICATION: Telex, Fax, Telegram, Teleconferencing, E-mail, Internet.

PRACTICAL ASPECTS OF BUSINESS COMMUNICATION: Report writing, Public speaking, Seminar presentation, Interview, Group discussion, Effective listening.

References

1. Communication Management, Parag Diwan Deep & Deep Pub. Pvt. Ltd. New Delhi.
2. Communication Management: P. Rathnaswamy Theory & Practise, Deep & Deep Publication Pvt. Ltd. New Delhi.
3. Contemporary Business Communication : Scot Ober Deep & Deep Pub. Pvt. Ltd. New Delhi.
4. Business Communication, Jha R.N., S.B.D. Merrut
5. Essentials of Business Communication, Pal & Karlohalli, Sultan Chand & sons, N.D
6. Bussiness communication, Madhukar, Vikas Edu. N.D.
7. Business Communication, R.N. Jha, Savera Publication

BUSINESS LAWS

Course/Paper: 01BBA01103

BBA Semester-I

INDIAN CONTRACT ACT, 1872: Sections 1 to 30, 56, 65 & 68, contracts of Idemnity and Guarantee, Bailment, Agency.

INDIAN SALE OF GOODS ACT, 1930: Main features, Sale, Agreement to sell, Guarantee and Warranty, Sale by Auction, Delivery and Deliverable State, Transfer of Title, Caveat Emptor, Unpaid Seller.

INDIAN PARTNERSHIP ACT, 1932: Main features, Partnership, Partnership Deed, Partners-Rights and Duties, Firm-Creation, Registration and Dissolution, Admission of Minor.

INDIAN NEGOTIABLE INSTRUMENTS ACT 1881: Main features, Negotiable instruments-Promissory note, Bill of Exchange, Cheque, Endorsement, Crossing, Maturity.

INDIAN INSURANCE ACT, 1938: Types of Insurance, Insurance contract, Double Insurance, Re-insurance, Principles of Utmost Good Faith, and Subrogation, Surrender Value.

References

1. Business Law Porwal & Kumar
2. Legal & regulatory framework, L.M.Prasad & Sanjeev Kumar, Vrinda.
3. Indian Contract Act, Avtar Singh
4. Business law R.L.Nolakha, RBD.
5. Company law , S.S.Gulshan, Excel Books.
6. Business Regulatory Framework, Bask, Surendranth, Vrinda pub.

BUSINESS STATISTICS

Course/Paper: 01BBA01104

BBA Semester-I

STATISTICS: Meaning, Definition, Nature, Importance, Scope and Limitations.

COLLECTION OF DATA: Primary and Secondary Data, Primary and Secondary Sources of Data, Census and Sample Enquiry, Random and Stratified random sampling, Statistical Unit, Statistical Error, Approximation and Accuracy, Laws of inertia of Large Numbers, Statistical Regularity.

MEASURES OF CENTRAL TENDENCY: Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean, Weighted Average.

MEASURES OF DISPERSION: Range, Mean Deviation, Standard Deviation, Quartile Deviation, and their respective co-efficient, Coefficient of Variation.

SKEW NESS: Simple Skew ness, Karl Pearson's Coefficient of Skew ness, Skew ness from Quartile Deviations.

ANALYSIS OF TIME SERIES: Meaning and Concept, Computation of Trend and Short Term Oscillations by Moving Average Method, Least Square Method, Computation of Regular and Irregular Changes.

CORRELATION: Meaning and concept, Karl Pearson's Coefficient of Correlation in simple and grouped series, Spearman's Coefficient of Rank correlation, Concurrent Deviations.

INDEX NUMBER: Meaning and preparation of simple and weighted index numbers, Cost of Living Index Number, Laspeyre's and Paasche's Index Number, Fisher's Ideal Index Number, Test of Reversibility.

REGRESSION: Simple regression in bi-variate series.

References

1. Q.T. for management, Khandelwal Gupta, Ajmera Book depot
2. Statistic for management, Levin & Rubin,
3. Business Statistic, Pillia & Bhagwati, S.Chand N.D.
4. Statistical Method, S.P.Gupta, Sultan Chand & sons, N.D
5. Business Statistic, Agarwal

FINANCIAL ACCOUNTING

Course/Paper: 01BBA01105

BBA Semester-I

Financial Accounting-Definition, scope, objectives of financial accounting, Accounting Vs Bookkeeping, Advantages and Limitations of Financial Accounting, Concepts and conventions, Principles of Accounting.

Journals, subsidiary books, Ledger, Cash Book, Trial Balance and preparation of Final Accounts.

Depreciation Meaning, need and importance of depreciation, methods of charging depreciation.

SHARE CAPITAL AND DEBENTURES: Features of Equity share capital, Preference share Capital, Share Vs Debentures, Issue of share capital, Forfeiture and Redemption of debentures out of profits, out of capital, by conversion redemption out of provision
Sinking Fund Method.

References

1. Double Entry Book keeping, Grewal's, Scs. N.D.
2. Accounting for managers, Arif Pashu, Vikas, N.D.
3. Accounting for managers, Maheshwari, vikas publishing house

Semester II

PRINCIPLES OF MARKETING

Course/Paper: 02BBA01101

BBA Semester-II

INTRODUCTION TO MARKETING: Market Segmentation, Consumer and Marketing, Role and importance of understanding consumer buying decisions and buying process, Factors influencing buying decisions. Industrial buyer behavior & decision-making, Marketing Mix.

PRODUCT: Classification of Products-Industrial vs. consumer goods, product line, Product mix; New Product development, Product life cycle.

PRICE: Pricing objectives, methods of pricing, factors influencing pricing policy.

PROMOTION: nature and importance; Promotional methods, Factors affecting Promotion.

DISTRIBUTION: Types of distribution channels, Middlemen: Functions & Types: Selection of Channels.

References

1. Marketing Management, Kotler Philip Keller.
2. Marketing Management Planning & Implementation, Ramaswamy & Namakumari,
3. Principle of Marketing, Kotler & Armstrong, Pearson Education N.D.
4. Marketing Management, Datta & Datta, Pearson Education N.D.
5. Marketing management, Kumar meenakshi, vikas publishing house.
6. Marketing management, kothari Sharma Mehta, RBD
7. Marketing management, P.K. Agarwal, Pragati prakashan, Meerut.

ORGANISATIONAL BEHAVIOUR

Course/Paper: 02BBA01102

BBA Semester-II

INTRODUCTION TO ORGANISATIONAL BEHAVIOUR -Emergence of Organizational Behavior, Basic concepts of the field Why to study behavior in Organisation?

PERCEPTION - The basic perceptual model, Social perception, The outcomes of social perception

WORK MOTIVATION - Motivation: A definition and explanation, Contents (Needs): Theories of Motivation: Maslow's need hierarchy, Herzberg theory of motivation.

GROUP DYNAMICS- Definition types of groups, Stage of Group Development, Group characteristics, Group Structure, Group norms and Group cohesiveness. Group decision-making

LEADERSHIP - Definition and framework of leadership perspectives, theories and models: Trait theories, Behavior theories, Leadership Styles.

CONFLICTS IN ORGANISATION - Nature of Conflict, Reactions of Conflict, Managing Conflict.

ORGANISATIONAL CHANGE - Forces of change, Process for Planned Organizational Cultures

GLOBALISATION AND ORGANISATIONAL CROSS CULTURES- The emergence of global organization

References

1. Organisation Behaviour: Moorhead/Griffin, Deep & Deep publication Pvt. Ltd. New Delhi.
2. Organisational Behaviour, Robbins Stephen P,
3. Organisation Behaviour, S. Chand.

PRINCIPLES OF ECONOMICS

Course/Paper: 02BBA01103

BBA Semester-II

NATURE OF ECONOMICS: Meaning, Nature & Scope of Economics, Basic Economic Problems, Economic systems, Circular Flow of money and its implication.

NATIONAL INCOME: Measurement of National Income, Aggregates and their relationships, National Income & Economic welfare. Difficulties in measurement of National Income.

PRODUCTION: Meaning of production and factors of production, Law of returns, Law of returns of scale, The least cost combination of factors Economics of Scale-external & internal, Diseconomies of Scale.

DEMAND: Meaning, features and determinants of demand, law of demand and its exceptions, reasons for law of demand, Importance of law of demand, Demand curve & Schedule, Types of demand and fluctuations.

Elasticity of Demand: meaning, Measurement and factors determining price elasticity of demand, cross elasticity of demand & income elasticity demand, Implication of those elasticities to the producer.

SUPPLY: Meaning, Supply function, supply curve, supply schedule, law of supply, Determinants of supply, fluctuation of supply, elasticity of supply and its measurement. Point elasticity of supply.

COST: Cost concept and classification and their explanation with the help of diagrams, Cost function. Theory of cost in short run, long run cost curve as an envelop curve.

Reference Books:

1. Business Economics, Adhikary, manab, Excel books, N.D.
2. Economic Theory & Operation Analysis, Baumol, William J, N.D. PHI.
3. Business Economics, Agarwal & Deo, N.D. PHI.
4. Managerial Economics, D.N. Dwivedi, N.D. PHI.
5. Managerial Economics, Jhingen & Stephen, N.D. PHI.
6. Managerial Economics, Mote Others, N.D. PHI
7. Managerial Economics, Saraswat lodha, Ajmera Book depot.
8. Managerial Economics, Nair, Banerjee & Agarwal, Pragati Prakashan, Meerut.

FINANCIAL MANAGEMENT

Course/Paper: 02BBA01104

BBA Semester-II

INTRODUCTION: Objectives, Scope of financial management, role and responsibilities of financial manager, Profit maximization vs. wealth maximization.

Cost of Capital: Concept, cost of equity, Debt. Retained earnings, Average cost of capital, financial.

Capital Structure Decision: Theories and Policy

CAPITAL BUDGETING: Techniques of Capital, Budgeting-NPV, payback period, Average Rate of Return and IRR.

Working Capital Management: Management of cash, Inventories and Accounts receivable.

DIVIDEND POLICY: Theories and policy, Walter's formula.

References

1. Principle of Corporate Finance, Brealy & Hyles, TMH N.D
2. Financial Management & policy, Horne James C. Van, TMH N.D
3. Financial Management, Khan Jain, TMH N.D
4. Financial Management, M.R.Agarwal, Garima Publication.
5. Financial Management, Prasan Chandra, Tata Mc graw hill.
6. Financial Management(Stratgy Implementation & Control), Kapil Sheeba, Kapil K.N., Pragati Prakashan, Meerut.

COMPUTER FUNDAMENTALS AND APPLICATIONS

Course/Paper: 02BBA01105

BBA Semester-II

INTRODUCTION TO COMPUTERS: Development of computers and generations of computers.

Evaluation of computer Languages with computer generations.

Basic Components of computer system and their functions. Binary, octal and hexadecimal numbers: arithmetic operations on these numbers. Representation of Characters in binary codes, ASCII and EVCD codes for characters and numbers.

Primary and secondary memories and their functions. Data storage devices: Floppy disc, hard disc, Magnetic tape, Compact disc (CD) their capacities, working functions and uses. Input/output devices: Key board, monitor, matrix printers, inkjet and laser printers.

INTRODUCTION TO COMPUTER SOFTWARE: Computer algorithms and Flow charts and their importance. Flow charts of some simple problems, Computer languages and computer programs. Computer software and their uses. Elementary description of System Software and Application Software. General functions of compilers of Operating Systems. Introduction to computer Networking, concepts of LAN, WAN and Internet.

MS-DOS: Common commands of MS-DOS, Use of DOS commands for creating directories & files and their handling. Introduction to Windows 98, menu system and dialog box, Commands of Windows 98, working with Windows 98 system.

References

1. Computer fundamental: Raja Raman Vrinda Pub. New Delhi.
2. Computer fundamental P.K.Sinha.
3. Fundamentals of computers, Rajaraman,PHI
4. Fundamentals of computer,Balaguruswamy,McGrawHill.

SEMINAR**Course/Paper: 02BBA01201****BBA Semester-II**

It is meant to evaluate the performance of the candidates with respect to their understanding of the courses taught in the first and second semesters.

Semester III

BUSINESS DATA PROCESSING

Course/Paper: 03BBA01101

BBA Semester-III

INTRODUCTION TO DATA PROCESSING: Various types of data used in business organizations, need of business data processing. Data formats and data collection. Data validation, Storage, Processing and Outputs of data and report. Data files and Database Management Systems. Distributed database concepts, Overview of data processing.

DATABASE MANAGEMENT SYSTEM: Preparation of database files for different units of a business organization such as accounts, inventory of stores, inventory of marketing products, suppliers & clients information and mail lists.

FOXPRO: Introduction, FoxPro menu system, Dialog boxed, getting started data types, creating a database, Editing, Inserting and deleting fields/records, saving database

Structure/database, Viewing database, Existing FoxPro session, Designing and Printing of Various types of reports.

CREATING COMMAND FILES: Introduction to PRG Files, Creating and Executing Prog. Files, Programming with DO WHILE and ENDDO commands, making decisions using IF and ENDIF statements FOR loop and its uses. Programs using multiple database files and printing various types of reports.

MS-WORD: Basics of spread sheet packages; General description and uses of spread sheet package (Excel). Various commands of MS-Excel software and their uses, creating a work sheet. Preparation and editing of tables. Simple calculations on columns and rows of tables, Working with Graphs and Charts.

References

1. Business System Vol. 2 "o" level : Jain , Shashi & Jain , Satish
2. Foxpro 2.5,R.K.Taxali,BPB Publication.

BUSINESS ECONOMICS

Course/Paper: 03BBA01102

BBA Semester-III

THE MARKET MECHANISM: Price and output determination.

Price policies-factors affecting pricing policy, general considerations while formulating pricing policies, objectives of pricing policy, pricing practices.

MARKET: Perfect competition, price and output determination, profit maximization as the goal of the firm.

IMPERFECT COMPETITION: Monopoly, discriminating Monopoly.

WAGES: Nominal and Real wages, Marginal productivity theory of wages and its criticism.

INTERESTS: Nature of interest, Gross Vs. pure rate of Interest, Classical theory of interest and its criticism, The Loan able funds theory of interest and its criticism, Liquidity Preference, Theory and its criticism, Modern Theory of Interest (LS-LM approach).

PROFIT: Concept of profit, gross and net profits, comparison of accountant and economist's profit. Profit theories-Hawket's Risk bearing theory, Profit as a reward for uncertainty bearing, Profit as a reward for innovation, Dynamic theory of profit.

RENT: Meaning, Economic Rent, Quasi Rent, Rent Theories Ricardian Theory of Rent, Modern Theory of rent.

BUSINESS CYCLES: Meaning, Phases and effects of business cycles, causes of business cycles, Measures to minimize the impact of business cycle.

References

1. Business Economics, Adhikary, manab, Excel books, N.D.
2. Economic Theory & Operation Analysis, Baumol, William J, N.D. PHI.
3. Business Economics, Agarwal & Deo, N.D. PHI.
4. Managerial Economics, D.N. Dwivedi, N.D. PHI.
5. Managerial Economics, Jhingen & Stephen, N.D. PHI.

COST AND MANAGEMENT ACCOUNTING

Course/Paper: 03BBA01103

BBA Semester-III

Meaning, Scope, objectives of Cost Accounting and of Management Accounting, Financial Accounting Vs. Cost Accounting Vs. Management Accounting. Advantages and Limitations of Cost and Management Accounting, Elements of Cost, Cost sheet, cost concept, cost classification.

TOTAL COST AND MARGINAL COST: Cost-Volume-Profit Analysis, relevant costing for decision-making.

BUDGETARY CONTROL: Meaning of budget, budgetary control: Objectives, uses Types of Budget-functional, fixed and variable budget.

Standard costing and Variance Analysis, Advantages and Disadvantages of Standard Costing, Analysis of Variance: Material, Labour.

Analysis of financial statement-Ratio Analysis, Funds Flow Statement and Cash Flow Statement.

Reference:

1. Cost Management, Murthy, TMH.
2. Cost Management:Strategic Emphasis , Blocher, TMH.
3. Cost Accounting, Khan Jain, TMH.

BANKING LAW & PRACTICE

Course/Paper: 03BBA01104

BBA Semester-III

Main provisions of the Banking Regulation Act 1949, RBI Act 1934, Banker & Customer relationship,. Opening and operations of different kinds of bank accounts & their special Features.

Legal provisions regarding loans & advances, general principles of sound lending. Types securities & secured advance like lien, pledge, hypothecation & mortgage. Practice & law relating to Negotiable Instruments cheque, Bill of exchange, promissory Notes, payment in due course, Endorsement, Crossing, Maturity. Guarantees & laws of surety ship. Protection to a collecting banker and to a paying banker.

Reference:

1. Business Law, Thothadri, TMH.
2. Banking Theory Law & Practise, Gurusamy, TMH.,
3. Banking service & operation, Jain Rathi Sharma, RBD.

HUMAN RESOURCE MANAGEMENT

Course/Paper: 03BBA01105

BBA Semester-III

HUMAN RESOURCE MANAGEMENT: Introduction, Objectives, Structure and Functions of HR Dept.

Changing role of HRM in India.

Human Resource Planning Process.

Recruitment and Selection-Need, Methods and Practices in Indian Organizations.

INTERNAL MOBILITY: Transfer, Promotion and Demotion.

TRAINING AND DEVELOPMENT: Meaning, Importance, Methods and Practices Process of Training and Development.

PERFORMANCE APPRAISAL: Meaning, Objectives, Methods and Practices.

Carrier and Succession Planning, counseling. Compensating Employees.

References:

1. Human Resource & Personal Management, Aswathappa K, TMH N.D.
2. Human Resource Mangement, L.M.Prasad, S.Chand
3. Human Resource Management, V.S.P.Rao, Excel books, N.D
4. International Human Resource management, Chris Brewster, University Press
5. Human Resource Management, Mizra S Saiyadain, Tata McGraw Hill.
6. Human Resource management, H.John Bernardin, Tata McGraw Hill

COMPUTER PRACTICAL EXAMINATION

Course/Paper: 03BBA01106

BBA Semester-III

The candidate is required to do Practical based on courses 02BBA01-105 and 03BBA01-101 and maintain a file of practical. He/She must do at least 10 practical from each of these courses. The candidate must demonstrate the skill of using Windows 95/98 and MSDOS commands and handling MS-Office and Excel software for writing correspondence and preparing reports, charts and graphs. He / She must also demonstrate the skill of using FoxPro Software for creating, editing and manipulating database files and writing programme files (PRG. Files) for simple data processing problems.

NOTE: The Marks in Practical Examination shall be given on the basis of Practical given in the examination, record of practical done by the students and the Viva-voce.

Semester IV

INDIAN ECONOMICS

Course/Paper: 04BBA01101

BBA Semester-IV

INDIAN ECONOMY: Sectoral divisions-public sector, joint sector, private sector, cooperative societies, small-scale enterprises.

ECONOMIC GROWTH, DEVELOPMENT AND UNDERDEVELOPMENT: The concept of economic growth, Meaning contrast of economic growth and development. Under development indicators, common characteristics of underdeveloped countries. Factors in Economic Development, Strategy of growth: Balanced vs. Unbalanced growth.

Economic Problems of Growth: Saving and capital formation, poverty, unemployment, inflation, parallel economy, industrial sickness.

NATURE OF INDIAN ECONOMY: India-A developing economy, A dualistic economy, A mixed economy.

NATIONAL ECONOMIC PLANNING: Planned Economic development since 1951 (objects, achievements and constraints). Five year plans, Assessment of Indian Planning.

References:

1. Business Economics, Adhikary, manab, Excel books, N.D.
2. Economic Theory & Operation Analysis, Baumol, William J, N.D. PHI.
3. Business Economics, Agarwal & Deo, N.D. PHI.
4. Managerial Economics, D.N. Dwivedi, N.D. PHI.
5. Managerial Economics, Jhingen & Stephen, N.D. PHI.
6. Managerial Economics, Mote Others, N.D. PHI
7. Managerial Economics, Saraswat lodha, Ajmera Book depot.
8. Managerial Economics, Nair, Banerjee & Agarwal, Pragati Prakashan, Meerut.

MARKETING RESEARCH

Course/Paper: 04BBA01102

BBA Semester-IV

MARKETING RESEARCH: Meaning, functions and importance.

MARKETING RESEARCH PROCESS: Objectives and needs.

TYPES OF RESEARCH: Exploratory, Descriptive and Experimental

DATA COLLECTION: Primary and Secondary sources.

The process of data collection and analysis, Hypothesis testing, Questionnaire construction, Accuracy of observed data. Planning and Rating system in measurement.

Attitude Measurement scales. SURVEY ADMINISTRATION: administering questionnaires.

SAMPLING: types of samples, sampling problems & procedures.

CONSUMER RESEARCH: motivational research techniques, focus group interviews, depth interviews and projective techniques. Preparation of Report and Report Writing.

References:

1. Business Research Method, Cooper Schindler, TMH
2. Research Methodology, C.R.Khothari, New Age Publisher
3. Marketing Research, Beri, TMH
4. Research Methods, Susmit Jain.
5. Marketing Research – Text & Cases, Nargundkar, TMH.
6. Marketing Research within a changing, Hair, TMH.
7. Research Methods For Business: A Skill Building Approach, Sekaran, Wiley, India.

COMPANY LAW

Course/Paper: 04BBA01103

BBA Semester-IV

Definition, features & classification of companies.

Incorporation of company with special reference to documents viz memorandum of association, articles of association, prospectus and statement in lieu of prospectus.

COMPANY MEETINGS AND RESOLUTION: statutory, Annual General & Extraordinary general meetings, Power of the Company Law Board to call meeting, Requisition of valid meeting, voting, resolutions, minutes, proxy quorum. Issue, allotment, transfer and transmission of shares. Rights and duties of company directors (including liabilities), directors as agent, trustees, qualifications, disqualification.

Reference.

1. Business Law, Thothadri, TMH.
2. Business Law Question & Answer, Tulsian, TMH.
3. Legal Aspects of Business, Pathak, TMH.

INDUSTRIAL RELATIONS

Course/Paper: 04BBA01104

BBA Semester-IV

Introduction and concept of Industrial Relations

IR-conceptual aspects and interactions among the principal parties within social, economic and political context, changing aspiration of the workforce.

Functions of IR manager.

TRADE UNIONS: Meaning, Importance, Growth, Structure and Strategies, Problems

COLLECTIVE BARGAINING: Nature, Development and Process

GRIEVANCE HANDLING: Causes, Procedure and Practices

INDUSTRIAL DISPUTES: Theoretical framework causes types and machinery

Worker's participation in Management: Conceptual aspects, styles of WPM.

Social Security and Labour Welfare Schemes: A brief overview.

I. L. O. & Indian Labour.

Reference.

1. **Industrial & Labour legislations, Industrial relation, Monappa, TMH**
2. **Human relation, Monappa, TMH**

INDUSTRIAL PSYCHOLOGY

Course/Paper: 04BBA01105

BBA Semester-IV

Historical background of Industrial Psychology in India

Introduction to Industrial Psychology and its basic concepts.

Personnel Selection – I: Occupational Information

Personnel Selection – II: Individual Differences

Personnel Selection – III: Techniques, Application Blanks & Interview

Personnel Selection – IV: Psychological tests, and Psychological Testing

HUMAN PERFORMANCE: Engineering Psychology

Industrial Accidents and their Prevention, Morale and Monotony

Personnel Counseling

Psychological aspects of Labour Relations.

Reference.

1. Introduction to Psychology, Morgan, TMH.
2. Psychology, Taylor, TMH.
3. Psychology, Passer, TM

SEMESTER V

QUANTITATIVE TECHNIQUES

Course/Paper: 05BBA01101

BBA Semester-V

OPERATIONS RESEARCH: Scope and techniques.

LINEAR PROGRAMMING: Basic concepts, objective function and constraints, feasible solutions and optimal solution, Graphic method.

ASSIGNMENT AND TRANSPORT PROBLEMS: Basic concepts, simple models, cost and time of transportation, simple problems, queuing theory and Markov chain, basic concepts, queuing models, simple problems.

CONTROL TECHNIQUE: Application of budgetary control system. Inventory control, statistical quantity control, Network Analysis and Control of projects. Decision Tree Analysis.

References:

1. Quantitative Technique, Vohra N.D., T.M.H. N.D.
2. Quantitative techniques, C.R.Kothari, T.M.H. N.D.
3. Q.T. for management, Khandelwal Gupta, Ajmera Book depot
4. Statistic for management, Levin & Rubin,
5. Business Statistic, Pillia & Bhagwati, S.Chand N.D.
6. Statistical Method, S.P.Gupta, Sultan Chand & sons, N.D

CONSUMER BEHAVIOUR AND ADVERTISING MANAGEMENT

Course/Paper: 05BBA01102

BBA Semester-V

Role of consumer in Marketing: CONSUMER BEHAVIOUR: Nature, scope and applications, Determinants of Consumer Behaviour: Influences on Consumer Behaviour-Social, Cultural and Personal.

CONSUMER DECISIONS PROCESS: Consumer Perception and Learning: Dynamics of perception: learning theories, Attitude formation, Structural Models of Attitudes, Attitude change.

ADVERTISING: Role and importance in Marketing: Economic and Social aspects of advertising.

SETTING ADVERTISING OBJECTIVES: Media Planning-Copy writing. Layout design; Advertising budget-methods: Evaluation of Advertising.

References:

1. Advertisement Management, Batra & others, PHI N.D.
2. Advertisement Management(In Indian Perspective), P.K.Agarwal, Pragati Prakashan.
3. Advertising Sales Promotion & CRM , P.K.Agarwal, Pragati Prakashan.
4. Advertisement Management: Concepts & Cases, Mohan, Tata Mc Graw Hill.
5. Advertising & Promotion, Belch, Tata McGraw Hill.
6. Consumer behavior, Satish K Batra, Excel books, N.D.

INCOME TAX LAW AND PRACTICE**Course/Paper: 05BBA01103****BBA Semester-V**

BASIC CONCEPTS: Assessment year, Previous year, Person, Assesses, Income, Gross Total income, Total income.

Residential status and tax incidence. Income exempt from tax under section 10.

COMPUTATION OF TAX UNDER DIFFERENT HEADS: (1) Salary (2) House Property,(3) Business or Profession, (4) Capital gains, (5) Income from other source.

Deductions from Gross total income and Rebates from tax liability.

Set off and carry forward of losses.

Reference

1. Business law part 2 taxation, Prof. N.P.Agarwal, RBD.
2. Income tax law & Practise,Hariharan,TMH.

ORGANIZATION STRUCTURE AND DESIGN**Course/Paper: 05BBA01104****BBA Semester-V**

EVOLUTION OF ORGANISATIONAL THEORY: Taylor's Scientific Management, Fayol's Principles of Management, Elton Mayo and Hawthorne Study.

Dimensions of Organization structure, configuration or grouping, Centralization, Specialization, Formalization, Standardization.

DETERMINANTS OF STRUCTURE: Strategy, Organisation size, Organization Technology, Environment, Power and Control.

ORGANISATION DESIGN: Classical approach, Contingency approach, and contemporary trends in Organisation design.

ORGANISATION CULTURE AND CLIMATE: Nature of O.C., Characteristics and perspective of O. C. Nature and origin of climate.

References:

1. Organisation Development, FRENCH & BELL, PHI
2. Organization Development & Transformation, Wendell French, Tata McGraw Hill.
3. Change Management: Concepts & Applications, Sharma, Tata Mc graw hill.
4. Managing Organisational Change, Ian Richard Dunford, Gib Akin, Tata Mc Graw Hill.
5. Organisation Structure & Personnel Management, Nair, Banerjee & Agarwal, Pragati prakashan, Meerut.
6. Organisation Design & Development: Concepts & Applications, Srivastava, Wiley, India.

COMPUTER APPLICATIONS IN BUSINESS MANAGEMENT

Course/Paper: 05BBA01105

BBA Semester-V

Data Processing Systems in Management, System Models and types of Models; role and need of System Analyst, System Analysis and steps involved in System Analysis, Feasibility Analysis and its importance, Prototype models, Cost-Benefit Analysis, Pay Back period and Feasibility Reports.

Modular design and structure design of Data-Processing systems, module specifications, module coupling and cohesion, top-down and bottom-up design. Objective of output design, design of output reports. Use of Business graphics, case studies of Data- Processing System, Designs from Accounts, Budgeting, Store Inventory, Product Inventory, Production and Marketing.

ACCOUNTS MANAGEMENT: Overview of Tally software for Accounts Management, menu System dialog boxes, commands and getting started the Tally system, creation and Editing of accounts files. Structures of different types of account files use in business System.

POWER POINT: Overview of Power Point software: Menu system, dialog box and facilities of power points. Various command of Power Point, software use of Power Point software data processing.

MARKETING DATA PROCESSING: Type and structure of marketing-data, system analysis for marketing data-processing, preparation of Performa and questionnaires for marketing data and its updating. Data-Analysis techniques and their reporting for management decision-making.

Reference:

1. System Analysis & Design:Raja Raman.
2. System Analysis & Business Application:NAik, R. & Swapna Kishore.

Semester VI

SALES AND DISTRIBUTION MANAGEMENT

Course/Paper: 06BBA01101

BBA Semester-VI

SALES MANAGEMENT AN INTRODUCTION: Personal Selling and Salesmanship-Nature & Scope; Organization of Sales Department-Interdepartment Relations.

SALES FORCE MANAGEMENT: Recruitment, Selection, Training and Compensation; Motivating sales people; Evaluation of salesman's performance.

Sales Quotas and Budgets.

MARKETING CHANNELS CONCEPTS: Channel participants, designing marketing channel, channel management, Transporting & Warehousing; Channel Control.

References:

1. Sales Management, Still & Cundiff, Pearson Pentrice Hall.
2. Sales & Distribution Management, Hawalder, TMH.
3. Sales & Distribution Management, Panda.

INDUSTRIAL AND LABOUR LEGISLATIONS

Course/Paper: 06BBA01102

BBA Semester-VI

Analysis and Implications of labour legislations for management, Unions and workers as well as for the economy and society.

MAIN PROVISIONS OF THE FOLLOWING ACTS:

Payment of Wages Act, 1936

Factories Act, 1948

Industrial Disputes Act, 1947

Trade Unions Act, 1926

Employees State Insurance Act, 1948

Employee Provident Fund Act, 1952

Workmen's Compensation Act, 1923

Reference.

1. Industrial & labour legislation, Monappa, TMH.
2. Industrial Organisation & management, nair, banerjee & Agarwal. Pragati Prakashan.
3. Industrial Relations, Nair, Banerjee & Agarwal., Pragati Prakashan.
4. Personnel Management & Industrial Relation, Nair, Banerjee & Agarwal.
5. Labour & Industrial Law, Nair, Banerjee & Agarwal, Pragati Prakashan.
6. Labour & Industrial Law, Padhi, PHI.

PRODUCTION AND MATERIALS MANAGEMENT**Course/Paper: 06BBA01103****BBA Semester-VI**

Evolution, Meaning, Objectives, and Scope.

Facilities Planning: Product Selection, Process Selection, Location, Plant Layout Capacity Planning: Meaning, Measurement, Process, And Capacity Utilization. Work Design and Job Design.

MATERIALS MANAGEMENT Purchasing: Fundamentals of Purchasing, Purchasing Decisions.

Inventory Management: Inventory Models and Safety, ABC and other Classifications of inventory.

Materials Requirement Planning Stores Management.

References:

1. Operation Research : Introduction, Taha, Handy A, Delhi, Pearson Education
2. Operation Research - Theory & Applications, J.K.Sharma, Macmillian India Ltd. N.D
3. Production & operation management, S.N.Chary, TMH
4. Production & operation management, Ranjit Singh, Jaipur Publishing.
5. Operation & production Management, K. Aswathapa, Himalaya publication.
6. Operation Research, S.D. Sharma, Kedar Nath & Ram Nath.
7. Production & Operation Management, Nair, Banerjee & Agarwal., Pragati prakashan

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**Course/Paper: 06BBA01104****BBA Semester-VI**

ENTREPRENEURSHIP: Meaning types of entrepreneurs, Qualities, Psychological factors in entrepreneurship, Factors influencing the

Government policies and measures towards promotion of entrepreneurship.

SMALL SCALE INDUSTRIES: Importance, Growth and Problems; Central & State Govt. Assistance to the SSI sector, Incentives and concessions; Industrial Estates; District Industries Centers, SISIs, NSIC, SIDO, Financial Assistance-SIDBI, SBI and Commercial Banks; Marketing Assistance to SSIs.

HOW TO START A SMALL SCALE UNIT? Conception of idea, Preparation of feasibility report, clearances and permissions, basic legal and registration formalities, Documentation Procedures.

Sickness in Small Scale Industries, Causes and Remedies.

Reference

1. Entrepreneurship, Hisrich, TMH
2. Small Scale entrepreneurship, Garg Pranavi, Agarwal Pragati, Pragati Prakashan.
3. The Owner's Manual for Small Business, Rhonda Abrams, PHI.

INTERNATIONAL TRADE

Course/Paper: 06BBA01105

BBA Semester-VI

Meaning, need for International Trade, distinction between foreign trade and domestic trade. Need for separate theory of international trade.

THEORIES OF INTERNATIONAL TRADE: Classical and neo-classical, Gains from international trade.

Balance of trade, Balance of payments, Disequilibrium in balance of payments; Causes, Consequences and Cures.

FOREIGN EXCHANGE: Meaning and need, Theories for exchange rate determination Mint parity theory, Purchasing Power parity Theory, Balance of payment theory.

Direction and Composition of India's foreign trade, recent trends, export promotion policies.

International Liquidity Problems.

I.M.F. and W.T.O.

Documents used in foreign trade: Foreign bill of exchange, Letter of credit, Bill of lading.

References:

1. International Business, K. Aswathappa, Tata McGraw Hill.
2. International Business, Charles W L Hill, Arun K Jain, Tata McGraw Hill.
3. International Management, Managing in a Diverse & Dynamic Global Environment, Arvind V Phatak, Rabi S. Bhagat. Tata McGraw Hill.
4. International Business, Donald Ball, Michael Geringer, Michael Minor, Tata McGraw Hill.
5. International Business management, Pragati Agarwal, Pragati Prakashan, Meerut.

VIVA-VOCE (Project Report Based)

Course/Paper: 06BBA01201

BBA Semester-VI

This viva-voce examination is meant to evaluate the ability of the student to understand, formulate and investigate a real life business/industrial problem so that his/her capacity to undertake independently a project can be adjudged.