

**BBA 101**  
**Business Organization & Management**

Marks: 100

**Unit- I** Introduction: Business Concept & Objectives, Social Responsibility of Business Establishment of New Business Meaning, Objectives & Principles of Organization, Size of Business Unit, Factors determining Size, Measurement of Size, Concept of Optimum Size.

**Unit- II** Norms of Business Organization: Sole Trade ship, Partnership Firm Business (Public & Private), Formation & Choice of Business Organization, Definition of Management, Its Nature of Purpose, Fayol's Principles & Elements of Management, Recent Developments of Management Thought.

**Unit – III** Planning & Organizing: Its nature & purpose types of plans. Planning steps & process. Management by Objectives (MBO), Decision Making, Forecasting, Organizational Design & Organization Structure, Power & Distribution of Authority.

**Unit- IV** Motivation, Leadership & Direction: Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Job Enlargement & Job Enrichment, Special Motivation Techniques, Definition & Approaches to Leadership, The principal Tasks of Leadership Role & Principles of Direction.

**Unit-V** Controlling: Concept & Process of Control, Principles of Controlling, Types of Controls, and Human Aspects of Controls.

**Suggested Readings:**

1. Stoner, James A.F. etc *Management 6<sup>th</sup> ed.* New Delhi, Prentice Hall India, 1998
2. Wehrich, H and Koontz. H., *Management- A Global Perspective 10<sup>th</sup> ed.* New York, McGraw Haill, 1994.
3. Agarwal, R.D. *Organiztion and Management, New Delhi, Tata McGraw Hill 2000.*
4. Sherlekar, S.A. and Sherlekar, V.S, *Modern Business Organization & Management- Systems Approach Mumbai, Himalaya Publishing House, 2000.*

**Remark:**

**BBA -102**  
**English Language & Communication Skills**

Marks: 100

**Unit-I** Significance of English Language: Different views, punctuation of English words, sound, symbols and attributes of good speech.

**Unit-II** Communication: Process, role, element, oral & written communication.

**Unit-III** Types of Communication: Effective verbal and written communication dyadic communication.

**Unit-IV** Business Communication: Business communication and document preparation technical description.

**Unit-V** Usage and Techniques: Essays, precise writing skills, presentation skill related to seminars, conferences, use of modern aids e.g. OHP, video conventions techniques.

**Suggested Readings:**

1. Wren, P.C & Martin, H., "English Grammar Composition".
2. Tondon, Seth, Agarwal, Maheswari, "The Art of English Grammer & Composition.
3. Sinha, K.K., "Business Communication".

**Remark:**

**BBA-103**  
**Micro Economics**

Marks: 100

**Unit-I** Introduction: Definition, Nature & scope of Economics, Micro Economics & Macro Economics, and Subject matter of Micro.

**Unit-II** Theory of Consumer Behavior: Marginal Utility Analysis, Indifference Curve Analysis-Meaning & Characteristics, Price Line, Budget Line, Consumer's Equilibrium, Income Effect, substitution Effect.

**Unit-III** Demand Analysis: Meaning, Type, Law of Demand, and Its Exceptions, Demand Curve, Demand Schedule, Elasticity of Demand, Types & measurement.

**Unit-IV** Production and Cost Analysis: Meaning & Importance, Factors of Production, Production Function, Meaning & Types of Cost, Short Run, and Long Run cost curves.

**Unit-V** Market Analysis: Meaning of Market, Classification & size of Market, Perfect & Imperfect Competition, Monopoly, Oligopoly, Price determination under Monopoly & Perfect.

**Books Recommended:**

1. Koustsoyiannis, A (1917), *Modern, Micro Economics*, London, Macmillan.
2. Ahuja H.L. (2001) *Modern Economics, Theory & Practice* S. Chand & Company, New Delhi

**Remark:**

**BBA-104**  
**Statistics for Business Decision**

Marks: 100

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**Unit-I** Introduction: Meaning & Importance of Quantitative Techniques in Business.

**Unit-2** Data Analysis: Measures of Central Tendency & Dispersion, Skewness & Kurtosis, Arithmetic, Geometric & Harmonic Mean, Mode, Median, Quartile & their Physical Significance, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Measures of Skewness & Kurtosis.

**Unit-III** Probability Distribution: Two Types of Random Variables, Probability Distribution of Discrete Random Variable, Binomial & Poisson Distribution, Probability distribution of Continuous Random Variable, Normal Distribution.

**Unit-IV** Correlation & Regression: Scatter Diagram, Karl Pearson's Coefficient of Correlation Rank & Correlation, Coefficient, Determination of Simple Linear regression, Method of least square Lines of Regression & their Application.

**Unit-V** Index Number: Meaning & preparation of Simple & Weighted Index numbers. Cost of living index Laspyere's. Paasche's & Index Number.

**Suggested Readings:**

1. Business Statistics S.P. Gupta
2. Fundamentals of Statistics D.N. Elhance

**Remark:**

**BBA – 105**  
**Basic Accounting**

Marks: 100

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**Unit-I** Conceptual framework- Meaning Concepts, Convention, Scope, Importance of Accounting.

**Unit-II** Recording: Account, Double Entry System of Bookkeeping, Rules of Bookkeeping, Journals.

**Unit-III** Classification & Summarizing: Ledger Posting and Preparation of trial balance, Managing & Importance of trial balance.

**Unit-IV** Analyzing: Manufacturing, Trading, Profit and Loss Accounts and Preparation of balance sheet with adjustments.

**Unit-V** Depreciation accounting: Meaning and importance, Method of depreciation Straight lines and written down values.

**Suggested Readings:**

1. Khan & Jain Management Accounting-TMH
2. S.N. Maheswari & S.K. Maheswari, an Introduction to Accountancy, Vikas Publishing House.
3. Williams, Haka, & Bettner, Financial and Managerial Accounting, Tata MC Graw Hill.

**Remark:**

**BBA-106**  
**Computer Fundamental – Theory**

Marks: 100

**Unit-I Introduction to Computers:** Definition of Electronic Computer, History, Generations, Characteristics and Application of Computers, Classification of Computers, Computer Hardware, CPU, RAM/ROM, Various I/O devices, Peripherals, Storage Media, Software Definition, Role and Categories, firmware and Human ware.

**Unit-II Programming Language Classification & Program Methodology**  
**Computer Languages:** Generation of Languages, Translators, Interpreters, Compilers, Compilers, Flow Charts, Dataflow Diagram, Assemblers, Introduction to 4 GLs, Digital Devices and Basic Network Concepts.

**Unit-III Data Communication & Networks:** Basic concepts of Computer Networks, Networking of computers-Introduction of LAN and WAN, Network Topologies.

**Unit-IV Internet and Web Technologies**

**Internet & World Wide Web:** Hypertext Markup Language, DHTML, WWW, Gopher, FTP, Telnet, Web Browsers, Net Surfing, Search Engines, Email.

**Unit-V Concepts in Operating System, Office Tools and Data Management, Introductory concepts in operating system & Data Management:** Elementary Concepts in Operating System, textual Vs GUI Interface, Introduction to DOS, MS Windows, Ms office Tools, MS WORD, MS EXCEL, MS Power Point.

**Unit-VI IT Industry Trends, Careers and Application in India:** Application to IT to Areas like E-Commerce, Electronic Governance, Multimedia and Entertainment.

**Unit-VII Information Representation:**

Introduction to Information representation in Digital Media, Text, image, graphics, Animation, Audio, Video etc., Introduction to JPEG, MPEG, MP3 & AVI

**Suggested Readings:**

1. D.S. Yadav “ Foundations of IT” New Age, Delhi
2. Curtin, “ Information Technology: Breaking News”, TMH
3. Rajaraman, “ Introduction to Computers” PHI
4. Nelson, “Data Compression” BPB
5. Peter Nortans “Introduction to Computers” TMH
6. Leon & leon “Fundamental of information Technology” Vikas
7. Kanter, “Managing Information System”

**Remark:**

**BBA-201**  
**Organizational Behavior**

Marks: 100

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**Unit –I** Organizational Behavior: Concept and Approaches of OB, Influence of Socio-cultural environment of human behavior, Models of Individual Behavior, Personality, Perception, Learning, Motivation.

**Unit-II** Inter Personal and Group Behavior: Interpersonal Behavior, Individual Difference nature, Types and Causes, Group Dynamics-Formal & Informal Groups, Group Cohesiveness.

**Unit-III** Problems of Human Relations: Conflict-Types & Causes, Conflict Management, Employee Grievance Handling Discipline, Counseling.

**Unit-IV** Communication: Concept, Types, Process & Importance of Communication.

**Unit-V** Organizational Development & Change: OD-Concept, Process & Techniques, Organizational Change-Need, Process, Resistance to Change, Overcoming Resistance to Change.

**Suggested Readings:**

1. Luthans, Fred “Organisational Behaviour” IRWIN McGraw-Hill, 1998
2. Robbins, Stephen P. “Organisational Behaviour” Prentice Hall of India, 1998.
3. Singh Y.P., & Pradeep Kumar, Organisational Behaviour, Cyber Tech. Delhi.
4. Aquinas P.G., Organisational Behaviour, Excel Books, Delhi.
5. Ashwathappa K., Organisational Behaviour, Himalaya Publishing House.

**Remark:**

**BBA-202**  
**Business Communication**

Marks: 100

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**Unit-I** Communication: Meaning & Importance of Communication, Essentials of an effective communication, and Barriers to effective communication Channels of Communication.

**Unit-II** Types of Communication: Written or verbal communication, Formal & Informal Communication, Up-downward communication.

**Unit-III** Commercial Correspondence: Essentials of a good commercial correspondence Components of commercial correspondence, Different types of commercial correspondence & their drafting, Letter of Enquiry, Letter of credit order, complaint letter to insurance company & Banks.

**Unit-IV** Official Correspondence: Essentials of good official Correspondence Different types of official correspondence & their drafting official letters. Semi-official letters, Circulars, Memo, Equality, Unemployment education.

**Unit-5** Press Communication: Essentials of Press Communication-Different Types of Press Communication & their drafting Inviting Tenders, Press Note, and Advertisements.

**Suggested Readings**

*Communication Management*

*Parag Diwan*

*Contemporary Business Communication*

*Scot Ober*

*Business Communication*

*T.N. Chhabra, Sun India Publication Delhi*

**Remark:**



**BBA-203**  
**Business Environment**

Marks: 100

**Unit-I** Introduction: Nature & Scope of Business, Environmental Analysis: Objectives, Process, and Uses & Limitations. Different Environments of Business.

**Unit-II** Consumer Protection Act, 1986

**Unit-III** The Monopolies and Restrictive Trade Practices Act 1969, Industries (Development and Regulation) Act 1951).

**Unit-IV** Political & Socio-Cultural Environment: Political Institutions, Constitution of India, State Intervention, Government in Business, Social Responsibility of Business, Sustainable Development, Business Ethics, Corporate Governance.

**Unit-VI** Economic Environment: Basic Economic Systems, Industrial Policy: Rationale & Objectives, Economic Liberalization, Privatization, Disinvestments, Pricing and Distribution controls.

**Suggested Readings:**

1. Aswathappa, K. *Essential of Business Environment 7<sup>th</sup> ed.* Mumbai, Himalaya Publication House-2002
2. Cherunilam, f *Business Environment 11<sup>th</sup> ed.* Mumbai, Himalaya Publishing House-2002.
3. Taxman, *Students Guide to Economic Laws, 2000*
4. Gulshan & Kapoor, *Business Law including Company Law, New Age.*

**Remark:**

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**Unit-I** Introduction: Meaning, Nature and importance, social accounting: Its uses preparation of social accounts in closed and open economy.

**Unit-II** National Income: Meaning and concepts GNP, NNP, NI, PI, DI, Measurement of National Income, Definition & Function of Money.

**Unit-III** Trade Cycle: Meaning, characteristic, Phases, Theories of Trade cycle, climate theory, psychological theory, Under-consumption theory, Monetary theory, over-investment theory.

**Unit-IV** Inflation: Definition, Inflationary Gap, Inflation Process, demand pull and cost-push inflation, causes of inflation, control of inflation, Monetary measures, Fiscal measures, Non-monetary measures.

**Unit-V** Saving and Investment: Concept, Determinants of Saving, Saving: A Virtue or Vice, Saving and Investment Equality, Unemployment Equilibrium.

**Suggested Readings:**

1. Gupta, G.S. *Macro Economics, Theory & Applications* (2001). Tata McGraw- Hill Publishing Company Limited, New Delhi.
2. Bhaduri, Sunil *macro Economics, Central Publishers, Kolkata.*

**Remark:**

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**Unit-I Final Accounts of Company**

Methods of Presenting final Accounts: Horizontal, Vertical and summary Form of Presenting Income statement; Comparative and Common Size Statement.

**Unit-II Company Accounts**

Accounting Treatment for Shares & Debentures

**Unit-III Financial Statement of No-For-Profit Organizations**

Receipts and Payment Account, Income & Expenditure Account

**Unit-IV Use of Computers in Accounting**

Role of Computers in Accounting Financial Accounting Software: Tally

**Unit-V Application of Tally: Practical**

**Suggested Readings:**

1. *“Financial Accounting” by P.C. Tusian, Pearson Publication*
2. *“Financial Accounting” by S N Maheswari*
3. *“Financial Accounting” by S.M. Shukla*
4. *“Financial Accounting” by R. Narayanswamy, PHI*
5. *“Financial Accounting by Ashok Benerjee, Excel Books*

**Remark:**

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**Unit-I Quadratic and Simultaneous Equations-**

Methods for solution, Nature of roots, simultaneous equation in two unknowns, simultaneous equations in three or more than three unknowns.

**Unit-II Progressions-**

Arithmetical progression, geometrical progression and harmonical progression.

**Unit-III Sets-**

Types, operation with sets, union, intersection, algebra of sets, Venn diagram, Application of set theory, Cartesian product.

**Unit-IV Matrices and determinants-**

Definitions, types, algebra of matrices, multiplication, transpose, determinants, properties of determinants, Cramer's rule, Ad joint, inverse of a matrix.

**Unit-V Interest-**

Simple interest, compound interest.

**Unit-VI Logarithms-**

Calculation of logarithm of a number, antilogarithm.

**Profit & loss and discount related problems.**

**Suggested Reading:**

1. *Business Mathematics, Quazi Zameerudding, V.K. Khanna.S.K. Bhambri ( Vikas Publishing House)*
2. *Business Mathematics, Dinesh Khattar (CBS Publishers)*

**Remark:**

**BBA-301**  
**Human Resource Management**

Marks: 100

**Unit-I** Introduction: Concept, Importance & Functions of Human Resource Management, Personnel management and Human Resource Management, Resource Planning.

**Unit-II** Employment of Personnel: Recruitment & Selection, Orientation, Placement, Promotion, Demotion & Transfer.

**Unit-III** Training & Development: Need, Importance, and Techniques

**Unit-IV** Performance Appraisal: Concept, Process, Importance & Methods, Job Enrichment & Job Enlargement.

**Unit-V** Remuneration: Need for a Wage Policy, Devising a Wage Structure; Individual & Group Incentive Plans, National Wage Policy, Wage determination & fixation of India.

**Suggested Readings:**

1. *Mamoria, C.B. & Gankar, S.V. "Personnel Management" Himalaya Publishing House, 2001*
2. *PELippo, Edwin B., "Personnel Management"*
3. *Ahuja & Shukla, Human Resource Management, Kalyani Publishers.*
4. *Ashwathappa K., Human Resource and Personnel Management TMH.*

**Remark:**

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**Unit-I** Indian contract Act, Contract meaning, Essentials, consideration, capacity

**Unit-II** Free consent, Void Agreement, Quasi contracts Performance, discharge,

**Unit-III** Indian Partnership Act: Partnership: meaning, essentials, rights & obligations of Partners, dissolution of Partnership.

**Unit-IV** Indian companies Act: Company: Formation (registration, incorporation) commencement of business, memorandum, Articles, Prospective

**Unit-V** Shares, Directions, Meetings, Winding-up

**Suggested Readings:**

*Company Law, Avtar Singh*

*Mercantile Law, Avtar Singh*

*Mercantile Law, Rohini Goel (Taxman)*

*Business Laws & Economic Legislations, V.R. Raju, HPH*

**Remark:**

**BBA-303**  
**Management Accounting**

Marks: 100

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**Unit-I** Definitions, scope, function, importance & limitations of management. Accounting, distinction between management accounting, financial accounting & cost accounting, role.

**Unit-II** Cash flow statement-Meaning, objectives, users and limitations of cash flow, CVP analysis, problems in cash flow analysis.

**Unit-III** Differential costing/Increment analysis as tool of decision making-concept of incremental cost, sunk cost, relevant & irrelevant costs etc.

**Unit-IV** Product and price decisions- Accepting the special order. Continue to operate or shut down.

**Unit-V** Make or but decisions-Adding or dropping the product line sell now or process in future.

**Suggested Readings:**

*Cost Accounting*

*N.K. Prashad*

*Management Accounting*

*Khan & Jain*

*Management Accounting*

*Nisar Ahmad, Anmol Publications*

*Financial, Cost & Management Accounting,*

*P. Periaswamy, HPH*

**Remark:**

**BBA-304**  
**Marketing Management**

Marks: 100

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**Unit-II** Meaning, Scope & Importance of Marketing, Old and New Concept of Marketing, Distinction between selling and marketing, Marketing Environment, Segmenting, Targeting and Positioning.

**Unit-II** Marketing Mix. - Concept of Product, Consumer Product and Industry Product, Product Planning and Development, packaging, Branding, Concept of Product life cycle.

**Unit-III** Importance of Pricing, Functions in Marketing affecting the price of a product/ Service, Price Decisions- Initial Price setting, Discount etc.

**Unit-IV** Distribution : Channel of distribution; Meaning and Importance, Factors affecting the choice of distribution channel, Distribution Middlemen: Their Role, Function and types Relating and whole selling

**Unit-V** Promotion: Promotion Mix, Advertising, Publicity, Sales Promotion and Personal Selling.

**References**

Kotler, Phillip "Marketing Management, Analysis, Planning Implementation

**Remark:**



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**Unit-I** Nature and Scope of International Business, types of international business, importance of international business, growing relevance of international Business.

**Unit-II** Introduction of International Trade, Meaning and Need of International Trade, Difference between Domestic and international Trade, Need for separate theory of International Trade, Theories of International Trade, Gains from international Trade/Foreign Trade.

**Unit-III** Government influence on trade:- Free Trade v/s protectionism, Balance of payment, Current Account and Capital Account, Disequilibria in Balance of Payment, Its causes, consequences and cures.

**Unit-IV** International Economic Institutions:- IMF, World Bank, WTO

**Unit-V** Foreign Exchange Market: - meaning and need, functions, Financing Foreign Trade: - payment terms: - Letter of Credit, Documents: - Bill of lading, Commercial Invoice.

**Suggested Readings:**

1. *International Trade, Francis Cherunilam (Tata McGraw Hill)*
2. *International Business, Francis Cherunilam (PHI)*
3. *International Trade, Raj Agarwal (Excel Publications)*
4. *International Business, V. Sharan, Pearson Education)*

**Remark:**

**BBA-306**  
**Financial Management**

Marks: 100

**Unit-1** Introduction: (8 Sessions) Concept of finance, Scope and Objectives; Profit Minimization Vs Wealth Maximization, Organization of Finance Function, Functions of Finance Manager, Time value of Money.

**Unit-II** Financing Decision: (10) (Sessions) Operating, Financial leverage and Combined, Cost of capital-Equity, Debt. Preference shares, Retained Earning and Weighted Average cost of Capital, Capital Structure Theories.

**Unit-III** Working Capital: (8) (Sessions) Concept, Factors affecting Working Capital Requirement Working Capital Finance and components of working capital, Overview of cash, Inventory and Receivables Management.

**Unit-IV** Investment Decision (8) (Sessions) Capital Budgeting- Natures and Importance, Techniques of Capital Budgeting-Discounted and None Discounted.

**Unit-V** Divided Decision- (6) (Session) Concept of retained earning and Plough back of profits, Walter's and Gordon's Model, Factor affecting dividend decision.

**Suggested Reading:-**

1. *Financial Management, I.M Pandey (Vikas)*
2. *Financial Management and Policy, Van Horne (Pearson Education)*
3. *Financial Management, Khan & Jain (Tata McGraw-Hill)*
4. *Financial Management, R.P. Rustagi (Galgotia)*
5. *Financial Management, P. Chandra, TMH*
6. *Fundamentals of Financial Management, V. Sharam, Pearson Education*

**Remark:**

**Production and Operations Management**

**Unit-I** Production and Production System Productivity, Types of Productivity, Productivity Index Techniques to improve productivity & benefits of Productivity to the organization.

**Unit-II** Site selections for plant location, factories that effect site selection process selection- Production process, benefits and draw backs of each process. Control for mass, bathc and job production, flow process charts.

**Unit-III** Tools used in the Industry, Material handling equipments, Inventory planning, Maintenance Management, Types of maintenance plans, TPM-Japanese approach.

**Unit-IV** Forecasting technique for production planning, Product life Cycle PPC (Production planning and control) Time and motion study.

**Unit-V** Quality assurance certifications, ISO 9000 series, TQM Kaizen, Different types of statistical control models.

**Suggested Reading:**

1. *Chunawalla & Patel "Production and operation Management" , Himalaya Publishers*
2. *Agarwal & Babasubramanium " Industrial Engineering" . Pragati Prakashan*
3. *Nair N.G. " Production and Operations Management" , Tata Mac Grawhill*
4. *Ramamurthy P., Production and Operatinons Management, New Age International.*
5. *Water D., Operations Management, PHI*

**Remark:**

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**Unit-1 The Multidisciplinary Nature of Environmental Studies**

- Definitions, Scope and importance
- Need for public awareness of environmental degradation; Disaster Management; Floods, earthquake, cyclone and Landslides.

**Unit-II Natural Resources: Renewable and non – renewable:**

- Forest resources: Use and over-exploitation-deforestation. Case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- Water resources: Use and over utilization of surface and ground water. Floods, drought conflicts over water, dams-benefits and problems.
- Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources and case studies.
- Food resources: World food problems, changes caused by agriculture and overgrazing effect of modern agriculture, fertilizer-pesticide problems, water logging, salinity and case studies.
- Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- Land resources: land as are source land degradation, man induced landslides, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

**Unit-III Ecosystem**

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types characteristic lectures, structure and function of the following ecosystem:-

**Remark:**

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**Unit-I** Definition of Important Term used in Income Tax, Agricultural Income, Gross Total

**Unit-II** Types of Resident, Individuals, H.U.F., Firms & other Association of persons, Companies, Scope of Total Income on fee basis of Residence Exceptions from Tax.

**Unit-III** Computations of Income under the Head “Salaries”, Computation of Income under the Head “House Property”, Computation of Income from Business & Profession.

**Unit-IV** Computation of Income from Capital Gains & Other Sources.  
Computation of total Income of an individual clubbing & set of & carry forward of losses.

**Unit-V** Deductions (u/s 80 D to SOU) Rebate & Relief Assessment of total income

**Suggested Reading:**

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| 1. <i>Students Guide to Direct Taxes</i> | <i>Dr. V.K. Singhania</i> |
| 2. <i>Direct Taxes</i>                   | <i>Dinkare Pagare</i>     |
| 3. <i>Income tax law &amp; Practice</i>  | <i>H.C. Mabhotra</i>      |

**Remark:**

**BBA-404**  
**Research Methodology**

Marks: 100

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**Unit-I** Meaning, Importance, Research in Management Functions, Research for Decision Makers.

**Unit-II** Research Design, Research Process, Defining the Research Problem & Formulation of Hypothesis.

**Unit-III** Data: Source of Data, Data Collection techniques, Designing & questionnaire, Questionnaire Vs Schedule, Sampling Scaling Techniques.

**Unit-IV** Data Analysis, Statistical tools used in Data Analysis.

**Unit-V** Project Report Writing, Types of Reports, Layout of Research Report, Presentation and Submission of Reports.

**Suggested Reading**

1. *Kothari C.R., Research Methodology*
2. *Luch et al, Marketing Research*
3. *Berry G.C. Marketing Research*

**Remark:**

**BBA-405**  
**Indian Economics**

Marks: 100

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**Unit-I** Meaning of Economy, Meaning of Colonialism, British rule & Exploitation of India

**Unit-II** Nature of Indian Economy as a: Developing Economy Mixed Economy, Dualistic Economy.

**Unit-III** Public Sector, Private Sector, Co-operative Sector, Small-Scale Sector: Their Role, Performance & Importance.

**Unit-IV** Poverty & Unemployment: Their Meaning & Indian Scenario

**Unit-V** Industrial Policy: Meaning & Objectives, Industrial Policy 1956 & 1991, Industrial Sickness in India.

**Suggested Reading:**

1. *Dhingra, I.C, & Garg, V.K, Economic Development & Planning, Sultan Chand & Sons*
2. *Rudradutta & Sundaram, Indian Economy, HPH*

**Remark:**

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**Unit-I** Introduction to e-commerce and its applications, types of e-commerce solutions, e-commerce framework, categorization (B2B, B2C, C2C, G2B, G2C)

**Unit-II** Introduction to e-commerce laws, transactions security, digital documents

**Unit-III** Electronic data interchange (EDI), EDI applications in business

**Electronic payment systems:** Introduction to banking network in online commerce, digital economy, electronic funds transfer (EFT), SWIFT, smart cards, bar coding.

**Unit-IV** Consumer search, information search and retrieval, information filtering, digital copyrights, public policy issues, internet governance, internet service providers, internet connectivity options.

**Unit-V** Internet marketing, commercial issues, infrastructure issues, social and cultural issues, dot coms, emerging trends.

**Suggested Readings:**

1. *e-commerce, A managers guide to e-business* by Parag Diwan and Anil Sharma, Excel Books
2. *electronic commerce, A managers guide* by Ravi Kalakota and Andrew B Whinston, Addison Wesley (Pearsons Publication)
3. *Frontiers of e-commerce* by Kalakota and Whinston, Pearsons publications
4. *E-Commerce* by Murthy, Himalaya Publishing House, Delhi

**Remark:**



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**Unit-I** Introduction: Nature and Scope of Business Policy, Concept of Corporate Strategy, Levels of Strategy, Strategic Decision Making and its Issues.

**Unit-II** Strategic Management: The Process, Models and their importance. Strategists and their role in Strategic Management.

**Unit-III** Strategy Formulation: Hierarchy of Strategic Intent, Environmental Appraisal, Organizational Appraisal, Corporate and Business level Strategies, Strategic Analysis and Choice.

**Unit-IV** Strategy Implementation: Aspects, Structural, Behavioral & Functional Implementation.

**Unit-V** Strategic Evaluation and Control: Control, Operational Control, Techniques of Control, Managing Strategic Change, Strategic Management Case Analysis Techniques.

**Suggested Readings:**

1. Kazmi, A *Business Policy & Strategic Management 2<sup>nd</sup> ed.* New Delhi, Tata MC Graw Hill, 2002.
2. Miller, A & Dess. G.G. *Strategic Management 2<sup>nd</sup> ed.* New York. McGraw Hill, 1996
3. Banerjee, B.P. *Corporate Strategies New Delhi, Oxford University Press. 1999.*
4. Pearce. J.A. & Robinson, R.B. *Strategic Management 3<sup>rd</sup> ed.* New Delhi ATTBS, 1997

**Remark:**

**BBA-502**  
**International Marketing**

Marks: 100

**Unit-I** Nature, Scope & Challenges in International marketing, Difference between international marketing and domestic marketing, international orientation.

**Unit-2** Trends in India's foreign trade, modes of entry into international market, institutional infrastructure for export promotion, EOU, EPZs, SEZs

**Unit-3** International marketing environment, international strategies related to product, price, promotion and distribution.

**Unit-4** International Economic institutions:- IBRD, IDA, IFC, IMF

**Unit-5** Ex-im policy marketing protection & barriers, multinational corporation – definition, types of MNCs, disadvantages and advantages of MNCs.

**Suggested Readings:**

1. *International Business Francis Cherunilam (PHI)*
2. *International Marketing, Sak Onkvisit & John J Shaw*
3. *International Marketing, RL Varshney & B. Bhattacharya (Sultan Chand)*
4. *International Business, Subba Rao (Himalaya Publishing House)*

**Remark:**

**Industrial Relations & Labour Laws**

**Unit-I** Industrial Relations: Definition & Approaches of Industrial Relations, Industrial Conflicts, Types & Causes of Industrial Conflicts, Industrial Relation Policy.

**Unit-II** Industrial disputes: Preventive Measures, Bipartite & Tripartite Bodies, Ethical Codes, Standing Orders, Grievance Procedure, Collective bargaining, Workers Participation in Management.

**Unit-III** The Factories Act, 1948: Scope Definitions, Approval of Licensing & Registration of Factories the Inspection Staff, Health Safety, Welfare, Working Hours of Adults, Employment of Women & Young persons Leave with Wages, Penalties & Procedure.

**Unit-IV** The Industrial Disputes Act, 1917: Scope & Object, Definition, Authorities, Notice of change Reference Settlement of Industrial Disputes, Strikes & Lock-outs, Lay off & Retrenchment.

**Unit-V** The Workmens Compensation Act 1923: Object, Definition, Employer's Liability for Compensation, Amount of Compensation, Appeals

**Unit-VI** The Trade Union Act 1926: Object Definition, Registration, Rights & Liabilities of office Bearers Change of name. Amalgamation, Discussion & Returns.

**Unit-VII** The Payment of Wages Act, 1936: Object, Definitions, Application of the Act, Deductions, Maintenance of Registers & Authorities Claims.

**Suggested Reading:**

*Industrial relations*      *Arun Monappa*

*Bare Acts*

*Industrial Law*      *P.L. Malik*

**Remark:**

**BBA-504**  
**Financial Markets & Institutions**

Marks: 100

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**Unit-1 (8 Sessions)** An overview of financial institutions, Role of Financial Institution, fundamentals of financial Market, Functions of financial markets, recent trends in Indian financial Market.

**Unit-2 (6 Sessions)** Types of financial institution, Money market & capital market institution, types of financial markets money markets, primary markets, secondary markets, overview of forward markets, option markets, forex market.

**Unit-3 (10 Sessions)** Reserve Bank of India:- role & functions, commercial Ban – role, functions, Structure & Performance.

**Unit-4 (6 Session)** Development Bank:- Overview, Role & Functions.

**Unit-5 (10 Session)** Mutual Funds – Introduction, Functions of mutual funds, management of other financial Institutions venture capital (concept function of venture capital)

**Suggested Reading:-**

1. *The Indian financial System, Vasant Desai (Himalaya Publishing House)*
2. *Management of Indian financial Institutions, R.M. Srivastava (Himalaya Publishing House)*
3. *Indian financial System by Khan & Jain.*

**Remark:**

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**Unit-I Advertising Management**

Introduction, Nature and Scope, role Social and Legal Aspects of Advertising.

**Unit-II Advertising & Consumer Behaviour:**

The Marketing Communication Process, Communication Mix, Attitude Measurement, Problems in Measuring & Scaling.

**Unit-III Message Strategy:**

Advertising Plan, Media Mix, Media Selection, Advertising Copy, Message tactics, Creative Approach, Measuring Advertising Effectiveness.

**Unit-IV Sales Management**

Definition & Objective, Theories of Selling, Personal Selling Process, The Sales organization: Purpose & types, Techniques for setting up a sales organization, Role & Responsibilities of a Sales Manager.

**Unit-V Sales Force Management:**

Recruitment, Selection & Training, Controlling using Territories & Quotas, Sales Meetings & Contests, Evaluation & Supervision of Salesperson.

**Suggested Readings:**

1. *Advertising Management, Chunawala & Sethla*
2. *Advertising Management, Mohan Mahendroo*
3. *Sales Management, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni.*

**Remark:**

**BBA-506**  
**Consumer Behaviour**

Marks: 100

**Unit-I** Consumer's need and motives, Consumer as a perceiver and learner, Influence of personality and attitude on buying behaviour, Cultural, Social and economic factors affecting consumer behaviour, Consumer attitude formation and change.

**Unit-II** Factors affecting purchase decision, fundamental process of sensation, perception, emotion, motivation, cognition, consumer decision-making.

**Unit-III** Group influences: Role, status, norms, family influences life cycle effects, family decision making.

**Unit-IV** Nicosia and Howard sheth model of consumer behaviour, VALS typology of market segmentation

**Unit-V** Adoption and diffusion of innovation, cognitive dissonance, socio- economic and cultural aspects of Indian consumer market.

**Suggested Readings:-**

*Consumer Behaviour*

*Schiffman. LG and Kanuk, LL*

*Consumer Behaviour*

*Louden*

*Marketing and consumer behaviour*

*Vyas, Sham, Babu*

*Consumer behaviour in India perspective*

*Nair, R. Suja*

**Remark:**

**BBA-601**  
**Management Information System**

Marks: 100

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**Unit-I** Definitions of MIS, Meaning & role of MIS, comparison of manual and computerized information system, Types of information systems, Managerial use of information systems, Type of information systems, Managerial use of information systems, Sources & users of information system in the organization, framework of MIS, development of Information systems Information needs based on the hierarchy of management, Reasons for success and failure of information systems.

**Unit-II** Hardware and software selection for implementation of information systems, Introduction to LAN, Wan, Types of software, operating systems, Introduction of databases - fields records, need for databases, users training, DSS systems, Executive information system Expert system.

**Unit-III** Information systems planning to support long and short-range operations, Systems approach to development of information systems, Role of information systems in integrating the various functional departments in an organization.

**Unit-IV** Systems analysis – Systems development Life Cycle, Attributes of a systems Analyst. Top management support in MIS implementation, Tools used by the systems analyst DFD. Decision tables.

**Unit-V** Case studies related to MIS implementation in various organizations

**Suggested Reading:-**

*James O Brian: “ Management Information Systems” Galgotia publications*

*Rajaraman V “Systems Analysis and design of Information system “Eastern Economy Edition.*

*Elias M. Awad “Management Information Systems”, Galgota publications*

*David Olson “Management Information System”, tattoo Mac Grawhill*

*Jawadkar W.S. “Management Information Systems” Tata Mac Grawhill*

**Remark:**

**Entrepreneurship & Small Business Management**

**Unit-I** Introduction: The New Concept of Entrepreneur, Entrepreneurial Functions, Entrepreneurial skills, Nature and importance, Types of entrepreneurs, Women Entrepreneurs.

**Unit-II** Entrepreneurship; Theories, Environment, Strategies and barriers of entrepreneurship; Creativity and innovation; Entrepreneurship Development Programmers.

**Unit-III** Establishing Small Scale Enterprise: Opportunities Scanning, Market Assessment for Small Scale Enterprise, Selection of site and choice of Technology; Project formulation and project report.

**Unit-IV** Institutional Support for SSI; Incentives & Subsidies for Small units; Technological up gradation, Marketing & Financial management in Small Enterprises; Sickness in SSI sector.

**Suggested Readings:-**

*Shukla, M.B. "Entrepreneurship and Small Business Management" Kitab Mahal, Allahabada*

*Sali, Bhanu. "Entrepreneurship Development*

*Desai Vasant. "Management of Small Industry"*

*Desai, Vasant. Dynamics of entrepreneurial Development and Management.*

**Remark:**



**BBA-603**  
**Project Management**

Marks: 100

**Unit-I** Project Management- Nature, concept, Process of project management, Different types of needs leading to different types of projects under BMRED (Balancing, Modernization, Replacement, Expansion and Diversification)

**Unit-II** Project identification, generating and screening of project ideas, market and demand analysis, preliminary screening of projects, monitoring of environment.

**Unit-III** Financial techniques for project appraisal and feasibility, Capital Budgeting- discounted cash flow and non-discounted cash flow methods, social cost benefit analysis and economic rate of return.

**Unit-IV** Project Financing: - Sources of development finance, Institutional finance to entrepreneurs, Project financing in India.

**Unit-V** Project Review and Administrative Aspects-Performance evaluation, abandonment analysis Behavioral issues in Project abandonment, administrative aspects of capital budgeting.

**Suggested Readings:-**

1. *Projects planning, analysis selection, implementation & review, prasanna Chandra (Tata Mc-Graw-hill)*
2. *Project management, Vasant Deasi (Himalaya publishing house)*

**Remark:**

**BBA-604**  
**Rural Marketing**

Marks: 100

**Unit-I** Introduction: Importance of rural management, Agricultural and Non-Agricultural Section of Economy.

**Unit-II** Rural Development: Issues in rural development, Major problems of rural India, Schemes and policies for rural development.

**Unit-III** Rural Marketing: Characteristics of rural consumers, Village economy sources, Marketing of seeds, fertilizers, pesticides and machinery.

**Unit-IV** Rural Finance: Rural Financial environment, Organization of rural credit supply, credit planning and implementation of credit programs for rural development, Saving and deposits mobilization in rural India, Financing of working capital and fixed capital, Monitoring, control and recovery of rural credit

**Unit-V** Co-operative Management: Co-operation: meaning and objectives, Development of Co-operatives in rural areas, Co-operative credit societies, Co-operative marketing, Evolution of some successful co-operative organizations.

**Suggested Readings:-**

*Sadhu & Singh, : "Fundamentals of Agricultural Economics" Himalaya Publishing House.*

*Desai R.G. "Agricultural Economics" Himalaya Publishing House*

*Singh S, "Rural Marketing Management" Vikas Publishing House*

*Singh, K., Rural Development – Principles, Policies and Management" Sage Publications*

**Remark:**

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**Unit-I** Nature and Definitions of Services. Differences in goods Versus Services Marketing. Services marketing Mix. Trends in Services Marketing. Classification of Different Types of Services.

**Unit-II** Positioning And Differentiation of Services, Positioning Process. Consumer Behavior in Services: Consumer Purchase Behavior in Services. Consumer Decision Making, Creating the service Product –Stages in New Service Development, Service Blueprint.

**Unit-III** Distributing Services – Distribution in Service Context, Services Distribution Planning, Options for Service Delivery, Key Intermediaries for Service Delivery and Strategies for Effective Service Delivery.

**Unit-IV** Marketing Research for Services, Marketing Planning for Services, Internal Marketing, Relationship Marketing.

**Suggested Readings:-**

*Service Marketing- The Indian Perspective By Ravi Shankar (Excel Books)*

*Service Marketing – People, Technology, Strategy By Christopher Lovelock & Jochen Wirlz (Pearson Education)*

*Service Marketing By Christopher H. Lovelock (Prentice Hall of India)*

*Service Marketing- Integrating Customer Focus Across the Firm By Valarie A. Zeithaml & Mary Jo Bitner. ( Tata Mc-Graw Hill)*

**Remark:**