

SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**Three year full-time programme
[Session: 2015-2018 Onward]**

1. Choice Based Credit System of evaluation:

Conversion of Marks to Grades and Calculations of GPA (Grade Point Average) and CGPA (Cumulative Grade Point Average):

In the Credit and Grade Point System, the assessment of individual Courses in the concerned examinations will be on the basis of marks only, but the marks shall later be converted into Grades by some mechanism wherein the overall performance of the Students can be reflected after considering the Credit Points for any given course. However, the overall evaluation shall be designated in terms of Grade. There are some abbreviations used here that need understanding of each and every parameter involved in grade computation and the evaluation mechanism. The abbreviations and formulae used are as follows:-

Abbreviations and Formulae Used

G: Grade

GP: Grade Points

C: Credits

CP: Credit Points

CG: Credits X Grades (Product of credits & Grades)

SGPA = $\frac{\sum CG}{\sum C}$: Sum of Product of Credits & Grades points / $\sum C$: Sum of Credits points

SGPA: Semester Grade Point Average shall be calculated for individual semesters. (It is also designated as GPA)

YGPA= Average of both semesters SGPA

CGPA: Cumulative Grade Point Average shall be calculated for the entire Programme by considering all the semesters taken together.

While calculating the CG the value of Grade Point 1 shall be consider Zero (0) in case of students who failed in the concerned courses i.e. obtained the marks below 40. After calculating the SGPA for an individual semester and the CGPA for entire programme, the value can be matched with the grade in the Grade Point table as per the TEN (10) Points Grading System and expressed as a single designated GRADE such as O, A, B, etc....

Marks	Grade	Grade Points
100-90	O	10
89-80	A	9
79-70	B	8
69-60	C	7
59-50	D	6
49-40	E	5
39 and Below	F (Fail)	0

Conversion of CGPA into Grades and Division shall be as follows:

CGPA	Grade	Division
9.0-10	O	Distinction
8.0-8.9	A	Distinction
7.0-7.9	B	Distinction
6.0-6.9	C	First
5.0-5.9	D	Second
4.0-4.9	E	Second
00-3.9	F (Fail)	Fail

Note: Final Mark List will only show the Grade, Grade points and Division and not the marks.

The scope of the subject, percentage of passing in theory and project will be governed as per following rules:

- In order to pass at the Semester I, II, III , IV,V & VI examinations and student shall obtain not less than 40% marks or E grade in each head of passing of every paper, that is to say separately in the Semester wise End examination , internal evaluation and in three heads of passing of project work.
- The results of successful candidates at the end of semester-VI shall be classified on the basis of CGPA obtained in all the four semesters. The candidates who pass all the semester examinations in the first attempt are eligible for ranks provided they secure Grade C and above.
- The results of the candidates who have passed the Semester-VI examination but not passed the lower semester examinations shall be declared as NCL (not completed lower semester examinations). Such candidates shall be eligible for the award of Degree only after completion of all the lower semester examinations.
- **CGPA for declaring Division/ class:**
Distinction CGPA 7 (Grade B) and above
First Class CGPA 6 (Grade C) and above
- Student successful at the Semester I, II, III, IV, V and VI examinations shall, on payment of the prescribed fee, receive a Degree in the prescribed form signed by the Vice-Chancellor.
- An unsuccessful student at the any semester wise end examination shall be eligible for reexamination on payment of a fresh Examination fee prescribed by the University.

COURSE CONTENT

Semester - I

Code	Paper Name	Total Hours	Marks		Total	Credit
			External	Internal		
BBA-101	Principles of Management	40	70	30	100	4
BBA-102	Business Communication	40	70	30	100	4
BBA-103	Business Laws	40	70	30	100	4
BBA-104	Computer Fundamentals and Applications	40	70	30	100	4
BBA-105	Financial Accounting	40	70	30	100	4
BBA-106	Viva – Voce (Internal + External)		70	30	100	2
Total		200	420	180	600	22

Semester – II

Code	Paper Name	Total Hours	Marks		Total	Credit
			External	Internal		
BBA-201	Principles of Marketing	40	70	30	100	4
BBA-202	Organizational Behavior	40	70	30	100	4
BBA-203	Principles of Economics	40	70	30	100	4
BBA-204	Financial Management	40	70	30	100	4
BBA-205	Business Statistics	40	70	30	100	4
BBA-206	Viva – Voce (Internal + External)		70	30	100	2
Total		200	420	180	600	22

Semester - III

Code	Paper Name	Total Hours	Marks		Total	Credit
			External	Internal		
BBA-301	Management information system	40	70	30	100	4
BBA-302	Business Economics	40	70	30	100	4
BBA-303	Cost & Management Accounting	40	70	30	100	4
BBA-304	Indian Banking System	40	70	30	100	4
BBA-305	Human Resource Management	40	70	30	100	4
BBA-306	Viva – Voce (Internal + External)		70	30	100	2
Total		200	420	180	600	22

Semester – IV

Code	Paper Name	Total Hours	Marks		Total	Credit
			External	Internal		
BBA-401	Indian Economics	40	70	30	100	4
BBA-402	Marketing Research	40	70	30	100	4
BBA-403	Company Law	40	70	30	100	4
BBA-404	Advertising Management	40	70	30	100	4
BBA-405	Industrial Psychology	40	70	30	100	4
BBA-406	Viva – Voce (Internal + External)		70	30	100	2
Total		200	420	180	600	22

Semester - V

Code	Paper Name	Total Hours	Marks		Total	Credit
			External	Internal		
BBA-501	Quantitative Techniques	40	70	30	100	4
BBA-502	Consumer Behavior	40	70	30	100	4
BBA-503	Income-Tax Law & Practice	40	70	30	100	4
BBA-504	Industrial Relations	40	70	30	100	4
BBA-505	Fundamental of E-Commerce	40	70	30	100	4
BBA-506	Viva – Voce (Internal + External)		70	30	100	2
Total		200	420	180	600	22

Semester - VI

Code	Paper Name	Total Hours	Marks		Total	Credit
			External	Internal		
BBA-601	Sales & Distribution Management	40	70	30	100	4
BBA-602	Industrial Law	40	70	30	100	4
BBA-603	Production & Materials Management	40	70	30	100	4
BBA-604	Entrepreneurship & Small Business Management	40	70	30	100	4
BBA-605	International Trade	40	70	30	100	4
BBA-606	Viva-Voce (Project Report Based)	40	70	30	100	4
Total		240	420	180	600	24

Summary of the Total Marks and Credits

Sr.no	Semester	Total Hours	Marks		Total	Credit
			External	Internal		
1	Semester-I	200	420	180	600	22
2	Semester-II	200	420	180	600	22
3	Semester-III	200	420	180	600	22
4	Semester-IV	200	420	180	600	22
5	Semester-V	200	420	180	600	22
6	Semester-VI	240	420	180	600	24
Total		1240	2520	1080	3600	134

Note: In BBA course 4 credits are given to each papers and each comprehensive viva-voce is given 2 credits. Maximum hours for each paper is 40.

SEMESTER – I

BBA-101: PRINCIPLES OF MANAGEMENT

UNIT-I

Introduction Concepts, Objectives, Nature Scope and significance of management Evolution of management thought-Contribution Taylor, Weber and Fayol management.

UNIT-II

Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

UNIT-III

Organizing: Concept, Objectives, Nature of organizing, Types of Organization, Delegation of authority, Authority and responsibilities, Centralization and Decentralization Span of Control.

UNIT-IV

Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Meaning. Importance, Styles, Supervision, Motivation Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

Suggested Books:

1. Pagare Dinkar Principles of Management
2. Prasad B M L Principles and Practice of Management
3. Satya Narayan and Raw VSP Principles and Practice of Management
4. Srivastava and Chunawalla Management Principles and Practice
5. Essentials of Management : Koontz 'O' Donnel
6. Functions and Process of Management : J. K. Jain

BBA-102: BUSINESS COMMUNICATION

UNIT-I

- COMMUNICATION PROCESS: Concept, objectives and importance.
- SYSTEMS OF COMMUNICATION: Formal and informal, Barriers to effective communication.

UNIT-II

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

UNIT-III

- 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.

UNIT-IV

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

BOOKS RECOMMENDED:

1. Communication Management: Parag Diwan Deep & Deep Publication Pvt. Ltd., New Delhi.
2. Communication Management: P. Rathnaswamy Theory and Practice, Deep & Deep Publications Pvt. Ltd., New Delhi.
3. Contemporary Business Communication: Scot Ober Deep & Deep Publications Pvt. Ltd., New Delhi.

BBA-103: BUSINESS LAWS

UNIT-I

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

UNIT-II

- 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.

UNIT-III

- 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, and Maturity.

UNIT-IV

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

BOOKS RECOMMENDED:

1. Mercantile Law : Avtar Singh
2. Indian Contract Act. : Avtar Singh
3. Indian Contract Act. : J. D. Jain
4. Bare Acts :

BBA-104: COMPUTER FUNDAMENTALS AND APPLICATIONS

UNIT-I

History of computing, Characteristics of computers, Limitations of computers, Basic computer organization, Generations of computers. Input-Output Devices :Keyboard, Mouse, Light pen, touch screens, VDU, Scanners, MICR, OCR, OMR, Printers and its type, Plotters, Microfilm, Microfiche, Voice Recognition and Response Devices.

UNIT-II

Storage Devices : Primary and Secondary Storage devices- RAM, ROM, Cached Memory, Registers, Storage Concept, Hard disk, Floppy disk, CD-ROM, Magnetic tapes and cartridges, comparison of sequential and direct- Access devices.

UNIT-III

Computer Software: Relationship between hardware and software, Computer languages- Machine language Assembly language, High-level languages, Compilers & interpreters, Characteristics of good language.

UNIT-IV

Operating System & Internet : Definition and functions of O.S. Batch Processing, Multi purposing, Multiprogramming, time sharing, On-line process, Real time process. Introduction to window-98, Internet & its uses, terminology of internet, Browser, Search engines, E-Mail, Video conferencing.

BOOKS RECOMMENDED:

1. Computer Fundamental Sinha, P.K.
2. Fundamentals of Computers Jain, V.K.
3. Operating System Godbole, G.B.
4. Window-98 Manual.
5. Internet Leon & Leon.
6. Computer fundamentals : Raja Raman, V. Phl, New Delhi
7. Personal Computer software: Jain, V. K.

BBA -105: FINANCIAL ACCOUNTING

UNIT-I

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

UNIT-II

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

UNIT-III

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

UNIT-IV

- 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.

BOOKS RECOMMENDED:

1. Accounting : Shukla and Grewal
 2. Accounting for Management : S. K. Bhattacharyya and others
 3. Higher Science of Accountancy : A. N. Agarwal
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SEMESTER – II

BBA-201: PRINCIPLES OF MARKETING

UNIT-I

Marketing : Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing.

UNIT-II

Segmentation : Concept, basis of segmentation, Importance in marketing Targeting : Concept Types, Importance; Positioning : Concept, importance, Brand positioning, Repositioning. Marketing Mix: Product : Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging.

UNIT-III

Distribution : Concept, importance, different types of distribution channels etc.

Price: Meaning, objective, factors influencing pricing, methods of pricing.

Promotion : Promotional mix, tools, objectives, media selection & management.

UNIT-IV

Marketing Research : Importance, Process & Scope Marketing Information Systems : Meaning Importance and Scope Consumer Behavior : Concept, Importance and factors influencing consumer behavior.

BOOKS RECOMMENDED:

1. Marketing Mgt. by Philip Kotlar (PHI)
2. Marketing by Etzet, Walker, Stanton
3. Marketing Management by Rajan Saxena
4. Shukla Ajit, Marketing Management, Vaibhav Publishers, Varanasi

BBA-202: ORGANISATIONAL BEHAVIOUR

UNIT-I

INTRODUCTION TO ORGANISATIONAL BEHAVIOUR

- Emergence of Organizational Behavior
- Basic concepts of the field
- Why to study behavior in Organization?

UNIT-II

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.

UNIT-III

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
- Leadership theories and models: Trait theories, Behavior theories, Leadership Styles.

CONFLICTS IN ORGANISATION

- Nature of Conflict, Reactions of Conflict, Managing Conflict.

UNIT-IV

ORGANISATIONAL CHANGE

- Forces of change
- Process for Planned Organizational Cultures

GLOBALISATION AND ORGANISATIONAL CROSS CULTURES

- The emergence of global organization

BOOK RECOMMENDED:

- Organizational Behavior (5th Edition): Moorhead/Griffin Deep and Deep Publications Pvt. Ltd. New Delhi.

BBA-203: PRINCIPLES OF ECONOMICS

UNIT-I

- 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.

UNIT-II

- 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.

UNIT-III

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.

UNIT-IV

- 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.

BOOKS RECOMMENDED:

1. Principles of Economics : M. L. Seth
2. Principles of Economics : K. K. Dewett
3. Micro Economics : M. L. Jhingan
4. Economics : Samuelson

BBA-204: FINANCIAL MANAGEMENT

UNIT-I

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

UNIT-II

- Cost of Capital: Concept cost of equity, Debt. Retained earnings, Average cost of capital, financial. Capital Structure Decision: Theories and Policy

UNIT-III

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

UNIT-IV

- Working Capital Management: Management of cash, Inventories and Accounts receivable.
- DIVIDEND POLICY: Theories and policy, Walter's formula.

BOOKS RECOMMENDED:

1. Financial Management : I. M. Pandey
2. Financial Management : S. C. Kuchhal
3. Financial Management : Prasana Chandra
4. Financial Management : Van Horns
5. Financial Management : Khan and Jain

BBA-205: BUSINESS STATISTICS

UNIT-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.

UNIT-II

- 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.

UNIT-III

- 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.
- 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.

UNIT-IV

- CORRELATION: Meaning and concept, Karl Pearson's Coefficient of Correlation in simple and grouped series, Spearman's Coefficient of Rank correlation, Concurrent Deviations.
- REGRESSION: Simple regression in bi-variate series.

BOOKS RECOMMENDED:

1. Business Statistics : K. K. Sharma
2. Elements of Statistics : B. N. Asthana
3. Fundamentals of Statistics : D. N. Elhance
4. Practical Problems in Statistics : Ramendu Roy

BBA-206: VIVA-VOCE

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

BBA-301: MANAGEMENT INFORMATION SYSTEM

Unit I

Management Information System(MIS): Concept & definition, Role of MIS, Process of Management, MIS-A tool for management process, Impact of MIS, MIS& computers, MIS & the user, IMS- a support to the Management. Planning & Decision making: The concept of corporate planning, Strategic planning, Type of strategic, Tools of Planning,

Unit II

MIS-Business Planning; Decision making concepts, Methods, tools and procedures, Organizational Decision making, MIS & Decision making concepts. Information & System: Information concepts, Information: A quality product classification of the information, Methods of data & information collection, Value of information, MIS & System concept, MIS & System analysis, Computer System design.

Unit III

Development of MIS: Development of long range plans of the MIS. Ascertaining the class of information, determining the information requirement, Development and implementation of the MIS, Management of quality in the MIS, organization for development of the MIS, MIS: the factors of success and failure.

Unit IV

Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence(AI) System, Knowledge based expert system(KBES), MIS & the role of DSS, Transaction Processing System(TPS), Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System, Benefits of ERP, EMS & ERP

BOOKS RECOMMENDED:

1. Management Information System, Jawadekar W S
2. Managing with information, Kanter, Jerome
3. Management Information System, Louden & Louden
4. Information system for Modern Management, Murdick & Ross, R.claggetti

BBA-302: BUSINESS ECONOMICS

UNIT-I

- 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.

UNIT-II

- 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 Loanable funds theory of interest and its criticism,

Liquidity Preference, Theory and its criticism, Modern Theory of Interest (LS-LM approach).

UNIT-III

- 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.

UNIT-IV

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

BOOKS RECOMMENDED:

1. Principle of Economics : M. L. Seth
2. Managerial Economics : R. L. Varshney
3. Mirco-Economics : Agarwal & Narayan
4. Managerial Economics : Bibek Deb Roy
5. Business Environment : Aggarwala

BBA-303: COST AND MANAGEMENT ACCOUNTING

UNIT-I

- 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 concepts, cost classification.

UNIT-II

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

UNIT-III

- 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,

UNIT-IV

- Analysis of Variance: Material, Labour. Analysis of financial statement-Ratio Analysis, Funds Flow Statement and Cash Flow Statement.

BOOKS RECOMMENDED:

1. Cost and Management Accounting : S. P. Jain and K. L. Narang
2. Cost Accounting : N. K. Prasad
3. Cost Accounting : B. M. L. Nigam
4. Management Accounting : M. Y. Khan and P. K. Jain

BBA-304: INDIAN BANKING SYSTEM

Unit I

Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Cooperative banks; Development banks. State Bank of India: Brief History; Objectives Functions; Structure and organization; Working and progress.

Unit II

Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co-operative banks.

Unit III

Regional Rural and Co-operative banks in India: Functions; Role of regional rural and co-operative bank in rural India; Progress and performance.

Unit IV

Reserve Bank of India; Objectives; Organization; functions and working; monetary policy credit control measures and their effectiveness.

BOOKS RECOMMENDED:

1. Basu A.K. : Fundamentals of banking- Theory and Practice; A. Mukherjee and Co., Calcutta
2. Sayers R.S. : Modern Banking; Oxford University, Press.
3. Panandikar, S.G. and Mithani D.M.: Banking in India; Orient Longman
4. Reserve Bank of India : Functions and Working
5. Dekock : Central Banking; Crosby Lockwood Staples, London
6. Tennan M.L.: Banking-Law and Practice in India; India law House, NewDelhi.
7. Shukla M.B.: Bank Management- KIItab Mahal,
8. Allahabad Banking Law and Practice : Varshney

BBA-305: HUMAN RESOURCE MANAGEMENT

UNIT-I

- HUMAN RESOURCE MANAGEMENT: Introduction, Objectives, Structure and Functions of HR Dept.
- Changing role of HRM in India.

UNIT-II

- Human Resource Planning Process.
- Recruitment and Selection-Need, Methods and Practices in Indian Organizations.

UNIT-III

- 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.

UNIT-IV

- Career and Succession Planning, counseling.
- Compensating Employees.

BOOKS RECOMMENDED:

1. Personnel Management : Venkataratnam & Srivastava
 2. Human Resource Management : K. Asvathappa
 3. Human Resource Management : Gary Dessler
 4. Human Resource and Personnel : Werther & Davis Management
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SEMESTER – IV

BBA-401: INDIAN ECONOMICS

UNIT-I

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

UNIT-II

- 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.

UNIT-III

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

UNIT-IV

- 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.

BOOKS RECOMMENDED:

1. Economic Environment of Business : M. Adhikary
2. Economic Development & Planning : R. K. Lekhi
3. Economic Development & Planning : V. C. Kulshreshtha
4. Indian Economics : Datta and Sundaram

BBA-402: MARKETING RESEARCH

UNIT-I

- MARKETING RESEARCH: Meaning, functions and importance.
- MARKETING RESEARCH PROCESS: Objectives and needs.

UNIT-II

- 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.

UNIT-III

- SURVEY ADMINISTRATION: administering questionnaires.
- SAMPLING: types of samples, sampling problems & procedures.

UNIT-IV

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

BOOKS RECOMMENDED:

1. Marketing Research : Luck et al
2. Research for Marketing Decisions : Green Paul
3. Marketing Research : Boyd and Westfall
4. Research Methodology : C. R. Kothari

BBA-403: COMPANY LAW**UNIT-I**

- Definition, features & classification of companies. Incorporation of company with special reference to documents viz memorandum of association, articles of association,

UNIT-II

- Prospectus: Meaning, Importance, Contents, Statement in lieu of Prospectus -, Viability for Misstatements or Omission in a Prospectus

UNIT-III

- 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, and proxy quorum. Issue, allotment, transfer and transmission of shares.

UNIT-IV

- Company Management, Board of Directors- Appointment, Rights, Duties and Powers, qualifications, disqualification.
Company Winding up: Modes of Winding up, Consequences of Winding up.

BOOKS RECOMMENDED:

1. Company Law : N. D. Kapoor
2. Company Law : Avtar Singh

BBA-404: ADVERTISING MANAGEMENT**UNIT-I**

Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.

UNIT-II

Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.

UNIT-III

Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget-approaches allocation of budget.

UNIT-IV

Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research –

importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.

BOOKS RECOMMENDED:

1. Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases Manendra Mohan, TMH
3. Advertising Management Rajeev Batra, PHI Auditing

BBA-405: INDUSTRIAL PSYCHOLOGY

UNIT-I

- Historical background of Industrial Psychology in India
- Introduction to Industrial Psychology and its basic concepts.

UNIT-II

- Personnel Selection – I : Occupational Information
- Personnel Selection – II : Individual Differences

UNIT-III

- Personnel Selection – III : Techniques, Application Blanks & Interview
- Personnel Selection – IV : Psychological tests, and Psychological Testing

UNIT-IV

- HUMAN PERFORMANCE: Engineering Psychology
- Industrial Accidents and their Prevention, Morale and Monotony
- Personnel Counseling
- Psychological aspects of Labour Relations.

BOOKS RECOMMENDED:

1. Industrial Psychology (Oxford HBHP): Harrell, T. W.
2. Industrial Psychology (HPH): Ghosh P.K. & Ghorpade M.B.

SEMESTER – V

BBA-501: QUANTITATIVE TECHNIQUES

UNIT-I

- OPERATIONS RESEARCH: Scope and techniques.

UNIT-II

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

UNIT-III

- 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.

UNIT-IV

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

BOOKS RECOMMENDED:

1. Operations Research : Handdy A. Taha
2. Operations Research for Management : S. D. Sharma

BBA-502: CONSUMER BEHAVIOUR

UNIT-I

Introduction to consumer Behaviour (CB)- Importance, Scope, need for studying CB, Consumer research process. Consumer models: Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model.

UNIT-II

Individual determinates: Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.

UNIT-III

Influences & Consumer Decision making : Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.

UNIT-IV

Industrial Buying Behaviour : Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.

BOOKS RECOMMENDED:

1. Consumer Behaviour in Indian Perspective Suja. R. Nair
2. Consumer Behaviour Schiffman & Kanuk
3. Consumer Behaviour Louden & Bitta
4. Consumer Behaviour Bennet & Kasarjian Shukla Ajit

BBA-503: INCOME TAX LAW ANCD PRACTICE

UNIT-I

- BASIC CONCEPTS: Assessment year, previous year, Person, Assesses, Income, Gross Total income, Total income.
- Residential status and tax incidence.

UNIT-II

- Income exempt from tax under section 10.

UNIT-II

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

UNIT-IV

- Deductions from Gross total income and Rebates from tax liability.
- Set off and carry forward of losses.

BOOKS RECOMMENDED:

1. Students Guide to Direct Taxes : Dr. V. K. Singhania
2. Direct Taxes : Bhagwati Prasad
3. Direct Taxes : Dinkare pagare

BBA-504: INDUSTRIAL RELATIONS

UNIT-I

- 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.

UNIT-II

- Functions of IR manager.
- TRADE UNIONS: Meaning, Importance, Growth, Structure and Strategies, Problems

UNIT-III

- COLLECTIVE BARGAINING: Nature, Development and Process
- GRIEVANCE HANDLING: Causes, Procedure and Practices

UNIT-IV

- 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.
- L. O. & Indian Labour.

BOOKS RECOMMENDED:

1. Industrial Relations : Arun Monappa
2. Industrial Relations : k. K. Ahuja
3. Dynamic of Industrial Relations : C. B. Mamoria
4. Collective Bargaining : Shukla and Shukla

BBA-505: FUNDAMENTAL OF E-COMMERCE

UNIT-I

E-Commerce: Introduction, meaning and concept; Needs and advantages of ecommerce; Traditional commerce; Types of E-Commerce, Basic requirements of E-Commerce.

UNIT-II

Internet: Concept & evaluation, Characteristics of Internet: email, WWW. Ftp, telnet, Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, searches Engines.

UNIT-III

Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards, E-Banking, Manufacturing information systems. EDI introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI.

UNIT-IV

Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws aims salient provisions; PKI (Public key infrastructure)

BOOKS RECOMMENDED:

1. Frontiers of E-Commerce Ravi Kalkota, TMH
2. O, Brien J Management Information System, TMH
3. Oberoi, Sundeep E-Security and You, TMH
4. Young, Margret Levine The complete reference to Internet, TMH

SEMESTER – VI

BBA-601: SALES AND DISTRIBUTION MANAGEMENT

UNIT-I

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

UNIT-II

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

UNIT-III

- MARKETING CHANNELS CONCEPTS: Channel participants, designing marketing channel, channel management,

UNIT-IV

- Transporting & Warehousing; Channel Control.

BOOKS RECOMMENDED:

1. Sales Management Decisions Strategies & Cases : Charless Futrell
2. Sales: Sales Management : Charless Futrell
3. Marketing Channels : Stem and Ansari
4. Marketing Channels: Management View : Rosen Bloom

BBA-602: INDUSTRIAL LAW

UNIT-I

Factory act 1948.

UNIT-II

Workmen compensation act 1923, Industrial dispute act 1947,

UNIT-III

Employee state insurance act 1948. Minimum wages act 1948

UNIT-IV

Employee provident fund act 1952

Payment of gratuity act 1972.

BOOKS RECOMMENDED:

- 1 .Element of industrial law N D Kapoor
1. Industrial Relation and Labour Laws, : S. C. Srivastava
2. Analytical Hoanbook on Labour Laws-Ph.D
3. Industrial Law : P. L. Malik
4. Elements of Industrial Law : N. D. Kapoor
5. Unusual Collective Agreements : C. S. Venkataratnam

BBA-603: PRODUCTION AND MATERIALS MANAGEMENT

UNIT-I

Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.

UNIT-II

Types of manufacturing Systems: Intermittent & Continuous Systems etc., Product design & development. Plant Location & Plant layout.

UNIT-III

Materials Management & Inventory Control : Purchasing Economic lot quality/Economic order quantity(EOR), Lead time, Rorder level. Brief of ABC analysis, Stock Keeping.

UNIT-IV

Quality Control: Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control.

BOOKS RECOMMENDED:

1. Production Operation management B.S. Goel
2. Production & Operation Management Buffa
3. Production & Operation Management S.N.Chany
4. Production Management Shukla M.B., Kitab Mahal,Allahabad

BBA-604: ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

UNIT-I

- ENTREPRENEURSHIP: Meaning types of entrepreneurs, Qualities, Psychological factors in entrepreneurship, Factors influencing the Government policies and measures towards promotion of entrepreneurship.

UNIT-II

- 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.

UNIT-III

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

UNIT-IV

- Sickness in Small Scale Industries, Causes and Remedies.

BOOKS RECOMMENDED:

1. Management of Small Scale Industry : Vasant Desai
2. Entrepreneurship Development : Bhanu Sali
3. Entrepreneurial Development: Sarvanaval P.

BBA-605: INTERNATIONAL TRADE

UNIT-I

- 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.

UNIT-II

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

UNIT-III

- 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.

UNIT-IV

- I.M.F. and W.T.O.
- Documents used in foreign trade: Foreign bill of exchange, Letter of credit, Bill of lading.

BOOKS RECOMMENDED:

1. Foreign Exchange Problems and Practices : K. K. Andley
2. Monetary Economics : M. C. Vaish
3. International Economics : Ohlin
4. Indian Economics : Dutt and Sundaram

BBA-606: VIVA-VOCE (Project Report Based)

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.