

Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P)
(A Central University)



DEPARTMENT OF BUSINESS MANAGEMENT

SYLLABUS

Of

Bachelor of Business Administration
(As Per NEP-2020)

2022

Bachelor of Business Administration (4- Year Programme)

Entry Level – 5

Semester - I

S. No.	Course Code	Title of the Course	Nature of the Course	Max. Marks	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-111	Principles of Management	Disciplinary Major	100	3	1	0	4
2.	BUM-DSM-112	Fundamentals of Accounting	Disciplinary Major	100	3	1	0	4
3.	BUM-DSM-113	Managerial Economics	Disciplinary Major	100	3	0	0	3
4.	BUM-MDM-114	Managerial Statistics	Multidisciplinary Major	100	3	0	0	3
5.	BUM-AEC-115	English and Managerial Communication	Ability Enhancement	100	2	0	0	2
6.	BUM-SEC-116	Fundamentals of Computer	Skill Enhancement	100	2	0	0	2
7.	BUM-SEC-117	Seminar & Term Paper / Project Work	Skill Enhancement	100	2	0	0	2
		Total		700	-	-	-	20

Semester - II

S. No.	Course Code	Title of the Course	Nature of the Course	Max. Marks	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-211	Marketing Management	Disciplinary Major	100	3	0	0	3
2.	BUM-DSM-212	Personnel Management	Disciplinary Major	100	3	0	0	3
3.	BUM-DSM-213	Financial Management	Disciplinary Major	100	3	0	0	3
4.	BUM-DSM-214	Operation Management	Disciplinary Major	100	3	0	0	3
5.	BUM-DSM-215	Cost Accounting	Disciplinary Major	100	3	0	0	3
6.	BUM-MDM-216	Marketing Research	Multidisciplinary Major	100	3	0	0	3
7.	BUM-SEC-217	Seminar & Term Paper / Project Work	Skill Enhancement	100	2	0	0	2
		Total		700	-	-	-	20

BBA (Hons.) First Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM-AEC-115	English and Managerial Communication	100	4	3	1	0	4

Objective: *The objective of this course is to develop effective business communication skills among the students and to develop proficiency in to write business letters and understand the utility of communication in business world.*

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Importance of English Language: Grammar: Article, Preposition, and use of Tenses, Common errors in English, Oral Presentation and effective presentation skills.	10 Hours
UNIT –II	Writing good Resume, Notice, Agenda and Minutes, Précis Writing.	10 Hours
UNIT –III	Meaning and Significance of Communication in Business, Process of Communication, Channels and Media in Communication, Contents of Upward, Downward and Cross Communication, External & Internal Communication, Communication Networks, Principles of Effective Communication, Barriers of Communication.	10 Hours
UNIT –IV	Speaking skills, Guidelines to effective public speaking, Group Discussions, Effective Listening, Mock Interviews, and Interviewing Skills: Appearing in Interviews; Conducting Interviews, Performance in Job– Interview, Teleconferencing, Voice mails, emails.	10 Hours
UNIT – V	Effectiveness of Written Communication, Concept, need and functions of Business Correspondence, Types of Business letter- Sales, Inquiry, complaints letters and Report Writing.	10 Hours

Books Recommended:

- F.T. Wood: A Remedial English Grammar for Foreign Students.
- Correspondence and Report Writing, Tata McGraw Hill, New Delhi.
- Business Communication: Homai Pradhan, Vijya Thakur, D.S. Bhende.
- Communication Skills by Prof. Nageshwar Rao & P.R. Das.
- Business Communication: T N Chabbra

BBA (Hons.) First Semester

S. No.	Course Code	Course Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-111	Principles of Management	100	04	3	1	0	4

Objective: *The course is meant to acquaint the student with the Principles of Management.*

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Introduction of Management: Concept, Definitions, Essence of Management, Functions of Management, Management as a profession, Managerial Levels and Roles, Managerial Responsibilities; Characteristics of a Good Manager	10 Hours
UNIT – II	Management Thoughts and Thinkers: Early Contributions: Robert Owen (Classical Theories – An overview of Scientific Management by Taylor, Management Process School by Henri Fayol ,Neo-Classical Theories – An overview, Behavioural approach and Hawthorne Experiments. Contingency Approach, System Approach, Trends and challenges of Management Global Scenario, Emerging issues in Management, Principles of coordination.	14 Hours
UNIT– III	Planning: Concept, Nature, Importance, Types, Steps in Planning, Limitations. Organizing: Organizing defined, Types, Process of Organizing, Principles of organizing, Organizational structure. Staffing: concept, definition, Recruitment and Selection, orientation	10 Hours
UNIT– IV	Decision making: Types of Managerial decisions, process of decision making, Management by objectives: Meaning, process, Advantages, Disadvantages. Directing Activities: Motivation-concept and theories, Decision making, Departmentalization, Chain of command, Span of control, Centralization and Decentralization,	14 Hours
UNIT – V	Leadership; Communication-Definition, Objectives of Communication, Communication process model, guidelines for effective communication; Controlling: Effective Control System, Control Process, Types of Managerial Control. Measures for organizational performance.	12 Hours

Books Recommended:

- Management, Stephen P. Robbins, 10th edition, Pearson Publication
- Organization and management, R.D Agarwal, Tata McGraw Hill publishing
- Management Theory and Practices, P. Subba Roa, Himalaya Publishing House
- Principles and Practice of Management, L.M Prasad, 7th edition, Sultan Chand & Sons publication
- Principles of Management: Concepts and Cases, Dr. Rajeesh Viswanathan, Himalaya Publishing House
- Principles of Management, J.S. Chadani, Principles of Management, George R. Terry. Principles of Management, B.S. Mathur, Principles of Management,
- J.K. Jain, Fundamentals of Management, Stoner.
- Griffin, R.W. Management Principles and Application. Cengage Learning.

BBA (Hons.) First Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM-DSM-112	Fundamentals of Accounting	100	4	3	1	0	4

Objective: *The course is meant to impart basic accounting knowledge as applicable to business.*

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Financial Accounting: Accounting: Definition, Object, Concept, conventions, Role of Accounting in Modern Business, Double Entry System, Journal Entries	10 Hours
UNIT – II	Accounting Process: Ledger, Trial Balance, Errors and their rectification, Final Accounts of sole traders and Partnership Firm, Adjustments at the end of financial year.	14 Hours
UNIT – III	Preparation of Financial Statements including Corporate Entities (Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet)	10 Hours
UNIT – IV	Bank reconciliation Statement, Bills of Exchange, Receipt and Payment Account.	12 Hours
UNIT – V	Depreciation Accounting: Meaning of depreciation, causes, objects of providing depreciation, factors affecting depreciation, accounting treatment including provision for depreciation accounting. Methods of depreciations: straight line method, diminishing balance method, Change of method as per revised AS-6.	14 Hours

Books Recommended:

- S.N. Maheshwari, Advanced Accountancy, Vol. I & II.
- S.K. Paul, Accountancy, Vol. I & II.
- J.R Monga, Basic Financial Accounting, Mayur Paper backs, Darya Gang New Delhi.
- T.S, Grewal, Introduction to Accounting, S. Chand and Co., New Delhi
- S. N. Maheshwari, Financial Accounting, Vikas Publication, New Delhi.
- P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi.
- Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi.
- R. Narayana Swamy "Financial Accounting" PHI Pvt., New Delh.

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM-DSM-113	Managerial Economics	100	3	3	0	0	3

Objective: *The objective of this paper is to acquaint the participants with concepts and techniques used in economic Theory and enable them to apply this knowledge in business decision-making.*

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Introduction of Managerial Economics: Nature and Scope of Managerial Economics; Scope of Economics in Business Decision, Managerial economics and other disciplines.	10 Hours
UNIT – II	Utility: Total Utility, Marginal utility, Law of diminishing marginal utility, Cardinal and ordinal Utility, Consumer equilibrium. Market Demand Analysis: Concept of Market Demand, Types of demand, Determinants of demand, Demand Function, Elasticity of Demand:- Price elasticity of demand, Income elasticity of demand, cross elasticity of demand.	14 Hours
UNIT – III	Theory of production: Basic Concept of production, Production functions, Production in short run, production in long run, Law of returns to scales; Economies of Scale; Least Cost Factor. Theory of cost: Cost Concept, Cost output relations, Cost Analysis; break even analysis.	10 Hours
UNIT – IV	Market Structure: Introduction, Characteristics of perfect competition, Price determination under Perfect Competition; Pricing under monopoly, types of monopoly, price discrimination, Pricing under Monopolistic Competition, Pricing under oligopoly.	12 Hours
UNIT – V	Profit Management: Nature of Profit, Profit Policies, Profit Planning, Business Cycle.	14 Hours

Books Recommended:

- Dr. D.N. Diwevedi.
- R. L. Varshney and K.L. Maheshwari, Managerial economics, Sultan Chand and Sons.
- Yogesh Maheshwari, Managerial Economics, PHI Learning Pvt. Ltd.

BBA (Hons.) First Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM-MDM-114	Managerial Statistics	100	3	3	0	0	3

Objective: *The objective of the course is to make the students familiar with basic statistical techniques and their applications in managerial decision making.*

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Introduction: Origin, Scope and development of Statistics, Managerial Applications of statistics, Collection of data-Primary and Secondary data, Measures of central tendency	10 Hours
UNIT – II	Index Numbers- Meaning of Index number, Uses of Index Number, Methods of construction of Index Numbers-Laspeyres Methods, Paasche's Method, Drobish and Bowley Method, Kelley's Method, Marshal-Edgeworth Method, Test of Adequacy of the Index Number Formulae.	14 Hours
UNIT –III	Analysis of Times Series- Meaning and Definition of Time Series, Components of Time Series, Measurement of Secular Trend, Method of Semi Averages, Moving Average Method , Method of Least Squares.	10 Hours
UNIT –IV	Correlation Analysis- Concept of correlation, positive & negative correlation, Methods of Correlation:- Scatter Diagram Method, Simple Graph Method, Karl Pearson's Coefficient of correlation, Spearman's rank correlation, Concurrent deviation Method.	12 Hours
UNIT – V	Regression Analysis- Concept of regression, Utility of regression analysis, Two Regression Equations, Least Square Method ,Regression Coefficients and its properties. (Max. 10 hrs.)	14 Hours

Books Recommended:

- Gupta, S.P., Statistical Methods, Sultan Chand & Sons, New Delhi.
- Gupta, S.C., Practical Statistics, Sultan Chand & Sons, New Delhi.
- Sharma J.K. : Business Statistics, Pearson, New Delhi

BBA (Hons.) First Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM-AEC-115	English and Managerial Communication	100	2	2	0	0	2

Objective: *The objective of this course is to develop effective business communication skills among the students and to develop proficiency in to write business letters and understand the utility of communication in business world.*

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Importance of English Language: Grammar: Article, Preposition, and use of Tenses, Common errors in English, Oral Presentation and effective presentation skills.	10 Hours
UNIT –II	Writing good Resume, Notice, Agenda and Minutes, Précis Writing.	10 Hours
UNIT –III	Meaning and Significance of Communication in Business, Process of Communication, Channels and Media in Communication, Contents of Upward, Downward and Cross Communication, External & Internal Communication, Communication Networks, Principles of Effective Communication, Barriers of Communication.	10 Hours
UNIT –IV	Speaking skills, Guidelines to effective public speaking, Group Discussions, Effective Listening, Mock Interviews, and Interviewing Skills: Appearing in Interviews; Conducting Interviews, Performance in Job– Interview, Teleconferencing, Voice mails, emails.	10 Hours
UNIT – V	Effectiveness of Written Communication, Concept, need and functions of Business Correspondence, Types of Business letter- Sales, Inquiry, complaints letters and Report Writing.	10 Hours

Books Recommended:

- F.T. Wood: A Remedial English Grammar for Foreign Students.
- Correspondence and Report Writing, Tata McGraw Hill, New Delhi.
- Business Communication: Homai Pradhan, Vijya Thakur, D.S. Bhende.
- Communication Skills by Prof. Nageshwar Rao & P.R. Das.
- Business Communication: T N Chabbra

BBA (Hons.) First Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	BUM-SEC-116	Fundamentals of Computer	100	2	2	0	0	2

Objective: To provide computer skills and knowledge to students and to enhance the understanding of computer and its applications for business operations.

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Fundamentals of Computer: An Introduction, Characteristics of computer, Computer Generations, I/O devices, Memory, Central Processing Unit, Role and importance of computer in business, Overview of Database management system.	(Max. 12 hrs.)
UNIT – II	Application: Software and its types, Computer Hardware and Storage devices. Operating System: Fundamental and Role of O.S., Elements of Windows, Application of Information and Communication technology (ICT) .	(Max. 12 hrs.)
UNIT – III	Introduction to Essential Tools: MS- Word: Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, MS-Excel: Creating a work book, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions.	(Max. 12 hrs.)
UNIT – IV	PowerPoint: Preparing Presentations, Slides, Handouts, Speaker's Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions to the Slide Show - Special effects in detail, Setting Slide timings.	(Max. 12 hrs.)
UNIT – V	Internet: Intranets and Extranets; Application of Internet technology in organizations. Networking: LAN & WANs MAN. Applications Service Providers and Internet Service Providers. Ways to cope up Internet securities.	(Max. 12 hrs.)

Books Recommended:

- P.K. Sinha, Introduction to Computers
- Alexis Leon and Mathew Leon – Introduction to Computers, published by Leon Tech World.
- Boockholdt, J.L. *Accounting Information System: Transaction Processing and Control*, Irwin Mcraw-Hill.
- Hall, J.A., *Accounting Information System*, South-Western College Publishing.
- Gelinas, Ulric J., and Steve G. Sutton, *Accounting Information System*, South Western Thomson Learning.
- Rajaraman, V., *Introduction to Information Technology*, PHI.
- Bharihoka, Deepak, *Fundamentals of Information Technology*, Excel Book.
- Madan, Sushila, *Computer Applications*, Mayur Paperbacks, New Delhi.

BBA (Hons.) First Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
7.	BUM-SEC-117	Seminar & Term Paper/ Project Work	100	2	2	0	0	2

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case competition, group discussion, conferences surveys, management games, role-plays, workshops presentation, extempore, prepared speeches, library assignments, company studies project assignment etc. The weight-age of these items will be announced by the teachers concerned in consultation with the Professor & Head/Dean. The plan for the semester will be announced separately. The selected topics shall be from the all subjects that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be (40+60) marks. The evaluation is to be made internally out of 40 marks and externally out of 60 marks which will be for project work and Viva-Voce.

In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants add to new knowledge to which the students should acquaint themselves with. Workshops, Group Discussion and Seminars are the additional sources of knowledge.

Bachelor of Business Administration (4- Year Programme)
Entry Level – 5

Semester - II

S. No.	Course Code	Title of the Course	Nature of the Course	Max. Marks	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-211	Marketing Management	Disciplinary Major	100	3	0	0	3
2.	BUM-DSM-212	Personnel Management	Disciplinary Major	100	3	0	0	3
3.	BUM-DSM-213	Financial Management	Disciplinary Major	100	3	0	0	3
4.	BUM-DSM-214	Operation Management	Disciplinary Major	100	3	0	0	3
5.	BUM-DSM-215	Cost Accounting	Disciplinary Major	100	3	0	0	3
6.	BUM-MDM-216	Marketing Research	Multidisciplinary Major	100	3	0	0	3
7.	BUM-SEC-217	Seminar & Term Paper / Project Work	Skill Enhancement	100	2	0	0	2
	Total			700	-	-	-	20

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-211	Marketing Management	100	3	3	0	0	3

Objective: To impart basics of Marketing Management, Marketing Environment, Marketing Segmentation, Product Planning and Development, Product pricing, and Channels of Distribution etc. in National and International Environment with understanding of new trends in Marketing.

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Marketing concepts, objectives, functions and its importance. Distinction between market and selling, Various approaches of Marketing, Marketing Organization Challenges and opportunity of Marketing manager in international market.	(Max.12 hrs.)
UNIT – II	Marketing Segmentation: Bases of Market Segmentation, Benefits, Requisites, marketing mix, Targeting and Positioning strategies in Marketing, Marketing Environment.	(Max.14 hrs.)
UNIT – III	Product Planning – meaning – product features – classification of products – product line and product mix decision – new product development – product life cycle – Branding – brand name, brand mark, trademark and labeling – Packaging – types.	(Max.14 hrs.)
UNIT – IV	Promotion Decision: Concept, Communication process, Promotion mix, Factors influencing promotion mix. Place/Distribution Decision: Concept, Functions, Classification of channels, Channel selection process, Factors influencing the channels selection, People mix, Process Mix and Physical Evidence.	(Max.10 hrs.)
UNIT – V	Service Marketing, Rural Marketing and its role in economy growth, Recent trends in Marketing- Digital Marketing, Green Marketing and Hybrid Marketing	(Max.10 hrs.)

Books Recommended:

- Marketing Management – Philip Kotler
- Fundamentals of Marketing – William J. Standon
- Principles and Practice of Marketing I India – C.B.Memoria
- Marketing Management: Text and Cases – an Indian Perspective – Dr.R.K.Varshney and Dr.S.L.Gupta
- Essentials of Marketing – Sundar.K

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM-DSM-212	Personnel Management	100	3	3	0	0	3

Objective: *The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.*

UNIT	CONTENTS	MAX. HOURS
UNIT - I	Introduction: Concept, function, Scope of Personnel management, Personnel administration, powers and responsibilities of Personnel Manager, personnel Policies, procedures and programmes, Line-Staff Relationship, Authority, Responsibility and Accountability, Organization of Personnel Department.	(Max. hrs.) 14
UNIT - II	Globalization and its implications, Definition and objectives of Human Resource Planning: process of Human Resource planning factors influencing estimation of Human Resources.	(Max. hrs.) 12
UNIT - III	Concept of Recruitment-Recruitment policy, Sources of Recruitment. Selection procedure, Workforce diversity and Organization Learning.	(Max. hrs.) 10
UNIT - IV	Employees' Orientation and Training; Identifying training needs; Managerial Development, Training techniques, Promotions, Transfer and Corporate Downsizing.	(Max. hrs.) 12
UNIT - V	Organizational Culture, Workplace Behavior, Motivation; Incentives, Morale, Performance appraisal, Fringe Benefits & Social Security.	(Max. hrs.) 12

Recommended Books:

- M. Sharma - Personnel and Human Resource Management.
- V. P. Michael - Human Resource Management & Human Relations
- P. C. Pardeshi - Human Resource Management.
- C. B. Mamoria - Personnel Management
- R.S. Davar : Personnel Management & Industrial Relations, (Tenth Revised Edition), Vikas Publishing House Pvt. Ltd., New Delhi – 14.
- Edwin B. Flippo : Personnel Management, (Sixth Edition) McGraw Hill International Ltd., New Delhi.

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM-DSM-213	Financial Management	100	3	3	0	0	3

Objective: *The objective of this paper is to develop conceptual as well as practical understanding of Financial Management.*

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Nature and scope of financial management; Profit Vs Wealth maximization; role, responsibilities and Functions of finance managers.	(Max. 12 hrs.)
UNIT – II	Concept of time value of money: compounding and discounting techniques; present value tables and their applications	(Max. 12 hrs.)
UNIT – III	Long term Investment decisions: Methods of appraisal; traditional and Discounted Cash flow techniques; Discount rate/ required rate of return.	(Max. 12 hrs.)
UNIT – IV	Sources of raising Finance: Long term sources and short term sources, Concept of working capital. Sources & Cost of raising funds	(Max. 12 hrs.)
UNIT-V	Operating and financial leverage; EBIT – EPS Analysis: financial decisions and designing of capital structure.	(Max. 12 hrs.)

Books Recommended:

- I.M. Pandey, Financial Management (9th ed.), Vikas Publishing House, New Delhi.
- S.P. Gupta, Financial Management, Sahitya Bhavan Publication, Agra.
- V.K. Bhalla, Financial Management, Anmol Publication, New Delhi.
- P. Chandra, Financial management (7th ed.). Mc-Graw Hill, New Delhi
- S.F. Ross, Fundamentals of Corporate Finance (8th ed.). Tata Mc-Graw Hill, New Delhi.

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM-DSM-214	Operations Management	100	3	3	0	0	3

Objective: *To understand the production and operation function and familiarize students with the technique of production planning and control.*

UNIT	CONTENTS	MAX. HOURS
Unit I.	Introduction to productions and operations management: Nature of production, productions and system, production as an organizational function, decision making in production, production management and operations management, organization of production function, recent trends in production and operations management	(Max. 12 hrs)
Unit II.	Production process, production process, manufacturing operation, service operations, difference between manufacturing and service operations, classification of manufacturing process, manufacturing operations as conversion process, characteristics of modern manufacturing process	(Max. 12 hrs)
Unit III.	Design of production system: Product, process and production design, factors influencing product design, approaches for product design, process planning and process design, process selection, process management, major process decisions	(Max. 12 hrs)
Unit IV.	Plant location & Plant layout – Location theories, freedom of locations, errors in selection, steps in location selection, relative importance of location factors, location models, Meaning, definition scope and of facility layout, factors influencing layout, types of layouts, importance of layout, layout planning, criteria for selection and design of layout, layout design procedure	(Max. 12 hrs)
Unit V.	Materials Management – functions, meaning and operations, – overview of materials planning & material requirement planning, overview of store management:- Objective and Planning.	(Max. 12 hrs)

Books Recommended:

- Mahadevan B, Operations Management Theory & Practice, Pearson Education
- Heizer Jay and Render Barry, Production & Operations Management, Pearson Education
- Chase R B, Aquilano N J, Jacobs F R and Agarwal N, Production & Operations Management Manufacturing and Services, Tata McGraw Hill
- Adam, E.E and Ebert, Production & operations Management, Prentice Hall of India, New Delhi.

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM-DSM-215	Cost Accounting	100	3	3	0	0	3

Objective: *The objective of this paper is to acquaint the student with basic concepts used in cost accounting and various methods involved in cost ascertainment systems and to provide the student knowledge about use of costing data for planning, control and decision making.*

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Nature of Cost Accounting; Elements of Cost; Classification of Costs- Meaning, objectives, significance and the difference between Cost and Financial Accounting and output costing.	(Max. 12 hrs.)
UNIT – II	Cost Accumulation System-Contract & Job costing; Process costing (excluding equivalent production).	(Max. 12 hrs.)
UNIT – III	Cost volume profit Relationship as a tool of profit planning; Break even point- Algebraic & Graphic methods; Single product Firm & Multi product Firm..	(Max. 14 hrs.)
UNIT – IV	Marginal costing & Absorption costing System Income determinations, usefulness of marginal costing as tool of decision making. Differential Costing/ incremental analysis as tool of Decision making, Concepts of Incremental cost, sunk costs; relevant and irrelevant costs etc.	(Max. 12 hrs.)
UNIT-V	Standard costing and variance analysis as tool of cost center (Material and Labour variances).	(Max. 10 hrs.)

Books Recommended:

- Jawalnar Lal, Cost Accounting, Tata McGraw Hill Publishing Co., New Delhi.
- B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi.
- Bhabator Banerjee, "Cost Accounting —Theory and Practice" PHI Pvt. Ltd, New Delhi.
- H. V. Jhamb, Fundamentals of Cost Accounting, Me Books Pvt Ltd, New Delhi.
- M. N. Arora, Cost Accounting — Principles and Practice, Vikas Publishing House, New Delhi.
- M.C. Shukla, T.S. Grewal and M P. Gupta, Cost Accounting. Text and Problems, S. Chand & Co. Ltd., New Delhi.
- S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar.
- S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems, Sri Mahabir Book Depot, New Delhi.

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	BUM-MDM-216	Marketing Research	100	3	3	0	0	3

Objective: *To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.*

UNIT	CONTENTS	MAX. HOURS
UNIT – I	Marketing Research an overview: Conceptual Framework, Historical Development, Scope and Importance of Marketing Research, Marketing Research Process.	(Max. 12 hrs.)
UNIT – II	Research Design: An introduction and Definitions, Types of Research Design, Identification of Marketing Research problems, Sample Design: Meaning and various types of sample designs.	(Max. 12 hrs.)
UNIT – III	Data Collection Methods and Techniques: Types and Sources of Data, Methods of Data Collection, Questionnaire Methods and Questionnaire Design, Scaling concepts.	(Max. 12 hrs.)
UNIT – IV	Data Analysis and Techniques: Types of Data, Simple analysis, Kinds of analysis and their applicability.	(Max. 12 hrs.)
UNIT – V	Marketing Research Report Preparation and Presentation: Presentation of Written Research Reports, Reading and Interpretation of Reports, role of computer in research.	(Max. 12 hrs.)

Books Recommended:

- Research Methodology : C.R. Kothari
- Research Methodology : S.P. Gupta
- Marketing Research : Green & Tull
- Marketing Research: Beri, G.C.
- Marketing Research : Sangeeta Agrawal
- Marketing Research :Principles, Applications & Cases : Sharma D.D., (Sultan Chand & Sons., New Delhi)
- Marketing Research (Methodology Foundations): Churchill, J.R. Gilbert A.
- Marketing Research: Luck, D.J. Hugh G. Wales, D.A. Taylor & Rubin, R.S.
- Modern Marketing Research: Patil, S.G., P.V. Kulkarni & H. Pradhan.
- Marketing Research: Theory & Practice, : Bellur, V.V.

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
7.	BUM-SEC-217	Seminar & Term Paper/ Project Work	100	2	0	0	0	2

The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case competition, group discussion, conferences surveys, management games, role-plays, workshops presentation, extempore, prepared speeches, library assignments, company studies project assignment etc. The weight-age of these items will be announced by the teachers concerned in consultation with the Professor & Head/Dean. The plan for the semester will be announced separately. The selected topics shall be from the all subjects that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be (40+60) marks. The evaluation is to be made internally out of 40 marks and externally out of 60 marks which will be for project work and Viva-Voce.

In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classrooms sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants add to new knowledge to which the students should acquaint themselves with. Workshops, Group Discussion and Seminars are the additional sources of knowledge.