

DR. HARI SINGH GOUR UNIVERSITY

SAGAR (M.P.)

(A Central University)



Department of Business Management

Syllabus

Of

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

(As per UGC model Syllabus)

w.e.f. Session 2016-2017

1. BBA (Hons.) CBCS Programme

The BBA (Hons.) CBCS Programme is divided into three parts as under. Each part will consist of two semesters.

Part	Years	Semester	
I	First Year	Semester I	Semester II
II	Second Year	Semester III	Semester IV
III	Third Year	Semester V	Semester VI

- *There will be three lecture hours with one tutorial hours of teaching per week for each core Paper.*
- *Duration of Examination of each Paper shall be three hours.*
- *Each Paper will be of 100 marks.*
- *Out of hundred 40 marks shall be allotted for internal assessment & 60 marks for end semester.*

2. Credit Distribution Scheme for BBA (Hons.) CBCS Programme

Programme		Credits					Total Credits	Minimum Duration	Maximum Duration
		AEC C	CC	SEC	DSE	GE			
BBA I	First Semester	4	12	2	-	-	18	03 Years	05 Years
	Second Semester	-	16	2	-	4	22		
BBA II	Third Semester	-	12	2	6	-	20		
	Fourth Semester	-	12	2	6	-	20		
BBA III	Fifth Semester	-	12	2	6	-	20		
	Sixth Semester	-	12	2	6	-	20		
Total		4	76	12	24	4	120		

3. Explanation of Course Character Code:

- *First three alphabets stand for Name of the Department of Business Management.*
- *Middle Alphabetical Code stands for the Nature of Course.*
- *First Digit Stands for Concern Semester.*
- *Second Digit Stands for Level of Course.*
- *Third Digit Stands For Course Number.*

Where,

- AECC : Ability Enhancement Compulsory Course
 CC : Core Course
 SEC : Skill Enhancement Course
 DSE : Discipline Specific Elective Course
 GE : Generic Course
 FC : Foundation Course
 OE : Open Elective

4. Scheme of Examination & Evaluation:

Syllabus Contents	Examination	Maximum Marks
50 % Syllabus (Unit I & II)	First Mid Sem	20 Marks
(Unit III, IV & V)	Continuous Internal Assessment	20 Marks
Entire Syllabus	End – Semester	60 Marks

Students to be eligible for appearing in End Semester Examination must appear in Mid Semester Examination and Internal Assessment.

5. Semester Wise Papers

BBA (Hons.) First Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- AECC-111	English and Managerial Communication	100	2	2	0	0	2
2.	BUM- AECC-112	Environmental Management	100	2	2	0	0	2
3.	BUM- CC-113	Principles of Management	100	4	3	1	0	4
4.	BUM- CC-114	Fundamentals of Accounting	100	4	3	1	0	4
5.	BUM- CC-115	Business Statistics	100	4	3	1	0	4
6.	BUM- SEC-116	Introduction to Computer	100	2	2	0	0	2
Total			600	18	-	-	-	18

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-211	Higher Accounting	100	4	3	1	0	4
2.	BUM- CC-212	Marketing Management	100	4	3	1	0	4
3.	BUM- CC-213	Marketing Research	100	4	3	1	0	4
4.	BUM- CC-214	Personnel Management	100	4	3	1	0	4
5.	BUM- GE-215	Managerial Economics	100	4	3	1	0	4
6.	BUM- SEC-216	Seminar & Term Paper / Project Work	100	2	1	1	0	2
Total			600	22	-	-	-	22

BBA (Hons.) Third Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-311	Business Environment	100	4	3	1	0	4
2.	BUM- CC-312	Business Legislation	100	4	3	1	0	4
3.	BUM- CC-313	Cost Accounting	100	4	3	1	0	4
4.	BUM- SEC-314	Seminar & Term Paper/ Project Work	100	2	1	1	0	2
		Specialization:						
		Marketing Management						
5.	BUM- DSE-315	Advertising Management	100	3	3	0	0	3
6.	BUM- DSE -316	Sales Management	100	3	3	0	0	3
		Specialization:						
		Financial Management						
5.	BUM- DSE -317	Fundamentals of Financial Management	100	3	3	0	0	3
6.	BUM- DSE -318	Indian Financial Systems	100	3	3	0	0	3
		Specialization:						
		Human Resource Management						
5.	BUM- DSE -319A	Human Resource Management	100	3	3	0	0	3
6.	BUM- DSE -319B	Organizational Development	100	3	3	0	0	3
Total			600	20	-	-	-	20

BBA (Hons.) Fourth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-411	Organisational Behaviour	100	4	3	1	0	4
2.	BUM- CC-412	Business Ethics and Corporate Governance	100	4	3	1	0	4
3.	BUM- CC-413	Income Tax	100	4	3	1	0	4
4.	BUM- SEC-414	Seminar & Term Paper/ Project Work	100	2	1	1	0	2
	Specialization: Marketing Management							
5.	BUM- DSE-415	International Marketing	100	3	3	0	0	3
6.	BUM- DSE -416	Consumer Behaviour	100	3	3	0	0	3
	Specialization: Financial Management							
5.	BUM- DSE -417	Security Analysis and Portfolio Management	100	3	3	0	0	3
6.	BUM- DSE -418	Management of Financial Institutions and Financial Services	100	3	3	0	0	3
	Specialization: Human Resource Management							
5.	BUM- DSE -419A	Industrial Relations	100	3	3	0	0	3
6.	BUM- DSE -419B	Labour Legislation	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) Fifth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-511	E-Marketing	100	4	3	1	0	4
2.	BUM- CC-512	Accounting and Financial Management	100	4	3	1	0	4
3.	BUM- CC-513	Quantitative Techniques for Managers	100	4	3	1	0	4
4.	BUM- SEC-514	Seminar & Term Paper / Summer Internship	100	2	2	2	0	2
	Specialization: Marketing Management							
5.	BUM- DSE-515	Brand Management	100	3	3	0	0	3
6.	BUM- DSE -516	Service Marketing	100	3	3	0	0	3
	Specialization: Financial Management							
5.	BUM- DSE -517	Stock Market Operations	100	3	3	0	0	3
6.	BUM- DSE -518	Management Control Systems	100	3	3	0	0	3
	Specialization: Human Resource Management							
5.	BUM- DSE -519A	Human Resource Audit & Accounting	100	3	3	0	0	3
6.	BUM- DSE -519B	Training and Development	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) Sixth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-611	Strategic Management	100	4	3	1	0	4
2.	BUM- CC-612	Indirect Taxes	100	4	3	1	0	4
3.	BUM- CC-613	Corporate Accounting	100	4	3	1	0	4
4.	BUM- SEC-614	Entrepreneurship Development Management	100	2	2	0	0	2
	Specialization: Marketing Management							
5.	BUM- DSE-615	Retail Management	100	3	3	0	0	3
6.	BUM- DSE -616	Rural Marketing	100	3	3	0	0	3
	Specialization: Financial Management							
5.	BUM- DSE -617	Financial instruments & Derivatives	100	3	3	0	0	3
6.	BUM- DSE -618	International Finance	100	3	3	0	0	3
	Specialization: Human Resource Management							
5.	BUM- DSE -619A	Employee Relations and compensation Management	100	3	3	0	0	3
6.	BUM- DSE -619B	Human Resource Development	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) First Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- AECC-111	English and Managerial Communication	100	2	2	0	0	2
2.	BUM- AECC-112	Environmental Management	100	2	2	0	0	2
3.	BUM- CC-113	Principles of Management	100	4	3	1	0	4
4.	BUM- CC-114	Fundamentals of Accounting	100	4	3	1	0	4
5.	BUM- CC-115	Business Statistics	100	4	3	1	0	4
6.	BUM- SEC-116	Introduction to Computer	100	2	2	0	0	2
	Total		600	18	-	-	-	18

BBA (Hons.) First Semester
BUM – AECC - 111
Title: English and Managerial Communication

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- AECC-111	English and Managerial Communication	100	2	2	0	0	2

Course Objective: *The objective of this course is to develop effective business communication skills among the students.*

UNIT – I Importance of English Language: Grammar: Article, Preposition, Determinants, use of Tenses, Common errors in English.

(Max. 6 hrs.)

UNIT –II Presentation Plan, Notice, Agenda and Minutes, Preparing the resume, Précis Writing.

(Max. 6 hrs.)

UNIT – III Meaning and Significance of Communication in Business, Process of Communication, Channels and Media in Communication, Contents of Upward, Downward and Criss -Cross Communication, External & Internal Communication, Communication Networks, Principles of Effective Communication, Barriers of Communication.

(Max. 6 hrs.)

UNIT – IV Speaking skills, Guidelines to effective public speaking, Group Discussions, Effective Listening, Performance in Job – Interview, Performance in Group Meeting. Types of managerial speeches-speech of introduction, speech of thanks, theme speech.

(Max. 6 hrs.)

UNIT – V Committees, Conferences, Effectiveness of Written Communication, Structure of business correspondence: inquires and replies, orders and their executions, complaints and adjustments, Report Writing.

(Max. 6 hrs.)

Books Recommended:

- F.T. Wood : A Remedial English Grammar for Foreign Students.
- W.S. Allen : Living English Structure
- R.S. Sharma : Technical Writing.
- Krishna Mohan & R.C. Sharma, Business Correspondence and Report Writing, Tata McGraw Hill, New Delhi.
- Business Communication : Homai Pradhan, Vijya Thakur, D.S. Bhende.
- Effective Business Communication : M.V. Rodrigues, Concept Publishing Company, New Delhi 110 059.
- Communication Skills by Prof. Nageshwar Rao & P.R. Das.
- Business Communication: T N Chabbra

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A** : Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks)**.
- (ii) **Section B** : Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks)**.
- (iii) **Section C** : Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks)**.

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) First Semester
BUM - AECC - 112
Title: Environment Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- AECC-112	Environmental Management	100	2	2	0	0	2

Course Objective:

The objective of course is to develop awareness among the students with environment and climate.

UNIT – I The Multidisciplinary Nature of Environmental Studies: Definition, scope and importance, Need for public awareness, Role of an individual in conservation of natural resources.

(Max. 6 hrs.)

UNIT – II Renewable and Non-renewable Resources :(a) Forest resources: Use and over-exploitation, deforestation, dams and their effects on forests and tribal people. (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture. (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

(Max. 6 hrs.)

UNIT – III Ecosystems: 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 features, structure and function of the following ecosystem:(a) Forest ecosystem(b) Grassland ecosystem(c) Desert ecosystem (d) Aquatic ecosystems. Biodiversity and Its Conservation: Introduction, definition: genetic, species and ecosystem diversity, Biogeographically classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega-diversity nation, Hot-spots of biodiversity, Threats to biodiversity.

(Max. 6 hrs.)

UNIT – IV Environmental Pollution: Definition: Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards. Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Disaster management: Floods, earthquake, cyclone and landslides.

(Max. 6 hrs.)

UNIT – V Social Issues and the Environment: From unsustainable to sustainable development, Urban problems related to energy. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion. Environment Protection Act: Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.

(Max. 6 hrs.)

Books Recommended:

- Introduction to Environmental Science by Y. Anjaneyulu
- Environmental Studies by Benny Joseph
- Text Book of Environmental Studies, Erach Bharucha

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

Section A : *Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; (Total 10 Marks).*

(i) **Section B** : *Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; (Total 20 marks).*

(ii) **Section C** : *Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; (Total 30 marks).*

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) First Semester
BUM - CC - 113
Title: Principles of Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC-113	Principles of Management	100	4	3	1	0	4

Course Objective:

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

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.

(Max. 10 hrs.)

UNIT – II Management Thoughts and Thinkers: (a) Early Contributions : Robert Owen (Classical Theories – An overview of Scientific Management by Taylor, Management Process School by Henri Fayol (b) 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.

(Max. 14 hrs.)

UNIT – III Planning: Concept, Nature, Importance, Types, Steps in Planning, Limitations. **Organising:** Organising defined, Types, Process of Organising, Principles of organizing, Organisational structure. **Staffing:** concept, definition, Recruitment and Selection, orientation.

(Max. 12 hrs.)

UNIT – IV Decision making: Types of Managerial decisions, process of quantitative decision making, Management by objectives: Meaning, process, Advantages, Disadvantages. **Directing Activities:** Motivation-concept, Definition, importance, intrinsic and extrinsic motivation, Maslow's need hierarchy theory.

(Max. 12 hrs.)

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.

(Max. 12 hrs.)

Books Recommended

- 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.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

Section A : Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**

(i) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**

(ii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) First Semester
BUM - CC - 114
Title: Fundamentals of Accounting

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- CC-114	Fundamentals of Accounting	100	4	3	1	0	4

Course Objective:

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

UNIT – I Financial Accounting: An introduction; Meaning of financial Accounting; Accounting as an Information System; Importance, Scope and limitations of financial accounting. Accounting Concepts and Principles; Accounting Equation, Capital and Revenue items; Generally Accepted Accounting Principles, Accounting Standards, and International Financial Reporting Standards (IFRS).

(Max. 12 hrs.)

UNIT – II Accounting Process: Recording of Transactions in Primary Books, Special Purpose Subsidiary Books; Cash Book; General Journals; Posting to Ledger Accounts, Preparation of Trial Balance.

(Max. 14hrs.)

UNIT – III Preparation of Financial Statements including Corporate Entities (Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet)

(Max. 14 hrs.)

UNIT – IV Bank reconciliation Statement, Bills of Exchange, Receipt and Payment Account.

(Max. 10 hrs.)

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.

(Max. 10 hrs.)

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.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) First Semester
BUM - CC - 115
Title: Business Statistics

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM- CC-115	Business Statistics	100	4	3	1	0	4

Course Objective:

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

UNIT – I Introduction: Origin, Scope and development of Statistics, Managerial Applications of statistics, Types of Statistical Methods, Collection of data -Primary and Secondary data, Classification and tabulation of data, Diagrammatic and Graphic presentation of data.

(Max. 14 hrs.)

UNIT – II Measure of Central Tendency: Objectives of averaging, Requisites of measure of central tendency. Mathematical averages – arithmetic mean (simple and weighted), geometric mean, harmonic mean. Averages of position-median and mode. Partition values- quartiles, deciles and percentiles. Relationship between mean, median and mode. Comparison between measures of central tendency.

(Max. 14 hrs.)

UNIT – III Measures of Dispersion- Significance of measuring dispersion (variation). Classification of measure of dispersion, Distance measures- range and interquartile range or deviation. Average deviation measures- mean absolute deviation, Variance and standard deviation, Skewness and Kurtosis.

(Max. 12 hrs.)

UNIT – IV Index Numbers- Meaning of Index number, Uses of Index Number, Methods of construction of Index Numbers, Test of Adequacy of the Index Number Formulae.

(Max. 10 hrs.)

UNIT – V 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.

(Max. 10 hrs.)

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

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) First Semester
BUM - SEC - 116

Title: Introduction to Computer

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	BUM- SEC-116	Introduction to 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 – I Fundamentals of Computer: An Introduction, Computer Generations, I/O devices, Memory, Central Processing Unit, History of Computer in India, Role and importance of Computer. **Number System:** Binary, Octal, Hexadecimal, Applications and Inter-conversions, Computer Languages and its types, Hardware, Software, Data.

(Max. 6 hrs.)

UNIT – II Application: Flow Charting, Software and its types, Computer Hardware and Storage device. **Operating System:** Fundamental and Role of O.S., Elements of DOS, and WINDOWS, Computer in Business, Emerging Techniques in Computing.

(Max. 6 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, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions.

(Max. 6 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. 6 hrs.)

UNIT – V Internet: Intranets and Extranets; Application of Internet technology in organizations. Data Communications. Networking: LAN & WANs. Applications Service Providers and Internet Service Providers.

(Max. 6 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.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-211	Higher Accounting	100	4	3	1	0	4
2.	BUM- CC-212	Marketing Management	100	4	3	1	0	4
3.	BUM- CC-213	Marketing Research	100	4	3	1	0	4
4.	BUM- CC-214	Personnel Management	100	4	3	1	0	4
5.	BUM- GE-215	Managerial Economics	100	4	3	1	0	4
6.	BUM- SEC-216	Seminar & Term Paper /Project Work	100	2	1	1	0	2
	Total		600	22	-	-	-	22

BBA (Hons.) Second Semester
BUM- CC-211
Title: Higher Accounting

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-211	Higher Accounting	100	4	3	1	0	4

Objective:

This paper has been designed to explain to the learners the accounting procedure regarding admission, retirement and death of a partner through journal and accounting vouchers. This also explains the valuation and recording of Goodwill and revaluation and realisation of assets and liabilities.

UNIT – I Partnership-General: Meaning, Partnership Deed, Types of Partners, Capital Accounts. Accounting Treatment of the following in the absence of Partnership Deed. a) Distribution of Profits b) Interest on Partner's Loans c) Interest on Capital and Drawings d) Salary and Commission of Partner.

(Max. 12 hrs.)

UNIT – II Admission of Partner: Concept of Admission of Partner, Calculation of Profit sharing ratio, Revaluation of assets and liabilities, Goodwill: Meaning, Valuation and its recording, Adjustment regarding Adjustments in Partners' capital A/c, Preparation of Revaluation A/c, Partner's Capital A/c and Balance Sheet from the given information.

(Max. 14 hrs.)

UNIT – III Retirement and Death of a Partner: Meaning, Calculation of New Profit sharing ratio, calculation of Gaining ratio, Recording of goodwill, Revaluation of assets and liabilities, Accumulated reserves and profits, Adjustments regarding partners, Capital Accounts, Calculation of profit upto the date of death of a partner. Preparation of Relevant A/cs and Balance Sheet.

(Max. 12 hrs.)

UNIT – IV Dissolution of a Partnership Firm: Concept of Dissolution of partner and partnership firm, Realisation of asset and making payment of Liabilities, Treatment of unrecorded Assets and Liabilities, Preparation of Realisation A/c., Partner's Capital A/c and Bank A/c.

(Max. 12 hrs.)

UNIT – V Company Accounts: Introduction; Issue of shares: calls in arrears; calls in advance etc.

(Max. 10 hrs.)

Books Recommended:

- S. K. Paul: Accounting Vol. I & II
- Shukla S.M. and Gupta S. P: Financial Accounting.
- 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.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Second Semester
BUM- CC-212
Title: Marketing Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- CC-212	Marketing Management	100	4	3	1	0	4

Objectives:

To impart basics of Marketing Management, Marketing Environment, Marketing Segmentation, Product Planning and Development, Product pricing, and Channels of Distribution etc. in Notational and International Environment.

- UNIT – I** Introduction: Marketing-The components of marketing- Distinction between market and selling, The marketing concepts, Features of integrated marketing concept, Recent trends in marketing, Marketing Management, Function of marketing management. (Max. 12 hrs.)
- UNIT – II** Marketing Segmentation: Bases of Market Segmentation, Benefits, Requisites, marketing mix, Targeting and Positioning strategies in Marketing, Marketing Environment, Marketing Organisation. (Max. 14 hrs.)
- UNIT – III** Product Decision: Concept, Classification, Developing the New Product, Product Life Cycle and Competitive Strategies, Product Mix Pricing Decision: Objectives and Significance of Pricing, Factors affecting pricing decision, Pricing Approaches, Price Discrimination (Max. 14 hrs.)
- UNIT – IV** Place/Distribution Decision: Concept, Functions, Classification of channels, Channel selection process, Factors influencing the channels selection (Max. 10 hrs.)
- UNIT – V** Promotion Decision: Concept, Communication process, Promotion mix, Factors influencing promotion mix, Integrated marketing communication, Branding, Packaging and Labelling. (Max. 10 hrs.)

Books Recommended:

- Kotler, Philip and Armstrong, G. Principles of Marketing, New Delhi, Prentice Hall of India.
- Stanton, William J. Fundamentals of Marketing, New York, McGraw Hill.
- Ramaswamy, V.S. and Namakumari, S. Marketing: Planning Control, Macmillan India Limited, New Delhi
- Rajan Saxena, Marketing Management, Tata McGraw Hill Education Pvt. Ltd., New Delhi
- C. N. Sontakki, Marketing Management, Kalyani Publishers, New Delhi

Note:

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Second Semester
BUM- CC-213
Title: Marketing Research

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC-213	Marketing Research	100	4	3	1	0	4

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 – I** Marketing Research an overview: Conceptual Framework, Historical Development, Scope and Importance of Marketing Research, Organization of Marketing Research Department. (Max. 12 hrs.)
- UNIT – II** Research Methodology: An introduction and Definitions, Defining the research problem, Marketing Research Process, Research Design: An introduction and Definitions, Types of Research Design, Sample Design: Meaning and different types of sample designs. (Max. 14 hrs.)
- UNIT – III** Data Collection Methods and Techniques: Types and Sources of Data, Methods of Data Collection: Survey, Observation and interviews. (Max. 12 hrs.)
- UNIT – IV** Questionnaire Method and Questionnaire Design, Attitude Scales (Max. 10 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.

Note:

(a)The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Second Semester
BUM- CC-214
Title: Personnel Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- CC-214	Personnel Management	100	4	3	1	0	4

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 – 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. 14 hrs.)
- UNIT – II** Definition and objectives of Human Resource Planning: process of Human Resource planning factors influencing estimation of Human Resources.
(Max. 12 hrs.)
- UNIT – III** Concept of Recruitment-Recruitment policy, Sources of Recruitment. Selection procedure
(Max. 10 hrs.)
- UNIT – IV** Employees' Orientation and Training; Identifying training needs; Managerial Development, Training techniques, Promotions, Transfer, Relocation and Job termination.
(Max. 12 hrs.)
- UNIT – V** Productivity of Workers; Motivation; Incentives; Morale, Performance appraisal Wage administration & Wage Policy, Fringe Benefits & Social Security.
(Max. 12 hrs.)

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.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Second Semester
BUM- GE -215
Title: Managerial Economics

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM- GE-215	Managerial Economics	100	4	3	1	0	4

Objective:

The objective of this paper is to acquaint the participants with concepts and techniques used in Economic Theory and to enable them to apply this knowledge in business decision-making. Emphasis is given to changes in the nature of business firms in the context of globalization.

- UNIT – I** **Introduction of managerial Economics:** Nature and Scope of Managerial Economics; Scope of Economics in Business Decision, Managerial economics and other disciplines.
(Max. 10 hrs.)
- 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.
(Max. 14 hrs.)
- 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.
(Max. 14 hrs.)
- 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.
(Max. 12 hrs.)
- UNIT – V** **Profit Management :** Nature of Profit, Profit Policies, Profit Planning, Business Cycle.
(Max. 10 hrs.)

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.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Second Semester
BUM- SEC -216
Title: Seminar & Term Paper/Project Work

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	BUM- SEC-216	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.

BBA (Hons.) Third Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-311	Business Environment	100	4	3	1	0	4
2.	BUM- CC-312	Business Legislation	100	4	3	1	0	4
3.	BUM- CC-313	Cost Accounting	100	4	3	1	0	4
4.	BUM- SEC-314	Seminar & Term Paper/ Project Work	100	2	1	1	0	2
	<u>Specialization:</u> <i>Marketing Management</i>							
5.	BUM- DSE-315	Advertising Management	100	3	3	0	0	3
6.	BUM- DSE -316	Sales Management	100	3	3	0	0	3
	<u>Specialization:</u> <i>Financial Management</i>							
5.	BUM- DSE -317	Fundamentals of Financial Management	100	3	3	0	0	3
6.	BUM- DSE -318	Indian Financial Systems	100	3	3	0	0	3
	<u>Specialization:</u> <i>Human Resource Management</i>							
5.	BUM- DSE -319A	Human Resource Management	100	3	3	0	0	3
6.	BUM- DSE -319B	Organizational Development	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) Third Semester
BUM- CC-311
Title: Business Environment

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-311	Business Environment	100	4	3	1	0	4

Objective:

The objective of this course is to introduce the environments of business in Indian and world perspective, the role of Government, its constitutional framework, economic Policy, Structural reforms and privatization.

- UNIT – I** The Nature of Business Environment–Significance of Business Environment – Types of Environments: Internal Environment – External Environment, Nature of Modern Business, Liberalization, Privatization & Globalization in India.
(Max. 12 hrs.)
- UNIT – II** Political and Legal Environment of Business: Critical elements of Political Environment – constitutional framework of India – the role of Government in Business –Changing Dimensions of Legal Environment in India – MRTP Act – FEMA Act – Consumer Protection Act – Competition Act.
(Max. 12 hrs.)
- UNIT – III** Economic Environment of Business: Economic growth & National income -Economic System, Fiscal Policy – Monetary Policy, Elements of Social –Cultural Environment .
(Max. 12 hrs.)
- UNIT – IV** Consumerism in India – Corporate Social Responsibility, Technological Environment of Business – Patents and Trademarks.
(Max. 12 hrs.)
- UNIT-V** Govt. & Planning- India's Five Year Plan & Structural Reforms, New Economic Policy, Government's promotional role in Industrial Development, Govt. Policy & Small Scale Industry, Foreign Trade Policy, FDI in India, SEZs: Concept, Role and Impact.
(Max. 12 hrs.)

Books Recommended:

- Francis Cherunilam, Business Environment, Himalaya Publications, New Delhi, 11th Edition
- K. Aswathappa, Essentials of Business Environment, Himalaya Publications, New Delhi, 11th Edition.
- Suresh Bedi, Business Environment, Excel Publications, New Delhi.
- Justin Paul, Business Environment, Text & Cases, McGraw-Hill, New Delhi.
- Francis Cherunilam, Government and Business, Himalaya Publications, New Delhi
- Economic Survey (Latest), Govt. of India, Ministry of Finance, New Delhi.
- Ramesh Singh, Indian Economy, Mcgraw Hill Education Series, New Delhi
- Datt and Sundaram, Indian Economy, S. Chand Publication, New Delhi

Note:

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Note:

(a)The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Third Semester
BUM- CC-312
Title: Business Legislation

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- CC-312	Business Legislation	100	4	3	1	0	4

Objective:

The objective of this paper is to develop conceptual as well as practical understanding of Human Resource Management.

- UNIT – I** Indian Contract Act,, Nature & Kinds, offer & acceptance, Consideration, Capacity of parties, Consent, Legality of object & Consideration, Void agreements, Voidable agreements.
(Max. 12 hrs.)
- UNIT – II** Performance & discharge of Contracts, Remedies for breach of contract, Bailment & Pledge, Agency.
(Max. 10 hrs.)
- UNIT – III** **Law of Sale of Goods** : conditions and warranties, transfer of properties, performance of contract of sale, Rights of unpaid seller.
(Max. 10 hrs.)
- UNIT – IV** **The Limited Liability Partnership Act, 2008**
 Salient Features of LLP, Difference between LLP and Partnership, LLP and Company LLP Agreement, Nature of LLP Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Registered office of LLP and change therein Change of name, Partners and their Relations, Extent and limitation of liability of LLP and partners, Whistle blowing, Winding up and dissolution.
(Max. 14 hrs.)
- UNIT-V** **IT Act 2008:** Definitions under the Act, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences.
(Max. 14 hrs.)

Books Recommended:

- Avtar Singh. Company Law, 11th ed. Lucknow, Eastern, 19996.
- Khergamwala, J. S. The Negotiable Instrument Acts, Bombay, N.M. Tripathi, 1980.
- Rемаiya, A. Guide to the Companies Act. Nagpur, Wadhwa, 1992.
- Shah, S.M. Lectures on Company Law, Bombay, N.M. Trhpathi 1990.
- Tuteja, S.K. Business Law for Managers. New Delhi Sutan Chand, 1998.
- S.K.Mishra Labour & Industrial Law of India; Allahbad Law Agency 2007
- M.C. Kuchhal Business Law, Vikas Publishing House;2000
- Kumar, R. (2009). Legal aspects of business. New Delhi: Cangage Learning.
- Kapoor, N. D. (2009). Elements of company law .New Delhi: Sultan Chand & Sons.

Note:

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course

Note:

(a)The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A** : Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks)**.
- (ii) **Section B** : Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks)**.
- (iii) **Section C** : Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks)**.

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Third Semester
BUM- CC-313
Title: Cost Accounting

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC-313	Cost Accounting	100	4	3	1	0	4

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 – I** **Introduction:** Meaning, objectives and advantages of cost accounting, difference between cost accounting and financial accounting. Cost concepts and classifications, cost unit, cost centre, cost object. (Max. 12 hrs.)
- UNIT – II** **Methods of Costing:** Job Costing, single output and Contract Costing, Process costing, service costing (Transport Costing). (Max. 12 hrs.)
- UNIT – III** Reconciliation of cost & financial accounts.
Marginal Costing: Meaning, Assumptions and uses. Cost-Volume-Profit Analysis: Break-even analysis, Decision making areas - products mix, make / Buy, pricing decisions. (Max. 14 hrs.)
- UNIT – IV** **Budgetary Control:** Concept of budget and budgetary control, objectives, merits and limitations. Fixed and Flexible budgets, Cash Budget etc. (Max. 12 hrs.)
- UNIT-V** Standard costing & variance analysis. (Max. 10 hrs.)

Books Recommended:

- Jawal 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, Sitri Mahabir Book Depot, New Delhi.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BUM- SEC-314
Title: Seminar & Term Paper/ Project Work

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- SEC-314	Seminar & Term Paper/ Project Work	100	2	1	1	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.

BBA (Hons.) Third Semester
BUM- DSE-315
Specialization: Marketing Management
Title: Advertising Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Marketing Management</u>						
5.	BUM- DSE-315	Advertising Management	100	3	3	0	0	3

Objective: *The purpose of this course is to familiarize the students with the role of advertising in the in context of promoting products and services. Advertising is one of ht most ubiquitous promotional tools on which big money is spent. It is important to understand the advertising process and key decision areas for effective management of this function.*

UNIT – I **Introduction to Advertising:** Advertising, Publicity, Propaganda and sales promotion, Role of Advertising in modern business world, Importance of Advertising, Classification of Advertising, advertise Function.

Web Advertising: Concept, Importance of online Advertising, Types of online Advertising, Challenges of Online Advertising.

(Max. 14 hrs.)

UNIT – II **Advertising goals & objectives:** goals and Objectives, DAGMAR, Advertising as a social and business process. Advertising and cultural value of society, Ethics and truth in advertising, regulatory aspects of advertising.

(Max. 12 hrs.)

UNIT – III **Essentials of advertising programme:** Advertising Copy, Advertising Theme, Advertising Appeals, and Advertising Response.

(Max. 10 hrs.)

UNIT – IV Advertising Media (With their merits and demerits of advertng media): Newspapers, Magazines, Poster Advertising, Sampling; Advertising through internet and interactive media-issues and considerations; Factors influencing media choice; media selection, media scheduling.

(Max. 14 hrs.)

UNIT-V Functions of Advertising Department, Advertising Organization, Advertising Agencies, Agency Relationship, Advertising Budget, Advertising Regulation.

(Max. 10 hrs.)

Books Recommended :

- Dr. C.N. Sontakki, Kalyani Publication, New Delhi.
- Salesmanship and Publicity, Rustom S. Davar, Vikas Publishing House Pvt. Ltd.
- Marketing Management (The Millennium Edition, Phillip Kotler).
- Advertising- Planning and Implementations (Sangeeta Sharma and Raghuvir Singh), PHI Learnig Pvt. Ltd.
- Belch and Belch, *Advertising and Promotion*. TaTa McGraw Hill Co.
- Sharma, Kavita, *Advertising: Planing and Decision Making*. Taxamann Publication Pvt. Ltd.
- Mahajan, J.P., and Ramki. *Advertising and Brand Management*, New Delhi: Ane Books Pvt Ltd.
- Burnett, Wells and Moriatty. *Advertising: Principles and Practice*. Pearson Education.
- Shimp, Terence A. *Advertising and Promotion: An IMC Approach*. South Western, Cengage Learning.
- O'Guinn. *Advertising and Promotion: An Integrated Brand Approach*, Cengage Leaning.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Third Semester
BUM- DSE-316
Specialization: Marketing Management
Title: Sales Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Marketing Management</u>						
6.	BUM- DSE -316	Sales Management	100	3	3	0	0	3

Objective:

The Purpose of this paper is to acquaint the Student with the concept which are helpful in developing a sound sales policy and in Organizing and managing sales farce.

- UNIT – I** Introduction, Objectives, Functions and Classification of Sales Management, Selling under the Marketing Concept, Interdependent of Salesmanship and advertising.
(Max. 12 hrs.)
- UNIT – II** The sales organization: Purpose, Principles and policies of sales organization setting up of the sales organization, typical sales organization structure.
(Max. 12 hrs.)
- UNIT – III** Sales forecasting and Sales Budget, Meaning of Sales Forecasting, importance of sales forecasting, limitation of sales forecasting, factor affecting sales forecasting in Indian context factors to consider while preparing sales budget..
(Max. 12 hrs.)
- UNIT – IV** The Management of Sales Force: Personnel problems of Sales Management, recruiting and selection, Training and Development, motivating salesman.
(Max. 12 hrs.)
- UNIT-V** sales meeting and contest, compensating sales personnel, evaluating and supervising salesmen.
(Max. 12 hrs.)

Books Recommended:

- Dr. C.N. Sontakki, Kalyani Publication, New Delhi.
- Salesmanship and Publicity, Rustom S. Davar, Vikas Publishing House Pvt. Ltd.
- Marketing Management (The Millennium Edition, Phillip Kotler)

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Third Semester
BUM- DSE -317
Specialization: Financial Management
Title: Fundamentals of Financial Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Financial Management</u>						
5.	BUM- DSE -317	Fundamentals of 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 – I** Finance functions and goals, Long Term sources of finance. Capital Structure decisions, Capital Budgeting: Decision, Process and Technique, Cost of Capital: Meaning and Concept, Adjusting cost of capital for risk, International Dimensions in cost of capital. (Max. 12 hrs.)
- UNIT – II** Financial Benchmarking -Concept of shareholder value maximization, Interest rate structuring, Bond valuations, Financial Leverages, Dividend Decisions, Ratio Analysis (Max. 12 hrs.)
- UNIT – III** Working Capital Management: Working capital policies, Risk – Return trade off, Credit Management, Working Capital financing, Cash Management, Receivable Management, Inventory Management. (Max. 12 hrs.)
- UNIT – IV** Corporate Valuation: Adjusted Book Value Approach, Discounted Cash Flow Approach, Forecasting and Valuation of free cash flows, Economic Value Added. (Max. 12 hrs.)
- UNIT-V** Mergers, Acquisitions and Restructuring, Reasons for mergers and takeovers, Mechanics of mergers and acquisitions, Dynamics of restructuring. (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.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Third Semester
BUM- DSE -318
Specialization: Financial Management
Title: Indian Financial Systems

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Financial Management</u>						
6.	BUM- DSE -318	Indian Financial Systems	100	3	3	0	0	3

Objective:

The objective of this paper is to develop conceptual as well as practical understanding of Indian Financial Systems.

UNIT – I	Introduction, Functions, Importance, Concepts & Structure and assets of Financial System. (Max. 12 hrs.)
UNIT – II	Financial Market: Money Market, Capital Market Gov. Securities Market & Foreign Exchange Market. (Max. 12 hrs.)
UNIT – III	Financial Instruments Primary market- Instruments, Secondary market-Instruments, short-term, medium term and long term instruments. (Max. 14 hrs.)
UNIT – IV	Fundamentals of Financial Institutions and Financial Services. (Max. 12 hrs.)
UNIT-V	Recent trends in Indian Financial System. (Max. 10 hrs.)

Books Recommended :

- Gorden, & Natarajan- Financial Markets & Services, Himalaya Publishing House.
- Gorden, & Natarajan- Financial Markets & Institutions, Himalaya Publishing House.
- Clifford Gomez- Financial Markets, Institutions & Financial Services ,Prentice Hall of India Ltd.
- Tripathi Nalini Prava, Financial Services Prentice Hall of India Ltd.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A** : Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B** : Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C** : Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Third Semester
BUM- DSE -319A
Specialization Human Resource Management
Title: Human Resource Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
5.	BUM- DSE -319A	Human Resource Management	100	3	3	0	0	3

Objective:

The objective of this paper is to develop conceptual as well as practical understanding of Human Resource Management .

- UNIT – I** Nature & functions of Human Resource Management; Role of Human Resource Manager; **Human Resource Planning:** concept & process of Human Resource Planning; Recruitment & Selection: Test and Interviews.
(Max. 12 hrs.)
- UNIT – II** **Strategic approach of HRM:** Stability strategies, Growth strategies, Retrenchment strategies, Combination Strategies. Job Analysis & job Evaluation: Methods & uses; Training & Development: Training Methods & Management Development.
(Max. 12 hrs.)
- UNIT – III** **Performance Appraisal:** Importance, & methods of Performance Appraisal, Self Appraisal, Assessment Centers, 360' performance appraisal; Leadership: need for leadership, Characteristics of effective leaders. Effective leadership styles; Motivation, Incentives & Morale.
(Max. 14 hrs.)
- UNIT – IV** **Worker's participation in Management:** Forms of work participation, in India, Work committees Joint Management Council (JMC), Shop council, Unit council.
(Max. 12 hrs.)
- UNIT-V** Stress, Conflict Management and Counseling.
(Max. 10 hrs.)

Books Recommended:

- Personnel Human Resource Management by Mill Kovich & Boudreav.
- Human Resource Management & Development by H.C. Sainy & Saharad Kumar.
- Personnel Management, C. B Matoria, S.V. Gankar, Himalaya Publishing.
- Human Resource Management, Gary Dessler, Pearson Education.
- P. Subba Rao, Essentials of Human Resource Management & Industrial relations, Himalaya publishing House.

Note:

(a)The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Third Semester
BUM- DSE -319B
Specialization Human Resource Management
Title: Organizational Development

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Human Resource Management</u>						
6.	BUM- DSE -319B	Organizational Development	100	3	3	0	0	3

Objectives:

The objective of this course is to familiarize with basic organizational processes to bring about organizational development.

- UNIT – I** Introduction and Conceptual framework of Organizational development, Theory and Management of OD, Organization design and culture, Organization change and strategy for managing change in times of turbulence. (Max. 14 hrs.)
- UNIT – II** **Organizational development:** Definition, Assumptions, goals, process, objectives; Strategies: Techniques of Organizational Diagnosis, Team Building, Survey Feedback, Process Consultation, Action Research and OD. (Max. 14 hrs.)
- UNIT – III** **OD Interventions:** Change agents-Role, Skills and Types of change agents, Team Building Interventions, Structural Interventions, Transactional analysis and Inter group interventions. (Max. 12 hrs.)
- UNIT – IV** **Organizational conflicts & Trends in OD:** Causes, nature, measures to resolve organizational conflicts; Managerial Grid. (Max. 10 hrs.)
- UNIT-V** Sensitivity training, employee empowerment, OD-HRD Interface, Challenges and future of OD. (Max. 10 hrs.)

Text Books Recommended:

- French and Bell, Organisational Development, Pearson Education
- D.R. Brown, An Experimental Approach to Organization Behavior, Pearson Education
- Carol P Harvey and M.June Allard, Understanding and managing diversity, PHI India
- F. Luthans , Organisational Behaviour TMH, New Delhi

Reference Books Recommended:

- S.P.Robbins, “Organisational Behaviour”, Pearson Education
- Prasad, Organisation Development for Excellence, McMillan, India.
- Madhukar Shukla, Understanding Organization : Organization Theory and Practices in India, PHI

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fourth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-411	Organisational Behaviour	100	4	3	1	0	4
2.	BUM- CC-412	Indian Ethos	100	4	3	1	0	4
3.	BUM- CC-413	Income Tax	100	4	3	1	0	4
4.	BUM- SEC-414	Seminar & Term Paper/ Project Work	100	2	1	1	0	2
	Specialization: Marketing Management							
5.	BUM- DSE-415	International Marketing	100	3	3	0	0	3
6.	BUM- DSE -416	Consumer Behaviour	100	3	3	0	0	3
	Specialization: Financial Management							
5.	BUM- DSE -417	Security Analysis and Portfolio Management	100	3	3	0	0	3
6.	BUM- DSE -418	Management of Financial Institutions and Financial Services	100	3	3	0	0	3
	Specialization: Human Resource Management							
5.	BUM- DSE -419A	Industrial Relation	100	3	3	0	0	3
6.	BUM- DSE -419B	Labour Legislation	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) Fourth Semester
BUM- CC- 411
Title: Organisational Behaviour

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-411	Organisational Behaviour	100	4	3	1	0	3

Objective:

The objective of this paper is to develop conceptual as well as practical understanding of Human Resource Management .

- UNIT – I Introduction to Organisational Behaviour:** Nature and Significance: Perception, Attitudes and Values, Personality, Learning and Learning theories. (Max. 12 hrs.)
- UNIT – II Motivation:** Basic concepts and Theories of Motivation; Basic Concepts and Theories of Leadership and their Application. (Max. 12 hrs.)
- UNIT – III Interpersonal Communication;** Interpersonal Conflict, Coaching and Mentoring, Power and Politics in Organizations. (Max. 12 hrs.)
- UNIT – IV Foundation of Group Behavior:** Defining and Classifying Groups, Why do people join Groups, Stages of Group Development; Workshop Behavior. External Conditions imposed on Groups, Group member Sources, Group Processes, Group task, Group Cohesiveness, Group Decision Making, Group Think. (Max. 14 hrs.)
- UNIT-V Organization Culture, Work Stress, and Managing Change.** (Max. 10 hrs.)

Books Recommended:

- Organizational Behaviour, Stephen P. Robbins
- Organizational Behaviour, J. S. Chandar

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fourth Semester
BUM- CC- 412
Title: Business Ethics and corporate Governance

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- CC-412	Business Ethics and corporate Governance	100	4	3	1	0	3

Objective:

The course seeks to bridge the gap between the ethical behavior of the individuals and challenges posed by organized business activity in the global marketplace. It further seeks to educate participants about the legal, social and ethical matters in business, and to make them sensitive to the consequences of their decisions.

- UNIT – I** Conceptual framework: Ethical considerations in everyday business, Business ethics as corporate governance tool, the cost of being unethical, Nature of business purpose and goal: profit maximization versus corporate social responsibility. (Max. 14 hrs.)
- UNIT – II** Philosophical framework for ethical decisions: Normative theory of ethics- Utilitarianism and Kant's ethos, Islam and business ethics, Asian spiritual philosophy of Vedanta and Buddhism. (Max. 12 hrs.)
- UNIT – III** Job discrimination: Gender and caste issues, Sexual harassment, Ethical choices facing employees: obligations and loyalty to the firm, abuse of official position- insider trading and proprietary data, bribes and kickbacks, gifts and entertainment, whistle blowing. (Max. 12 hrs.)
- UNIT – IV** Corporate Governance: Theories, guidelines and practices, corporate disclosure practices. SEC and SEBI codes, ICRA ratings etc. (Max. 12 hrs.)
- UNIT-V** Ethical issues in MNC's, Ethical audit. (Max. 10 hrs.)

Books Recommended:

- AIMA (2007), corporate governance and business ethics.
- Holden, I.P. (2000). Ethics for managers. Hampshire: Gower.
- Rajput, Dr. Namita and Vasisht, Dr. Neeru. Corporate Governance, values and ethics.
- Sekhar, R.C. (2002). Ethical choices in business (2nd edition). New Delhi: Response.
- Murray, D. (2001). Ethics in organization. India: Kogan Page.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fourth Semester
BUM – CC - 413
Title: Income Tax

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC- 413	Income Tax	100	4	3	1	0	3

Objective:

The objective of this paper is to enable the students to know the basics of Income Tax Act and its implications.

- UNIT – I** Basic Concepts: Income, agricultural income, casual income, assessment year, previous year, person, gross total income, total income. Basis of charge: Residence and tax liability, income which does not form part of total income. Taxable income under the head of salary.
(Max. 14 hrs.)
- UNIT – II** Taxable Income under the head of house property, Business or Profession, Capital gains.
(Max. 12 hrs.)
- UNIT – III** Income from other sources. Set off & Carry forward of losses. Deductions from Gross total income, Computation of total income.
(Max. 12 hrs.)
- UNIT – IV** Tax planning, Scope of tax management, Tax deducted at source, advance payment of tax.
(Max. 12 hrs.)
- UNIT-V** Income Tax Authorities.
(Max. 10 hrs.)

Books Recommended:

- Mehrotra H.C Income Tax Law & Accounts; Sahitya Bhawan Agra
- Singhanian V.K Student's guide to Income Tax Taxmann, Delhi.
- Shripal Sakhlecha, Income Tax Satish Printers, Indore.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fourth Semester
BUM- SEC- 414
Title: Seminar and Term Paper/ Project Work

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- SEC-414	Seminar and Term Paper/ Project Work	100	2	1	1	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.

BBA (Hons.) Fourth Semester
BUM- DSE- 415
Specialization: Marketing Management
Title: International Marketing

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		Specialization: Marketing Management						
5.	BUM- DSE-415	International Marketing	100	3	3	0	0	3

Objective:

The basic objective of this course is to develop an understanding about the Management of Financial Institutions and Financial Services and its applications

- UNIT – I** International Marketing- Nature & Process of International Marketing, Domestic Marketing V/s. International Marketing. Characteristics of MNCs. Process of Internationalization, Benefits and challenges of International Marketing.
(Max. 12 hrs.)
- UNIT – II** Basis for International Trade, Principle of Absolute Advantage, Principle of Relative Advantage, International Product Life Cycle Theory.
(Max. 12 hrs.)
- UNIT – III** Overview of World Marketing Environment-Legal, cultural, social, ethical, demographic, political.
(Max. 12 hrs.)
- UNIT – IV** Planning for International Marketing. Overview of Marketing Research, Market Analysis & Market Entry Strategies, International marketing management.
(Max. 12 hrs.)
- UNIT-V** Product Strategies: Basis decisions, Product planning branding and packaging decisions. Direct and indirect distribution channels, Advertising strategies.
(Max. 12 hrs.)

Books Recommended:

- Varshney & Bhattacharya. International marketing .Himalaya Publishing Delhi.
- Rathore & Rathore, International Marketing, Himalaya Publishing.
- P. Sarvanavel, International Marketing, Himalaya Publishing, New Delhi.
- Cateora, Philip. R. International marketing.
- Graham. John. International Marketing.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fourth Semester
BUM- DSE -416
Specialization: Marketing Management
Title: Consumer Behaviour

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		Specialization: Marketing Management						
6.	BUM- DSE -416	Consumer Behaviour	100	3	3	0	0	3

Objective:

The basic objective of this course is to develop an understanding about the consumer buying behaviour, decision-making process and its applications in marketing practices of firms.

UNIT – I Consumer Behaviour: Concept, Consumer Behaviour & Marketing Strategies. (Segmentation promotion and Positioning Strategies), Impact of New technologies on Marketing Strategies Consumer Decision Making: Simple Model of Consumer Decision Making and Ethical Dimensions, Models of Consumer Behaviour.

(Max. 14 hrs.)

UNIT – II Consumer Research Process, Customer Value, Satisfaction, Trust and Retention, Consumer Motivation, Perception, Personality and Consumer Behaviour, Consumer Learning, Consumer Attitude Formation and Change.

(Max. 14 hrs.)

UNIT – III Communication and Consumer Behaviour, Consumer Behaviour and Impact of Culture and Sub-culture, Cross-Cultural issues in Consumer Behaviour, Cultural Aspects of Emerging Markets.

(Max. 12 hrs.)

UNIT – IV Reference Groups and Application in Marketing, Family and Social Class, Family Life Cycle, Family Buying Influences.

(Max. 10 hrs.)

UNIT-V Consumer Behaviour Application of Social Class, Consumers and Diffusion of Innovation & Opinion leadership.

(Max. 10 hrs.)

Books Recommended:

- Assael, H. Consumer Behaviour and marketing Action. Ohio, South Western
- Engle, J. F. etc. Consumer Behaviour. Chicago, Dryden Press
- Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc.
- Hawkins, D. I. etc. Consumer Behaviour: Implications for Marketing Strategy. Texas, Business
- Mowen, John C. Consumer Behaviour. New York, MacMillan
- Schiffman, L G. and Kanuk, LL. Consumer Behaviour, New Delhi Prentice hall of India
- Matin Khan, Consumer Behaviour and Advertising Management, New Age International Publishers Pvt. Ltd.
- Loudon, D.L. and Bitta, A.J.D, Consumer Behavior, Concepts and Applications, Tata McGraw Hill.

Note:

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Note: (a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BUM- DSE - 417**Specialization: Financial Management****Title: Security Analysis and Portfolio Management**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Financial Management</u>						
5.	BUM- DSE -417	Security Analysis and Portfolio Management	100	3	3	0	0	3

Objective:

The basic objective of this course is to develop an understanding about the Security Analysis and Portfolio Management and its applications in stock market.

- UNIT – I Security Analysis:** Introduction, Investment : Investment process, risks of investment and the common mistakes made in investment management, Investment, Risk, Valuation of equity Shares and bond.
(Max. 12 hrs.)
- UNIT – II Fundamental Analysis:** Economy analysis, industry analysis and company analysis, weaknesses of fundamental analysis.
Technical Analysis: Tools of technical analysis, important chart formations or price patterns and technical indicators Technical Analysis, Efficient Market Theory.
Efficient Market Theory: Concept of 'Efficient Market' and its implications for security analysis and portfolio management.
(Max. 14 hrs.)
- UNIT – III Portfolio Management:** Concept of portfolio and portfolio management, types of portfolio management.
Markowitz Portfolio Selection Model: Concept of portfolio analysis and diversification of risk. Also discusses Markowitz Model and Efficient Frontier.
(Max. 12 hrs.)
- UNIT – IV Sharpe-The Single Index Model:** Measurement of return on an individual stock, measurement of portfolio return and measurement of individual stock risk.
Capital Asset Pricing Model (CAPM): Deals with the assumptions of CAPM and the inputs required for applying CAPM and the limitations of this Model.
(Max. 12 hrs.)
- UNIT-V Factor Models and Arbitrage Pricing Theory:** Arbitrage Pricing Theory and its principles, Comparison of Arbitrage Pricing Theory with the Capital Asset Pricing Model.
International Portfolio Investments: Investment avenues for foreign portfolio investors, risks and returns associated with such investment.
(Max. 10 hrs.)

Books Recommended:

- Kevin S (2009) "Security Analysis Portfolio Management" Prentice Hall Pvt. Ltd. New Delhi.
- Pandian Punithavathy (2009) "Security Analysis Portfolio Management" Vikash Pub. House Pvt. Ltd. New Delhi.
- Barua S., Varma J. R. & Ragunathan V. (1996) "Portfolio Management" Tata McGraw Hill New Delhi.
- Gangadhar V. & Babu G. Ramesh (2009) "Investment Management Anmol Pub. Pvt. Ltd. New Delhi.

Note: (a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fourth Semester

BUM- DSE -418
Specialization: Financial Management
Title: Management of Financial Institutions and Financial Services

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Financial Management</u>						
6.	BUM- DSE -418	Management of Financial Institutions and Financial Services	100	3	3	0	0	3

Objective:

The basic objective of this course is to develop an understanding about the Management of Financial Institutions and Financial Services and its applications.

- UNIT – I** Financial Institutions: Introduction, Classification, Scope, Role in economic growth, Risk faced by Financial Institutions, Challenges. (Max. 12 hrs.)
- UNIT – II** Organization and Functioning of RBI, Financial institution in India: - ICICI, IDBI, LIC, IFCI. (Max. 12 hrs.)
- UNIT – III** International financial Institutions: - IMF, World Bank . (Max. 12 hrs.)
- UNIT – IV** Financial Services: Introduction, Classification, Scope, Innovations, Challenges. Merchant banking, Mutual Funds, venture capital. (Max. 12 hrs.)
- UNIT-V** Hire Purchase, Factoring, Securitization of debt, Credit rating, credit card. (Max. 12 hrs.)

Books Recommended:

- E. Gordon & K. Natarajan (2009) "Financial Market and Institutions" Himalaya Pub. House, Mumbai.
- E. Gordon & K. Natarajan (2010) "Financial Market and Services" Himalaya Pub. House, Mumbai
- Clifford Gomez (2009) "Financial Markets, Institutions and Financial Services" PHI Learning Private Ltd, New Delhi.
- Jain S., Rathil M., Thakur, R & Solanki S. (2010) "Marketing of Financial Services" Ramesh Book Depot. Jaipur and New Delhi
- Kulkarni P. V. (1987) "Corporation Finance". Himalaya Pub. House, Mumbai.

Note:

The list of cases and specific references including recent articles will be announced in the class at the time **Note:**

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class. e of launching of the course.

BBA (Hons.) Fourth Semester
BUM- DSE - 419A
Specialization: Human Resource Management
Title: Industrial Relations

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		Specialization: <i>Human Resource Management</i>						
5.	BUM- DSE -419A	Industrial Relations	100	3	3	0	0	3

Objective:

This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.

- UNIT – I** Industrial Relations-Definition, Importance & Scope, content of industrial relations, Objectives and Aspects of industrial relations, global economy and their impact on Industrial relations scenario in India, Contemporary issues in IR.
(Max. 12 hrs.)
- UNIT – II** Industrial Democracy and Disputes: Concept and scope of Industrial democracy, Worker's participation strategy, Issues in participation, Strategies for making effective participation. Industrial disputes; Strikes, Lockouts, Layoff and retrenchments, unfair labour practices and methods of industrial dispute Resolutions.
(Max. 12 hrs.)
- UNIT – III** Industrial Discipline and HRM: Aims, Objectives and Types of Discipline, An overview of Disciplinary enquiries, Disciplinary action and termination of employment contract, Linking IR Strategy and HRM strategy.
(Max. 12 hrs.)
- UNIT – IV** Management of Grievances & Collective Bargaining: Causes or Sources of Grievances Need for Grievance Procedure, Grievance Redressal Machinery.
(Max. 12 hrs.)
- UNIT-V** Collective Bargaining; Meaning, Characteristics, Need, Importance, Process, Pre-requisites, Role of Government in Collective Bargaining.
(Max. 12 hrs.)

Books Recommended:

- Bray, M, Deery.S, Walsh.J, and Waring P, Industrial Relations: A Contemporary Approach, TataMc Graw Hill.
- Singh, P., & Kumar, N. Employee Relations Management, New Delhi: Pearson Education India.
- Dwivedi, R.S., Managing Human Resources: Industrial Relations in Indian Enterprises, New Delhi, Galgotia Publishing Company.
- Mamoria C.B. & S. Mamoria: Dynamics of Industrial Relations in India, Mumbai. Himalaya Publishing House.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fourth Semester
BUM- DSE -419B
Specialization: Human Resource Management
Title: Labour Legislation

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		Specialization: Human Resource Management						
6.	BUM- DSE -419B	Labour Legislation	100	3	3	0	0	3

Objective:

Organizational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.

- UNIT – I** Industrial Legislation: Objective, scope, need. The Factory act: Objective, Application of the Act, Definitions, Approval, Licensing and registration. The Inspecting Staff, Certifying surgeons. Health of workers, Safety of Workers, Welfare of workers, the working hours of adults, holidays, rules regarding employees of young persons, rules regarding employment of women.
(Max. 12 hrs.)
- UNIT – II** Workmen Compensation Act: Object, scope, definitions, rules regarding workmen's compensation occupational diseases, other provisions regarding amount of compensation, Maternity Benefit Act: Scope and coverage, definitions, prohibition of employment, maternity benefit, leave and nursing breaks.
(Max. 12 hrs.)
- UNIT – III** Trade Union Act: Objective, Scope, Definitions, Registration of trade unions, legal status of the registered unions, rights & privileges, duties & liabilities, amalgamation and dissolution of trade unions.
(Max. 12 hrs.)
- UNIT – IV** Industrial Dispute Act: Objective & Scope, Definitions-Industry, industrial dispute, workmen, employer, wages, bonus, Difference between wage and bonus, gratuity, lockout & strike, Layoff & Retrenchment strike and lockout prohibition in public utility services. Transfer and closing down of undertakings.
(Max. 12 hrs.)
- UNIT-V** Factory Act.
(Max. 12 hrs.)

Books Recommended:

- S.K. Puri: Labour & Industrial Laws (Allahabad Law Agency).
- S. N. Mishr: Labour & Industrial Laws (Pioneer Books, New Delhi).
- G. M. Kothari: A Study of Industrial Laws (N. M. Tripathi Bombay)

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A** : Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks)**.
- (ii) **Section B** : Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks)**.
- (iii) **Section C** : Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks)**.

(b) The list of cases and specific references including recent articles will be announced in the class.

Revised:17.05.2018 Ms. Suneet Walia

BBA (Hons.) Fourth Semester
BUM- DSE -419B
Specialization: Human Resource Management
Title: Labour Legislation

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
6.	BUM- DSE -419B	Labour Legislation	100	3	3	0	0	3

Objective:

Organizational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.

- UNIT – I** Industrial Legislation: Objective, scope, need. The Factory act: Objective, Application of the Act, Definitions, Approval, Licensing and registration. The Inspecting Staff, Certifying surgeons. Health of workers, Safety of Workers, Welfare of workers, the working hours of adults, holidays, rules regarding employees of young persons, rules regarding employment of women.
(Max. 12 hrs.)
- UNIT – II** Workmen Compensation Act: Object, scope, definitions, rules regarding workmen's compensation occupational diseases, other provisions regarding amount of compensation.
(Max. 12 hrs.)
- UNIT – III** Trade Union Act: Objective, Scope, Definitions, Registration of trade unions, legal status of the registered unions, rights & privileges, duties & liabilities, amalgamation and dissolution of trade unions.
(Max. 12 hrs.)
- UNIT – IV** Industrial Dispute Act: Objective & Scope, Definitions-Industry, industrial dispute, workmen, employer, wages, bonus, Difference between wage and bonus, gratuity, lockout & strike, Layoff & Retrenchment strike and lockout prohibition in public utility services. Transfer and closing down of undertakings.
(Max. 12 hrs.)
- UNIT-V** Maternity Benefit Act: Scope and coverage, definitions, prohibition of employment, maternity benefit, leave and nursing breaks.
(Max. 12 hrs.)

Books Recommended:

- S.K. Puri: Labour & Industrial Laws (Allahabad Law Agency.
- S. N. Mishr: Labour & Industrial Laws (Pioneer Books, New Delhi.
- G. M. Kothari: A Study of Industrial Laws (N. M. Tripathi Bombay)

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (iv) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (v) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (vi) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fifth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-511	E-Marketing	100	4	3	1	0	4
2.	BUM- CC-512	Accounting and Financial Management	100	4	3	1	0	4
3.	BUM- CC-513	Quantitative Techniques for Managers	100	4	3	1	0	4
4.	BUM- SEC-514	Seminar & Term Paper / Summer Internship	100	2	1	1	0	2
	Specialization: Marketing Management							
5.	BUM- DSE-515	Brand Management	100	3	3	0	0	3
6.	BUM- DSE -516	Service Marketing	100	3	3	0	0	3
	Specialization: Financial Management							
5.	BUM- DSE -517	Stock Market Operations	100	3	3	0	0	3
6.	BUM- DSE -518	Management Control Systems	100	3	3	0	0	3
	Specialization: Human Resource Management							
5.	BUM- DSE -519A	Human Resource Audit & Accounting	100	3	3	0	0	3
6.	BUM- DSE -519B	Training and Development	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) Fifth Semester
BUM- CC-511
Title: E-Marketing

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-511	E-Marketing	100	4	3	1	0	4

Objective:

To impart basics of E- Marketing, E Marketing Environment, Marketing Segmentation, Product Planning and Development, Product pricing, and Channels of Distribution etc. in National and International Environment through information technology.

- UNIT – I** Emergence of E-Marketing, E- Marketing Environment, Environment, Strategy and Performance Model, E-Business Markets, E-marketing Plan, WWW: concept, Technology and Applications, Framework of E-commerce, Internet, Intranet and Extranet, Electronic Payment System.
(Max. 12 hrs.)
- UNIT – II** Strategic Planning- SWOT Analysis, Strategic Objective, E- Business Models, Segmentation, Targeting and Positioning Strategies in E-markets, Understanding e-Consumer Behaviour and Market Research, Creating Customers value online, Online Benefits Attributes.
(Max. 12 hrs.)
- UNIT – III** Strategies for Marketing, Sales and Promotion in E-Markets, E-Marketing New Product Trends, Retailing in Electronic market, E-Marketing Communication-Internet Advertising, Sales Promotion Offers, Marketing Public Relations.
(Max. 12 hrs.)
- UNIT – IV** Internet Distribution Channel, Types of intermediaries, Function of Distribution Channel; Classifying Online Channel Members, e-CRM.
(Max. 12 hrs.)
- UNIT-V** Legal and Ethical Issues in E-markets, Digital Economy and Success Factors.
(Max. 12 hrs.)

Books Recommended:

- Judy Strauss, Adel El- Ansary, Raymond Frost, E-Marketing, Pearson Education Publication.
- Glen L. Urban, Digital Marketing Strategy: Text and Cases, Pearson Prentice Hall
- Alan Charlesworth, Internet Marketing: a practical approach, Routledge
- Bharat Bhaskar, Electronic Commerce: Framework, Technologies and Applications, Tata McGraw-Hill Education
- Efraim Turban, David R. King, Judy Lang, Introduction to Electronic Commerce, Pearson Education
- Ravi Kalakota, Andrew B. Whinston, Electronic Commerce: A Manager's Guide, Pearson Education

Note:

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fifth Semester
BUM- CC-512
Title: Accounting and Financial Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- CC-512	Accounting and Financial Management	100	4	3	1	0	4

Objective:

The purpose of this course is to acquaint the students with the broad framework of financial decision making of a business unit.

- UNIT – I** Nature, Scope & objectives of Financial Management, Function of Finance, Functional Areas of Financial Management, Financial Decisions, Financial Environment. Financial information, Financial functions in Business. (Max. 12 hrs.)
- UNIT – II** Capital Structure, Meaning & features and Determinants of Capital Structure, Source of Capital share, debentures long term loans, retained earnings, financial leverage. (Max. 12 hrs.)
- UNIT – III** Techniques of Financial analysis, Ratio Analysis, Determination of Ratios, Liquidity ratios, Leverage ratios, Profitability ratios, Activity ratios, capital budgeting process. (Max. 12 hrs.)
- UNIT – IV** Methods of investment evaluation, working capital Management, Cash & Receivables Management. (Max. 12 hrs.)
- UNIT-V** Dividend Policy Meaning & Significance of dividend Policy, forms of dividend, Inventory Management. (Max. 12 hrs.)

Books Recommended:

- I.M. Pandey, Financial Management (9th ed.), Vikas Publishing House, New Delhi.
- Khan & Jain, Financial Management, Tata Mc-Graw Hill, 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.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A** : Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks)**.
- (ii) **Section B** : Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks)**.
- (iii) **Section C** : Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks)**.

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fifth Semester
BUM- CC-513
Title: Quantitative Techniques for Managers

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC-513	Quantitative Techniques for Managers	100	4	3	1	0	4

Objective:

The objective of the course is to make the students familiar with some basic statistical and Mathematical techniques. The focus, however, is in their applications in business decision making.

UNIT – I	Introduction to Quantitative technique: Concept of Q.T., Nature of Q.T., Role of Q.T. in trade and Industry (Max. 12 hrs.)
UNIT – II	Set Theory - Types of sets, Venn diagram, Operations of sets, Number of elements in a finite set. Application of set theory. Progressions: Formation of series, Types of Series, Arithmetic Progression, Geometric Progression (Max. 12 hrs.)
UNIT – III	Correlation Analysis- Concept of correlation, positive & negative correlation, Karl Pearson's Coefficient of correlation, Spearman's rank correlation. (Max. 12 hrs.)
UNIT – IV	Regression Analysis-Concept of regression, Two regression equations, Regression coefficients and properties. (Max. 12 hrs.)
UNIT-V	Linear Programming - Basic Concepts, Features, importance, Application Model Formulation, Solution Methods. (Max. 12 hrs.)

Books Recommended:

- Chadha, N.K. *Statistics for Behavioral and Social Scientists*, Reliance Publishing House, Delhi, 1996
- Gupta, S P and Gupta M P. *Business Statistics*. New Delhi, Sultan Chand, 1997.
- Kazmier, L J and Pohl, N F. *Basic Statistics for Business and Economics*. New York, Mc Gra w Hill, 1988.
- Levin Richard I and Rubin David S. *Statistics for Management*. New Jersey, Prentice Hall Inc., 1995.
- Narag. A S. *Linaar Programming and Decision Making*. New Delhi, Sultan Chand, 1995.
- Sharma, J.K. *Fundamentals of Operations Research*. Macmillan, New Delhi, 2001
- Terry, Sineich. *Business Statistics by Examples*. London, Collier Mac Millian Publishers, 1990.
- C.Satydevi, Quantitative Technique, S chand Publication

Note:

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BUM- SEC-514
Title: Seminar & Term Paper / Summer Internship

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- SEC-514	Seminar & Term Paper / Summer Internship	100	2	1	1	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.

In case of Summer Internship/Summer Training students are supposed to complete summer training in a company after fourth semester and before fifth semester, and submit a complete project on their training.

BBA (Hons.) Fifth Semester
BUM- DSE-515
Specialization: Marketing Management
Title: Brand Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Marketing Management</u>						
5.	BUM- DSE-515	Brand Management	100	3	3	0	0	3

Objective:

The objective of this paper is to acquaint the student with the concepts of branding which are helpful in developing sound sales and brand management strategies.

- UNIT – I** Competition and Brand: The economic Ideal, competition Disarms, Product Commonality, Customer Loyalty, Brand Bonds.
(Max. 12 hrs.)
- UNIT – II** Concepts of Brand: Anatomy of brand, Brand perspectives, Meaning of Brand and Making brands succeed.
(Max. 12 hrs.)
- UNIT – III** Brand Equity: Defining brand equity, Brand Image/ Constellation, Brand Image dimension, Brand Positions.
(Max. 12 hrs.)
- UNIT – IV** Brand Extensions: Line extensions, Brand extensions, Types of extensions.
(Max. 12 hrs.)
- UNIT-V** Brand extendibility, brand valuation.
(Max. 12 hrs.)

Books Recommended:

- Dayle, Petes, Value Brand Marketing, N. Wiley 2000.
- Murphy, John M, Brand Strategy, Comb. England, Director Books, 1990
- Ries, Al and Lauro Riesm The 22 Immortal laws of Branding, NY, Narper Collins, 1998.
- Perries Raymnd Led. Brand Valuationm London Inter brand and Premier Books, 1997.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fifth Semester
BUM- DSE -516
Specialization: Marketing Management
Title: Service Marketing

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Marketing Management</u>						
6.	BUM- DSE -516	Service Marketing	100	3	3	0	0	3

Objective:

To impart basics of Service Marketing Environment, Challenges in service market, which are helpful in developing sound service marketing strategies.

UNIT – I Concept of Service, Characteristics of services –Intangibility, Inseparability, Variability, Perishability, Heterogeneity, Ownership, The Service Marketing Triangle, Environment of Service, Service as a system, Attitude towards service and service sector, Goods Vs Services.

(Max. 12 hrs.)

UNIT – II Extended Marketing Mix for services, Elements of Customer Service, Service Classification, Consumer Behaviour in Services, Role of Technology in Services, Service Design and Blueprinting.

(Max. 12 hrs.)

UNIT – III Development of New Service Product, Customer Service Expectations, Designing Service product and Price mix, Designing Service Promotion and Distribution Mix, Managing Demand and Supply of Services.

(Max. 12 hrs.)

UNIT – IV Role of service mix in Roadways, Railways, Civil aviation, Telecommunication, Health care, Tourism and Travel, Education, Financial Services, Service Quality Model (SERVQUAL).

(Max. 12 hrs.)

UNIT-V Customer Retention and Relationship Marketing, Total Quality Management.

(Max. 12 hrs.)

Books Recommended:

- Service Marketing & Management, Dr. B. Balaji, S Chand Publication.
- Service Marketing & Management, Christopher Lovelock, Pearson Education.
- Service Marketing & Management in Indian Perspective, Ravishankar, Excel Book Publication.
- Service Marketing- Integrated Customer Focus Across the Firm, Zeithmal, Bitner, Gremler and Pandit, Mcgrawhill Publication

Note:

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BUM- DSE -517
Specialization: Financial Management
Title: Stock Market Operations

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Financial Management</i>						
5.	BUM- DSE -517	Stock Market Operations	100	3	3	0	0	3

Objective:

The objective of this paper is to develop conceptual as well as practical understanding of Stock Market and its Regulations.

- UNIT – I** Financial Systems- Role /functions of financial system, components of financial system, Classification of Financial Market, Money Market- Features of Money market, Functions of the Money Market, Importance of Money Market, Indian Money Market, Capital Market Structure, Primary Market V/S Secondary Market.
(Max. 14 hrs.)
- UNIT – II** Stock Exchanges, Listing of securities, Types of issues. Dematerialisation of securities.
(Max. 12 hrs.)
- UNIT – III** NSEI, OTCEI, SEBI
(Max. 12 hrs.)
- UNIT – IV** Security Market Regulations, Securities Appellate Tribunal (SAT) Investor's Protection, Functionaries on Stock Exchanges.
(Max. 12 hrs.)
- UNIT-V** Depository Systems in India.
(Max. 10 hrs.)

Books Recommended:

- Financial Market Operations, Sahitya Bhawan Pub.
- Financial Markets and Services Gordon & Natarajan Himalaya Pub.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A** : Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B** : Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C** : Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fifth Semester
BUM- DSE -518
Specialization: Financial Management
Title: Management Control Systems

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Financial Management</u>						
6.	BUM- DSE -518	Management Control Systems	100	3	3	0	0	3

Objective:

The main objective of the course is to appraise the students about the concept of management control system as well as its role in efficient management of public system organizations.

UNIT – I Conceptual framework of management control: Nature, Scope and Concept of Management Control Systems. Organization Goals, Understanding Strategies, Strategic Planning and Implementations, Organisation Structure, Contingency Theory.

(Max. 12 hrs.)

UNIT – II Management Control Process: Strategic Planning, Management Control and Operational Control, Control Systems, Budget Preparation, Budgetary Planning and Procedures. Analysis of Variances, Analysis and Reporting, Variance Reporting, Analyzing Financial Performance Reports, Flexible Budgeting, Zero-base Budgeting.

(Max. 12 hrs.)

UNIT – III Management Information Theory: Meaning, Definition, Characteristics, Types: Operating information and Accounting information. Management Control Structure: Responsibility Centre, Responsibility Accounting, Revenue and Expense Centers, Profit Centre, Inter-divisional Transfer Pricing, Measurement of Divisional Performance including Performance Evaluation - Qualitative and Quantitative, Investment Centre and Measuring and Controlling Assets Employed.

(Max. 14 hrs.)

UNIT – IV Strategic Cost Control: Pricing decision including pricing strategies, Pareto Analysis, Just-in-time Approach, Material Requirement Planning, Enterprise Resource Planning, Total Quality Management, Theory of Constraint, Uniform Costing and Inter firm comparison, Profitability analysis - Product wise / segment wise / customer wise.

(Max. 12 hrs.)

UNIT-V Working Capital Management Control in Specialized Organisation Services and Non Profit Organisations.

(Max. 10 hrs.)

Books Recommended:

- P. Saravanavel- M.C.S. H.P. House
- Allen, B. R., Brownlee, E. R. II, Haskins, M. E., & Lynch, L. J. (2005). Cases in management accounting and control system (4th ed.). New Delhi: Pearson Education.
- Anthony, R. N., & Govindarajan, V. (2007). Management control systems (12th ed.). New Delhi: Tata McGraw-Hill.
- Cooper, R., & Kaplan, R. S. (2004). Design of cost management systems (2nd ed.). New Jersey: Prentice Hall.
- Kaplan, R. S., & Anderson, S. R. (2007). Time-driven activity-based costing: A simpler and more powerful path to higher profits. USA: Harvard Business School Press.
- Kaplan, R. S., & Cooper, R. (2009). Cost & effect: Using integrated cost systems to drive profitability and performance. USA: Harvard College.
- Kaplan, R. S., & Norton, D. P. (2008). Execution premium: Linking strategy to operations for competitive advantage. USA: Harvard Business School Press.
- Shank, J. K. (2006). Cases in cost management: A strategic emphasis (3rd ed.). USA: Cengage Learning.
- Shank, J. K., & Govindarajan, V. (2008). Strategic cost management: The new tool for competitive advantage. New York: Free Press.

Note: (a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fifth Semester
BUM- DSE -519A
Specialization: Human Resource Management
Title: Human Resource Audit & Accounting

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
5.	BUM- DSE -519A	Human Resource Audit & Accounting	100	3	3	0	0	3

Objective:

The Purpose of this paper is to acquaint the students with the concepts which are helpful in understanding the Human Resource t Accounting and the Auditing of HRD.

UNIT – I Human Resource Development- concept, difference between HRM, HRD, objectives, Mechanism & Association of HRD, Need & Significance of HRD. Qualities of a HRD Manger, Principles of HRD. Contemporary issues in human resource development.

(Max. 12 hrs.)

UNIT – II Human resource accounting; Concept, objectives and scope of HR accounting Human capital investment, Training human capital and productivity, Approaches and Techniques of Human Resource Accounting , HR as an Asset, Rate of return on HR, HR cost analysis. Case studies in the relevant area.

(Max. 14 hrs.)

UNIT – III Trends in Human Resource: Human Capital, Human Resource Information System, Talent Management, Performance management, Total quality Management, Quality Circles, Kaizen, Bench Marking.

(Max. 12 hrs.)

UNIT – IV HRD Audit: Concept, objectives, Scope & Significance of HR Audit, OCTAPACE Culture; present scenario & future prospects of human resource audit.

(Max. 12 hrs.)

UNIT-V Measures for betterment of HR audit, preparation of Audit reports and its application.

(Max. 10 hrs.)

Books Recommended:

- C. B. Gupta Human Resource Management 3 Chand & Sons 2009
- HRD Audit T. V. Rao Tata McGraw Hill 2010
- HRD Management Biswanath Gosh Vikas Pub. 2009

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A** : Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks)**.
- (ii) **Section B** : Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks)**.
- (iii) **Section C** : Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks)**.

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Fifth Semester
BUM- DSE -519B
Specialization: Human Resource Management
Title: Training and Development

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
6.	BUM- DSE -519B	Training and Development	100	3	3	0	0	3

Objective:

The Purpose of this paper is to provide an in-depth understanding of the role of Training in the Development of HRD, add to enable to course participants to manage the Training systems and processes.

- UNIT – I** Concept of Training and Learning, the learning process, objectives, need and Importance of Training to organizations, training guidelines and types of training methods, Role and challenges to Training Manager.
(Max. 12 hrs.)
- UNIT – II** Case Studies of Training & Development in Indian Organization. Training Function and policy, conceptual framework of Management development programme, Difference between Training and Development, Manpower Training & Development, Training and Development in India.
(Max. 12 hrs.)
- UNIT – III** Training Need analysis, Identification of Training and Development needs, approaches to Training need assessment, Principles of Training Design and Training process, Training Evaluation and Implementation, methods of training evaluation. Problems of evaluation, Training in Global Business World.
(Max. 12 hrs.)
- UNIT – IV** Employee Training and Development Tools for training, Future Prospects of Training and Development, Training Aids, Training & TQM.
(Max. 12 hrs.)
- UNIT-V** Emerging trends in Training and Development; team training, Six Sigma training, electronic enabled training system and uses of EETS.
(Max. 12 hrs.)

Books Recommended:

- C. B. Gupta, HRM, & Chand & Sons 2009.
- K. Aswathappa, HRM, Himalaya Publication.
- Lynton, R. Pareek, U. Training and Development, 2nd ed. New Delhi Vistaar, 1990.
- Pepper, Allan D. Managing Training Development Function, Aldershot, Gower, 1984.
- Rolf, P. and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A** : Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks)**.
- (ii) **Section B** : Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks)**.
- (iii) **Section C** : Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks)**.

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Sixth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-611	Strategic Management	100	4	3	1	0	4
2.	BUM- CC-612	Indirect Taxes	100	4	3	1	0	4
3.	BUM- CC-613	Corporate Accounting	100	4	3	1	0	4
4.	BUM- SEC-614	Entrepreneurship Development Management	100	2	2	0	0	2
	<u>Specialization:</u> <i>Marketing Management</i>							
5.	BUM- DSE-615	Retail Management	100	3	3	0	0	3
6.	BUM- DSE -616	Rural Marketing	100	3	3	0	0	3
	<u>Specialization:</u> <i>Financial Management</i>							
5.	BUM- DSE -617	Financial instruments & Derivatives	100	3	3	0	0	3
6.	BUM- DSE -618	International Finance	100	3	3	0	0	3
	<u>Specialization:</u> <i>Human Resource Management</i>							
5.	BUM- DSE -619A	Employee Relations and compensation Management	100	3	3	0	0	3
6.	BUM- DSE -619B	Human Resource Development	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) Sixth Semester
BUM- CC-611
Title: Strategic Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-611	Strategic Management	100	4	3	1	0	4

Objective:

The objective of this course is to develop a holistic perspective of enterprise, and critical analysis from the point of view of general management.

- UNIT – I** Strategic Management: Nature of Strategic Decision Making. Approaches of Strategic Decision Making, Patterns of Strategic Behavior, Process of Strategic Management, Strategist and their Role in Strategic Management. (Max. 12 hrs.)
- UNIT – II** Environmental Analysis and Internal Analysis; SWOT Analysis; Industry Analysis. (Max. 12 hrs.)
- UNIT – III** Concept of value chain, Strategic profile of a firm: case study method. (Max. 12 hrs.)
- UNIT – IV** Competitive Analysis: Framework for analyzing competition, competitive advantage of a firm; Strategic Planning: Formulation of Strategies, (Max. 12 hrs.)
- UNIT-V** Strategic Choice and Implementation: Tools and techniques for Strategic Analysis; Impact Matrix, The experience Curve, BCG Matrix, GEC Model. (Max. 12 hrs.)

Books Recommended:

- Business Policy & Strategic Management, Azhar Kazmi , Tata McGraw Hill, New Delhi.
- Business Policy, Strategic Planning & Management, P.K. Ghosh, Sutan Chand New Delhi.
- Ansoff, H. Igor. Implanting Strategic Management, Englewood Cliffs, New Jersey, Prentice Hall., 1984.
- Budhiraja, S.b. and Athreya, M.B. Cases in Strategic Management, New Delhi, Tata McGraw Hill, 1996.
- Christensen, C.R. etc. Buiness Policy: Text and Cases. 6th ed., Homewood Illionis, Richard D. Irwin, 1987.
- Glueck, William F. Strategic Management and Business Policy. 3rd ed. New York, McGraw- Hill. 1988.
- Hax, A.C. and Majluf, N. s. Strategic Management. Englewood Cliffs, New Jersey, Prentice-Hall Inc. 1984.
- Heme. G. and Prahlad, C.K. Competing fot rhe Future, Boston, Harvard Business School Press, 1984.
- Peters, Tom, Business School in a Box. New York, Macmillan1995.

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- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Sixth Semester
BUM- CC-612
Title: Indirect Taxes

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- CC-612	Indirect Taxes	100	4	3	1	0	4

Objective:

This course aims at imparting basic knowledge about objective major indirect taxes.

- UNIT – I** **Central Excise Duty:** Concepts, Basis conditions, important definitions: Goods, Excisable Goods, Manufacturer, Classification of Goods. Principles of Classification- Valuation Rules, Concepts of CENVAT. Exemption to small Scale industries, Administrative Set-up of Central Excise.
(Max. 12 hrs.)
- UNIT – II** **Customs Duty:** Nature and types of custom duty, valuation Rules, under customer duty. Procedure for Import and Export-Export Promotion Schemes-Export Oriented unit (EOU), Export Processing Zone (EPZ) Special Economic Zone (SEZ).
(Max. 12 hrs.)
- UNIT – III** **Central Sales Tax:** Introduction, Important terms and Definitions under the Central Sales Tax Act, 1956, Dealer, Declared Goods, Place of Business, Sale, Sale Price, Turnover, Provisions relating to Inter-State Sale, Sales against from 'C' and 'D'. Determination of Gross Turnover and Taxable Sale.
(Max. 12 hrs.)
- UNIT – IV** Legislative background concept of VAT, Main features of VAT, Important Definitions, Incidence of VAT & Collection, Registration of dealers, Exempted Good under VAT, Rates of VAT, composition of Tax, Input Tax Rebate & Inventory Rebate, Taxable Turnover Under VAT & VAT Payable.
(Max. 12 hrs.)
- UNIT-V** Recent Development in Taxation Policy.
(Max. 12 hrs.)

Books Recommended:

- Indirect Taxes: Saklecha & Saklecha
- H. C. Mehrotra; Sahitya Bhawan Pub.

Note:

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- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Sixth Semester
BUM- CC-613
Title: Corporate Accounting

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC-613	Corporate Accounting	100	4	3	1	0	4

Objective:

This course enables the Students to develop awareness about corporate accounting in conformity with the provisions of Companies Act.

- UNIT – I** Issue, Forfeiture and Re-issue of Shares, Issue of Right and Bonus Share, Buy Back of Shares. Redemption of Preference share. (Max. 12 hrs.)
- UNIT – II** Issues and Redemption of debentures, Disposal of Profits, Valuation of Goodwill, Valuation of Shares. (Max. 12 hrs.)
- UNIT – III** Accounting for Amalgamation of Companies as per Indian Accounting Standard 14; Accounting for internal reconstruction-excluding inter-companies with one subsidiary only. (Max. 12 hrs.)
- UNIT – IV** Consolidated Balance sheet of holding companies with one subsidiary only. Relevant Provisions of Accounting Standards:21 (ICAI) (Max. 12 hrs.)
- UNIT-V** Difference between balance sheet of banking and non-banking company, Prudential norms. Asset structure of commercial bank. Non-performing assets. Statement of Changes in Financial Position- cash basis and working capital basis, Familiarities with Indian Accounting Standard 3, Liquidation of Companies. (Max. 12 hrs.)

Books Recommended:

- S.M. Shukla, S.P Gupta, Sahitya Bhawan Publication, Agra
- Mukherjee and Hanif. Corporate Accounting, Tata McGraw Hill
- S.N. Maheshwari and S.K. Maheshwari, Corporate Accounting, Vikas Publication, New Delhi
- Gupta, Nirmal, Sharma, Chhavi. Corporate Accounting Theory and Practice. Ane Books Pvt Ltd.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Sixth Semester
BUM- SEC-614
Title: Entrepreneurship Development Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- SEC-614	Entrepreneurship Development Management	100	2	2	0	0	2

Objective:

The purpose of the paper is to provide orientation towards entrepreneurship as a career option and encourage creative thinking for effectiveness at work and in life.

- UNIT – I** Entrepreneur: Characteristics, Types and Functions. Meaning, elements, determinants and importance of entrepreneurship. Entrepreneurial Challenges, Dimensions of Entrepreneurship, Theories of Entrepreneurship. Entrepreneurial Motivation, Factor affecting Entrepreneurial Growth, Analysis of Entrepreneurial Opportunities, Entrepreneurial Development Programme, Role of Government in Entrepreneurial Development. (Max. 6 hrs.)
- UNIT – II** Public and Private System of Stimulation, Support and Sustainability of Entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology and industrial accommodation. Role of entrepreneur's associations and self –help groups. The concept, role and functions of business incubators, angel investor, venture capital and private equity funds. (Max. 6 hrs.)
- UNIT – III** Micro, Small and Medium Enterprises: Role, Importance, Performance, Prospects, Problems and Remedial Measures. Growth Strategies and Government Policy of MSME, Sickness in MSME, MSME in International Business, E-Commerce suitability for MSME. (Max. 6 hrs.)
- UNIT – IV** Sources of Business Ideas and Tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/project proposal. Designing business processes, location, layout, operation, planning and control, preparation of project report. Project Submission /presentation and appraisal thereof by external agencies, such as financial/non-financial institutions. (Max. 6 hrs.)
- UNIT-V** Mobilizing resources for start-up. Basic Start-up problems. Funding Opportunities for start-ups. (Max. 6 hrs.)

Books Recommended:

- Vasant Desai, Entrepreneurial Development: Potential Beyond Boundaries, Himalaya Publishing House, Mumbai
- S.S. Khanka, Entrepreneurial Development, S.Chand & Company Ltd, New Delhi.
- G.S.Sudha, Fundamentals of Entrepreneurship, Ramesh Book Depot, Jaipur
- Jose Paul, N. Ajith Kumar, Paul T. Mampilly, Entrepreneurship Development, Himalaya Publishing House, Mumbai.
- Jasmer Singh Saini, Entrepreneurship Development, Deep and Deep Publication, New Delhi
- P. Subha Rao, M. Sundaram, Entrepreneur, Enterprise and Growth Options, Kanishka Publishers Distributors, New Delhi.
- Holt, H. David, Entrepreneurship: New Venture Creation, PHI, New Delhi.
- D. J. Storey, Small Business: Critical Perspective on Business and Management, Routledge London.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
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- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Sixth Semester
BUM- DSE-615
Specialization: Marketing Management
Title: Retail Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Marketing Management</u>						
5.	BUM- DSE-615	Retail Management	100	3	3	0	0	3

Objective:

The Purpose of this paper is to acquaint the students with the concepts which are helpful in developing a sound retailing policy and in organizing and managing Retail store operations.

- UNIT – I** Introduction to retailing, Definition and scope of retailing, Functions, Significance of Retailing, Prospects of retailing in India, Retailing environment in India. (Max. 12 hrs.)
- UNIT – II** Retail Formats: Retail formats and their evolution, store formats is retail parlance, the impact of scalability of store formats. Retail Mix, Theories of Retail Development, The Retail Life Cycle. (Max. 12 hrs.)
- UNIT – III** Merchandise Management: Managing Merchandise Assortments, Merchandise Planning Systems, Buying Merchandise, National brands or Private labels, Retail Pricing. (Max. 12 hrs.)
- UNIT – IV** Store Management: Store planning, Location Planning, Store Layout and Design, retailing image Mix, the space Mix, Visual Merchandising, Retail Communication Mix, Customer Service. (Max. 12 hrs.)
- UNIT-V** The Retail Strategy: Retail Market Strategy, Financial Strategy, Retail Locations, Human Resource Management, Information Systems and Supply Chain Management. Customer Relationship Management, Customer relationship management, direct marketing, Micromarketing in retailing, micromarketing & efficient consumer response, Advertising in retailing. (Max. 12 hrs.)

Books Recommended:

- International Retailing, Sternquist B. Faichild Books 1998
- International Retailing: Trends and Strategies London, Pitman Publishing, 1995 Mc Goldrik, P. J. and Davies
- Retail Management: Essential Books, 2009 Gourav Ghosal.
- Berman, B., & Evans, Jr. (2006). Retail management (10th ed.). New Delhi: Prentice Hall India.
- Michael, L. M., Weitz, B. W., & Pandit, A. (2008). Retailing management (6th ed.). New Delhi: Tata McGraw Hill.
- Newman, A. J., & Cullen, P. (2002). Retailing environment & operations. London: Cengage Learning.
- Retail Management: Jaico Publishing houses 2003 Gibson G. Vedamani.

Note:

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BUM- DSE -616
Specialization: Marketing Management
Title: Rural Marketing

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Marketing Management</u>						
6.	BUM- DSE -616	Rural Marketing	100	3	3	0	0	3

Objective:

To impart basics of Rural Marketing Management, Marketing Environment, Marketing Segmentation, Product Planning and Development, Product pricing, and Channels of Distribution etc. in Notational and International Environment.

- UNIT – I** Introduction, Rural Marketing: The New Discipline. Concept and Scope, Nature of Rural Market, Attractiveness of Rural Market, Rural Vs Urban Marketing.
(Max. 12 hrs.)
- UNIT – II** Consumer Behavior, Introduction, Challenge, Models of Consumer Behavior, Marketing Information System -Introduction, Concepts and Significance.
Principles and innovations for rural market: - Introduction, reasons for need of innovation for rural Market, Principles of Innovation for Rural Market.
(Max. 12 hrs.)
- UNIT – III** Selecting and Attracting Markets, Introduction, Concepts and Process, Segmentation, Degree of Segmentation, Guides to Effective Segmentation, Bases of Segmentation, Targeting, Positioning.
(Max. 12 hrs.)
- UNIT – IV** Product Strategy Introduction, Product Concepts and Classifications, Concept and Significance of Product Strategy, Pricing Policy, Pricing Strategy, Promotion Strategy, Designing Promotional Campaigns , Distribution Strategy.
(Max. 12 hrs.)
- UNIT-V** E-Rural Marketing, E-Governance for rural India, IT for sustainable rural development.
(Max. 12 hrs.)

Books Recommended:

- C.S.G. Krishnamacharyulu, Lalita Ram Krishanan ,Rural Marketing, Pearson Education.
- Kotler, Philip and Armstrong, G. Principles of Marketing, New Delhi, Prentice Hall of India, 1997.
- Ramaswamy, V.S. and Namakumari, S. Marketing: Planning Control, New Delhi, Macmillan, 1990.
- Stanton, William J. Fundamentals of Marketing, New York, McGraw Hill, 1994.
- Balram Dogra,Karminder Ghuman, Rural Marketing,Tata McGraw Hill Education Private Limited, New Delhi

Note:

(a)The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

Specialization: Financial Management
Title: Financial Instruments & Derivatives

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Financial Management</u>						
5.	BUM- DSE -617	Financial Instruments & Derivatives	100	3	3	0	0	3

Objective:

The objective of this course is to develop Conceptual as well as practical understanding of Financial Instruments and Financial Derivatives.

UNIT – I Introduction of Financial Instrument: Meaning Types of Financial Instruments, Government Securities Instruments and Semi- Government Securities Instruments. Financial Instrument Primary Market- Instruments Secondary Market- Instruments, Short Term, Medium term and long term Instruments.

(Max. 12 hrs.)

UNIT – II Financial derivatives: Meaning & definition, Concept Growth and Evolution, objectives, Functions types players, Components, advantage, Risk Management. Fundamentals of Futures, Options, Swaps warrant, Convertibles, Credit derivatives & Swap options.

(Max. 12 hrs.)

UNIT – III Introduction to Currency Markets: Introduction to currency markets, exchange rates, factors affecting, currency futures, strategies using currency futures, hedging, speculation, arbitrage and NSE's currency derivatives segment.

(Max. 12 hrs.)

UNIT – IV Trading, Clearing, Settlement and Risk Management in Currency Futures NSE membership - categories, eligibility and criteria, future contract specifications, trading system, placing orders, client broker relationship.

(Max. 12 hrs.)

UNIT-V Clearing, settlement and risk management system through margins of different kinds, clearing entities and settlement mechanism.

(Max. 12 hrs.)

Books Recommended:

- Amling, Frederic. Investment, Englewood Cliffs, New Jersey, Prentice Hall., 1983.
- Bhalla, V. K. Investment Management; Security Analysis and Portfolio Management. 8th ed., Delhi, S. Cand, 2001
- Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. 6th ed., New Delhi, Prentice Hall on India, 1995.
- Fuller, Russell J. and Farrell, James L. Modern Investment and Security Analysis. New York, McGraw Hill , 1993.
- Haugen, Robert H. Modern Investment Theory, Englewood Cliffs, New Jersey, Prentice Hall Inc. 1987.
- Huang, Stanley S C and Randall, Maury R. Investment Analysis and Management, London, Allyn and Bacon London. 1987.
- Sharpe, William F etc. Investment, New Delhi, Prentice Hall of India, 1997
- Brennet, M. Option Pricing; Theory & Applications. Toronto, Lexington Books, 1993
- Cox, John C and Rubinstein, Mark Options Markets. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1985.
- Huang, Stanley S C. and Randall, Maury R. Investment Analysis and Management, London, Allyn and Bacon, 1987.
- Hull, John C. Options, Futures and Other Derivative Securities, 2nd ed. New Delhi Prentice Hall of India 1996.
- Sharpe, William F. etc. Investment, New Delhi, Prentice Hall of India, 1997.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

BBA (Hons.) Sixth Semester

BUM- DSE -618
Specialization: Financial Management
Title: International Finance

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Financial Management</u>						
6.	BUM- DSE -618	International Finance	100	3	3	0	0	3

Objective:

The Purpose of this paper is to acquaint the students with the concepts of International Finance with its theory and its practical usages.

- UNIT – I** International Financial Market & Instruments, Recent Changes in Global Financial Markets, Foreign Exchange: - Introduction, Foreign Exchange Dealing And Transaction:-Exchange rate Mechanism, Spot Market and forward market.
(Max. 12 hrs.)
- UNIT – II** International Monetary System-Introduction, IMF, Foreign Direct Investment, International Portfolio Investment., World Bank Balance of Payments- Components, Deficit & Surplus.
(Max. 12 hrs.)
- UNIT – III** Foreign Exchange Market and Rates, Arbitrage in Foreign Exchange Market Purchasing Power Parity Principle, Interest Rate Parity, Risks in Foreign Exchange Market, Managing Exchange Rate Risks.
(Max. 12 hrs.)
- UNIT – IV** Currency Future: - Introduction, Future Contract, Features of future contract, Currency future contract, uses of currency features.
(Max. 12 hrs.)
- UNIT-V** Currency Options:- An Option Contract, Types of option, Stock option, currency option, Exchange traded vs. OTC options, Call Options, Put options, Uses of option, Combination of options, Exotic options.
(Max. 12 hrs.)

Books Recommended:

- Devdas Bhurli, Sikidar, International Financial Institutions and Monetary Management.
- P.G. Apte, International Financial Management, Tata Mc-Graw Hill, New Delhi.
- S.S.M. Desai, International of Economic, Himalaya Pub. House New Delhi.
- V. K. Bhalla, International Business Environment and Management, Anmol Pub. New Delhi.
- S.kevin Fundamentals of International Financial Management, PHI Learning private Limited, New Delhi

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.

Specialization: Human Resource Management
Title: Employee Relations and compensation Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
5.	BUM- DSE -619A	Employee Relations and compensation Management	100	3	3	0	0	3

Objective:

It is important to develop a healthy relationship with every resource in the organization. Employees being the primary, have to be handled carefully with proper work relationship & compensation. This paper will enable the students to learn the responsibility of HR Personnel to manage employee relations and their compensation.

- UNIT – I** Employee Relations: Meaning, Approaches, & policies. Employee relation climate, Union recognition & De-recognition. (Max. 12 hrs.)
- UNIT – II** Frame work of employee relations: Collective Bargaining, forms of collective bargaining. (Max. 12 hrs.)
- UNIT – III** Employee Morale: meaning, importance, factors influencing morale, Impact of morale, measurement of morale. (Max. 12 hrs.)
- UNIT – IV** Compensation Management: Meaning, objectives, principles, components. Fair wage-Living wage concept, wage & Salary determination, factors affecting wages, methods of payment of Wages. (Max. 12 hrs.)
- UNIT-V** Employee Benefits: Fringe Benefits, Wage Incentives, profit sharing, Labour Co-partnership, Employee Stock option Plan. Types of Retirement benefits. (Max. 12 hrs.)

Books Recommended:

- Human Resource Management Practice, Michael Armstrong, Kogan Page, London.
- Compensation Management, Dipak Kumar Bhattacharyya, Oxford University Press.
- Compensation Management, Dr. Kanchan Bhatia, Himalaya Publishing House.
- C.B. Gupta, Human Resource Management, S. Chand & Soni.

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A** : Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks)**.
- (ii) **Section B** : Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks)**.
- (iii) **Section C** : Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall be required to attempt any 3 (Three) questions; **(Total 30 marks)**.

(b) The list of cases and specific references including recent articles will be announced in the class.

Title: Human Resource Development

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		Specialization: Human Resource Management						
6.	BUM- DSE -619B	Human Resource Development	100	3	3	0	0	3

Objective:

The objective of the course is to make student aware of the concepts, techniques and practices of human resource development.

- UNIT – I** Concept, relationship between human resource management and human resource development, HRD mechanisms, processes and outcomes, HRD interventions and matrix, Role of HR manager and challenges. (Max. 12 hrs.)
- UNIT – II** Assessing need for HRD, Designing and developing HRD programs, evaluating effectiveness of HRD programs and its implementation, HRD climate and culture. (Max. 12 hrs.)
- UNIT – III** HRD activities- Approaches to employees development, Functions of HRD, Industrial relations and HRD, Selected Cases covering HRD practices in Indian perspective. (Max. 12 hrs.)
- UNIT – IV** HRD Applications and Trends, Performance Management, Career Management and Development. (Max. 12 hrs.)
- UNIT-V** Balances score card and Competency mapping, employer branding and other emerging trends. (Max. 12 hrs.)

Books Recommended:

- C. B. Gupta, Human Resource Management, Chand & Sons 2009.
- Rao, T.V., Future of HRD, Macmillan Publishers India.
- K. Aswathappa HRM, Himalaya Publication, 2012.
- Biswanath Gosh, HRD Management, Vikas Publication 2009
- Robert B., Performance management, McGraw-Hill Education India.
- Rao, T.V., HRD Score Card 2500: Based on HRD audit, Response Books, SAGE Publications

Note:

(a) The question paper for the End- Semester Examinations shall be of 3 (Three) hours duration and shall be set such as to comprise the following Sections:

- (i) **Section A :** Shall have 10 (Ten) Objective Type Questions of 1 (One) Mark each. All questions in this Section shall be compulsory; **(Total 10 Marks).**
- (ii) **Section B :** Shall have 6 (Six) Short Answer Questions (SAQs) of 5 (Five) Marks each. Out of which the examinee shall be required to attempt any 4 (Four) questions; **(Total 20 marks).**
- (iii) **Section C :** Shall have 5 (Five) Essay/Long Answer Questions (LAQs) of 10 marks each. Out of which the examinee shall required to attempt any 3 (Three) questions; **(Total 30 marks).**

(b) The list of cases and specific references including recent articles will be announced in the class.