



Kavikulguru Kalidas Sanskrit University , Ramtek

Program Structure

Name Of the Program:-Bachelor of Business Administration (BBA)

Choice Based Credit System (CBCS Pattern)

Program Curriculum (Syllabus)

Approved by the Academic Council Meeting No. 01/2020, dt.15-02-2020

(2020-21 onwards) (Version-1.0)

1	Name of the Program	Bachelor of Business Administration
2	Program Code	BBA
3	Program Abbreviation	BBA
4	Program Level (PG/UG/PG Diploma/ Diploma/ Certificate etc.	UG
5	Subject	
6	Name of the Faculty	Education & other Branches of Learning
7	Name of the Board of Study	Commerce and Business Administration
8	Name of the Department	Bachelor of Business Administration
9	Assessment Type	C.B.C.S
10	Examination Type & Paper Pattern	Theory and Practical
11	Separate Passing	Yes-(Internal and External)
12	Program Type	
13	Program Duration	3 Years
14	Program Description	
15	Program Objective	To develop relevant knowledge and skills in the students in order to prepare them to succeed in the area of business management.
16	Program Outcome	Degree in Bachelor of Business Administration
17	Total Credits (Minimum and Maximum Credits)	104

18	Intake Capacity (One Batch)	80 to 120
19	Medium of Instruction	English
20	Medium of Examination	English
21	External Students Admission	-
22	Age Limit (if required)	Not Applicable
23	Eligibility	Passed Std. XII Examination/Minimum Competency/Vocational Course/Or equivalent
24	Total Marks	2600
25	Note	

Course Code	Course Title	No. of Lecture (*L) hours per week	Tutorial (*T)/ Practical (*P) per week	Internal		Theory		Other		Subject Total		No. of Credit (if Credit System is applicable)
				(Pr / Desr /Viva/ Oral/ Test/Sessional etc.)						(in case of joint passing)		
				A	B	C		A+B+C				
		Max	Passing	Max	Passing	Max	Passing	Max	Passing	Max	Passing	

First Year Semester I

BBALI.1	Sanskrit Literature & Poetics	3	1	20	07	80	28	0	0	100	35	4
BBAL.2	English Language	3	1	20	07	80	28	0	0	100	35	4
BBACI. 3	Fundamentals of Business Management, Ancient & modern	4	0	20	07	80	28	0	0	100	35	4
BBACI. 4	Financial Accounting	4	0	20	07	80	28	0	0	100	35	4
BBACI. 5	Computer Applications in Business	2	2	20	07	80	28	0	0	100	35	4
	Semester Total	16	4	100	35	400	140	0	0	500	175	20

Second Year – Semester IV

BBAC4.1	Business Law	2	2	20	07	80	28	0	0	100	35	4
BBAC4.2	International Business Environment	4	0	20	07	80	28	0	0	100	35	4
BBAC4.3	Money, Banking and Finance	4	0	20	07	80	28	0	0	100	35	4
BBAC4.4	Business Ethics and Corporate Governance	4	0	20	07	80	28	0	0	100	35	4
	Total	14	2	80	28	320	112	0	0	400	140	16

Elective Paper (any one of the following be offered)

Second Year Total			160	56	640	224	0	0	800	280	32

Third Year – Semester V

BBAC5.1	Company Law	2	2	20	07	80	28	0	0	100	35	4
BBAC5.2	Principles of Operations Management	4	0	20	07	80	28	0	0	100	35	4
BBAC5.3	Research Methodology	4	0	20	07	80	28	0	0	100	35	4
BBAC5.4	Entrepreneurship Development	2	2	20	07	80	28	0	0	100	35	4
	Internship 4 Weeks Duration			-	-	-	-	-	-	-	-	Grade
	Total	12	4	80	28	320	112	0	0	400	140	16

Third Year – Semester VI

BBAC6.1	Elective –I Marketing – 1.Fundamental of Marketing Management 2. Advanced Marking Management Finance – 1. Fundamentals of Business Finance 2. Advanced Financial Management Human Resource 1. Fundamentals of Human Resource Management 2. Advanced Human Resource Management	2	2	20	07	80	28	0	0	100	35	100
BBAC6.2	Elective –II Marketing – 1.Fundamental of Marketing Management 2. Advanced Marking Management Finance – 1. Fundamentals of Business Finance 2. Advanced Financial Management Human Resource 1. Fundamentals of Human Resource Management 2. Advanced Human Resource Management	2	2	20	07	80	28	0	0	100	35	100
BBAC6.3	Project											200 marks
Elective Paper (any one of the following be offered)												
Third Year Total												
Final Total												2600
Name of the Faculty – Commerce												
Programme - Bachelor of Business Administration												
Eligibility :- Passed Std. XII Examination / minimum Competency Vocational Courses Medium :- English Duration :-3 Yrs.												
Total Mark :- 2600												

Credit Points :- Total credits for **104** Programme. 4 Credits for per course. I Credit is construed as sponding to approximately 30 to 40 learning hours.

The Performance of the learners shall be evaluated into two components. The learner's performance shall be assessed by Internal Assessment with 40% marks in the first component by conducting the Semester End Examination with 60% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

a) Internal Assessment – 20% for each course.

Sr. No.	Particulars	Marks
1	Assignment	5
2	Seminar presentation	5
3	Active participation in routine instructional deliveries (and in practical work, tutorial, field work etc as the case may be)	5
4	Overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities.	5

Course Detail

1	Course Name	Bachelor of Business Administration
2	Course Code	
3	Course Level – PG/UG/PG Diploma / Diploma certificate etc.	UG
4	Course Mode – Text Reading /Practical / Laboratory	All
5	Course Type – a) Elective Hard Core b) Elective Soft Core c) Foundation d) Compulsory	
5	Course Credits	104
6	Course Objective	
7	Course Outcome	
8	Course Prerequisite	
9	Focus Of the Course (For Teacher)	

Name of the Program – Bachelor of Business Administration

Internal Assessment 20marks.

1. Seminar and Assignment __10_+10

Paper Pattern Question out of Per Question Marks

Q. 1 Long Answer 5 Out of 8 5X10 = 50 Marks

Q. 2 Short Answer 5 Out of 8 5 X 5 = 25 Marks

Q. 3 Objectives/MCQs 5 Out of 8 5 X 1 = 5Marks

KALIDAS SANSKRIT UNIVERSITY, RAMTEK

SYLLABUS

Bachelor of Business Administration (BBA)

Three Year Degree Course

SEMESTER – I

Course-I-Sanskrit Literature& Poetics (BBA-I-1)

Credits- 4

100 marks

1. Neetishatakam (Complete)

80 Marks

Theory: 80 Marks

Internal Assessment: 20 Marks

Paper Pattern-

- Q.1. Translate any four verses out of 6. 4 x 5 = 20 M
Q.2. Explain with reference to context. Any four out of 6. 4 x 5 = 20 M
Q.3. Long answer questions. Any two out of four. 2 x 15 = 30 M
Q.4. Short notes on any two out of four. 2 x 5 = 10 M

Reference Books-

Neetishatakam – Chaukhamba Prakashan, Varanasi.

Neetishatakam – Prasad Prakashan, Pune. Suyog Prakashan – Amravati.

Course-II- English Language (BBA-I-2)

Credits-04

Total Marks 100

Unit I : Prose

20 Marks

Prescribed Lessons

1. In Sahyadri Hills, A Lesson in Humility- Sudha Murty
2. Uncle Podgier Hang a Picture- Jerome K. Jerome

Unit II: Poetry

20 Marks

1. Where the Mind is Without Fear- Rabindranath Tagore
2. The Toys- Coventry Patmore

Unit III: Short Stories

20 Marks

1. Why I Want a Wife- Judy Brady
2. The Selfish Giant- Oscar Wilde

Unit IV: Grammar & Vocabulary

20 Marks

- (i) Articles (5 marks)
(ii) Preposition (5 marks)
iii) Synonyms and Antonyms (5+5= 10 marks)

Unit V: Conversational Skills (Step Up I) (Internal assessment) 20 Marks

Internal assessment will be based on:

i) Viva -10 marks

ii) Assignments-10 marks

1. Making Introduction
2. Greeting People
3. Talking about family
4. Describing people, places, animals
5. Expressing feelings
6. Inviting, Suggesting, Accepting, Refusing

Theory: 80 Marks
Internal Assessment: 20 Marks

Paper Pattern-

Q.1	(A) Five questions on Articles	5 Marks
	(B) Five questions on Prepositions	5 Marks
	(C) Five questions out of eight on Synonyms	5 Marks
	(D) Five questions out of eight on Antonyms	5 Marks
Q.2	(A) Three SAQs with internal choice to be answered in about 75 words each from Unit I (prescribed lessons)	3x5 =15
	(B) Five very short answer questions on Unit I(prescribed lessons) to be Answered in one or two sentences each	5x1=05
Q.3	(A) Three SAQs with internal choice to be answered in about 75 words each from Unit II (prescribed poems) (Note: Internal choice should be from two different lessons)	3x5= 15
	(B)Five very short answer questions on the prescribed poems To be answered in one or two sentences each	5x1=05
Q.4	(A) Three SAQs with internal choice to be answered in about 75 words Each from Unit III (prescribed Short stories)	3 x 5 =
15		
	(B) Five very short answer questions on the prescribed short Stories To be answered in one or two sentences each.	5x1=05

Prescribed Books-

1. The Knowledge Tree Edited by Urmila Dabir, PriyaWanjari, Kapil Singhel, SuchitaMarathePalnitkar& Nitin Mathankar (Orient Blackswan)
2. Improve Your English (Step Up - I) Edited by Lovely Menachery&MalatiPanga (Foundation Books)

Recommended Books-

1. Learner's English Grammar and Composition by N.D.V. Prasad (S. Chand & Company Ltd.)
2. English Grammar, Composition & Usage by J.C. Nesfield (Macmillan India Ltd.)
3. English for Practical Purposes by Z. N. Patil, B.S. Walke, Ashok Throat, Zeenat Merchant (Macmillan)
3. English Conversation Practice by Grant Taylor (Tata McGraw- Hill)

Course-III -Fundamentals of Business Management (BBA-I-3)

Credits-04

Total Marks 100

Objective: The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.

Unit-I:

20 mark

Introduction: Nature, function, definition, scope and importance of management, Functions of a manager, is management a science or art? Management and administration, Management as a profession, Professionalism of management in India, Skills required of manager, Classification of skills

Development of Management Thought: Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach

Unit-II:

20 mark

Management Planning: Concept of planning, objectives, Nature, Types of plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective

Decision Making: Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making

Unit-III:

20 mark

Organisation: Concepts, Principles of organization, Importance, Features of good organization structure, Types of Organization structures, Centralization vs. Decentralization of authority; Delegation of Authority

Unit-IV:

20 mark

Directing, Leadership Concept and Styles, Participative Management, Motivation Concept, Theories: Maslow, Hertzberg, Coordination, Control

Books Recommended:

1. **Essential of Business Administration**, K.Aswathapa, Himalaya Publishing House.
2. **Management: Concept and Strategies**, J. S. Chandan, Vikas Publishing.
3. **Principles of Management**, Tripathi, Reddy, Tata McGraw Hill.
4. **Principles of Management**, Ramasamy T, Himalaya Publishing House .
5. **Principles of Business Management**, Sherlekar, Himalaya Publishing House.

Course-IV-Financial Accounting (BBA-I-4)

Credits-04

Total Marks 100

Objective: To help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.

Unit-I: Introduction to Financial Accounting

20 mark

Importance and Scope, Limitations; Users of accounting information, Concepts, Principles and Conventions – Generally Accepted Accounting Principles; Nature of Accounts, Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Trial Balance.

Unit-II: Final Account of Joint Stock Companies –

20 mark

Understanding contents of financial statements of a joint stock company as per the Companies Act 2013

Final Accounts of Joint Stock Companies – contents, and preparation of Trading and Profit and Loss Account, Profit and Loss Appropriation Account and Balance sheet with adjustment, Closing Entries (Simple entries).

Unit-III: Issue of Shares:

20 mark

Entries for issue of shares, Issue of shares at discount and premium, forfeiture and re-issue of forfeited shares.

Unit-IV: Financial Statement Analysis:

20 mark

Objective of financial statement analysis,

Ratio Analysis; Financial Ratios; Liquidity Ratios, Solvency Ratios, Profitability Ratios, and Turnover Ratios

Books Recommended:

- 1. Fundamentals of Accounting & Financial Analysis; Anil Chowdhary, Pearson Education.**
- 2. Financial accounting, Jane Reimers, Pearson Education.**
- 3. Accounting Made Easy, Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill.**
- 4. Financial Accounting For Management, Amrishi Gupta, Pearson Education.**
- 5. Financial Accounting For Management, Dr. S. N. Maheshwari, Vikas Publishing House**

Course V-Computer Applications in Business (BBA-I-5)

Credits-04

Total Marks 100

Objective: To provide computer skills and knowledge for commerce students and to enhance the student's understanding of the usefulness of information technology tools in business operations.

Unit-I: Fundamentals of Computers

20 mark

Block diagram of computer, generations of computer. **Hardware & Software:** operating system, computer memory & storage devices, input devices & output devices, networks. **Operating system:** - Software needs, system software and application software, Basic operations in Windows system

Unit-II: MS Office 2013

20 mark

MS Word – Introduction & working with MS-word, basic formatting, inserting tables & working with graphics & introduction to mail merge. **MS Excel**– basics of working with excel; common mathematical, statistical, text, date and time functions; working with graphs & charts. **MS PowerPoint** – Making presentations with power point, working with graphics, sound and animation effects, slide-master, hyperlinks, printing hand-outs

N.B. This unit must be taught through actual demonstrations and students must be given ample practice exercises (to be executed on computer) on each package.

Unit-III: Introduction to E- Commerce, E- Business & Web Page Designing

20 mark

Introduction to e-learning, e-business, e-commerce, m-commerce, e-governance. **Introduction to basic HTML:** using tags in structural formatting, list tag and table tag.

Unit-IV: Contemporary areas in IT

20 mark

ITES: ITES consulting and outsourcing, working of BPO and Call Centres with examples and their types. **MIS:** Management Information System: Concept & Definition. Working and application in actual organizations, Artificial Intelligence, Internet of Things (IoT)

Books Recommended:

1. **Computer Fundamentals**, P.K. Sinha, BPB publications.
2. **World Wide Web- design with HTML**, C. Xavier, TMH.
3. **IT enabled Retailing**, K. Suresh, McMillan.
4. **E-Commerce**, Parag Dewan, Excel Books.

SEMESTER – II

Course-I-Sanskrit Literature & Poetics (BBA-II-1)

Credits-04

Total Marks 100

1. Swapna Vasavadattam (Complete)

80 marks

Theory: 80 Marks

Internal Assessment: 20 Marks

Paper Pattern-

- | | |
|--|---------------|
| Q.1. Translate any four verses out of 6. | 4 x 5 = 20 M |
| Q.2. Explain with reference to context. Any four out of 6. | 4 x 5 = 20 M |
| Q.3. Long answer questions. Any two out of four. | 2 x 15 = 30 M |
| Q.4. Short notes on any two out of four. | 2 x 5 = 10 M |

Reference Books-

SwapnaVasavadattam – Chaukhamba Prakashan, Varanasi.

SwapnaVasavadattam – Prasad Prakashan, Pune. Suyog Prakashan – Amravati.

Course -II- English Language(BBA-II-2)

Credits-04

Total Marks 100

Unit I : Prose

20 Marks

Prescribed Lessons

- 1.How much Land does a Man Need- Leo Tolstoy
2. The Power of Prayer- APJ Abdul Kalam

Unit II: Poetry

20 Marks

1. The Feeling of the Banyan Tree- Dilip Chitra
2. Laugh and be Merry- John Masefield

Unit III: One Act Play

20 Marks

1. Refund: Fritz Karinthy

Unit IV: Grammar & Vocabulary

20 Marks

Transformation of Sentences

- (a)Change of Degree
- (b) Affirmative- Negative
- (c) Interrogative-Assertive
- (d) Exclamatory- Assertive marks

Unit V : Conversational Skills (Step Up I)(Internal assessment)

20 Marks

Internal assessment will be based on:

- i) Viva - 10 marks
 - ii) Assignments- 10 marks
1. Asking for and Giving Information
 2. Giving direction
 3. Making requests
 4. Making offers
 5. Getting and giving permission
 6. Talking about past events

Theory: 80 Marks

Internal Assessment: 20 Marks

Paper Pattern-

Q.1	(A) Eight questions on Rewrite sentences as directed	16 Marks
	(B) Four questions out of six on one word substitution	4 Marks
Q.2	(A) Three SAQs with internal choice to be answered in about 75 words each from Unit I (prescribed lessons)	3x5 =15
	(B) Five very short answer questions on Unit I(prescribed lessons) to be answered in one or two sentences each	5x1=05
Q.3	(A) Three SAQs with internal choice to be answered in about 75 words each from Unit II (Prescribed poems)	3x5= 15
	(Note: Internal choice should be from two different lessons)	
	(B)Five very short answer questions on the prescribed poems to be answered in one or two sentences each	5x1=05
Q.4	(A) Three SAQs with internal choice to be answered in about 75 words each from unit III(One Act Play)	3X5=15
	(B) Five very short answer questions on One Act Play to be answered in one or two sentences each.	5x1=05

Reference Books-

Prescribed Textbooks:

1. The Knowledge Tree Edited by Urmila Dabir, Priya Wanjari, Kapil Singhel, Suchita MarathePalnitkar& Nitin Mathankar (Orient Blackswan)
2. Improve Your English (Step Up – I) Edited by Lovely Menachery & MalatiPanga (Foundation Books)

Recommended Books:

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 3. English for Practical Purposes by Z. N. Patil, B.S. Walke, Ashok Throat, Zeenat Merchant (Macmillan)
 4. English Conversation Practice by Grant Taylor (Tata McGraw- Hill)
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Course –III-Business Economics (BBA-II-3)

Credits-04

Total Marks 100

Objective: The objective of this paper is to help students to acquire conceptual knowledge of the Business Economics.

Unit-I: Introduction:

20 mark

Introduction of economics, Problem of scarcity and choice, Definition, Objective of business economics, Decision making with the help of business economics, production possibility frontier; economic systems.

Unit-II: Demand and Supply Analysis:

20 mark

Determinants of demand and law of demand, Elasticity of Demand, law of supply, elasticity of supply
Consumer's equilibrium- Utility, Law of diminishing marginal utility and indifference curve, Properties of indifference curve.

Unit-III: Production and Cost Analysis:

20 mark

Production function, Law of variable proportion, Laws of returns to scale

Costing concepts, short run and long run cost curves and their interrelationship

Internal and external economies and diseconomies of scale, revenue curves; revenue and profit maximizations, economies and diseconomies of scale.

Unit-IV: Market Structure:

20 mark

Features and Equilibrium of the firm and industry Perfect competition, Monopoly and Monopolistic competition

Monopoly –Types of monopoly ,Dumping, discriminating monopoly,

Aspects of non-price competition; oligopolistic behavior, Kinked Demand Curve.

Books Recommended:

1. **Principles of Microeconomics**, D. Salvatore, Oxford University Press.
2. **Managerial Economics**, Mark Hirschey, Thomson Publications.
3. **Microeconomics for Management Students**, R. H. Dhulia and A.N. Oza, Sultan Chand, New Delhi

Course IV- Cost Accounting (BBA-II-4)

Credits-04

Total Marks 100

Objective: To give basic understanding and calculation of cost and decision making techniques related to it.

Unit-I: Introduction:

20 mark

Meaning of Cost, Costing and Cost Accounting, Features, Scope and Functions of Cost Accounting, Advantages and Limitations of Cost Accounting; Concept of Cost; Analysis and Classification of Costs; Elements of Cost; Preparation of Cost Sheet (Statement of Cost); Quotations and tender.

Unit-II: Process Costing:

20 mark

Meaning, features and applicability, difference between process and job costing, wastage and by-products, normal and abnormal loss. Preparation of process accounts

Unit-III: Operating Costing:

20 mark

Classification of costs, features of operating costing: Transport costing (Standard charge, running and operating cost, maintenance charges and log sheet), Electricity, Hotel and Hospitals

Unit-IV: Marginal Costing:

20 mark

Introduction, Application of Marginal costing in terms of cost control, level of activity planning- Break-even-analysis: Application of BEP for various business problems.

Books Recommended:

1. **Management Accounting**, Bhagwati & Pillai, Second Edition, S. Chand & Company Ltd.
2. **Cost & Management Accounting**, Ravi M Kishore, Taxmann Publications Pvt. Ltd.
3. **Cost and Management Accounting**, V. K. Saxena & C. D. Vashist, Sultan Chand & Sons Publication.
4. **Cost Accounting**, Text and Problems, M.C. Shuka, T.S. Grewal and M.P. Gupta, S. Chand Publications.

Course –V-Business Mathematics and Statistics (BBA-II-5)

Credits-04

Total Marks 100

Objective: The objective of this course is to familiarize students with the applications of mathematics and statistical techniques in business decision-making.

Unit-I: Statistics: An Overview:

20 mark

Definition & function of statistics, Importance of statistics; Law of statistics.

Collection and Presentation of Statistical Data: Primary and Secondary Data; Classification and tabulation of data; Frequency Distribution of Data; Diagrams and Graphs.

Unit-II: Measure of Central tendency: ,

20 mark

Types of averages – arithmetic mean, median, mode, geometric mean, harmonic mean, weighted average

Unit-III: Correlation Analysis:

20 mark

Calculation of co-efficient for simple series and continuous series, two-way Frequency distribution and Rank correlation; **Regression Analysis:** Calculation of regression, Co-efficient and determination of Regression equations covering least square method, Regression equation of x & y and y & x .

Unit-IV: Business Mathematics:

20 mark

Ratio Proportion; Percentage; Simple & Compound Interest; Profit/Loss; Application of quantitative techniques to business & industry, limitations.

Books Recommended:

1. **Fundamentals of statistics**, D. V. Elhance & VeenaElhance
2. **Statistics**, V. K. Kapoor, S. Chand & Sons
3. **Statistics**, B. Gupta, Sahitya Bhavan, Agra
4. **Statistics Methods**, S.P. Gupta, S. Chand & Sons
5. **Fundamental of Statistics**, S. C. Gupta, Himalaya Publishing House
6. **Business Mathematics & Statistics**, W.K. Nag & S.C. Chanda, Kalyani Publishers

Semester- 3

Credits – 4

Total Marks - 100

Course I- Principles of Marketing Management (BBA-III-1)

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

20 Marks

Unit II : Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting : Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

20 Marks

Unit III : Marketing Mix: Product : Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging, different types of distribution channels.

20 Marks

Unit IV: Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion : Promotional mix, tools, objectives, media selection & management. Process & Scope Marketing Information Systems : Meaning Importance and Scope Consumer Behaviour : Concept, Importance and Factors influencing consumer behavior. .

20 Marks

Reference Books:

- 1. Marketing Mgt. by Philip Kotler (PHI)**
- 2. Marketing Management by RajanSaxena**
- 3. Marketing Management by Namaswamy & Ramakumari.**

Course II- Principles of Financial Management (BBA-III-2)

Credits-04

Total Marks - 100

Unit –I: Introduction of Business Finance - Meaning, Scope and importance of Business Finance. Finance Functions. Goals & objectives of financial management . .

20 Marks

Unit –II: Sources of Financing - LONG TERM: Equity shares, Preference Shares, debentures,/
Bonds (Types, features & utility), term loans, lease & hire purchase, retained earnings,;
SHORT TERM: trade credit, bank finance, commercial paper, factoring & bills discounting.

20 Marks

Unit III: Cost of Capital - Cost of capital, Cost of different sources of finance, weighted average cost of capital, Concept of Leverage, Concepts of Capital Structure.

20 Marks

Unit IV: Working Capital Management - Meaning, Scope, Importance, and Limitations of Working Capital, Factors affecting Working Capital needs, Various Approaches for financing Working Capital. Concept of Operating Cycle, Estimation of Working Capital Requirement

20 Marks

Note: Simple Numerical will be based on Unit III and IV only.

Reference Books:

- 1) Financial Management by Ravi Kishore, Taxmann Publications Pvt Ltd**
- 2) Financial Management – I M Pandey – S. Chand & Co. Pvt. Ltd. (Old editions in Vikas Publications)**
- 3) Financial Management , Theory, Concepts and Problems by Dr. R. P. Rustagi, Taxmann Publications Pvt Ltd**
- 4) Financial Management, Text, Problems and Cases, by M Y Khan and P K Jain, McGraw-Hill.**

Course III- Principles of Human Resource Management(BBA-III-3)

Credits -04

Total Marks - 100

Unit 1 : Introduction to Human Resource Management: Definition, concept and Scope of H. R. M., Difference between Personnel Management and H.R.M., Importance and Functions of H.R.M. Role of H.R Department. . **20 Marks**

Unit 2 : Job Analysis, Job Design: Meaning of Job Analysis, Uses, Process and methods of collecting data for job analysis, Job Description, Job Specifications. Meaning of Job Design, Techniques of Job Design . **20 Marks**

Unit 3 : Human Resource Planning - Recruitment – Selection: Definition and objectives of Human Resource planning, process of Human Resource planning factors influencing estimation of Human Resources, Concept of Recruitment & Selection, sources of recruitment, Selection Procedure. **20 Marks**

Unit 4 : Induction & Training : Concept of Induction, Training- Need for training, benefits of training, identification of training needs and methods/ types of training. Evaluation of effectiveness of training programs.Placement, Transfer, Promotion, Demotion. . **20 Marks**

Reference Books:

- 1. Dr. S S Khanka : Human Resource Management,**
- 2. Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata McGraw Hill Publishing Company**
- 3. Dessler,Gary; Human Resource Management; Prentice Hall**
- 4. SubbaRao, Personnel and Human Resources management, HPH.**

Course IV- Environment Management(BBA-III-4)

Credits – 04

Total Marks - 100

Unit I: Introduction to Environment Management: Definition, Scope importance, Need for public awareness, sustainable development, Natural Resources- renewable and non- renewable resources, role of individual in conservation of natural resources(Forest, water, land, energy, mineral) **20 Marks**

Unit II: Environment Pollution: Types of pollution- air, water, soil, noise, thermal and Nuclear, causes effects and control measures, Global warming, greenhouse effect, Ozone layer depletion, Acid rains **20 Marks**

Unit III: Human Population: Global population growth, variations among nations, Population explosion- causes and impact, Family welfare Programs-methods of sterilization; Infectious diseases, water related diseases, risk due to chemicals in food, Cancer and environment **20 Marks**

Unit IV: Social Issues in Environment: Construction of dams: problems and concerns of resettlement, rehabilitation of affected people; Environmental ethics– issues and possible solutions, resource consumption patterns and need for equitable utilization; Equity disparity in western and eastern countries; Urban and rural equity issues; Need for gender equity. **20 Marks**

Reference Books:

- 1. A text book of environmental by K M Agrawal, P K Sikdar, S C Deb”, published by Macmillan**
- 2. Environment management by N K Uberoi”, published by Excel Books**
- 3. Environment management by Dr. Swapan Deb”, published by Jaico Publishing House.**
- 4. Environmental Management by S K Agrawal”, published by A.P.H. publishing Corporation.**

Semester-4

Credits – 04

Total marks -100

Course I - Business Law (BBA-IV-1)

Unit I: Administration of law & legal system in India - Introduction to legal aspects of Business in general; Freedom of Trade, Profession and Occupation (Constitutional Provisions).

20 Marks

Unit II: Indian Contract Act (1872) - a) Definition (Sec.2) b) Essential elements of a valid contract c) Competency to enter in contracts (Sec. 11 & 12).d) Consent – Free consent, Coercion, undue influence, fraud, misrepresentation, mistake (sec 13-23).Void Agreement (sec 24-30) f) Consequences of breach of contract (sec73-75).

20 Marks

Unit III: The Companies Act (1956) - Definition & characteristics of a company, Company distinguished from partnership, Kinds of Companies, Provisions relating to incorporation, lifting the Corporate Veil. Memorandum of Association, Doctrine of ultra-vires, Articles of Association, Doctrine of indoor management & constructive notice, Concept of Prospectus. Company Management And Board Meeting: Administrative Hierarchy, Board of Director – Director- Legal Position, Appointment, Qualification, Disqualification, Removals Power, duties, Liabilities etc. Managing Director – Meaning, Appointment and Disqualification. Manager-Meaning, Disqualification. Company Meetings Meaning of meeting-General Body meeting – statutory Meeting, Annual General meeting, Extra ordinary meeting Board Meeting.

20 Marks

Unit IV: The Consumer Protection Act, 1986 Salient features of Act. Definitions- Consumer, Complaint, Services, Defect and Deficiency, Complainant. Rights and Reliefs available to consumer. Procedure to file complaint. Consumer Disputes Redressal Agencies.(Composition, Jurisdiction, Powers and Functions.) Procedure followed by Redressal Agencies. Introduction to GST

20 Marks

Reference Books:

- 1) **Business and Commercial Laws-Sen and Mitra.**
- 2) **An Introduction to Mercantile Laws-N. D. Kapoor**
- 3) **Business Laws-N. M. Wechlekar**
- 4) **Company Law-Avatar Singh**
- 5) **Law of Contract-Avtar Singh**
- 6) **Consumer Protection Act in India .Niraj Kumar**
- 7) **Consumer protection in India. V.K.Agrawal**
- 8) **Consumer Grievance Redressal under CPA. Deepa Sharma.**

Course II- International Business Environment (BBA-IV-2)

Credits _04

Total Marks _100

Unit I: Introduction to International Business: Importance, nature and scope of International business; Modes of entry into International Business; Internationalization process and managerial implications; Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances; Concept and significance of balance of payments account.

20 Marks

Unit II: International Business Environment: Economic, Political, Cultural and Legal environments in International Business. Framework for analyzing international business environment.

20 Marks

Unit III: Global Trading and Investment Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Foreign investments-Pattern, Structure and effects; Movements in foreign exchange and interest rates and their impact on trade and investment flows.

20 Marks

Unit IV: International Economic Institutions and Agreements: WTO, WTO and Developing Countries, IMF, World Bank, UNCTAD, International commodity trading and agreements. Structure and functioning of EC and NAFTA, Regional Economic Groupings in Practice: Levels of Regional Economic Integration; Regionalism vs. Multilateralism; Important Regional Economic Groupings in the World.

20 Marks

Reference Books:

- 1. Bennet, Roger, International Business, Financial Times, Pitman Publishing, London.**
- 2. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, Wheeler Publishing, New Delhi.**
- 3. Czinkota, Michael R., et. al., International Business, the Dryden Press, Fortworth.**
- 4. Danoes, John D. and Radebaugh, Lee H., International Business: Environment and Operations, Addison Wesley, Readings.**
- 5. Hill, Charles W. L., International Business, McGraw Hill, New York.**

Course III- Money Banking and Finance(BBA-IV-3)

Credits -04

Total Marks- 100

Unit I: Money - Concept and functions of Money, Origin and development of Money, Limitations of Barter System, Classification of Money, Importance of Money, Qualities of Good Money, Defects of money. **20 Marks**

Unit-II – Banking and Finance - Commercial Banking- Role and functions of Commercial Banks, Credit creation and its limitations Central Banking-Functions of Central Bank. Reserve Bank of India –Role in Indian Economy, Monetary & Non-Monetary functions of RBI. **20 Marks**

Unit III: National Income Determination- Meaning, Method & Difficulties of Measuring National Income; Concept of GDP, GNP, NNP, PI, DPI. Inflation and Deflation- Types, Causes and Measures to Control. **20 Marks**

Unit IV: Monetary and Fiscal Policy- Concept, Objectives, Instruments, Limitations of Monetary and Fiscal policy, Public Finance- Meaning, Scope and Importance of Public Finance, Public Finance Vs Private Finance. **20 Marks**

Reference Books:

- 1. Appannaiah, Reddy &Shanthi, BBM Semester Economics, 2006, Himalaya Publishing House, Mumbai.**
- 2. Chaturvedi D., Macro Economics, 2005, Galgotia Publishing Company, New Delhi.**
- 3. Dominick Salvatore, Managerial economics in a Global economy, 2006, Thomson learning Press**
- 4. Datt, Ruddar and K P M Sundharam, 2005, Indian Economy, S.Chand and Co. Pvt. Ltd. New Delhi**
- 5. Jhingan, 2004, M.L., Money Banking International Trade and Public Finance, Ed. 8, Veranda Publishers, New Delhi.**
- 6. Mithani D. M., Money, Banking, International trade and Public Finance,2006, Himalaya Publishing House, Mumbai**
- 7. Samuelson, Paul Anthony and William D. Nordhaus, 1998, Economics, Ed. 6 New Delhi: Tata McGraw Hill Publishing Company Ltd, New Delhi.**
- 8.Somashekhar N T., Money, Banking, International trade and Public Finance,2006,Himalaya Publishing House, Mumbai**
- 9. Suma Damodran, Managerial Economics, 2006, Oxford University Press, New Delhi.**

Course IV - Business Ethics and Corporate Governance(BBA-IV-4)

Credits -04

Total Marks-100

Unit I: Business Ethics: Introduction, Concepts and theories - Introduction, definitions, need for Business ethics, Values and morals, Management and ethics, Normative Theories, – Gandhian Approach, Friedman’s Economic theory.

20 Marks

Unit II : Business, Organisational Ethics & CSR - The Indian Business scene, Ethical Concerns, Global trends in business ethics, Business ethics rating in India, Organisational culture, Types of Organizations, Advantages of Corporate code of ethics, Formulating & implementing professional ethics code;

20 Marks

Unit III : Corporate Governance, Globalisation & Business ethics - Introduction, systems of corporate governance, Factors facilitating Globalisation, Impact of globalization on Indian corporate and social culture, Advantages and disadvantages of MNC’s to the Host Country, International codes of Business Conduct, Whistle blowing and its codes. .

20 Marks

Unit IV: Environment Ethics, Marketing Ethics & Ethics in HRM – India’s Environment Policy, Environment Risk Management, Environment Audit, Areas in Marketing Ethics, Ethics in HRM, Role of HRM in creating an ethical organisation.

20 Marks

Suggested Readings:

- 1. Business Ethics – Concept & Practice - B. H. Agalgatti & R. P. Banerjee – (Nirali Publication)**
- 2. Ethics in Business & Management - R. P. Banerjee (Himalaya Publication)**
- 3. Business Ethics. by Crane – Pub. By Oxford Press**
- 4. Corporate Governance & Business Ethics – (Text & Cases), U. C. Mathur, Macmillan India, Ltd.**
- 5. Business Ethics, C S V Murthy, Himalaya Publishing House**
- 6. Business Ethics & Corporate Governance, by A.C.Fernando**

Semester-5

Credits -04

Total Marks _100

Course I- Company Law (BBA-V-1)

UNIT – I- Background of New Company Act 2013, Corporate Personality – Company, Meaning of Company, Characteristics of a Company, Lifting of Corporate Veil, Kinds of Company- Private Company, Public Company, Company limited by Share, Company Limited by guarantee, Unlimited Company, Association not for profit, Government Company, Foreign Company, Holding and Subsidiary and associate company with features of all kinds of company, Promotion and incorporation of company- stages in formation and incorporation of company, registration and commencement of business, Certificate of Incorporation .

20 Marks

UNIT – II- Memorandum of Association- Meaning, Definition, Importance and Content of Memorandum of Association, Articles of Association – Meaning, Definition, Importance and content of Articles of association, Private Placement and Prospectus: Meaning and definition of private placement and prospectus, public offer, types of prospectus- Deemed prospectus, Shelf prospectus, Red Herring Prospectus, Abridge prospectus, Misrepresentation in prospectus, Consequences of misrepresentation and remedies for misrepresentation in prospectus. .

20 Marks

UNIT- III- Share and share capital- Meaning and nature of capital and share capital, kinds of share- equity, preference, sweat equity, bonus, employee stock option scheme, and Right issue, Debt Capital (Borrowing and Debenture)- Meaning and nature of debt and debt capital, Types of different types of borrowing, Difference between- Share and debenture, owned capital and debt capital, Depositories and dematerialization of securities- meaning and nature of depositories, procedure of dematerialization of securities.

20 Marks

UNIT – IV- Membership in a company – Meaning of shareholder and member, distinction between shareholder and member, kinds of member, Procedure to become member and shareholder of a company, Concept of Transfer and Transmission of Securities (Share and Debenture) Directors – Meaning, Appointment, Power and Duties, Managing Director and Whole Time Director – Appointment and Qualification. .

20 Marks

Reference Books:

1. Company Law By Ashok K. Bagrial:, Vikas Publication House
2. Company Law And Practice, Ratan Nolakha: Vikas Publication House
3. Business Law Including Company Law, Gulshan, S S and Kapoor, G K , New Age

International (P) Ltd., Publishers.

4. Company Law - A comprehensive Textbook on New Companies Act 2013 , Kapoor G.K. and Dhamija Sanjay: Tazman Publication
5. Company Law & Secretarial Practice- Appannaian Reddy, Prabhudev, Himalaya Publishing House
6. Farooq Haque Company Law., Sheth Publishers Pvt. Ltd. Mumbai
7. Company Law Dr. A . Shende, Dr. R. Ingole, Anuradha Prakashan, Nagpur
8. Company Law and Secretarial Practice- Dr. R.K. Nelakha, Ramesh Book Depot, Jaipur, New Delhi.
9. Secretarial Practice & Company Law- Arunkumar, Rachana Sharma- Atlantic Publishers and Distributors
10. A Text Book of Company Law & Corporate Law P.P.S.Gogna, S. Chand Publishing.

Course II -Principles of Operations Management(BBA-V-2)

Credits -04

Total Marks -100

Unit I: Introduction to Operations Management: Introduction to Operations Management, its Nature, Scope, Importance and Functions. Difference between production, manufacturing and service. Concept and types of production, mass, job-based, batch and assembly line production system. Types of services. .

20 Marks

Unit II: Facilities and Production Planning : Factors affecting plant location, types of plant layouts – product layout, process layout, fixed position layout, cellular layout, types of service layouts. Concept of production planning, definitions of capacities, master production schedule, material planning. Introduction to maintenance.

20 Marks

Unit III: Material Management: Scope of materials management, Purchase and Stores Functions, Introduction to warehouse management, Concept of Lead time, re-order level, minimum and maximum stock, Basic concepts of Inventory management, inventory costs, ordering and carrying cost.

20 Marks

Unit IV: Quality Management and Productivity: Introduction to quality, dimensions of quality, concept of product, process and service quality. Introduction to Quality Management System, concept of TQM, ISO, Kaizen, Quality circles, Six- sigma. Concepts of productivity, machine, labour and cost productivity.

20 Marks

Reference Books:

1. Operations Management by Shridhar, Himalaya Publishing House
2. Operations Management Nair: TMH

3. Production and Operations Management, Adam & Ebert, Prentice Hall India
4. Operations Management by Chary ,Mcgraw Publications, 4th edition.
5. Production and Operations Management, K.Aswathappa&K.ShridharaBhat, Himalaya Publication
6. Production and Operations Management, R.Panneerselvam, 3rd Edition, Eastern

Course III - Research Methodology (BBA-V-3)

Credits _04

Total Marks _100

Unit I: Introduction - Meaning, Objectives and Types of research, Research Approach, Research Process, Relevance & scope of research in management. Research Design - Features of good Design, Types of Research Design, . **20**

Marks

Unit II: Sampling Design - Steps in sample Design, Characteristics of a good sample Design, Probability & Non Probability sampling. Hypothesis – Meaning, Types, Process, Formation of Hypothesis, Testing of Hypothesis. **20**

Marks

Unit III: Measurement & scaling techniques - Errors in measurement. Test of sound measurement, Scaling and scale construction technique. Attitude Measurement and Scales: Introduction to attitude - Various Methods to measure attitude. . **20**

Marks

Unit IV: Methods of data collection - Primary data – questionnaire and interviews; Collection of secondary data. Interpretation of data - Techniques of Interpretation, Report writing, Layout of a project report, preparing research reports. **20**

Marks

Reference Books:

1. Research Methodology – C.R. Kothari
2. Business Research Methods – Naval Bajpai
3. Business Research Methodology – J K. Sachdev

Course IV- Entrepreneurship Development (BBA-V-4)

Credits _04

Total

Marks-100

Unit I: Entrepreneur & Entrepreneurship: Evolution of the concept of Entrepreneurs, Characteristics of an Entrepreneur, Distinction between an entrepreneur and a manager; functions of an entrepreneur, types of entrepreneurs, concept of entrepreneurs; growth of entrepreneurship in India, role of entrepreneurship in economic development,.

20 Marks

Unit II: Entrepreneurial growth: Factors - Economic factors, non-economic factors, Government actions; Entrepreneurial competencies –meaning, major competencies, developing competencies; Entrepreneurship Development Programs (EDPs) - Need, objectives, course content of EDPs, phases of EDPs, evaluating EDPs. .

20 Marks

Unit III: Small Enterprises: An introductory framework: Definition, characteristics, relationship between small and large units, rationale, objectives, scope, opportunities for entrepreneurial career, problems of SSIs; Project Identification and Selection (PIS) - Meaning of project, project identification, project selection, contents of project reports, formulation of project reports; Project Appraisal - Concept, methods, economic analysis, financial analysis, market analysis, technical feasibility, managerial competence.

20 Marks

Unit IV: Institutional & financial support to Entrepreneurs: Need for institutional support, various institutions supporting entrepreneurship in India – MIDC, MSME, MCED, DIC, SSIB, MSSIDC, BIFR; Financial support to entrepreneurs: Commercial banks, other financial institutions – IDBI, IFCI, SFCs, SIDBI, venture capital. .

20 Marks

Reference Books:

- 1. Entrepreneurship 6 th edition. Robert D Hisrich , Tata McGraw-Hill.**
- 2. Kuratko- Entrepreneurship – A Contemporary Approach, (Thomson Learning Books)**
- 3. Small-Scale Industries and Entrepreneurship. Desai, Vasant (2003). Himalaya Publishing House, Delhi.**
- 4. S.S. Khanka – Entrepreneurial Development (S. Chand & Co.)**
- 5. Exploring Entrepreneurship, Blundel& Lockett, Oxford University Press**
- 6. Entrepreneurship, Roy, Oxford University Press**

Semester VI

Elective-1 BBA VI-1

Elective -2 BBAVI-2

Elective- A- Marketing Management

Credits -04

Total Marks -100

Course III - Fundamentals of Marketing Management

Unit – I: Integrated Communication Mix (IMC) -meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, **20 Marks**

Unit – II: Branding - meaning, brand recall, brand positioning. Importance of branding and advertising. Digital Marketing – Scope and Importance, Search Engine Optimisation (SEO), Out of home (OOH). **20 Marks**

Unit – III: Sales Organisation and Relationship : Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations.

20 Marks

Unit – IV: Concept of services - Nature & characteristics of services, Marketing Mix and strategies in Service Marketing, Product decisions, pricing strategies, Promotion of services, Placing or Distribution methods of services, Service vision & Strategies: Includes Advertisements, Branding, Packaging of Services. **20 Marks**

Reference Books:

- 1. Marketing Mgt. by Philip Kotler (PHI)**
- 2. Marketing Management by Rajan Saxena, Tata McGraw Hill, Education**
- 3. Service Sector Management by S M Jha**
- 4. Sales Management - Cundiff, Still, Govoni**

Paper 2- Advanced Marketing Management

Credits -04

Total Marks -100

Unit – I : Sales Management : - Evolution of sales function, Objectives of sales management positions, Functions of Sales executives, Relation with other executives, Salesmanship : Theories of personal selling, Types of Sales executives, Qualities of sales executives, Prospecting, pre-approach and post-approach, Organising display, showroom & exhibition **20 Marks**

Unit – II: Distribution network Management: Product Distribution Channel & Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Wholesale and Retail, Supply Chain Management (SCM) and introduction to Supply Chain Management, Various types of Warehousing and transportation facilities. **20 Marks**

Unit – III: Service Quality - Impact of service Quality, Approaches to service Quality, Ten original dimensions of Service Quality, How to improve service Quality, Service quality information systems, Benchmarking and certification. Marketing challenges in services business; Classification of services; End user, Profit orientation, Services tangibility, People based services, Expertise. Role of IT in service industry. **20 Marks**

Unit – IV: Customer Retention & Relationship Marketing: CB-Services, Facts & Importance of CB in services, Evolution of Relationship Marketing, Enhancement of Internal & External relationships, Customer Retention (Operations, Delivery System). Various types of services offered to customers – hotel, hospital, transport, insurance, banking and education.

20 Marks

Reference Books:

- 1. Marketing Mgt. by Philip Kotler (PHI)**
- 2. Marketing Management by RajanSaxena, Tata McGraw Hill Education**
- 3. Service Sector Management by S M Jha**
- 4. Sales Management - Cundiff, Still, Govoni**

Elective- B- Financial Management

Credits -_04

Total

Marks -100

Course II - Fundamentals of Business Finance

Unit –I: Mathematics of Finance – Concept of Time Value of Money, Compounding and Discounting of single cash flow, series of cash flow and annuity. Simple problems based on Time Value of Money **20 Marks**

Unit –II: Capital Budgeting - Premises of Capital Budgeting Decisions, Tools in Capital Budgeting, Pay Back Period, Average Rate of Return on Investments, Net Present Value, IRR.

20

Marks

Unit –III: Dividend decision and Management of Earnings - Relevance approach of dividend valuation models, Irrelevance approach of dividend valuation models, Stability of dividend, Factors determining dividend decisions. **20 Marks**

Unit IV: Corporate Restructuring - Reasons & drivers of corporate restructuring, Methods of restructuring- mergers (types of merger), takeovers, acquisitions (Types of Takeover/ acquisition), divesting/ demerger, spin-off, split **ups** **20 Marks**

Simple Numerical will be based on Unit I, II and III only.

Reference Books:

- 1) Financial Management by Ravi Kishore, Taxmann Publications Pvt Ltd**
- 2) Financial Management – I M Pandey – S. Chand & Co. Pvt. Ltd. (Old editions in Vikas Publications)**
- 3) Financial Management , Theory, Concepts and Problems by Dr. R. P. Rustagi, Taxmann Publications Pvt Ltd**
- 4) Financial Management, Text, Problems and Cases, by M Y Khan and P K Jain, McGraw-Hill Publications**

Paper 2- Advanced Financial Management

Credits- 04

Total Marks -100

Unit –I: Banking Services and Operations -Definition of banks, Functions of Commercial Banks, Banking Structure in India, Role of RBI vis-a-vis other commercial banks, Introduction to Bank Deposits, Types of Deposit Accounts, KYC **20 Marks**

Unit –II: Insurance Services - Concept of insurance, principles of insurance, Traditional and Unit linked policies, individual and group policies, Different type of insurance products – whole life products, term assurance annuities, and endowment, Medi-Claim and health insurance products. **20 Marks**

Unit –III: Mutual Funds – Organization Structure, Classification of Funds –Types of Funds – Equity Funds, Debt Funds, Liquid Funds, Balanced Funds, Monthly Income Plans, ETFs, Commodity Funds, Fund of Funds, Sectoral Funds, ELSS; Calculation of NAV; Systematic Investment Plans; Concept of Cost Averaging and Value Averaging. **20 Marks**

Unit IV: Capital Market - Introduction to Capital Markets, Structure of Capital Market, Primary and Secondary Market, Stock Exchanges in India- BSE, NSE, OTCEI, ICSEI, Functions of Stock Exchange, SEBI and Role of SEBI in Capital Market. **20 Marks**

Reference Books:

- 1) Indian Financial System by Bharti V Pathak Pearson Publications**
- 2) Indian Financial System by M Y Khan McGraw-Hill Publications**
- 3) Financial Markets and Services , Gordon and Natrajan, Himalaya Publications**
- 4) Financial Services, SandeepGoel, PHI Publications**
- 5) Know Your Bank (volume I to VI) published by IIBF**
- 6) Life and Health Insurance, 13th Edition by Kenneth Black Jr., Harold D. Skipper Jr., PHI Publications**

Elective - Fundamentals of Human Resource Management

Unit 1 : Introduction: Concept, HRM ; Evolution of HRM; Challenges of HRM; Role of Human Resource Management in strategic management, Characteristics of Workforce today.

20 Marks

Unit 2 : Performance Appraisal :Concept and Introduction, Importance, process – methods of performance appraisal – Traditional & Modern Methods.

20 Marks

Unit 3 : Job Evaluation & Compensation management: Concept, objectives and methods of Job Evaluation, Wages & Salary, components of employee remuneration – – base and supplementary.

Wages & Salary **Administration**

20 Marks

Unit 4 : Legal Aspects :Introduction to Provident Fund Act, Employee State Insurance Corporation Act, Minimum Wages Act, Industrial Relations Act, Industrial Dispute Act.

20 Marks

ReferenceBooks :

- 1. Dr. S S Khanka : Human Resource Management,**
- 2. Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata**
- 3. Rao, V S P, Human Resource Management, Text and Cases**
- 4. Dessler, Gary; Human Resource Management; Prentice Hall**
- 5. SubbaRao, Personnel and Human Resources management, HPH.**
- 6. SeemaSanghi , Human Resource Management**

Paper 2 – Advanced Human Resource Management

Credits-0 4

Total Marks -100

Unit 1 : Job Analysis, Job Design & Job Evaluation: Job Analysis & Design - Job Analysis – Meaning, Uses, Competency approach to job analysis, Job Description, Job Specifications & Role Analysis, Factors affecting Job Design, Techniques of Job Design, Cases and Exercises in understanding Job Analysis. Job Evaluation –Concept, objective & methods. **20 Marks**

Unit 2:Performance Appraisal: Nature, Objectives of Performance Appraisal, Performance Planning and Potential Appraisal, Pitfalls of Appraisal, Praise and Recognition; Rewards and Incentives; Promotions. HR Records, MIS HR Reports, HR Formats – Personnel Files, Attendance, Leave, Medical Records. **20 Marks**

Unit 3 : Industrial Relations :Nature, Concept, scope, objectives & significance of Industrial Relations, Trade unions, Functions of Trade Unions - Forms of collective bargaining - Workers’ participation in management, Nature & causes of Industrial Dispute and Settlement of Industrial Disputes. **20 Marks**

Unit 4 : Ancillary Topics: Goal Setting, Promotions and Transfers; Separations- Retirement, VRS, Deputation, Death, Retrenchment, Pink Slips, Competency Mapping, Employee Manual / PPP Handbook. Concept of Retention and Attrition. Online recruitment; Employee referrals; Recruitment process outsourcing Head hunting; Downsizing; Voluntary retirement schemes (VRS) HR outsourcing, Job Rotation & Transfer **20 Marks**

Reference Books :

- 1. Dr. S S Khanka : Human Resource Management,**
- 2. Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata**
- 3. Rao, V S P, Human Resource Management, Text and Cases**
- 4. Dessler, Gary; Human Resource Management; Prentice Hall**
- 5. Subba Rao, Personnel and Human Resources management, HPH.**
- 6. Seema Sanghi , Human Resource Management**

Elective- B- Financial Management

Credits -_04

Total Marks -100

Course II - Fundamentals of Business Finance

Unit –I: Mathematics of Finance – Concept of Time Value of Money, Compounding and Discounting of single cash flow, series of cash flow and annuity. Simple problems based on Time Value of Money

20 Marks

Unit –II: Capital Budgeting - Premises of Capital Budgeting Decisions, Tools in Capital Budgeting, Pay Back Period, Average Rate of Return on Investments, Net Present Value, IRR.

20 Marks

Unit –III: Dividend decision and Management of Earnings - Relevance approach of dividend valuation models, Irrelevance approach of dividend valuation models, Stability of dividend, Factors determining dividend decisions.

20 Marks

Unit IV: Corporate Restructuring - Reasons & drivers of corporate restructuring, Methods of restructuring- mergers (types of merger), takeovers, acquisitions (Types of Takeover/ acquisition), divesting/ demerger, spin-off, split **ups**

20 Marks

Simple Numerical will be based on Unit I, II and III only.

Reference Books:

- 1) Financial Management by Ravi Kishore, Taxmann Publications Pvt Ltd**
- 2) Financial Management – I M Pandey – S. Chand & Co. Pvt. Ltd. (Old editions in Vikas Publications)**
- 3) Financial Management , Theory, Concepts and Problems by Dr. R. P. Rustagi, Taxmann Publications Pvt Ltd**
- 4) Financial Management, Text, Problems and Cases, by M Y Khan and P K Jain, McGraw-Hill Publications**

Paper 2- Advanced Financial Management

Credits- 04

Total Marks -100

Unit –I: Banking Services and Operations -Definition of banks, Functions of Commercial Banks, Banking Structure in India, Role of RBI vis-a-vis other commercial banks, Introduction to Bank Deposits, Types of Deposit Accounts, KYC **20 Marks**

Unit –II: Insurance Services - Concept of insurance, principles of insurance, Traditional and Unit linked policies, individual and group policies, Different type of insurance products – whole life products, term assurance annuities, and endowment, Medi-Claim and health insurance products. **20 Marks**

Unit –III: Mutual Funds – Organization Structure, Classification of Funds –Types of Funds – Equity Funds, Debt Funds, Liquid Funds, Balanced Funds, Monthly Income Plans, ETFs, Commodity Funds, Fund of Funds, Sectoral Funds, ELSS; Calculation of NAV; Systematic Investment Plans; Concept of Cost Averaging and Value Averaging. **20 Marks**

Unit IV: Capital Market - Introduction to Capital Markets, Structure of Capital Market, Primary and Secondary Market, Stock Exchanges in India- BSE, NSE, OTCEI, ICSEI, Functions of Stock Exchange, SEBI and Role of SEBI in Capital Market. **20 Marks**

Reference Books:

- 1) Indian Financial System by Bharti V Pathak Pearson Publications**
- 2) Indian Financial System by M Y Khan McGraw-Hill Publications**
- 3) Financial Markets and Services , Gordon and Natrajan, Himalaya Publications**
- 4) Financial Services, Sandeep Goel, PHI Publications**
- 5) Know Your Bank (volume I to VI) published by IIBF**
- 6) Life and Health Insurance, 13th Edition by Kenneth Black Jr., Harold D. Skipper Jr., PHI Publications**

Project BBA VI.3

Project work

Project Work: Project work will be compulsory for each student appearing at the semester- VI- BBA Examination.

(i) Project shall carry 100 marks as follows:

Particulars	Marks
Project Report Evaluation	50
Project Viavoe	50
Assessment by External Expert	50
Assessment by Internal Expert	50
Total	200

(ii) For Project work a batch of Twenty students per guide /supervisor has to be allotted by the Institute.

(iii) A copy of Project work (Printed or Type Written) shall be submitted to college, at Fifteen Days prior to the date of commencement of Semester-IV Examination, which will be retained by the college/Department for internal evaluation purpose.

(iv) A Candidate shall submit with his/her project work, a certificate from the Supervisor to the effect- That the candidate has satisfactorily completed the Project work for not less than one session and That the Project work is the result of the candidates own work and is of sufficiently high standard to warrant its presentation for examination.