

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



DEPARTMENT OF BUSINESS MANAGEMENT

SYLLABUS

Of

Bachelor of Business Administration
(3 Years Programme)

w.e.f Session 2024

Nm

2/9

u8Th

BBA (Hons.) 3 Years CBCS Programme

The BBA (Hons.) CBCS Programme is divided into three parts as follows. 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 hour of teaching per week for each core Paper.
- The duration of the Examination of each Paper shall be three hours.
- Each Paper will be of 100 marks.
- Out of a hundred, 40 marks shall be allotted for internal assessment and 60 for the end semester.

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

Program		Credits					Total Credits	Minimum Duration	Maximum Duration
		AEC C	DSM	SEC	DSE	GE			
BBA I	First Semester	4	12	2	-	-	20	03 Years	05 Years
	Second Semester	-	16	2	-	4	20		
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		

2. Explanation of Course Character Code:

- The first three letters stand for the name of the Department of Business Management.
- Middle Alphabetical Code stands for the Nature of Course.
- First Digit Stands for Concern Semester.
- The second Digit Stands for Level of Course.
- The third Digit Stands For the Course Number.

Where,

AEC: Ability Enhancement Compulsory Course
 DSM: Disciplinary Major
 MDM: Multidisciplinary Major
 SEC: Skill Enhancement Course
 DSE: Discipline-Specific Elective Course
 GE: Generic Course
 FC: Foundation Course
 OE: Open Elective

3. 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 (Mid-2)	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.

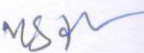
Handwritten signature

Handwritten signature

Handwritten signature

(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.



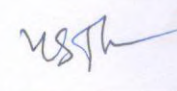
BBA (Hons.) First Semester

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

BBA (Hons.) Second Semester

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



BBA (Hons.) First Semester

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

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

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

Books Recommended:

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

BBA (Hons.) First Semester

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

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

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

Books Recommended:

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

BBA (Hons.) Second Semester

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

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

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

Books Recommended:

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

BBA (Hons.) First Semester

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

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

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

Books Recommended:

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

BBA (Hons.) First Semester

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

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

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

Books Recommended:

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

BBA (Hons.) First Semester

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

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

UNIT	CONTENTS	MAX. HOURS
UNIT - I	Fundamentals of Computer: An Introduction, Characteristics of computer, Computer Generations, I/O devices, Memory, Central Processing Unit, Role and importance of computer in business, Overview of Database management system.	12 Hours
UNIT - II	Application: Software and its types, Computer Hardware and Storage devices. Operating System: Fundamental and Role of O.S., Elements of Windows, Application of Information and Communication technology (ICT) .	12 Hours
UNIT - III	Introduction to Essential Tools: MS- Word: Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, MS-Excel: Creating a work book, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions.	12 Hours
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.	12 Hours
UNIT - V	Internet: Intranets and Extranets; Application of Internet technology in organizations. Networking: LAN & WANs MAN. Applications Service Providers and Internet Service Providers. Ways to cope up Internet securities.	12 Hours

Books Recommended:

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

BBA (Hons.) First Semester

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

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

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

AS

NK

29

VSJH

BBA (Hons.) Second Semester

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





BBA (Hons.) Second Semester

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

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

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

Books Recommended:

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

M

Mr

29

28th

BBA (Hons.) Second Semester

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

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

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

Recommended Books:

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

BBA (Hons.) Second Semester

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

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

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

Books Recommended:

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

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

BBA (Hons.) Second Semester

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

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

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

Books Recommended:

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

BBA (Hons.) Second Semester

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

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

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

Books Recommended:

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

BBA (Hons.) Second Semester

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

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

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

Books Recommended:

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

BBA (Hons.) Second Semester

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

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

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

BBA(Hons.) Third Semester

S.No.	Course Code	Title of the Course	Nature of the course	Max. Marks	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-311	Business Environment	Disciplinary Major	100	3	1	0	4
2.	BUM-DSM-312	Business Legislation	Disciplinary Major	100	3	1	0	4
3.	BUM-DSM-313	Research Methodology	Disciplinary Major	100	3	1	0	4
4.	BUM- SEC-314	Seminar & Term Paper/Project Work	Skill Enhancement	100	1	1	0	2
Specialization: Marketing Management								
5.	BUM-DSE-315	Advertising Management	Discipline Specific	100	3	0	0	3
6.	BUM-DSE -316	Sales Management	Discipline Specific	100	3	0	0	3
Specialization: Financial Management								
5.	BUM-DSE -317	Fundamentals of Financial Management	Discipline Specific	100	3	0	0	3
6.	BUM-DSE -318	Indian Financial Systems	Discipline Specific	100	3	0	0	3
Specialization: Human Resource Management								
5.	BUM-DSE-319 A	Human Resource Management	Discipline Specific	3	3	0	0	3
6.	BUM-DSE-320 B	Organizational Development	Discipline Specific	3	3	0	0	3
Total				600	20	-	-	20




BBA (Hons.) Third Semester

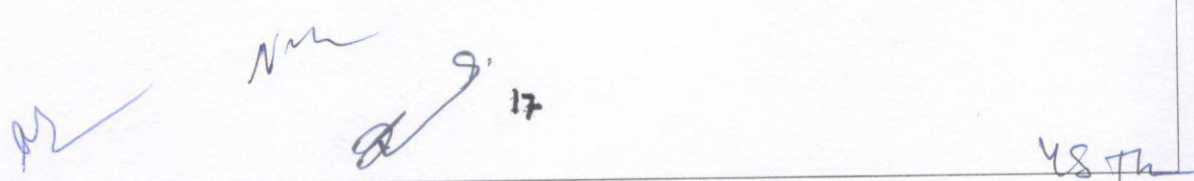
S.No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-311	Business Environment	100	4	3	1	0	4

Objective: The objective of this course is to introduce the environments of business in Indian and world perspective.

Units	Contents	Max. Hours
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, Political system, Consumerism in India– Corporate Social Responsibility, Environmental Sustainability, Strategies for competitive advantages.	(Max. 12 hrs.)
UNIT – IV	Consumerism in India–Corporate Social Responsibility, Fiscal Policy– Monetary Policy The contribution of Public sector enterprises in India, privatization and disinvestment in India, Foreign Direct Investment in India and its impact on Indian economy.	(Max. 12 hrs.)
UNIT – V	New Economic Policy, Government's promotional role in Industrial Development, Govt. Policy & Small Scale industry, Foreign trade policy 2023 and its effect on Indian economy.	(Max. 10 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



BBA (Hons.) Third Semester

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

Objective: This paper aims to develop a conceptual and practical understanding of various business laws and its application in conduct of business.

Units	Contents	Time
UNIT- I	Indian Contract Act, Nature & Kinds, offer & acceptance, Consideration, Capacity of parties, Consent, Legality of object & Consideration, Void agreements, Voidable agreements.	(Max. 12hrs.)
UNIT- II	Performance and discharge of Contracts, Remedies for breach of contract, Bailment & Pledge, Agency	(Max. 10hrs.)
UNIT- III	Law of Sale of Goods: conditions and warranties transfer of properties, performance of the contract of sale, Rights of unpaid seller.	(Max. 10hrs.)
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, Whistleblowing, Winding up and dissolution	(Max. 12hrs.)
UNIT- V	Act 2008: Definitions under the Act, Digital signature, Electronic governance, Attribution, acknowledgment and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences.	(Max. 12hrs.)

Books Recommended:

- Avtar Singh. Company Law, 11th ed. Lucknow, Eastern, 1996.
- Khargamwala, J.S. The Negotiable Instrument Acts, Bombay, N.M. Tripathi, 1980.
- Tuteja, S.K. Business Law for Managers. New Delhi Sultan 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: Cengage Learning.
- Kapoor, N.D. (2009). Elements of company law. New Delhi: Sultan Chand & Sons.

BBA (Hons.) Third Semester

S. No.	CourseCode	Title	Max.Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM-DSM-313	Research Methodology	100	4	3	1	0	4

Objective: The main aim of this course is to introduce the basic concepts in research methodology and tools used for the analysis of data.

Units	Contents	Time
UNIT – I	Business Research, Meaning and methods of research. Research Process, Identification and Formulation of Research Problem, Sources of Data, Primary and Secondary Data.	Max. 10 hrs.
UNIT – II	Research Design: Variables and types of variables, Hypothesis, Types, and Formulation of Hypothesis, Research Design and Types of research designs, Need for Research Design Features of a good research design and Different research design-- Exploratory, Descriptive. Experimental and Diagnostic and Survey Research.	Max. 14hrs.
UNIT – III	Sampling Design- Sampling methods, sample size, sampling error, Data Collection Methods and Techniques: Types and Sources of Data, Methods of Data Collection: Survey, Schedule, Observation and Interviews, Questionnaire Design, Likert scale.	Max. 12hrs.
UNIT – IV	Data processing- Editing, coding and tabulation, parametric tests- f-test, t-test.	Max. 10hrs.
UNIT – V	Presenting results and writing the report: -Presentation of Written Research Reports, Research and publication ethics.	Max. 10 hrs.

BooksRecommended:

- Research Methodology:C.R.Kothari
- Research Methodology :S.P.Gupta
- Marketing Research :Green& Tull
- Marketing Research: Beri,G.C.

Handwritten signatures and marks:



19

Handwritten signature

BBA (Hons.) Third Semester

S. No.	Course Code	Title	Max.Marks	Credits	Distribu tion Credits			
					L	T	P	C
4.	BUM-SEC-314	Seminar & Term Paper/Project Work	100	2	1	1	0	2

The Seminar and term Paper shall be based on various practical Exercises, which shall comprise tutorial work, carry-home tasks, debates, paper writing, case competitions, group discussions, conference surveys, management games, role-plays, workshop presentations, extempore, prepared speeches, library assignments, company studies project assignments, etc.

The weight-age of these items will be announced by the teachers concerned in consultation with the Professor and head/Dean. The plan for the semester will be announced separately. The selected topics shall be from all subjects that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of the total performance of the examinees, for which the scheme of examination and evaluation shall be (40+60) marks. The assessment 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 Addition, students are supposed to use the library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals, and cases discussed during the classroom sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting faculty/consultants adds to the new knowledge with which the students should acquaint themselves. Workshops, Group Discussions and Seminars are the additional sources of knowledge.

[Signature]

[Signature]

[Signature]

20

[Signature]

BBA (Hons.) Third Semester

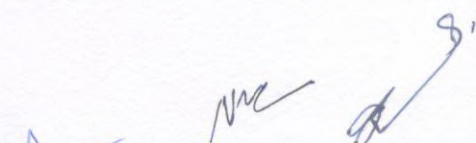
BBA (Hons.) Third Semester								
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
	Specialization: <u>Marketing Management</u>							
5.	BUM- DSE-315	Advertising Management	100	3	3	0	0	3

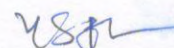
Objective: The purpose of this course is to familiarize the students with the role of advertising in the in context of promoting products and services.

Units	Contents	Max. Hours
UNIT – I	Introduction to Advertising: Advertising, Publicity, Propaganda and sales promotion, Role of Advertising in the 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. 12 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. 12hrs.
UNIT – III	Essentials of advertising programme: Advertising Copy, Advertising Theme, Advertising Appeals, and Advertising Response.	Max. 10hrs.
UNIT – IV	Advertising Media (With their merits and demerits of advertising media): Newspapers, Magazines, Poster Advertising, Sampling, Advertising through the internet and interactive media issues and considerations; Factors influencing media choice; media selection, media scheduling.	Max. 14hrs.
UNIT – V	Functions of Advertising Department, Advertising Organization, Advertising Agencies, Agency Relationship, Advertising Budget, Advertising Regulation.	Max. 10hrs.

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.
- Belchand Belch,Advertising and Promotion.TaTaMcGraw Hill Co.
- Sharma, Kavita, Advertising: Planning and Decision Making.Taxamann Publication Pvt.Ltd.
- Mahajan, J.P., and Ramki. Advertising and Brand Management, New Delhi: Ane Books Pvt Ltd.


 21



BBA (Hons.) Third Semester

BBA (Hons.) Third Semester								
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
	Specialization: <i>Marketing Management</i>							
6.	BUM-DSE-316	Sales Management	100	3	3	0	0	3

Objective: This paper aims to acquaint the Student with the concept that helps develop a sound sales policy in Organizing and managing a sales force.

Units	Contents	Max. Hours
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. 12hrs.
UNIT – III	Sales forecasting and Sales Budget, Meaning of Sales Forecasting, the importance of sales forecasting, limitation of sales forecasting, factors affecting sales forecasting in the Indian context, and factors to consider while preparing a sales budget.	Max. 12hrs.
UNIT – IV	The Management of Sales Force: Personnel problems of Sales Management, recruiting and selection, Training and Development, motivating salesman	Max. 12hrs.
UNIT – V	Sales meetings and contests, compensating sales personnel, evaluating and supervising salesmen.	Max. 12hrs.

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)

[Signature]

Nw

[Signature]

usgm

BBA (Hons.) Third Semester

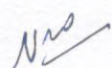
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
	<u>Specialization: Financial Management</u>							
5.	BUM-DSE-317	Fundamentals of Financial Management	100	3	3	0	0	3

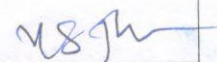
Objective: The objective of this paper is to develop a conceptual as well as practical understanding of Financial Management.

Units	Contents	Max. Hours
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. 12hrs.
UNIT – III	Working Capital Management: Working capital policies, Risk–Return trade-off, Credit Management, Working Capital financing, Cash Management, Receivable Management, Inventory Management.	Max. 12hrs.
UNIT – IV	Corporate Valuation: Adjusted Book Value Approach, Discounted Cash Flow Approach, Forecasting and Valuation of free cash flows, Economic Value Added.	Max. 12hrs.
UNIT – V	Mergers, Acquisitions and Restructuring, Reasons for mergers and takeovers, Mechanics of mergers and acquisitions, Dynamics of restructuring.	Max. 12hrs.

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-GrawHill, New Delhi
- S.F. Ross, Fundamentals of Corporate Finance (8th ed.). Tata Mc-GrawHill, New Delhi.

BBA (Hons.) Third Semester

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

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

Units	Contents	Max. Hours
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, Digital payment and Cryptocurrency regulations.	Max. 12hrs.
UNIT – III	Financial Instruments Primary market-Instruments, Secondary market-Instruments, short-term, medium-term and long-term instruments, Green Finance and Sustainability	Max. 10hrs.
UNIT – IV	Fundamentals of Financial Institutions and Financial Services, Investment of funds, Investment policy, NPA's. Non-Banking Institutions - SFC's SIDC's LIC, Mutual funds, EXIM Bank- Constitution, objectives and functions.	Max. 12hrs.
UNIT – V	Recent trends in Indian Financial System, Recent changes in Banking Regulations, Organisation, objectives, role and functions, monetary policy of RBI.	Max. 10hrs.

Books Recommended:

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

BBA (Hons.) Third Semester

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

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

Units	Contents	Max. Hours
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. 12hrs.
UNIT – III	Performance Appraisal & Rewards: Importance & methods of Performance Appraisal, Potential appraisal, Motivation, Incentives & Morale, Fringe benefits, productivity and rewards.	Max. 10hrs.
UNIT – IV	Worker's participation in Management: Forms of work participation in India, Work committees Joint Management Council (JMC), Shop council, Unit council.	Max. 12hrs.
UNIT – V	Stress, Conflict Management and Counseling, Organization change and Industrial discipline.	Max. 10hrs.

Books Recommended:

- Personnel Human Resource Management by Mill Kovich & Boudreav.
- Human Resource Management & Development by H.C.Sainy & Sharad Kumar.
- Personnel Management, C.B Mamoria, 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.

BBA (Hons.) Third Semester

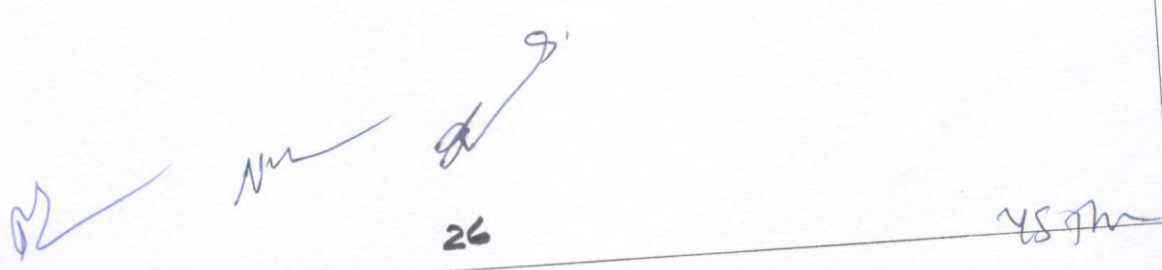
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		Specialization: Human Resource Management						
		319B						
6.	BUM-DSE-320	Organizational Development	100	3	3	0	0	3

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

Units	Contents	Max. Hours
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. 12 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. 12hrs.
UNIT - III	OD Interventions: Change agents-Role, Skills, Types of change agents, Team Building Interventions, Structural Interventions, Transaction analysis, and Intergroup interventions.	Max. 10hrs.
UNIT - IV	Organizational conflicts & Trends in OD: Causes, nature, measures to resolve organizational conflicts; Managerial Grid.	Max. 12hrs.
UNIT - V	OD Interventions- Sensitivity training, employee empowerment, OD-HRD Interface, Challenges and future of OD.	Max. 10hrs.

Books Recommended:

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



 26

BBA (Hons.) Fourth Semester

S.No.	Course Code	Title	Max Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-411	Organizational Behaviour	100	4	3	1	0	4
2.	BUM-DSM-412	Business Ethics and Corporate Governance	100	4	3	1	0	4
3.	BUM-DSM-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

us Thakur

BBA (Hons.) Fourth Semester

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

Objective: The objective of this paper is to develop a conceptual as well as practical understanding of organizational and individual behavior that affects organizations.

Units	Contents	Max. Hours
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. 12hrs.
UNIT – III	Interpersonal Communication; Interpersonal Conflict, Coaching and Mentoring, Power and Politics in Organizations.	Max. 12hrs.
UNIT – IV	Foundation of Group Behavior: Defining and Classifying Groups, Reason for group formation, Stages of Group Development; Workshop Behavior. External Conditions imposed on Groups, Group member Sources, Group Processes, Group Tasks, Group Cohesiveness, Group Decision Making, Group Think.	Max. 14hrs.
UNIT – V	Organization Culture, Work Stress and Managing Change, QWL and recent advance in OB	Max. 10hrs.

Books Recommended:

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

BBA (Hons.) Fourth Semester

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

Objective: The course seeks to educate participants about the legal, social, and ethical matters in business and to make them sensitive to the consequences of their decisions.

Units	Contents	Time
UNIT – I	Conceptual framework: Ethical considerations in everyday business, Business ethics as a corporate governance tool, the cost of being unethical, Nature of business purpose and goal: profit maximization versus corporate social responsibility.	Max. 12 hrs.
UNIT – II	Philosophical framework for ethical decisions: Normative theory of ethics- Utilitarianism and Kant'sethos, Islam and business ethics, Asian spiritual philosophy of Vedanta and Buddhism.	Max. 12hrs.
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. 12hrs.
UNIT – IV	Corporate Governance: Theories, guidelines and practices, corporate disclosure practices. SEC and SEBI codes, ICRA ratings, etc.	Max. 12hrs.
UNIT – V	Corporate social responsibility of business, Social Audit, Ethical issues in MNCs, Ethical audit.	Max. 10hrs.

BooksRecommended:

- AIMA (2007), Corporate governance and business ethics.
- Holden, I.P. (2000). Ethics for managers.Hampshire: Gower.
- Rajput, Dr.Namita and Vasishth, 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: KoganPage.

~~Page No.~~

BBA (Hons.) Fourth Semester

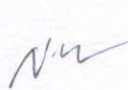
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM-DSM-413	Income Tax	100	4	3	1	0	3

Objective: This paper aims to enable the students to know the basics of the Income Tax Act and its implications.

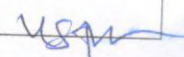
Units	Contents	Max. Hours
UNIT – I	Basic Concepts: Income, agricultural income, casual income, assessment year, previous year, person, gross total income, total income. Basis of charge: Residence and tax liability, income which does not form part of total income. Taxable income under the head of salary.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

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.

 30



BBA (Hons.) Fourth Semester

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, conference 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.

Handwritten signatures and marks at the bottom of the page, including a large '31' and a signature.

BBA (Hons.) Fourth Semester

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 of the International Marketing and its role in business.

Units	Contents	Max. Hours
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. 12hrs.
UNIT - III	Overview of World Marketing Environment- Legal, cultural, social, ethical, demographic, political.	Max. 12hrs.
UNIT - IV	Planning for International Marketing. Overview of Marketing Research, Market Analysis and Market Entry Strategies, and International Marketing Management.	Max. 12hrs.
UNIT - V	Product Strategies: Basis decisions, Product planning, branding, and packaging decisions. Direct and indirect distribution channels, Advertising strategies	Max. 12hrs.

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.

BBA (Hons.) Fourth Semester

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 primary aim of this course is to understand consumer buying behavior, the decision-making process, and its applications in the marketing practices of firms.

Units	Contents	Max. Hours
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. 12 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. 14hrs.
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. 12hrs.
UNIT – IV	Reference Groups and Applications in Marketing, Family and Social Class, Family Life Cycle, and Family Buying Influences.	Max. 10hrs.
UNIT – V	Consumer Behaviour Application of Social Class, Consumers and Diffusion of Innovation & Opinion leadership.	Max. 10hrs.

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, L.L. Consumer Behaviour, New Delhi Prentice hall of India.
- Matin Khan, Consumer Behaviour and Advertising Management, New Age International Publishers Pvt. Ltd.

BBA (Hons.) Fourth Semester

BBA (Hons.) Fourth Semester

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

Objective: The fundamental objective of this course is to understand Security Analysis and Portfolio Management and its applications in the stock market.

Units	Contents	Max. Hours
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 bonds.	Max. 12 hrs.
UNIT – II	Fundamental Analysis: Economy analysis, industry analysis, company analysis, and weaknesses of fundamental analysis. Technical Analysis: Tools of technical analysis, essential 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. 14hrs.
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. 12hrs.
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, the inputs required for applying CAPM, and the limitations of this Model.	Max. 10hrs.
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 venues for foreign portfolio investors, risks and returns associated with such investment	Max. 10hrs.

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.

[Handwritten signatures and marks]

BBA (Hons.) Fourth Semester

BBA (Hons.) Fourth Semester								
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		Specialization: Financial Management						
6.	BUM-DSE-418	Management of Financial Institutions and Financial Services	100	3	3	0	0	3
		Management of Financial Institutions						

Objective: The primary objective of this course is to understand the Management of Financial Institutions and Financial Services and its applications.

Units	Contents	Max. Hours
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. 12hrs.
UNIT – III	International financial Institutions:-IMF, World Bank.	Max. 12hrs.
UNIT – IV	Financial Services: Introduction, Classification, Scope, Innovations, Challenges. Merchant banking, Mutual Funds, venture capital.	Max. 12hrs.
UNIT – V	Hire Purchase, Factoring, Securitization of debt, Credit rating, credit card.	Max. 12hrs.

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., Rathi 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.

BBA (Hons.) Fourth Semester

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 attempts to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.

Units	Contents	Max. Hours
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, layoffs and retrenchments, unfair labor practices and methods of industrial dispute Resolutions.	Max. 12hrs.
UNIT – III	Industrial Discipline and HRM: Aims, Objectives, and Types of Discipline, An overview of Disciplinary inquiries, Disciplinary action and termination of employment contract, Linking IR Strategy and HRM strategy.	Max. 12hrs.
UNIT – IV	Management of Grievances & Collective Bargaining: Causes or Sources of Grievances Need for Grievance Procedure, Grievance Redressal Machinery.	Max. 12hrs.
UNIT – V	Collective Bargaining: Meaning, Characteristics, Need, Importance, Process, Pre-requisites, Role of Government in Collective Bargaining.	Max. 12hrs.

Books Recommended:

- Bray, M, Deery.S, Walsh. J, and WaringP, Industrial Relations: A Contemporary Approach, Tata McGraw-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.

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: Human Resource Management</u>						
			100	3	3	0	0	3
6.	BUM-DSE-419B	Labour Legislation						

Objective: This course attempts to appreciate the conceptual and practical aspects of Labor laws at the macro and micro levels.

Units	Contents	Time
UNIT – I	Industrial Legislation: Objective, scope, need. The Factory Act: Objective, Application of the Act, Definitions, Approval, Licensing and Registration. The Inspecting Staff and 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, and other provisions regarding the amount of compensation.	Max. 12hrs.
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. 12hrs.
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. 12hrs.
UNIT – V	Maternity Benefit Act 1961: Scope and coverage, definitions, prohibition of employment, maternity benefit, leave and nursing breaks.	Max. 12hrs.

Books Recommended:

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

[Signature]

[Signature]

[Signature]

[Signature]

BBA (Hons.) Fourth Semester

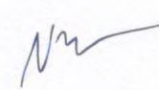
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		Specialization: Human Resource Management						
6.	BUM-DSE-420	Labour Legislation	100	3	3	0	0	3

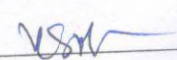
Objective: This course attempts to appreciate the conceptual and practical aspects of Labor laws in an organization.

Units	Contents	Max. Hours
UNIT – I	Industrial Legislation: Objective, scope, need. The Factory Act: Objective, Application of the Act, Definitions, Approval, Licensing and Registration. The Inspecting Staff and 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, and other provisions regarding the amount of compensation; Maternity Benefit Act: Scope and coverage, definitions, prohibition of employment, maternity benefit, leave and nursing breaks.	Max. 12hrs
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. 12hrs
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. 12hrs
UNIT – V	Factory Act 1948- objectives, importance, rules of working conditions, Safety and welfare measures, miscellaneous.	Max. 12hrs

Books Recommended:

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

BBA (Hons.) Fifth Semester

S.No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-511	E-Marketing	100	4	3	1	0	4
2.	BUM-DSM-512	Management Information Systems	100	4	3	1	0	4
3.	BUM-DSM-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: <i>Marketing Management</i>							
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: <i>Financial Management</i>							
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: <i>Human Resource Management</i>							
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

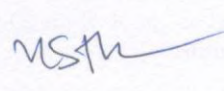
02

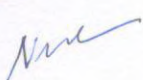
2870 29

11/11

BBA(Hons.) Sixth Semester

S.No.	Course Code	Title	Max Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-611	Strategic Management and Business policy	100	4	3	1	0	4
2.	BUM-DSM-612	Goods & Services Tax	100	4	3	1	0	4
3.	BUM-DSM-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.) Fifth Semester

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

Objective: The E-Marketing course aims to equip students with a comprehensive understanding of the concept of E-marketing and its principles and strategies. It focuses on developing practical skills in various online marketing channels, including search engine marketing, social media, content marketing etc.

Units	Contents	Time
UNIT – I	The 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 Behavior and Market Research, Creating Customer value online, Online Benefits Attributes, FOR CUSTOMERS	Max. 12hrs.
UNIT – III	Strategies for Marketing, Sales, and Promotion in E-Markets, E- Marketing New Product Trends, Retailing in Electronic Markets, E- Marketing Communication-Internet Advertising, Sales Promotion Offers, Marketing Public Relations.	Max. 12hrs.
UNIT – IV	Internet Distribution Channel, Types of Intermediaries, Function of Distribution Channel; Classifying Online Channel Members, e-CRM.	Max. 12hrs.
UNIT – V	Legal and Ethical Issues in E-markets, Digital Economy and Success Factors Social media marketing, e-mail marketing and content marketing.	Max. 12hrs.

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 Charles worth, 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



BBA (Hons.) Fifth Semester

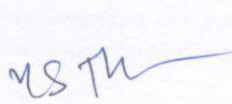
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM-DSM-512	Management Information Systems	100	4	3	1	0	4

Objective: To understand the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.

Units	Contents	Time
UNIT – I	The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.	Max. 12 hrs.
UNIT – II	Planning, Implementation and Controlling of Management Information System, Project Management and Organization strategy.	Max. 12hrs.
UNIT – III	Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.	Max. 12hrs.
UNIT – IV	Managerial Decision Making, characteristics and components of Decision Support System and its applications in Business. Case analysis	Max. 12hrs.
UNIT – V	System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.	Max. 12hrs.

Books Recommended:

- Gupta A.K. Management Information System, S. Chand Co. Ltd.
- Murthy C.S.V, Management Information System, Himalaya Publishing House.
- Gupta. Hitesh. Management Information System, International Book House Pvt. Ltd.




BBA (Hons.) Fifth Semester

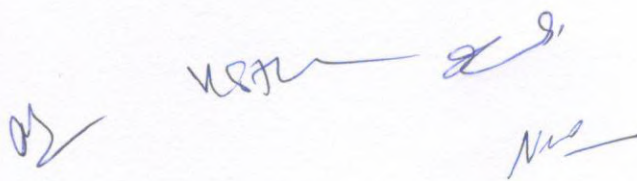
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM-DSM-513	Quantitative Techniques for Managers	100	4	3	1	0	4

Objective: The course's objective is to familiarize the students with some basic statistical and Mathematical techniques in business decision-making and its applications.

Units	Contents	Time
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. 12hrs.
UNIT – III	Correlation Analysis- Concept of correlation, positive and negative correlation, Karl Pearson's Coefficient of correlation, Spearman's rank Correlation.	Max. 12hrs.
UNIT – IV	Regression Analysis- Concept of regression, Two regression equations, Regression coefficients and properties. Multiple regressions and its application.	Max. 12hrs.
UNIT – V	Linear Programming - Basic Concepts, Features, importance, Application Model Formulation, Solution Methods.	Max. 10 hrs.

Books Recommended:

- Chadha, N.K. *Statistics for Behavioral and Social Scientists*, Reliance Publishing House, Delhi, 1996
- Gupta, SP, and Gupta MP. *Business Statistics*. New Delhi, Sultan Chand, 1997.
- Kazmier, L J and Pohl, N F. *Basic Statistics for Business and Economics*. New York, Mc Graw Hill, 1988.
- Levin Richard I and Rubin David S. *Statistics for Management*. New Jersey, Prentice Hall Inc., 1995.
- Narag. A S. *Linear 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 Macmillan Publishers, 1990.



BBA (Hons.) Fifth Semester

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 and term Paper shall be based on various practical Exercises, which shall comprise tutorial work, carry-home tasks, debates, paper writing, case competitions, group discussion, conference surveys, management games, role-plays, workshops presentations, extempore, prepared speeches, library assignments, company studies project assignment, etc. The weight of these items will be announced by the teachers concerned in consultation with the professor and 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.

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

BBA (Hons.) Fifth Semester

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

Objective: This paper aims to familiarize the student with the concepts of branding, which help develop sound sales and brand management strategies.

Units	Contents	Time
UNIT – I	Concepts of Brand: Anatomy of brand, Brand perspectives, Meaning of Brand and Making brands succeed, Types of brands Benefits of branding for companies and consumers	Max. 12 hrs.
UNIT – II	Brand positioning and strategies, Developing brand personality, Unique selling proposition, Brand building and communication. Case analysis	Max. 12hrs.
UNIT – III	Brand Equity: Defining brand equity, Brand Image/Constellation, Brand Image dimension and Brand Positions. Financial aspects of brand equity.	Max. 12hrs.
UNIT – IV	Brand Extensions: Line extensions, Brand extensions, Types of extensions. Digital branding and social media.	Max. 12hrs.
UNIT – V	Brand extendibility, Brand valuation and Re-branding, Challenges in Global branding management.	

Books Recommended:

- Dayle, Petes, Value Brand Marketing, N.Wiley2000.
- Murphy, John M, Brand Strategy, Comb.England, Director Books,1990
- Ries, Aland Lauro RiesmThe22 Immortal laws of Branding, NY, Narper Collins,1998.
- Perries Raymond Led.Brand Valuation London Inter brand and Premier Books,1997.

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

BBA (Hons.) Fifth Semester

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

Objective: To impart basics of the Service Marketing Environment and challenges in the service market, which are helpful in developing sound service marketing strategies.

Units	Contents	Time
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. 12hrs.
UNIT – III	Development of New Service Products, Customer Service Expectations, Designing Service products and Price mix, Designing Service Promotion and Distribution Mix, Managing Demand and Supply of Services.	Max. 12hrs.
UNIT – IV	The role of the service mix is in roads, railways, civil aviation, telecommunication, healthcare, tourism and travel, education, financial services, and service quality model (SERVQUAL).	Max. 12hrs.
UNIT – V	Customer Retention and Relationship Marketing, Total Quality Management.	Max. 12hrs.

Books Recommended:

- Service Marketing & Management, Dr.B. Balaji, S Chand Publication.
- Service Marketing & Management, Christopher Love Lock, Pearson Education.
- Service Marketing & Management in Indian Perspective, Ravishankar, Excel Book Publications.
- Service Marketing-integrated Customer Focus across the Firm, Zeithmal, Bitner, Gremler and Pandit, Mcgraw hill Publication.

BBA (Hons.) Fifth Semester

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.

Units	Contents	Time
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. Dematerialization of securities	Max. 12hrs.
UNIT – III	NSEI, OTCEI, SEBI BSE: Trading systems, Share groups on BSE.	Max. 12hrs.
UNIT – IV	Security Market Regulations, Securities Appellate Tribunal (SAT) Investor's Protection, Functionaries on Stock Exchanges.	Max. 12hrs.
UNIT – V	Depository Systems in India, Indemnity & Insurance, Investigation & Inspection, investor protection fund.	Max. 10hrs.

Books Recommended:

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

BBA (Hons.) Fifth Semester

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

Objective: The main objective of the course is to teach the students about the concept of management control systems as well as their role in the efficient management of public system organizations.

Units	Contents	Time
UNIT – I	Conceptual framework of management control: Nature, Scope, and Concept of Management Control Systems. Organization Goals, Understanding Strategies, Strategic Planning and Implementations, Organization Structure, Contingency Theory.	Max. 14 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, and Zero-base Budgeting.	Max. 12hrs.
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. 12hrs.
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. 12hrs.
UNIT – V	Working Capital Management Control in Specialized Organization Services and Non Profit Organizations.	Max. 10hrs.

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 (4thed.). New Delhi: Pearson Education.
- Anthony, R.N.,& Govindrajan, V.(2007).Management control systems (12th ed.).New Delhi: Tata McGraw-Hill.
- Cooper, R.,& Kaplan, R. S. (2004). Design of cost management systems(2nded.). New Jersey: Prentice Hall.



BBA (Hons.) Fifth Semester

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 that are helpful in understanding Human Resource Accounting and the Auditing of HRD.

Units	Contents	Time
UNIT – I	Human Resource Development-concept, difference between HRM, HRD, objectives, Mechanism & Association of HRD, Need and significance of HRD. Qualities of an HRD Manager, 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. 12hrs.
UNIT – III	Trends in Human Resources: Human Capital, Human Resource Information Systems, Talent Management, Total Quality Management, Quality Circles, Kaizen, Bench Marking	Max. 12hrs.
UNIT – IV	HRD Audit: Concept, objectives, Scope & Significance of HR Audit, OCTAPACE Culture; present scenario & future prospects of human resource audit.	Max. 12hrs.
UNIT – V	Measures for the betterment of HR audit, preparation of Audit reports and its application.	Max. 10hrs.

Books Recommended:

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

[Handwritten signatures and initials]

BBA (Hons.) Fifth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		Specialization: <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 course participants to manage the Training systems.

Units	Contents	Time
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, the conceptual framework of the Management development program, the Difference between Training and Development, I. , and Training and Development in India. Case analysis	Max. 12hrs.
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. 12hrs.
UNIT – IV	Employee Training and Development Tools for Training, Future Prospects of Training and Development, Training Aids, Training & TQM. Case analysis	Max. 12hrs.
UNIT – V	Emerging trends in Training and Development: team training, Six Sigma training, electronic-enabled training system, and uses of EETS.	Max. 12hrs.

Books Recommended:

- C.B.Gupta, HRM & Chand&Sons2009.
- 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.

[Handwritten signatures]

[Handwritten signature]

BBA (Hons.) Sixth Semester

S. No.	Course Code	Title	Max Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM-DSM-611	Strategic Management and Business Policy	100	4	3	1	0	4
2.	BUM-DSM-612	Goods and Services Tax	100	4	3	1	0	4
3.	BUM-DSM-613	Corporate Accounting	100	4	3	1	0	4
4.	BUM-SEC-614	Entrepreneurship Development Management	100	2	2	0	0	2
<u>Specialization: Marketing Management</u>								
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: Financial Management</u>								
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: Human Resource Management</u>								
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

16/07/24

18/07/24

NK

BBA (Hons.) Sixth Semester

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

Objective: This course aims to develop a holistic perspective of enterprise and understanding the importance of strategic management in business decision-making and its policies.

Units	Contents	Time
UNIT – I	Strategic Management: Nature of Strategic Decision Making. Approaches of Strategic Decision Making, Patterns of Strategic Behavior, Process of Strategic Management, Strategists and their Role in Strategic Management.	Max. 12 hrs.
UNIT – II	Environmental Analysis and Internal Analysis; SWOT Analysis; Industry Analysis.	Max. 12hrs.
UNIT – III	Business policy- concept, the difference between business policy and strategic management, Strategic planning and decisions.	Max. 10hrs.
UNIT – IV	Competitive Analysis: Framework for analyzing competition and competitive advantage of a firm; Strategic Planning: Formulation of Strategies and limitations.	Max. 12hrs.
UNIT – V	Strategic Choice and Implementation: Tools and techniques for Strategic Analysis; Impact Matrix, The Experience Curve, BCG Matrix, GEC Model.	Max. 12hrs.

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. Business 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.

[Signature]

[Signature]

[Signature]

BBA (Hons.) Sixth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM-DSM-612	Goods & Services Tax	100	4	3	1	0	4

Objective: The objective of this paper is to enable the students to understand the concept of GST in the present Tax scenario and to get updated with latest GST rules and regulation and its impact on business transactions and decision-making.

Units	Contents	Time
UNIT – I	Basic concepts of GST- Direct & indirect tax, laws regulating GST, Structure of GST, Importance & benefits, Basis for charging indirect tax and Slab of GST.	Max. 12 hrs.
UNIT – II	Valuation for GST- Rules for GST valuation, Levy and collection of GST, GST within state, import and export exemption from GST. Registration under GST,	Max. 14hrs.
UNIT – III	Assessment of Tax- Tax Invoice, Credit and Debit Notes, Accounts and Records, Input Tax Credit, Place and Time of Supply, Refunds under GST, Refund process and documentation.	Max. 12hrs.
UNIT – IV	GST Returns- Basic features, different returns, Tax collection at source, Demands and recovery, Inspection, Appeals and Revisions, and penalty under GST. Basic rules and application of the VAT System, VAT Calculation	Max. 14hrs.
UNIT – V	Role of GST Practitioner- Audit in GST, mechanism of TDS under GST. Recent changes and amendments in GST rates and rules.	Max. 10hrs.

Books Recommended:

- Kamal Garg, Understanding goods and service taxes by Bharat law publisher
- Chaarlas L J, Vijay Nicole, Essentials of Goods and Services Tax by Vijay Nicole

[Handwritten signatures and initials]

BBA (Hons.) Sixth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM-DSM-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 the Companies Act.

Units	Contents	Time
UNIT – I	Accounting for Share Capital- Issue, Forfeiture and Re-issue of Shares, Issue of Right and Bonus Share, Buy Back of Shares. Redemption of Preference share.	Max. 14 hrs.
UNIT – II	Issues and Redemption of Debentures, Types of debentures, Disposal of Profits, Valuation of Goodwill, Valuation of Goodwill and Shares.	Max. 14hrs.
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. 12hrs.
UNIT – IV	Consolidated Balance sheet of holding companies with one subsidiary only. Relevant Provisions of Accounting Standards: 21 (ICAI), Corporate financial reporting.	Max. 12hrs.
UNIT – V	Difference between balance sheet of banking and non-banking company, Prudential norms. Asset structure of the 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. 10hrs.

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.

Handwritten signature/initials

Handwritten signature/initials

BBA (Hons.) Sixth Semester

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 paper aims to provide orientation towards entrepreneurship as a career option and encourage creative thinking for effectiveness at work and in life.

Units	Contents	Time
UNIT – I	Entrepreneur: Characteristics, Types and Functions. Meaning, elements, determinants, and importance of entrepreneurship. Entrepreneurial Challenges, Factors affecting Entrepreneurial Growth, Analysis of Entrepreneurial Opportunities, Entrepreneurial Development Programme, Role of Government in Entrepreneurial Development.	Max. 10 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. The concept, role, and functions of business incubators, angel investors, venture capital and private equity funds	Max. 12hrs.
UNIT – III	Micro, Small and Medium Enterprises: Role, Importance, Performance, Prospects, Problems and Remedial Measures. Growth Strategies and Government Policies of MSME, Sickness in MSME, MSME in International Business, E-Commerce suitability for MSME.	Max. 12hrs.
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, and preparation of project reports. Project Submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.	Max. 12hrs.
UNIT – V	Mobilizing resources for start-up. Basic Start-up problems. Funding Opportunities for start-ups. Challenges in managing Start-ups in India.	Max. 10hrs.

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
- P.Subha Rao, M. Sundaram, Entrepreneur, Enterprise and Growth Options, Kanishka Publishers Distributors, New Delhi.



BBA (Hons.) Sixth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
	Specialization: <i>Marketing Management</i>							
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 that are helpful in developing a retail policy and organizing and managing retail store operations.

Units	Contents	Time
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 are retail parlance, and the impact of scalability of store formats. Retail Mix, Theories of Retail Development, The Retail Life Cycle	Max. 12hrs.
UNIT – III	Merchandise Management: Managing Merchandise Assortments, Merchandise Planning Systems, Buying Merchandise, National brands or Private labels, Retail Pricing.	Max. 12hrs.
UNIT – IV	Store Management: Store planning, location planning, store layout and design, retailing image matrix, the space matrix, visual merchandising, Retail communication mix, and customer service.	Max. 12hrs.
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, Micro marketing in retailing, Micro marketing efficient consumer response, and Advertising in retailing.	Max. 10hrs.

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.). New Delhi: Tata McGraw Hill.
- Newman, A.J., & Cullen, P. (2002). Retailing environment & operations. London: Cengage Learning.

ay

MSH

9'

Nile

BBA (Hons.) Sixth

S. No.	Course Code	Title	Max. Mark s	Credits	Distribution credits			
					L	T	P	C
	Specialization: <i>Marketing Management</i>							
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, Channels of Distribution, etc. in National and International Environment.

Units	Contents	Time
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 the rural market: Introduction, reasons for need of innovation for rural Market, Principles of Innovation for Rural Market.	Max. 12hrs.
UNIT – III	Selecting and Attracting Markets, Introduction, Concepts and Process, Segmentation, Degree of Segmentation, Guides to Effective Segmentation, Bases of Segmentation, Targeting, Positioning. Case analysis.	Max. 12hrs.
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. 12hrs.
UNIT – V	E-Rural Marketing, E-Governance for rural India, IT for sustainable rural development. Case analysis	Max. 10hrs.

Books Recommended:

- C.S.G. Krishna Macharyulu, 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

[Signature]

[Signature]

[Signature]

[Signature]

BBA (Hons.) Sixth Semester

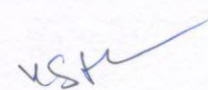
S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		Specialization: Financial Management						
5.	BUM-DSE-617	Financial Instruments & Derivatives	100	3	3	0	0	3

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

Units	Contents	Time
UNIT – I	Introduction of Financial Instruments: 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 and definition, Concept Growth and Evolution, objectives, Functions types, players, Components, advantage, Risk Management. Fundamentals of Futures, Options, Swaps warrant, Convertibles, Credit derivatives and swap options.	Max. 12hrs.
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. 12hrs.
UNIT – IV	Trading, Clearing, Settlement, and Risk Management in Currency Futures NSE membership -categories, eligibility, criteria, futures contract specifications, trading system, placing orders, client-broker relationship.	Max. 12hrs.
UNIT – V	Clearing, settlement, and risk management systems through margins of different kinds, clearing entities, and settlement mechanisms.	Max. 10hrs.

Books Recommended:

- Amling, Frederic Investment, Englewood Cliffs, New Jersey, Prentice Hall., 1983.
- Bhalla, V. K. Investment Management; Security Analysis and Portfolio Management. 8thed., Delhi, S. Cand, 2001
- Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management 6thed., New Delhi, Prentice Hall on India, 1995.
- Fuller, Russell J. and Farrell, James L. Modern Investment and Security Analysis. New York, Mc GrawHill, 1993.



BBA (Hons.) Sixth Semester

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

Objective: This paper aims to acquaint the students with the concepts of international finance, its theory, and its practical usage.

Units	Topics	Hours
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. 12hrs.
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. 12hrs.
UNIT – IV	Currency Future:-Introduction, Future Contract, Features of future contract, Currency future contract, uses of currency features.	Max. 12hrs.
UNIT – V	Currency Options Option Contract, Types of options, Stock option, currency option, Exchange traded vs. OTP options, Call Options, Put options, Uses of options, Combination options, Exotic options.	Max. 12hrs.

Books Recommended:

- Devdas Bhurli, Sikidar, International Financial Institutions and Monetary Management.
- P.G. Apte, International Financial Management, TataMc-GrawHill, 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.



BBA (Hons.) Sixth Semester

S. No.	Course Code	Title	Max. Mark s	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: This paper will enable the students to learn the responsibility of HR Personnel to manage employee relations and their compensation.

Units	Contents	Time
UNIT – I	Employee Relations: Meaning, Approaches, & policies. Employee relation climate, Union recognition & De-recognition. Industrial Discipline and its role in maintaining good work climate.	Max. 12 hrs.
UNIT – II	Framework of employee relations: Collective Bargaining, forms of collective bargaining. Process of CB and its limitations. Case analysis	Max. 12hrs.
UNIT – III	Employee Morale: meaning, importance, factors influencing morale, impact of morale, measurement of morale. Job Satisfaction- factors, importance and its relation with productivity.	Max. 12hrs.
UNIT – IV	Compensation Management: Meaning, objectives, principles, components. Fair ^{wage} living concept, wage and salary determination, factors affecting wages, methods of payment of wages.	Max. 12hrs.
UNIT – V	Employee Benefits: Fringe Benefits, Wage Incentives, profit sharing, Labour Co-partnership, Employee Stock option Plan. Types of Retirement Benefits. Balance score card and Competency mapping, employer branding, and other emerging trends in Employee Relations.	Max. 12hrs.

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.

BBA (Hons.) Sixth Semester

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-619B	Human Resource Development	100	3	3	0	0	3

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

Units	Contents	Time
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 the need for HRD, Designing and developing HRD programs, evaluating the effectiveness of HRD programs and their implementation, HRD climate, and culture.	Max. 12hrs.
UNIT – III	HRD activities- Approaches to employee development, Functions of HRD, Industrial relations, and HRD, Selected Cases covering HRD Practices in Indian perspective.	Max. 12hrs.
UNIT – IV	HRD Applications and Trends, Performance Management, Career Management and Development.	Max. 12hrs.
UNIT – V	Balances score card and Competency mapping, employer branding and other emerging trends. Case analysis	Max. 12hrs.

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

