

The BBA Program

Preamble

The commerce education in India has fairly witnessed a new dimension of management orientation in the last decade at both the degree and post-degree levels. Still a commonly expressed barrier in the growth of trade and industry with its competitive strength is the lack of trained managing personnel. Consequently the wide-felt need for management education has been gaining support. The current fast marching of our economy to an open one or its move towards industrial growth otherwise has further magnified the pressure for these personnel. The universities and other institutions have already initiated to come up in its response.

The Need of the hour is to equip the young generation with traditional business values blended with modern concepts and techniques of management. The degree course like BBA is becoming popular and is in demand. The western Rajasthan is full of prospects and the society is expecting similar initiatives from this Faculty.

The management education is intended to serve as a grooming ground for the future managers. This will make a student more receptive to the advanced level of theory and practice of management science.

Introduction to Program

The course of BBA may be viewed as an intermediate step towards such an integrated course in management. It aims at catering to the demand for the skilled and chiseled managing personnel in the industry in general and at all levels in the world of business, in particular in India. The expressed objective of this course is to provide a wider and sound base to the students not only for an advanced course in management but also to open a range of career avenues like the management trainees picked-up by the industry, as also in the business researches/studies engaged in by the business consulting houses giving a variety of vital services to the trade industry.

Program Objectives

- To provide basic understanding about Commerce and Management Education among the students
- To prepare and equip students about opportunities newly created in the Commerce and Management Profession
- To develop students to become globally competent
- To inculcate Entrepreneurial skills among students

Program Learning Outcome

Business Knowledge: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

Critical Thinking Skills: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

Communication Skills: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

Technology Skills: Students are competent in the uses of technology in modern organizational operations.

Entrepreneurship and Innovation: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities

Duration:

The program shall be a full time (day hour) program and the duration of the program shall be three years.

The Eligibility and Admission:

Candidates for being eligible for admission to BBA program shall have passed 10+2 (senior secondary) or its equivalent public examination conducted by any recognized Board of Education in India or abroad. The candidates seeking admission must have secured at least 50% marks in aggregate at the qualifying examination.

As the course is specialized one meant for the bright lot being the prospective supporting line of business leaders, it prescribes for the students to undergo a rigorous scheme of study, training and examination, therefore, the student shall be admitted on merit basis.

Medium of Instruction: Medium of instruction shall be in Hindi and English.

Structure of BBA
Semester wise Distribution of Courses, Syllabus, Teaching & Examination Scheme

BBA Semester I

Course Code	Name of the Course	Credits	Hrs/week	CIA	ESE	Total Marks
BBA111	Business Communication Skills	4	4	20	80	100
BBA112	Principles of Management	4	4	20	80	100
BBA113	Business Law	4	4	20	80	100
BBA114	Fundamentals of Accounting	4	4	20	80	100
BBA115	Fundamental of Statistics	4	4	20	80	100
BBA116	Micro Economics	4	4	20	80	100
BBA121	Soft Skill Development- I	4	4	20	80	100
Total			28	140	560	700

BBA Semester II

Course Code	Name of the Course	Credits	Hrs/week	CIA	ESE	Total Marks
BBA211	Company Law and Secretarial Practices	4	4	20	80	100
BBA212	Human Resource Management	4	4	20	80	100
BBA213	Business Maths	4	4	20	80	100
BBA214	Macro Economics	4	4	20	80	100
BBA215	Financial Accounting	4	4	20	80	100
BBA216	Cost Accounting	4	4	20	80	100
BBA217	Soft Skill Development-II	4	4	20	80	100
BBA218	Environmental Studies	2	2	20	80	100
Total			28	140	560	700

The BOS approved Course BBA218 i.e. the Course on Environmental Studies; Grade PP shall be awarded for a pass and NP for a failure.

BBA Semester III

Course Code	Name of the Course	Credits	Hrs/week	CIA	ESE	Total Marks
BBA311	Business Environment	4	4	20	80	100
BBA312	Marketing Management	4	4	20	80	100
BBA313	Production and Operations Management	4	4	20	80	100
BBA314	Organizational Behavior	4	4	20	80	100
BBA315	Corporate Accounting	4	4	20	80	100
BBA316	Business Ethics and Ethos	4	4	20	80	100
BBA321	Seminar on Contemporary Issues	4	4	20	80	100
Total			28	140	560	700

The Course BBA321 i.e. Seminar on Contemporary Issues. Here a faculty member will assign contemporary issues like current economic issues, stock market developments, corporate governance etc. to the students. Students will prepare a seminar report under the guidance of a assigned faculty member and will submit and present a report in The Continuous Internal Examinations (CIA) of 20 marks and will be evaluated by internal and external examiners in the same in End Semester Examinations(ESE).

BBA Semester IV

Course Code	Name of the Course	Credits	Hrs/ week	CIA	ESE	Total Marks
BBA411	Research Methodology	4	4	20	80	100
BBA412	Management Accounting	4	4	20	80	100
BBA413	International Trade	4	4	20	80	100
BBA414	Money, Banking and Insurance	4	4	20	80	100
BBA415	Business Entrepreneurship	4	4	20	80	100
BBA416	Income Tax: Law and Practice	4	4	20	80	100
BBA421	Comprehensive Viva Voce	4	4	20	80	100
Total			28	140	560	700

BBA Semester V

Course Code	Name of the Course	Credits	Hrs/ week	CIA	ESE	Total Marks
BBA511	Financial Management	4	4	20	80	100
BBA512	Quantitative Methods	4	4	20	80	100
BBA513	Goods and Services Tax	4	4	20	80	100
BBA514	Economic Laws	4	4	20	80	100
BBA515	Management Information System	4	4	20	80	100
BBA516A*	Customer Relationship Management	4	4	20	80	100
BBA516B*	Training and Development	4	4	20	80	100
BBA521	Industrial Training Report Presentation and Viva Voce	4	4	20	80	100
Total			28	140	560	700

*Students will select any one from BBA516A or BBA516B.

BBA Semester VI

Course Code	Name of the Course	Credits	Hrs/ week	CIA	ESE	Total Marks
BBA611	Industrial Laws	4	4	20	80	100
BBA612	Retail Management	4	4	20	80	100
BBA613	Strategic Management	4	4	20	80	100
BBA614	E- Business	4	4	20	80	100
BBA615	Financial Market Operations	4	4	20	80	100
BBA616A*	Human Resource Planning and Development	4	4	20	80	100
BBA616B*	Advertising and Sales Promotion	4	4	20	80	100
BBA621	Business Plan	4	4	20	80	100
Total			28	140	560	700

*Students will select any one from BBA616A or BBA616B.

Course Code	BBA111	
Course Category	Theory	
Course Category	Business Communication Skills	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: Communicate in effective ways, Knowledge about organizational communication, Factors contributing to personality development, Personal and Social adjustment

Skills: The course is based on an abstract theoretical model; students will be exposed to enhance their skills about business communication, adjusting with surrounding.

Attitude: The course enables students with effective communication, to have self-control, right communication, and a positive attitude.

Course Outcomes:

Develop good communication skills and healthy personality to become successful future managers and better decision makers.

Unit	Contents	Hrs
1	Introduction to Communication: Meaning, Objective, Principle, Process, Importance and Essentials of Effective Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.	8
2	Types and Channels of Communication: Introduction, Types of Communication, Classification and Importance of Communication.	8
3	Oral Communication: Pronunciation, conversation and Presentation skills. Communication Network: Types of Communication Network; Formal and Informal, Upward and Downward, Horizontal and Diagonal Communication.	8
4	Written communication: Essentials and Importance .Business Letters: Importance of Business Letters, Structure and Format of Business Letters. Application writing.	8
5	Communication Through Electronic Devices: Video and Audio Conferencing; E-mails: Principles of E-mail, E-mail Etiquette; Overcoming Problems in E-mail Communication.	8
	Total	40

Learning Resources:

Reference Books:

Asha Kaul, Business Communication, Eastern Economy Edition, PHI.

C.R. Reddy, Business Communication, Dreamteach Press, 2019.

Meenakshi Raman, Prakash Singh, Business Communication, Oxford Publication, Second Edition

John V Thill, Courtland L Bovee, Excellence in Business Communication, Pearson, Twelfth Edition, 2016.

Supplementary Reading:

Malti Agarwal, Communication for Management, Krishna's Educational Publisher, 1st edition, 2010.

P. D. Chaturvedi, Mukesh Chaturvedi, Business Communication for VTU, Pearson Education India, 2012.

Course Code	BBA 112	
Course Category	Theory	
Course Category	Principles of Management	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To provide a basis of understanding to the students with reference to working in a business organization through the process of management.

Skills: Helps to develop skills and behaviors to be an effective manager

Attitude: Develop Attitude needed to successfully manage an organization, especially implications for those newly promoted to supervisory and managerial positions

Course Outcomes: On completion of the syllabi the student will understand the basic principles of management - will acquaint himself with management process, functions and principles. Students will also get the idea about new developments in management.

Unit	Contents	Hrs
1	Introduction to Management- Meaning & Definition, Nature, Scope and Functions of Management, Roles and Responsibilities of a Manager, Management as Art, Science & Profession	8
2	Evolution of Management Thought: Contribution of F.W.Taylor, Henry Fayol, Elton Mayo & Peter Drucker to the management thought, System and Contingency Approach for understanding Organization.	8
3	Planning: Concept, Nature, Importance, Merits & Limitations, Essentials of Planning, Objectives- Definition, Characteristics, Essentials of Objectives, Management by Objectives (MBO)	8
4	Fundamentals of Organizing: Nature and purpose, Types of Organizations, Delegation of Authority- Centralization & Decentralization Staffing- Meaning, Importance, Principles of Staffing.	8
5	Decision Making- Concept, Types and Process, Directing & Controlling- Concept & Importance and Process, Management by Exception	8
	Total	40

Learning Resources:

Reference Books:

R. D. Agarwal Organisation and Management, Tata McGraw Hill, New Delhi
 Dr. L.M.Prasad, Sultan Chand & Sons- Principles & practice of management - New Delhi 5. Business Organization & Management
 K.Aswathappa Himalaya Publishing House- Essential of Business Administration
 Harold Koontz and Heinz Weibrich Essential of Management, McGraw hills International
 VSP Rao, Management-Text & Cases, Excel Books, Delhi Assessment Pattern

Supplementary Reading:

Hellriegel, Slocum & Jackson, ' Management - A Competency Based Approach', Thomson South Western, 10th edition.
 Luthans Fred. Organizational Behaviour. Delhi McGraw Hill publications.

Course Code	BBA 113	
Course Category	Theory	
Course Category	Business Law	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: Helps students in enhancing their awareness about many legal issues that arise in the day-to-day operations of any business.

Skills: Helps in improving excellent writing, problem-solving and analytical skills, alongside strong communication, negotiation and presentations skills

Attitude: To understand fundamental legal issues pertaining to the business world to enhance ability to lead and delegate.

Course Outcomes: To understand fundamental legal issues pertaining to the business world to enhance ability to lead and delegate.

Unit	Contents	Hrs
1	Indian Contract Act 1872 Section – 1 to 36	8
2	Indian Contract Act 1872 Section 37 to 75	8
3	Special Contract: Indemnity, Guarantee, Bailment, Agency Consumer Protection Act : Introduction to the Act, Redressal Machinery and Consumer Rights.	8
4	Sales of Goods Act 1930	8

5	Indian Partnership Act 1932.	8
	Total	40

Learning Resources:

Reference Books:

Gogna P.P – Business Law, New Delhi, S. Chand Company. 2018
 Kuchal M.C. Mercantile Law, New Delhi, Vikas Publishing House. 2018
 Gulshan, S.S. Business Law, New Delhi, Excel Books 2018

Supplementary Readings:

Shukla M.C. Mercantile Law, New Delhi, S.Chand And Company, 2018
 K.P.S. Gogna : ATextbook of Mercantile Law Avtar Singh : Mercantile Law

Course Code	BBA 114	
Course Category	Theory	
Course Category	Fundamentals of Accounting	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The course is designed to develop insight of principles and techniques of accounting. To get the complete and systematic record of all transactions and analyzing the financial position of a business.

Skills: Utilization of financial and accounting information for planning, decision making and control.

Attitude: Every individual or a business concern is interested to know the results of financial transactions and their results are ascertained through the accounting process.

Course Outcomes: The basic purpose of this course is to develop insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision-making and control.

Unit	Contents	Hrs
1	Introduction to Accounting: Meaning, objectives, Basic Accounting terms. Accounting Process, Objectives of Accounting, and Various users of Accounting Information, Limitations of Accounting, and Accounting Terminologies. Accounting Concepts and Conventions. Nature of Accounts, Rules of Debit and Credit. Recording of Transactions- Journal, Ledger posting from Journal and Balancing.	8
2	Subsidiary Books: Cash Books, Kinds of Cash Books, Other Subsidiary Books. Trial Balance: Meaning, objectives and preparation. Errors: Types of Errors and Rectification.	8
3	Financial Statements: Meaning , Capital and Revenue Expenditure, Preparation of Trading and Profit and loss account and Balance sheet, Adjustments in preparation of Financial Statements.	8
4	Accounting for Non-Profit Organizations : Receipts and Payments Account , Preparation of Income and Expenditure Accounts and Balance Sheet from Receipt and Payment Account.	8
5	Accounting For Depreciation: Methods , computation and accounting treatment of Depreciation, Change in depreciation method; Accounting for insurance claim for loss of stock and loss of profit.	8
	Total	40

Learning Resources:

Reference Books:

Shukla , M.C, Grewal T.C , Gupta S.C. : Financial Accounting 1, New Delhi, S. Chand Ltd. 2019
 S.N Maheshwari, Sharad Maheshwari : Financial Accounting for BBA , New Delhi , Vikas Publishing house, 11th Edition.

Supplementary Reading:

Rajpurohit, Joshi, Fundamentals of Accounting , Rajasthan Pathaya Prakashan .
 Goyal V.K, Goyal Ruchi, Financial Accounting, New Delhi, PHI Learning Pvt Ltd.

Course Code	BBA 115	
Course Category	Theory	
Course Category	Fundamental of Statistics	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: Students will learn how to construct and interpret the qualitative and quantitative data.

Skills: This course will enable students understand the theoretical and practical aspects of descriptive and inferential statistics

Attitude: The student will develop the practical aspect when calculating the correlation and index numbers and will be able to solve the problems from a statistical perspective

Course Outcomes:

The objective of this course is to provide an understanding for the graduate business student on statistical concepts and applications in business and industry.

Unit	Contents	Hrs
1	Statistics: Meaning, Characteristics, scope, limitations; Data classification, tabulation and presentation: meaning, objectives and types of classification, role of tabulation, significance, types and construction of diagrams and graphs, Collection of data: Primary and Secondary data, Editing and Approximation.	8
2	Measures of Central Tendency: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean.	8
3	Dispersion and Skewness: Meaning and objectives, measure of variation viz. range, quartile deviation, inter quartile deviation, mean deviation and standard deviation, coefficient of variation; Skewness-meaning and methods of skewness (Karl Pearson and bowley's measure of skewness)	8
4	Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; rank correlation, Karl pearson Correlation and Concurrent Deviation, lines of regression, coefficient of regression, standard error of estimate.	8
5	Index Numbers :meaning, Importance, kinds and limitations; Methods of Construction- Fixed base, chain base, base shifting, Weighted Aggregative method and base conversion	8
Total		40

Learning Resources:

Reference Books:

Shukla, Sahai .: Business statistics, Sahitya Bhawan publications, Agra. 2019

Sharma J.K, Fundamentals Of Business Statistics, PEARSON PUBLICATIONS, 2014.

Gupta S.P.: Statistical Methods, Sultan Chand & Sons, 43rd Edition, 2014.

Levin R & Rubin D : Statistics for management, Eight edition, Pearson Publications.

Supplementary Reading:

Probability and Statistics (Schaum's Outline Series) by Spiegel and Srinivasan, 2017

The Elements of Statistical Learning: Data Mining, Inference, and Prediction, Second Edition (Springer Series in Statistics) 2017

Course Code	BBA116	
Course Category	Theory	
Course Category	Micro Economics	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The course is designed to provide the students overall information about the economic concepts and their application in business.

Skills: The course is based on abstract theoretical models and laws, students will also be exposed to real-world examples as well to enhance their skills about the role of economics in decision making in business.

Attitude: The course contains rationality of the causes and consequences of the rapid expansion and market changes in economy and market trend.

Course Outcomes:

The outcome of this course is to acquaint the participants with concepts and techniques used in Micro-Economic theory and to enable them to apply this knowledge in business decision making.

Unit	Contents	Hrs
1	Definition & scope of Managerial Economics, Utility Analysis, Law of Diminishing Marginal Utility, Law of Equi -Marginal Utility	8
2	Demand Analysis: Meaning, Law, Exceptions, Elasticity of Demand, Methods for measurement of Elasticity of Demand, Indifference Curve Analysis	8
3	Production Analysis: meaning, Laws of Returns, Law of Variable Proportions, Ridge Lines, Expansion Path, Economies & Diseconomies.	8
4	Cost & Revenue: Short run and Long run costs, Fixed and Variable Costs, Average, marginal and Total Cost Curves, Cost Output relationship, Average Marginal and Total Revenue.	8
5	Market Analysis: Price & output determination under Perfect Competition, Monopoly, Monopolistic and Oligopoly	8
Total		40

1 Learning Resources:

Reference Books:

Lipsey R G: Textbook of Positive Economics, Longman Higher Education; 9th Revised edition.

Samuelson P A: Economics, Harvard University Press; Enlarged edition

Supplementary Reading:

Dwivedi, D. N., Managerial Economics. New Delhi, Vikas Publication, Edition 7.

Mithani. Jhingan, Managerial Economics. Delhi Himalaya Publication

Dean, Joel, Managerial Economics, PHI Learning House

Chaudhary C.M, Managerial Economics. New Delhi, Arihant Publishing House

Course Code	BBA121	
Course Category	Theory	
Course Category	Soft Skill Development - I	
Weekly load (hrs) and Credits	L	Credits
	4	4

***Approved by BoS Language**

Course Code	BBA211	
Course Category	Theory	
Course Category	Company Law and Secretarial Practices	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To familiarize the students with the understanding & provision of Corporate Law problems including issues in corporate law are required to be discussed..

Skills: The Course aims to provide insight into formation and winding up of companies besides Corporate Administration.

Attitude: The Course is to impart basic knowledge of the provisions of Companies Act 2013,

Course Outcomes: The subject aims to familiarize the students with the regulatory framework for formation, incorporation issue of capital and management of a company as per the Indian Companies Act.

Unit	Contents	Hrs
1	History of Indian Companies Act, Types of Companies, Formation of Public and Private Companies, Memorandum of Association, Article of Association, Introduction of Company Secretary in India.	8
2	Shares, Share Capital, Allotment of Shares, Specimen Allotment Letter, Call for forfeiture and reissue of letter, Procedure of Transfer and Transmission of Shares	8
3	Debenture- issue and its various charges, Dividends-definition, legal provisions, Secretarial procedure regarding declaration and payment	8
4	Directors, role of Company Secretary in Prevention of Mismanagement and Oppression, Company Meetings- meaning, notice of meeting, agenda of meeting, methods of ascertaining sense of meeting, proxies, minutes of meeting and resolution.	8
5	Types of meetings in Company, Winding up of Company	8
Total		40

Learning Resources:

Reference Books:

P.P.S. Gogna: Company Law, S. Chand New Delhi,2010.

Kuchhal M.C. Modern India Company Law. Delhi, Vikas Publishing House, ,2007.

Supplementary Reading:

Taxman's Elements of Company Law, Taxman Publication, Mumbai.

Davies,Paul. Company Law. Oxford Publication,2010

Course Code	BBA212	
Course Category	Theory	
Course Category	Human Resource Management	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The course is designed to help students to develop an understanding about how to manage people at work.

Skills: The course is based to understand and carry out HR related activities; students will be exposed to enhance their skills about Human Relations at the workplace.

Attitude: The course enables students to become conversant with latest trends as well as the basics of the theory of Human Resource Management.

Course Outcome:-. The objective of this course is to sensitize students to various facts of managing people and to create an understanding of the various policies and practices of human resource management.

Unit	Contents	Hrs
1	Introduction -Nature and Scope of human resource management, development of HRM concept, HRM objectives and functions, Role of HRM department , duties and responsibilities of HR Manager.	8

2	Manpower planning: Objectives, need, importance, short and long term Manpower planning, Recruitment and selection: sources of recruitment, procedure and basis of selection.	8
3	Developing human resources: employee training, training need assessment, System approach to training, training methods and evaluation.	8
4	Performance Appraisal: Need, Objectives, Ethics, concept of and Methods of performance Appraisal, establishing rewards and pay plans, employee benefits and ensuring a safe and health work environment	8
5	Recent Trends in HRM: change in labor force, composition, knowledge workers, employee empowerment. HRM challenges. HRM in a globally competitive environment, HRA.	8
Total		40

Learning Resources:

Reference Books:

Gary Dessler, Human resource Management, Pearson Publication, 15th Edition.2017
 Aswathappa, K. Human Resource and Personnel Management, McGraw Hill Education; New Delhi, Eighth edition 2017
 Rao.V.S.P, Human Resource Management, Taxmann Publications Pvt. Ltd.; Edition 2016
 Uday Kumar Haldar and Juthika Sarkar; Human Resource Management; Oxford Publication; 2012

Supplementary Reading:

Bhattacharya, Deepak Kumar, Human Resource Management, Excel Books, New Delhi. 2006

Course Code	BBA213	
Course Category	Theory	
Course Category	Business Maths	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To understand applications of maths in business, to understand the concept and application of work & time in business

Skills: To use the concept of work and time, profit, loss and sales concepts, and its applications in business, to inculcate the research culture among students

Attitude: To develop analytical skills, Problem solving attitude

Course Outcomes:

To learn and practice problem solving skills, mathematical tools for decision making to become a successful manager and decision maker to lead small and large business teams

Unit	Contents	Hrs
1	Numerical Skills- Numbers, fraction & simplification and HCF LCM	8
2	Profit & Loss- profit, loss, sales concept	8
3	Distance & time- , Average Time and Distance, velocity	8
4	Problems related to Work and Time and Series	8
5	Problems related to Ratio and Proportion, Partnership in Business	8
Total		40

***Approved by BoS Mathematics**

Learning Resources:

Reference Books:

Singh, G.P. Kumar Rakesh, Text Book of Quickest Mathematics, Kiran Prakashan Pvt. Ltd.
 Hazarika Padmolachan. Business Mathematics, S. Chand Publications,2007
 Deepageorge, G.Srinivasa, Business Mathematics & Statistics: New Age Internationals, 2008.

Supplementary Reading:

Business Mathematics for BBA, Jeevansons Publications
 Tyra M, Quicker Math's, Mittal Books India, 2011.
 Dr. S.C. Aggarwal, Basic Mathematics. New Delhi, VK Global Publishing Ltd,2007

Course Code	BBA214	
Course Category	Theory	
Course Category	Macro Economics	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: This course will enhance the learning capacity of the students to the aspects of Macroeconomics concepts, theories and principles.

Skills: A skill set of understanding about the real and open economy as a whole will be developed in the students.

Attitude: A student will develop the practical aspect when calculating the income of its Nation to designing the structure of the government budget.

Course Outcomes:

Based on satisfactory completion of this course, students should be able to understand fundamental macroeconomic concepts and economic principles, apply macroeconomic tools and concepts that are learned in class to address a range of real world economic issues, get a good foundation in macroeconomics, and be prepared for further study in this field.

Unit	Contents	Hrs
1	Macroeconomics: Basic Concepts- Consumption goods, Capital Goods, Final Goods, Intermediate Goods, Concept of Consumption, Concept of Investment, Stocks & flows, Intersectoral Flows & Circularity Flow.	8
2	Concept of National Income: Aggregates Related to National Income: Gross National Product, Net National Product, Gross and Net Domestic Product at Market Price, at Factor Cost. National Disposable Income: Gross and net, Private Income, Personal Income and Personal Disposable Income. Methods of Calculating National Income.	10
3	Aggregate Demand and its Components. Propensity of consume, Propensity to save (average and marginal), Short run Equilibrium output, investment multiplier, concept of AED, Ex-ante S and I, Ex-post S and I. Problem of Excess and Deficient Demand.	8
4	Money & Banking: Concept of Money- Its functions; Quantity Theory of Money, Concept of IS-LM Curves; inflation, Central Bank & Commercial Bank-role & function.	8
5	Government Budget and the Economy: meaning, objectives, Components and Structure. Types of Budget deficit (Revenue, Fiscal & Primary). Macroeconomic Policies: Monetary and Fiscal.	6
	Total	40

Learning Resources:

Reference Books:

Andrew B. Abel and Ben S. Bernanke, Macroeconomics, Pearson Education, Inc., 7th edition, 2011.

Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010.

N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.

Paul R. Krugman, Maurice Obstfeld and Marc Melitz, International Economics, Pearson Education Asia, 9th edition, 2012.

Supplementary Reading:

N. Gregory Mankiw (M), Macroeconomics, 8th edition.

Richard T. Froyen, Macroeconomics, Pearson Education Asia, 2nd edition, 2005.

Course Code	BBA215	
Course Category	Theory	
Course Category	Financial Accounting	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To make the students familiar with generally accepted accounting techniques & their applications in business organizations.

Skills: Utilization of financial and accounting information for planning, decision making and control.

Attitude: Every individual or a business concern is interested to know the results of financial transactions and their results are ascertained through the accounting process..

Course Outcomes: The objective of this Course is to help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.

Unit	Contents	Hrs
1	Accounting for Hire-Purchase and installment payment system	8
2	Branch accounting Departmental Accounting: Branch Accounts, Branch Account Method and Stock debtors methods of branch accounting, Accounting of Foreign Branches; Departmental Accounting: Calculation of Net profit of various departments and allocation of expenses on the basis of suitable Base.	10
3	Partnership Accounting: Partner's Capital accounts, Profit and Loss Appropriation Account, Reconstitution of Partnership: Changes in Profit Sharing Ratio, Admission of a Partner, Revaluation Account, and Adjustments on Admission of a Partner.	8
4	Retirement of a Partner, Death of a Partner, adjustments on retirement and death of a partner, Accounting treatment of Joint Life Policy.	8
5	Dissolution of Partnership Firm: Modes of dissolution, insolvency of partners, Garner V/S Murray Rule , Piecemeal distribution of assets	6
Total		40

Learning Resources:

Reference Books:

S.N Maheshwari, Shaad Maheshwari : Financial Accounting for BBA , New Delhi , Vikas Publishing House, 11th Edition.

Rajpurohit ,Joshi, Fundamentals of Accounting , Rajasthan Pathaya Prakashan .

Supplementary Reading:

Jain , Khandelwal, Pareek , Dave,: Financial Accounting, Ajmera Book Company, Jaipur,2019

Shukla M.C., Grewal T.S.- Financial Accounting- S. Chand & Company, New Delhi, 2019

Course Code	BBA216	
Course Category	Theory	
Course Category	Cost Accounting	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The course is designed to develop insight of principles and techniques of cost accounting. To introduce the basics of cost accounting and enabling the student to correlate the two branches namely financial and cost accounting.

Skills: The course is to recognize the impact of cost control and cost reduction on profits. At the root is the need to thoroughly understand the types, nature, behavior and effect of the various elements of cost on the pricing, production and profits.

Attitude: For the managers, knowledge of cost accounting is a prerequisite to successful management accounting. To build a base for learning management accounting.

Course Outcomes:

The Primary objective of this course is to familiarize the students with the basic cost concepts, allocation and control of various costs and methods of Costing.

Unit	Contents	Hrs
1	Meaning of Costing, Objectives of Cost Accounting, Functions of Cost Accountant, classification of costs. Advantages of Cost Accounting, Elements of Cost. Accounting for Material: Material Control, Pricing of material issues.	8
2	Labour: labour turnover, methods of wage payment and incentive plans, Overhead: classification; absorption of Overhead; under and over absorption of Overhead.	8
3	Unit Costing : Preparation of Simple cost Sheet/cost statement, determination of cost and price of product ; Reconciliation of Cost and Financial Accounting: Preparation of Reconciliation Statement based on Cost Sheet and Profit & loss Account.	8
4	Operating Costing. Job, Batch and contract costing	8
5	Process Costing: Features, Applications and Types of Process Costing, Process Loss, Abnormal Gains and Losses, Joint Products, Byproducts and Accounting	8
	Total	40

Learning Resources:

Reference Books:

S.N. Maheshwari Cost and Management Accounting, New Delhi Sultan Chand & Sons
S.P. Jain & K.L. Narang , Cost and Management Accounting, New Delhi Kalyani Publisher, -

Supplementary Reading:

M.C. Shukla,T.S. Grewal and M P. Gupta, Cost Accounting, Text and Problems New Delhi, S. Chand & Co. Ltd.

Course Code	BBA217	
Course Category	Theory	
Course Category	Soft Skill Development - II	
Weekly load (hrs) and Credits	L	Credits
	4	4

***Approved by BoS Language**

Course Code	BBA218	
Course Category	Theory	
Course Category	Environmental Studies	
Weekly load (hrs) and Credits	L	Credits

Course Approved by Department of Zoology, Grade PP shall be awarded for a pass and NP for a failure.

Course Code	BBA311	
Course Category	Theory	
Course Category	Business Environment	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The students will be able to demonstrate and develop a conceptual framework of the business environment and generate interest in international business.

Skills: To identify the opportunities and challenges of the global business

Attitude: To inculcate a sense of business ethics and corporate social responsibility.

Course Outcomes: The Students will understand the different environment in the business climate and to know the minor and major factors affecting the business in various streams

Unit	Contents	Hrs
1	Business Environment: Meaning, Nature , Economic and Non Economic factors. Economic Planning in India; Objectives and Justification of economic planning.Niti Aayog: Role, Objectives, Composition and relevance.	8
2	Current Five Year Plan: Characteristics of Indian Economy. Contemporary Economic Reforms and liberalisation. Financial System in India: Role and components. Impact on the economy.	8
3	New Economic Policy 1990, Monetary Policy, Fiscal Policy, Exim Policy.	8
4	Industrial Policy, Government Policy towards small scale sectors, Foreign Direct Investment Policy	8
5	Emerging issues: Corporate Social Responsibilities. International Economic Environment- India & WTO, IMF and IBRD. FEMA 1999- Main Provisions.	8
Total		40

Learning Resources:

Reference Books:

Bedi, Suresh , Business environment- New Delhi, Excel books, 2016-17

Mittal Vivek- Business environments-New Delhi Excel books, 2010

Justin Paul- Business environment- New Delhi, Totu Mc Grun Hill

Supplementary Readings :

Gopal, Namita. Business Environment. Tata McGraw-Hill

F. Cherunilam, Business Environment Text and Cases, Himalaya Publication House

Course Code	BBA312	
Course Category	Theory	
Course Category	Marketing Management	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The course is designed to provide the students with overall information about the functioning of marketing management.

Skills: The course gives students a glimpse of marketing tactics, product strategy and the way strategies are formed for customers in the market.

Attitude: the course contains an analytical account of the causes and consequences of the rapid expansion of the marketing arena in today's condition.

Course Outcomes:

Create value and growth through innovation in new and existing markets. Learn the skills of innovation and apply those skills within the context of a marketing strategy framework.

Unit	Contents	Hrs
1	Introduction, Meaning and Definition of Marketing, Origin of Marketing concept, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling, Marketing Mix.	8
2	Market segmentation - Need and basis of Segmentation - Targeting - Positioning. The Product - Characteristics - Benefits - Classifications Consumer goods -Industrial goods -New product development process Product Life Cycle	8
3	Consumer Behaviour: Introduction, Important definitions, Evolution of the study of consumer behavior, Determinants of consumer behavior, Types of buying decisions, Stages of the buying process, Importance of consumer behaviour study	8
4	Pricing - Factors influencing pricing decisions - Pricing objectives - Pricing policies and procedures - Pricing strategies. Marketing Channels - importance of various kinds of marketing channels - Distribution problems - Salesman motivation - Compensation –Control.	8
5	Promotion - Advertising - Publicity - Public relations - Personal Selling - Direct selling - Sales Promotion Administration.	8
Total		40

Learning Resources:**Reference Books:**

Ramaswamy and Namakumari, Marketing Management, 3/e Revised, MacMillan I Ltd.
 Kotler Philip. Armstrong - Marketing Management, Pearson Publications.
 Stanton, William J., and Charles Futrell : Fundamentals of Marketing; McGraw Hill Publishing Co., New York
 Majumdar, Ramanuj : Product Management in India, Prentice Hall, New Delhi
 Saxena, Marketing Management. Tata McGraw Hill Publications.2010

Supplementary Readings:

Kurtz & Boone. Principles of Contemporary Marketing. Cengage Learning.
 Kotler, Graw and Armstrong. Principles of Marketing. Pearson Education.

Course Code	BBA313	
Course Category	Theory	
Course Category	Production and Operations Management	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: Students will learn how to plan and control production and operation functions in manufacturing and service industries.

Skills: It develops the decision making capabilities. The students will be familiarized with some of the trends in business and help develop skills in solving specific problems.

Attitude: Understand the theory and implementations related to Inventory, Purchase and JIT.

Course Outcomes: This course provides students with concepts, techniques and tools to improve operational capabilities of an organization. Emphasis is given both to familiarization of various production processes and service systems, and to quantitatively analyse the problems arising in the management of operations.

Unit	Contents	Hrs
1	Production and Operations Management-Meaning, nature and scope; Facility Location-meaning, importance, factors and principles; Manufacturing system and layout Planning-meaning, types and importance.	8
2	Production Planning and Control : Nature, importance, functions and types, Material and Purchasing Management –Principles, objectives and procedure.	8
3	Total Quality Management and International quality Certification: Concept, quality control and assurance ,Key result areas, application of statistical quality control and ISO Standards	8

4	Inventory control and Maintenance Management –Inventory planning and control, Inventory Models EOQ, reorder level and ABC analysis; Maintenance management-meaning, types and importance; Industrial safety and work environment.	8
5	Business process Reengineering-meaning, factors and elements; Six Sigma and JIT –Concept , Artificial intelligence and expert systems.	8
	Total	40

Learning Resources:

Reference Books:

Swink, Melnyk, Cooper, Janet L. Hartley., *Managing operations* ,3 edition, Tata McGraw-Hill,2019
 Chary, S.N., *Production and Operations Management*, 6th Edition, Tata McGraw-Hill,2019.
 Panneerselvam, R., *Production and Operations Management*, 3rd Edition, PHI Learning, 2012.
 Kale ,shailendra ., *Production and Operations Management*, 1st Edition, Tata McGraw-Hill,2013.

Supplementary readings

Manufacturing Systems Engineering: A Unified Approach to Manufacturing, KatsundoHitomi
Test-bank-operations-management-sustainability-supply-chain-management-12th edition-jay-heizer

Course Code	BBA314	
Course Category	Theory	
Course Category	Organizational Behavior	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: Helping Students in gaining knowledge about various dimensions of human behavior

Skills: Aim to sharpen human and Analytical skills of the student

Attitude: To develop learning attitude for analyzing individual and group behavior within Organizational work culture.

Course Outcomes: The course objective is to help the student comprehend, perceive and understand the dynamic nature of groups and intergroup behavior in Organization with a view to enable him to develop and adopt effective strategies to influence it.

Unit	Contents	Hrs
1	Introduction-Meaning- Definition, Elements, Models of Organizational Behavior, Contributing Disciplines to the Organizational Behavior Field, Organizational goals-Benefits, Types, Approaches to goal setting, , goal displacement and goal distortion	8
2	Perception-Meaning, Definition, perceptual process; factors influencing perception. Personality-Meaning, Definition, Determinants of Personality, Personality Traits.	8
3	Leadership:-Meaning, Definition, Importance, Qualities of a successful leader, Types of leadership Styles. Motivation:-Meaning, Definition, Importance, Types of Motivation, Maslow's Need Hierarchy theory	8
4	Group Behavior and Group Dynamics-Meaning, Importance, Determinants of Group Behavior, Group Norms, Group Cohesiveness Organizational Conflict-Meaning, Types, Process of Conflict, Conflict Resolution Styles	8
5	Organizational Change-Meaning, Reasons for Organizational change, Resistance to change, Overcoming Resistance to change, Management of change.	8
	Total	40

Learning Resources:

Reference Books:

Robbins, Stephen P: *Organizational Behavior"* Prentice Hall, New Delhi.
 Fred Luthans: *Organizational Behaviour*, Tata McGraw-Hill Publications, New Delhi.
 Uday Pareek: *Understanding Organizational Behaviour*, Oxford University Press, New Delhi.
 Prasad, L.M.; *Organizational Behaviour*, Sultan Chand & Sons

Supplementary Reading:

Newstrom, John W. and Keith Davis: Organizational Behavior: Human Behavior at Work, Tata McGraw-Hill, New Delhi

Steers, Richard M. and J. Stewart Black: Organizational Behavior, HarperCollins College Publishers, New York

Course Code	BBA315	
Course Category	Theory	
Course Category	Corporate Accounting	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To help students to acquire the conceptual knowledge of corporate accounting and to learn the techniques of preparing the financial statements

Skills: In accounting courses beyond the introductory level, affective development will also progress to the valuing and organization levels.

Attitude: Deals with various financial aspects of company, and preparation of financial statements of companies and their analysis which helps in the decision making process.

Course Outcomes:

To provide the student with knowledge of recent developments in corporate accounting To teach them the Various Requirements of Corporate Reporting

Unit	Contents	Hrs
1	Accounting for share capital: Share Capital: Issue, Forfeiture, Reissue of Forfeited Shares; Buy Back of Equity Share; Issue of Debenture.	8
2	Redemption of Preference Share; Redemption of Debenture	8
3	Underwriting of shares and debentures, Profit prior to incorporation; Liquidation of Companies.	8
4	Preparation of Final Accounts: - Meaning, Profit and Loss accounts, Balance Sheet, Provision and reserve and Managerial Remuneration.	8
5	Accounting for Amalgamation of Companies, Accounting for Internal Reconstruction	8
	Total	40

Learning Resources:

Reference Books:

Maheshwari S.N, Corporate Accounting, Vikas Publishing House, New Delhi

Rajpurohit, Joshi, Corporate Accounts. Rajasthan Pathaya Prakashan

Supplementary Reading:

Goyal V.K., Goyal, Ruchi, Corporate Accounting, PHI Learning Pvt. Ltd., New Delhi

Shukla, M.C, Grewal, T.S., Gupta, S.C., Advanced Accounts, S Chand and Co., New Delhi,

Course Code	BBA316	
Course Category	Theory	
Course Category	Business Ethics and Ethos	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: Helping Students in gaining knowledge about business ethics and values and its relevance in modern context.

Skills: Provide the skills with which to recognise and resolve ethical issues in business

Attitude: The content has been designed to create a mindset of value system among the students who are the future managers.

Course Outcomes: - The objective of this Course is to make the students aware about the importance of ethics in the business, practices of good governance to encourage moral imagination and heightening sensitivity towards the ethical dimension of managerial problems.

Unit	Contents	Hrs
1	Introduction – Meaning - Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics – Importance of Business Ethics - Arguments for and against business ethics- Basics of business ethics.	8
2	Ethics in Management - Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics.	8
3	Corporate Social Responsibility: Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	8
4	Gandhian approach in Management and Trusteeship: Gandhiji's doctrine of Satya and Ahimsa, Relevance of Trusteeship principle in modern business.	8
5	Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain, Holistic approach for Managers in Decision Making	8
	Total	40

Learning Resources:

Reference Books:

- Fernando, A.C. Business Ethics, Pearson Publication
- Ghosh, Biswanath, Ethics in Management and Indian Ethos, Vikas Publishing House
- Rao, A.B., Business Ethics and Professional Values, Excel Books.
- Mehta, Jyotsna, Gupta, Preeti, Business Ethics and Ethos, Pragati Prakashan

Supplementary Reading:

- Mruthyunjaya H.C., Business Ethics and Value System, PHI Learning, New Delhi
- Murthy C.S.V., Business Ethics, Himalaya Publishing House

Course Code	BBA321	
Course Category	Seminar	
Course Category	Seminar on Contemporary Issues	
		C
		4

The Course BBA321, the faculty members will assign contemporary issues concerning with corporate sector like, merger & acquisition, current economic issues, stock market developments, new HR initiatives, recent trends in marketing etc.to the students. Students will prepare a seminar report under the guidance of assigned faculty members and will submit and present the report in the Continuous Internal Assessment Examinations (CIA) of 20 marks which will be evaluated by the internal and End Semester Examinations(ESE) of 80 marks will be jointly evaluated by internal and external examiner.

Course Code	BBA411	
Course Category	Theory	
Course Category	Research Methodology	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To enable the students in conducting research work and formulating research synopsis and report.

Skills: To impart knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.

Attitude: To familiarize students with the basics of research and the research process.

Course Outcomes: The student will be able to understand the basics of research and its significance in decision making with its tools.

Unit	Contents	Hrs
1	Introduction to Research: Meaning of Research and Significance of Research in Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers.	8
2	Process of Research: Define the research problem. Steps Involved in the Research Process. Research Design: Various Methods of Research Design. Concept of Sample, Sample Size and Sampling Procedure.	8
3	Collection of Data: Types of Data: Secondary and Primary, Various Methods of Collection and Data, observation method, interview method, Preparation of Questionnaire and Schedule.	8
4	Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test.	8
5	Research Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Their Significance, Drawing Conclusions, Suggestions and Recommendations. Bibliography and Footnotes.	8
Total		40

Learning Resources:

Reference Books:

Cooper, Donald & Schindler, Pamela, Business Research Methods, TMGH, 9th Edition

Panneerselvam, R., Research Methodology

Bill, Taylor, Sinha, Gautam, Ghoshal, Taposh, Research Methodology : A Guide for Researchers In Management and Social Sciences

Graziano, Anthony M. and Raulin, Michael L., Research Methods: A Process of Inquiry

Supplementary Reading:

Bryman , Alan & Bell, Emma, Business Research Methods, Oxford University Press.

Kothari C.R., Gard, Gaurav, Research Methodology : Methods and Techniques (Multi Colour Edition), New Age International Publication

Course Code	BBA412	
Course Category	Theory	
Course Category	Management Accounting	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To acquire knowledge and understanding of the concepts, techniques and practices of cost and management accounting and to develop skills for decision making.

Skills: It is the study of the managerial aspect of financial accounting, accounting in relation to management function.

Attitude: It shows how the accounting function can be re-oriented so as to fit it within the framework of management activity.

Course Outcomes:

The objective of Management Accounting is useful for optimum utilization of existing resources. It is an indispensable discipline for corporate management, as management accounting techniques helps management to solve not only specific problems but also guides them in decision making

Unit	Contents	Hrs
1	Introduction to Management Accounting – Origin, scope, functions and principles. Ratio Analysis: Meaning of Ratio; Necessity and Advantages of Ratio Analysis, Types of Ratios: Profitability ratios, turnover ratios, liquidity ratios, leverage ratios.	8
2	Analysis of Corporate Performance: Fund Flow Statement: Meaning of Funds, Fund Flow Statement, Working Capital, and Causes of changes in working Capital, Performance of Adjusted Profit and Loss Account, Cash Flow Statement (As 3).	8
3	Meaning of Budget and Budgetary Control , Objective of Budget and Budgetary Control, Limitations of Budget and Budgetary Control Types/classification of Budgets according to Time i) Short Term ii) Long Term According to Flexibility i) Flexible ii) Fixed	8
4	Definition, Assumptions and Uses, Marginal Costing Vs. Absorption Costing, CVP /BEP Analysis, Key factors and Safety Margin, Managerial Decision Making Areas – Product Mix, Make or Buy, Pricing Decisions	8
5	Standard Costing and Variance analysis: Meaning of Standard Cost and Standard Costing; Efficiency and Activity Ratios Variance Analysis and Control material, labor and overhead.	8
Total		40

Learning Resources:

Reference Books:

Maheshwari, S.N., Cost and Management Accounting, New Delhi Sultan Chand & Sons

Pandey, I.M., Management Accounting, Noida ,Vikas Publishing House

Supplementary Reading:

Khan and Jain, Management Accounting, Tata McGraw Hill, New Delhi

Hingorani, N.L. and Rmanathan, A R, Management accounting, S Chand, New Delhi

Course Code	BBA413	
Course Category	Theory	
Course Category	International Trade	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The course is designed to provide the students with overall information about the functioning of International trade and its importance for this globalized world.

Skills: the course is based on abstract theoretical models, students will also be exposed to real-world examples as well to enhance their skills about international trade.

Attitude: the course contains an analytical account of the causes and consequences of the rapid expansion of international trade & financial flows in recent years.

Course Outcomes:

This course develops a systematic exposition of models that try to explain the composition, direction, and consequences of international trade, and the determinants and effects of trade policy.

Unit	Contents	Hrs
1	Introduction to International Trade: Domestic Trade Vs. International Trade, Advantages, Needs, Importance and Disadvantages of International Trade. Terms of trades; Balance of Trade and Balance of Payment- Concept, cause of Disequilibrium and Measures for Correction. Adjustment Mechanism.	8

2	Trends in world Trade and Problems of Developing Countries, Planning International Trade Operations. International Business Environment: its Elements, Importance and need. Trade of Services.	8
3	India's Foreign Trade Policy: New initiatives, Export promotion, Import substitution, foreign investment policy its framework for FDI in India. Export Promotion Capital Goods Scheme (EPCG) license- Duty exemption scheme, Duty Entitlement Pass Book Scheme (DEPBS).	8
4	ECGC, Exim Bank, Infrastructure and Institutional Setup for Exports, Policy Measures. International Liquidity. 100% EOU, Export Houses and Trading houses, EPZs, SEZs.	8
5	Foreign Exchange Rates- Meaning and determination- mint par parity Theory; Purchasing Power Parity Theory; Demand and supply Theory. Fixed, Flexible and floating exchange rate- Meaning and their advantages and disadvantages. Fluctuations in exchange rates, causes, effects and methods of controlling the fluctuations.	8
Total		40

Learning Resources:

Reference Books:

- Francis Cherrunilam, International Trade and Export Management, Himalaya Publications, 2009.
 Bhagvati J (ed), International Trade , Penguin Books , 2007.
 Jeevanandam C, Foreign Exchange : Practices Concepts and Control, SChand Publications, 2002.

Supplementary Reading:

- Paul Krugman, Maurice Obstfeld, and Marc Melitz, International Economics: Theory and Policy, Addison-Wesley, (Pearson Education Indian Edition), 9th edition, 2012.
 Dominick Salvatore, International Economics: Trade and Finance, John Wiley International Student Edition, 10th edition, 2011.

Course Code	BBA414	
Course Category	Theory	
Course Category	Money, Banking and Insurance	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The course explores the students to the working of money and banking system in India.

Skills: This course is to develop the skills required for understanding the most challenging and important financial service sector.

Attitude: The course builds a framework about practical insights to the banking and insurance industry.

Course Outcomes: The main aim of this course is to provide students with an introductory yet comprehensive overview of the Bank and Insurance.

Unit	Contents	Hrs
1	Money-meaning, classification, functions, characteristics, importance of money, Role of money in capitalist, socialist and planned economy. Value of Money: Meaning, Changes in value of money; causes and consequences. Theories of Money-Fisher quantity theory, Keynesian Approach, Cambridge equation and saving and investment theory.	8
2	Indian Banking Regulation Act, 1949: Evolution, Features and Provisions of the Act: Definition of Bank. Licensing of Banking Companies; Banking operations-Assets and Liabilities of a bank.	8
3	Overview of Indian Banking System – Evolution; RBI and its role; Structure of Banks in India; Commercial Banks; Regional Rural Banking; Co-operative Banking System; Development Banks; NBFCs.	8
4	Concept of E-Banking- Nature and Scope of E-banking, Components, Challenges in E-Banking, Online banking and its benefits. E-Banking System: Mobile banking, Internet banking. Electronic Payment System: RTGS, Electronic Fund Transfer Electronic Money, ATM, Credit Card, Smart card,	8

5	Insurance-nature, purpose, principles, functions, classification and scope and limitations. Risk and insurance. Economic development and insurance. Insurance as a social security tool. Insurance Contract-nature-subject-matter of insurance and subject-matter of contract of insurance, features-as per Contract Act, special features, evidence and documents. E-insurance policy and Insurance Repositories.	8
Total		40

Learning Resources:

Reference Book:

- Sukvinder; Mishra Banking Law & Practice, S. Chand publication,2012.
Gurusamy; Banking theory -Law & Practice. Tata MC Graw hill Education,2014.
Stephen G. Cecchetti; Money Banking & Financial Markets, Tata McGraw hill Education, Latest Edition, 2011.
Mishra M.N, Insurance Principles & Practice, 22nd Edition, Sultan Chand & Co., New Delhi,2016.

Supplementary Reading:

- Legal Aspects of Insurance. The Chartered Insurance Institute.
Taxmann : Insurance Manual, Taxmann Publication Private Limited

Course Code	BBA415	
Course Category	Theory	
Course Category	Business Entrepreneurship	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The Course will light a fire of knowledge and will help the entrepreneurial mindset of students.

Skills: Focuses on the development of skills or attributes that enable the realization of opportunities available.

Attitude: Focuses on inculcating the thoughts of new creations and enterprising vision among the students.

Course Outcomes:The course is designed to provide study and analysis of the distinctive factors that influence entrepreneurial activity in various cultural environments; and to encourage entrepreneurial spirit and skills.

Unit	Contents	Hrs
1	Entrepreneurship - Concept, Nature, Historical evolution, Process of Entrepreneurship, Theories of entrepreneurship. Entrepreneurship and Innovation	8
2	Entrepreneur - Qualities of a successful entrepreneur, Entrepreneur and Leadership, Entrepreneur and Risk Taking capacity, Entrepreneur and Business Planning and Decision making, Social responsibilities of entrepreneur.	8
3	Role of entrepreneur- Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complementing and supplementing economic growth, bringing about social stability and balanced regional development of industries: role in export promotion and import substitution.	8
4	Promotion of a Venture- Opportunities analysis; external environmental analysis economic, social and technological; competitive factors; legal requirements of establishment of a new unit and rising of funds; Venture capital sources and documentation required.	8
5	Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; role of government in organizing EDPs critical evaluation	8
Total		40

Learning Resources:

Reference Books:

- Rajpurohit, Vyas, Ramchandani, Sharma; Fundamentals of Entrepreneurship, Ajmera Book Company ,Jaipur
Drucker, Peter F : Innovation and Entrepreneurship, Heinemann London
Desai, Vasant : Organization and Management of Small Scale Industry. Himalaya Publishing House, Bombay

Sudha, G.S.; Fundamentals of Entrepreneurship; RBD Publishing House, New Delhi

Supplementary Reading:

Shukla, M.B. : Entrepreneurship and Small Business Management, Kitab Mahal, Allahabad

Mathew J. Manimala : Entrepreneurial Policies and Strategies, Response Books, Sage, Delhi.

Course Code	BBA416	
Course Category	Theory	
Course Category	Income Tax : Law and Practice	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To make students understand the Income Tax system properly

Skills: To impart the knowledge of different tax provisions in different sections

Attitude: To develop analytical aptitude towards income and laws pertaining to it.

Course Outcomes: Students will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals.

Unit	Contents	Hrs
1	Overview of Income Tax Law in India, Important Definitions-Income, Person, Assessee, Assessment year, previous year, Income From Agriculture, Exempted Income, Residential Status of an Assessee and incidence of tax.	8
2	Income from Salaries Including retirement (sec. 15 to 17).	8
3	Income from House Property (sec. 22 to 27), Profits and Gains of Business or Profession (Sec. 28 to 44 D)	8
4	Capital Gains (sec. 45 to 55), Income from Other Sources (56 to 59).	8
5	Aggregation of Incomes: Clubbing of Income & deemed income, Set off and carry forward of losses, Deductions from GTI u/s-80.(80 C 80CCC, 80CCD, 80CCF, 80D, 80DD,80DDB,80E,80G & 80U), Rebate & Surcharge, Computation of Total Tax & Taxable Income of an Individual	8
Total		40

Learning Resources:

Reference Books:

Singhania, V K. Singhania Monica .Students Guide To Income Tax (Including Service Tax, Vat), Taxmann allied service

Mehrotra H C, Income Tax. Agra Sahitya Bhawan Publications, 2014.

Lal, B. B. Income Tax. Pearson

Drgirish Ahuja, Hari Gupta, Professional Applications to Direct Taxes: Law and Practice, Bharat Law House Pvt. Books, New Delhi.

Supplementary Reading:

Singhania, V.K. Student's Guide to Income Tax, Taxman, Delhi.

Prasad, Bhagwanti : Income Tax Law and Practice, Sultan Chand & Sons, New Delhi

Course Code	BBA421	
Course Category	Practical	
Course Category	Comprehensive Viva Voce	
Credits		Credits
		4

The Course BBA421 is based on the subject knowledge of BBA I to BBA IV Semester and will be jointly examined by the internal and external examiners.

Course Code	BBA511	
Course Category	Theory	
Course Category	Financial Management	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

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

Skills: In order to start up or even run a successful business, it is necessary to have excellent knowledge in financial management.

Attitude: Financial management helps in strategic planning, organizing, directing, and controlling of financial undertakings in an organization.

Course Outcomes: Financial Management is designed to expose the student to the financial issues of determining the monetary resources needed by a business, the mix of these resources, the sources and uses of funds, the benefits, risks and costs associated with different types of resources and financing.

Unit	Contents	Hrs
1	Nature and scope of financial management, finance functions, financial goals and changing role of financial management. Time value of Money: Compounding and discounting techniques.	8
2	Financing Decisions: Cost of Capital: Cost of debt, preference, equity capital and retained earnings, weighted average cost of capital; Capital structure decisions -net income and net operating income approaches; optimal capital structure, Factors affecting capital structure.	8
3	Financing Decision: Operating and financial leverage, total leverage. Dividend decisions-dividend theories, Determinants, importance of Dividend policy.	8
4	Investment decisions: Capital budgeting process, various appraisal methods-Average rate of return, payback period, NPV, IRR and profitability index, Merits and demerits of appraisal methods.	8
5	Working capital policy-overall considerations-importance of working capital management, Estimation of working capital Committees of Working Capital. Cash Management, Receivable management and Inventory Management.	8
Total		40

Learning Resources:

Reference Books:

Khan M.Y. and P.K.Jain .Financial Management: Text and Problems. New Delhi, Tata McGraw Hill pvt ltd.2017

Agarwal, Mishra. Financial Management. RBSA Publisher

Supplementary Reading:

Pandey, I M, Financial Management, New Delhi, Vikas Publishing House, 2018

Maheshwari, S.N, Maheshwari, S. : Financial Accounting for BBA , Vikas Publishing House, New Delhi , 11th Edition

Course Code	BBA512	
Course Category	Theory	
Course Category	Quantitative Methods	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To understand relevance & need of quantitative methods for making business decisions

Skills: To Demonstrate an ability to apply various statistical tool to solve business problem

Attitude: Students will be able to read and interpret statistical information

Course Outcomes: The objective of the course is to make the students familiar with some basic statistical and linear programming techniques. The main focus, however, is in their applications in business decision making.

Unit	Contents	Hrs
1	Operation Research: Nature, significance, purpose and limitations, Methodology of operation research.	8
2	Algebra of vectors and matrix and determinants: Addition, subtraction, multiplication and inversion of matrix, solution of system of linear equations with the help of matrix algebra.	8
3	Linear Programming: Concept, Assumptions and Usage in business decision making .linear Programming problem: formulation, methods of solving: graphical and simplex, duality; concept, Significance, usage & application in business decision making.	8
4	Transportation & assignment problems: General structure of transportation problem, solution procedure for transportation problem, methods for finding initial solution, test for optimality. Maximization transportation problem, transportation problem. Assignment problem approach of the assignment model, solution methods of assignment problem, maximization in assignment, unbalanced assignment problem.	8
5	Network Analysis using PERT and CPM: Concepts, Drawing Network and Numbering Events project time and crashing the activities.	8
	Total	40

Learning Resources:

Reference Books:

Gupta, S.P. & Gupta, P.K. Quantitative Techniques and Operations Research, SChand & Sons

Kapoor, VK. Operations research. ,Sultan Chand publications, New Delhi

Sharma, J.K. Operations Research: problems & solutions. Macmillan India Ltd.

Supplementary Reading:

Gupta, Gupta, Manmohan .Business statistics and Operation research, S Chand and Sons.

Gupta, S.P. & Gupta, P.K., Quantitative Techniques and Operations Research, S Chand & Sons, New Delhi, 2005

Course Code	BBA513	
Course Category	Theory	
Course Category	Goods and Services Tax	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to economic development.

Skills: To comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated

Attitude: To understand the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.

Course Outcomes: Students will be able to to learn the concepts indirect tax and GST from the pre-GST period to post- GST period.

Unit	Contents	Hrs
1	Introduction, Earlier Indirect Tax, Shortcoming of Earlier Indirect Tax, Meaning of Goods and Services, Need of GST, Structure of GST, Benefits of GST. GST Council- Role, GST Network, E-Way Bill, Doctrine of Unjust Enrichment, Definitions	8
2	Impact of GST on Trade, Manufacturing and Services. Supply- Meaning, Time and Valuation. IGST- Meaning, Feature and Computation. Incidence of Tax, Rate of GST, Exemption and Zero Rated Supply	8
3	Composition Scheme and Reverse Charge Mechanism. Input Tax Credit, Registration Process.	8
4	Returns, Payment of Tax and Refund, Assessment and Audit	8
5	Collection and Recovery of Tax, Penalties, Appeal, Revision, Advance Ruling	8
	Total	40

Learning Resources:**Reference Books:**

Dr. Vinod K. Singhania & Dr. Monica Singhania .Students' Guide to Income Tax with Service Tax and Value Added Tax. New Delhi, Taxmann Publications Pvt. Ltd.

Datey, V.S. Indirect Taxes: Law and Practice. New Delhi, Taxmann Publications Pvt Ltd.

Bangar Yoggendra, Bangar Vandana, Sodhani Vineet. Aadhya's Students guide to indirect taxes (in Hindi), Jain book agency

Supplementary Reading:

Mehrotra, H.C. Income Tax: Indirect Tax. Agra, Sahitya Bhawan Publications

Katke, Venkatesh S., GST in India.

Course Code	BBA514	
Course Category	Theory	
Course Category	Economic Laws	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives

Knowledge : Helps the students to develop an understanding of the provisions of different economic laws.

Skills : To enhance such skills to exhibit it in a real scenario.

Attitude: To acquire the ability to apply knowledge to address issues in practical scenarios.

Course Outcomes:- This Course is introduced in order to equip students with laws essential in business decision making.

Unit	Contents	Hrs
1	FEMA, 1999: Objectives and definitions under FEMA, dealings in foreign exchange, holding of foreign exchange etc., current account transactions, capital account transactions, export of goods and services, realisation and repatriation of foreign exchange, exemptions, authorised person, penalties and enforcement, compounding of offences, Directorate of Enforcement, Appellate Tribunal, etc. Procedure relating to various foreign exchange transactions as enumerated in Exchange Control Manual.	8
2	Consumer Protection Act 1986: Genesis of the law; objects and definitions; rights of consumers under the Consumer Protection Act; nature and scope of remedies, Consumer protection – appearance before Consumer Dispute Redressal forums.	8
3	Money Laundering: Genesis, concept and definitions, various transactions, etc. obligations of banks and financial institutions.	8
4	Intellectual Property Laws: An overview of law and procedure relating to patents, trademarks and copy rights, etc.	8
5	Essential Commodities Act: Objects; powers of Central Government, seizure and confiscation of essential commodities	8
	Total	40

Learning Resources:**Reference Books:**

Gogna. Economic laws -, New Delhi, Sultan Chand and company

Datey.VS. Taxman Allied Services (P) Ltd. New Delhi, Taxmann Publications.

Prevention of Money-Laundering Bill, 1999; Bare Act; **Indian investment publications**, New Delhi

Sundar, Anti-Money Laundering and Know Your Customers. New Delhi, MacMillan Publications.

Supplementary Reading:

Mittal H.C. Economic Law., Mahaveer Book Depot

Course Code	BBA515	
Course Category	Theory	
Course Category	Management Information System	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives

Knowledge : To understand the concept, process and importance of MIS

Skills : To help students develop management skills. Understand basic information system concepts as applied to business operations and management.

Attitude: To help students to acquaint with applications of MIS in the world of business

Course Outcomes : By the end of the course, the student should be able to Understand basic information system concepts as applied to business operations and management and Evaluate, select, and use computer-based information systems from a management perspective.

Unit	Contents	Hrs
1	Introduction to MIS and System Concepts, Systems, data, information and knowledge, Importance of MIS in the competitive business environment, Types of System, Subsystems, Transactions processing systems, expert systems, office automation systems and knowledge-based systems.	8
2	Social and Ethical Issues of the Internet, Definition, Quality of Information, Value of Information, Information security	8
3	Management Information System, Definition, Integrated System, MIS Vs. Data Processing, Structure of MIS based on Management Activities, System Concepts of MIS with case study.	8
4	Information System (ERP) and DSS - DSS, ERP System, Concepts of Decision Making and DSS, Difference between MIS and DSS	8
5	Decision Making Systems and Modeling, Modeling Process, Information need for different phases of decision making, Sensitivity Analysis Structured decision making, unstructured decision making and semi structured decision making	8
	Total	40

Learning Resources:

Reference Books:

Devis, Gordon, Olson, M.H, Management Information System - Gordon Devis, Margareth H. Olson
Murdick, Robert, and Ross, Joel E., Information Systems for Modern Management

Supplementary Books:

Turban, Efraim, Decision Support and Expert Systems
Goyal, D.P., Management information system

Course Code	BBA516A	
Course Category	Theory	
Course Category	Customer Relationship Management	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives

Knowledge : Help the students to understand the concept and principles of CRM and to develop critical and integrative thinking

Skills : To enable managing Customer Relationship

Attitude: Students will gain an insight into business drivers, and what it takes to successfully implement a CRM application in a company

Course Outcomes: By the end of the course, the student should be able to understand and describe a customer relationship management application and to understand how it has been successfully implemented in various organizations and what does it take to ensure a successful implementation.

Unit	Contents	Hrs
1	Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.	8
2	CRM Process: Introduction and Objectives of a CRM Process 4C's (Elements); The CRM cycle - Assessment Phase Planning Phase, The Executive Phase; Customer value: Customer Relationship styles, Types of Customer Value, Value co-creation. Emerging Trends in CRM	8
3	Managing Customer Relationship: Stages, Techniques to Manage Relations, Customer Experience Management. Creating a Customer Profile; Knowing your Customers; Segmenting & Targeting Customers; Tools used for Segmenting & Targeting Customers	8
4	Planning for CRM: Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy; The Strategy Development Process, Customer Strategy Grid.e-CRM: Introduction, Importance, Challenges, Strategies, e-marketing and e-CRM	8
5	CRM and Marketing Strategy: CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centers. Practice of CRM; CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector, Sales Force Automation, Enterprise Resource Planning (ERP)	8
Total		40

Learning Resources:

Reference Books:

- Alok Kumar, Chabbi Sinha, Rakesh Kumar, Customer Relationship Management: Concepts & Application Biztantra, Delhi, 2007.
- Peeru Mohamed, A Sagadevan, Customer Relationship Management- A Step-by-Step Approach, Vikas Publishing House Pvt. Ltd., Delhi, 2008.
- Barnes James G: Secrets of Customer Relationship Management, McGraw Hill.
- Paul Greenberg, Customer Relationship Management at the speed of light, Second Edition, Tata McGraw Hill.

Supplementary Reading:

- Michael J. A. Berry, Gordon S. Linoff, Data Mining Techniques : for Marketing, Sales, and Customer Relationship Management, Wiley Computer Publishing, Singapore
- Ramaswamy, et al: Harvard Business Reviews on Customer Relationship Management.

Course Code	BBA516B	
Course Category	Theory	
Course Category	Training and Development	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives

Knowledge : Helping Students in Understanding the concepts, principles and process of training and development

Skills : Develop an understanding of how to assess training needs and design training programmes in an Organizational setting.

Attitude: Familiarize with the levels, tools and techniques involved in evaluation of training effectiveness.

Course Outcomes

By the end of the course, the student should be able to gain an in-depth understanding of the concepts, tools and techniques of management training, and to learn to design and use methods for management development.

Unit	Contents	Hrs
1	Introduction :-Training need, process an overview; Training and development; Learning and skill acquisition; Role, responsibilities and challenges to training managers- Relationship between HRD and business strategies; Skill inventory; Scanning the environment for training areas; Organizational analysis for training.	8
2	Organization and management of training function; Learning process; Learning and Knowledge management; Various tools and models.	8
3	Training climate and pedagogy – Developing training modules – training methods and techniques- facilities planning and training aids	8
4	Technical training – training for TQM – training for management change – training for productivity – training for creativity and problem solving – training for leadership and training for trainers. Training communication- Training evaluation – evaluation methods – cost benefit analysis.	8
5	Management Development (MD) : objectives of Management Development; Methods of Management Development; Various models of management development.	8
	Total	40

Learning Resources:

Reference Books:

Lynton R Pareek, U, Training for Development, Vistaar, New Delhi
 Reid, M.A., et al., Training Interventions: Managing Employee Development, IPM, London
 Raymond Noe, Employee Training & Development, Tata McGraw – Hill Publication
 Pandu G Naik, Training and Development Text, Research and Cases, Excel Books.

Supplementary Reading:

S. Mathews, Designing and Managing a Training and Development Strategy, Pearson
 Peppar, Allan D, Managing the Training and Development Function, Gower, Aldershot

Course Code	BBA521	
Course Category	Practical	
Course Category	Industrial Training Report Presentation and Viva Voce	
Weekly load (hrs) and Credits		Credits
		4

Course BBA521 i.e. the Course on Industrial Training Project report presentation, students are required to submit and present the report in Continuous Internal Assessment Examination (CIA) of 20 marks will be evaluated in by internal and End Semester Examinations(ESE) of 80 marks will be jointly evaluated by internal and external examiner.

Course Code	BBA611	
Course Category	Theory	
Course Category	Industrial Laws	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To know the development and the judicial setup of Labour Laws.

Skills: To understand the laws related to working conditions in different settings.

Attitude:

Course Outcomes: This course is designed to make the students understand the basic concept behind Procedural substantive and protective legislation relating to Industrial laws.

Unit	Contents	Hrs
1	Industrial Disputes Act, 1947: Concept, objective, and significance, Authorities; procedure and powers; unfair labour practices, penalties (Definition, Authorities for the settlement of disputes, methods of settlement, collective bargaining, conciliation, arbitration and adjudication, strikes and lockouts, lay off and retrenchment, change of service conditions)	8
2	Industrial Employment (Standing Orders) Act, 1946: Object, applicability, interpretation, appeal	8
3	The Indian Trade Union Act.1926: Object, scope and major provisions, Factories Act, 1948: Object, scope and major provisions; Authorities, compliances and penalties	8
4	Minimum Wages Act, 1948: Object and scope; Minimum Wages Act, Advisory Board, Central Advisory Board; Authority and claims, compliances, offences and penalties	8
5	Payment of Bonus Act, 1965: Object, application and major provisions	8
	Total	40

Learning Resources:

Reference Books:

Srivastava, S. C., Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi-4, 5th Edn.

Sinha, Sinha, Priyadarshini Seema Shekhar. Industrial Relations. Trade Unions and Labour Legislation. Pearson Education.

Puri, Dr. S.K., Labour and Industrial Laws, Allahabad New Agency

Supplementary Reading:

Malik, P.L.: Industrial Law, Eastern Book Company

Seth, D.D.: Commentaries on Industrial Disputes Act, New York Library

Course Code	BBA612	
Course Category	Theory	
Course Category	Retail Management	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives

Knowledge: The course is designed to help students to develop an understanding about the significance of retailing in the current business environment.

Skills: The course is based to understand and carry out the decision areas in retailing and appreciate the interrelationships with other aspects of marketing.

Attitude: The course enables students to understand the paradigm shifts in retailing business with increasing scope of market.

Course Outcomes: The outcome of this course is to expose students to the different ways of approaching the retail marketplace, to learn a set of retail principles and to feel more confident about practical uses of marketing.

Unit	Contents	Hrs
1	Introduction: Definition, Nature, Importance of Retailing; Functions of retailing, Retail formats and types, Retailing Environment.	8
2	Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process.	8
3	Retail marketing and promotion: function, importance, Strategies; Retail promotion Mix: - Retail promotion program, retail advertising media, promotional budget.	8
4	Retail Location: Factors affecting location decision, Site Selection, Location based retail Strategies; Store Design: Interiors and Exteriors, Store layout, Types of layouts.	8
5	Retailing in India: Evolution and trends in organized retailing, Indian organized retail market, FDI in Indian organized retail sector, retail scenario in India, future trends of retail in India.	8
Total		40

Learning Resources:

Reference Books:

Nair Suja, Retail Management, Himalaya Publishing House, 15 th Edition.2017.

Gibson Vedamani, Retail Management, Pearsons Publication September 2017.

Swapna Pradhan, Retail Management, Tata McGraw Hill, New Delhi, June 2012,

Supplementary Reading:

Phillip Kotler, Keven Lane Keller, et al. Marketing Management, Pearsons, August 2017,

Course Code	BBA613	
Course Category	Theory	
Course Category	Strategic Management	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: This course will help students to analyze a company's business environment, select a strategy, and construct the organization necessary to put it into action. This course introduces students to the elements of the strategic management theory and process including environmental analysis, strategic choice, business policies formulation and implementation.

Skills: The course is based on abstract theoretical models, students will also be exposed to real-world examples as well to enhance their skills about strategic management.

Attitude: Upon completion of this course students will be able to demonstrate the understanding of the concepts, framework and tools used for analyzing external and internal environment, assess the value creation activities of the firms and construct corporate-level, business-level and functional-level strategies and congruent business policies of the firms in different competitive environments.

Course Outcomes:

This course objective is to integrate the skill and knowledge students have acquired in functional areas and develop in students a holistic perspective of enterprise, critical from the point of view of the top executives.

Unit	Contents	Hrs
1	Strategic Management and Business Policy: Concept of strategy, business policy, tactic. Meaning & Definition, Importance of strategic management. Difference between business policy & strategic management, Levels of strategy, 5 p's of strategy, strategic decision making, issues in strategic decision making, school of thought advantages and disadvantages of strategic management, strategic management process.	8
2	Strategic Intent: Establishing strategic intent, concept of stretch, leverage and fit, formulation of mission & vision, business definition, goals and objectives, role of objectives, characteristics of objectives, pre-requisite for sound objective-setting, strategic business unit. Corporate-Level /Grand strategies: Expansion, stability, retrenchment, combination strategies. Business-Level /Generic strategies	8
3	Environmental Appraisal: Concept of environment, Environmental Scanning, Environmental appraisal, SWOT, organizational appraisal	6
4	Strategic Analysis & Choice: Process of strategic choice, subjective factors in strategic choice, corporate and business level strategic analysis, contingency strategies, strategic plans.	8

5	Strategy Implementation and evaluation: Nature of strategy implementation, barrier to strategy implementation, interrelationship of formulation and implementation, project implementation, procedural implementation, structural implementation, behavioral implementation. Personnel plans and policies, integration of functional plans and policies. Strategic evaluation and control: Techniques of strategic evaluation and control.	10
	Total	40

Learning Resources:

Reference Books:

Lawrance, Jauch and William Bluck, Business Policy and Strategic Management. McGraw Hill Intl 1998.
 Glueck, William F., Strategic Management and Business Policy, 3rd ed., New York McGraw Hill.
 Jain, P.C.L., Strategic Management (Hindi),
 Hamel, G. and Prahalad, C.K., Competing for the Future, Boston, Harvard Business School Press.
 Ansoff, H. Igor., Implanting Strategic Management. Englewood Cliffs, New Jersey, PHI
 Kazmi.A. Strategic Management and Business Policy, McGraw-Hill, 2012.

Supplementary Reading:

Glueck W.F., Strategic Management & Business Policy, McGraw Hill, New York.
 Thompson & Strickland, Strategic management Concept & Cases, Tata McGraw Hill, New Delhi

Course Code	BBA614	
Course Category	Theory	
Course Category	E Business	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: To understand what is E-business.

Skills: To help students use Web Application in E-Business skills.

Attitude: To help students to acquaint with application of E-Com and E- Business in the world of business.

Course Outcomes:

This course will inspire students with online business ideas and motivate them to apply what they learned in the real life.

Unit	Contents	Hrs
1	Introduction to e-business: Electronic Business, Electronic Commerce, Types of Electronic Commerce, Benefits, Limitations and Barriers of E-commerce, Electronic Commerce Models, Value Chains in Electronic Commerce, E Commerce in India., Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.	8
2	Electronic Payment System Concept of e-Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards, Stored Value cards and Electronic Payment Systems, B2B Electronic payments, Infrastructure Issues in EPS, Electronic Fund Transfer	8
3	e-Business Applications & Strategies Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for E-Commerce, Internet based Business Models; Legal, Ethical and Societal Impacts of E-Commerce.	6
4	ECRM: Electronic customer relationship management, Definition, application, ECRM components, advantages, ECRM as a tool to modern business, E-com and retailing, changing retail industry.	8
5	Indian Perspective: Benefits of E-Commerce; Drawbacks and limitations of E-Commerce; Major requirements in E-Business; Emerging trends and technologies in E-Business; From E-Commerce to E-Business Web security: Introduction; Firewalls and transaction security;	10
	Total	40

Learning Resources:**Reference Books:**

Dave Chaffey E-Business and E-Commerce Management- Strategy, Implementation and Practice, 3rd Edition, Pearson Education. 2009

Bharat Bhaskar Electronic Commerce- Framework, Technologies and Applications, 3rd Edition, Tata McGraw Hill, 2009

Supplementary Reading:

Efraim Turban, David King, Dennis Viehland, Jae Lee. Electronic Commerce: A Managerial Perspective. , Pearson Education ,4th Edition, 2009.

Joseph, P.T. and S.J. - E-Commerce – An Indian Perspective, PHI, 3rd Edition, 2008.

Course Code	BBA615	
Course Category	Theory	
Course Category	Financial Market Operations	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The course is designed to provide a wide range of knowledge and opportunity to learn concepts of financial system and developments in the financial system in India.

Skills: Helping students in acquiring analytical skills in the market analysis

Attitude: Familiarising the students with the operations of secondary market mechanism

Course Outcomes: The aim of course is to Develop an appreciation among the students for the interfaces among capital market, investors and firms

Unit	Contents	Hrs
1	Financial system- concept, nature and role of financial system; structure of financial system Financial markets in India- classification of financial markets, money market- its constitutions, functions of money market, money market institutions. Capital market- primary market and methods of issue of stock in the primary market. Secondary market- Stock Exchanges in India: History and development.	8
2	Financial Institutions - Banking and Non-Banking financial institutions. Financial Instruments - concept, types and characteristics.	8
3	Financial Services: nature and role, classification and Importance; Merchant banking- functions and roles; Credit rating – concept, functions, and types; Mutual fund –Salient features and its importance	8
4	Securities Contract and Regulations Act: Main Provisions and scope; Investors Protection: Grievances concerning stock exchange dealing and their removal. Grievances cells in stock exchanges; Regulations and Regulatory Agencies (Primarily SEBI) - For Primary Markets, For Secondary Markets	8
5	Functionaries on Stock Exchange- Brokers and Sub Brokers- Registration and duties; role of Jobber's, Portfolio consultants and market makers.	8
	Total	40

Learning Resources:**Reference Books:**

Khan, Financial Services, Tata McGraw-Hill, 12th Edition, 2012.

Tripathy, N. Financial Services, PHI Learning, 2011.

Machiraju, Indian Financial System, Vikas Publishing House, 2nd Edition, 2010.

Supplementary Reading:

Marketing of Banking Services – IIB

Marketing Financial Products – IBS Center for Management Research

Course Code	BBA616A	
Course Category	Theory	
Course Category	Human Resource Planning and Development	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: Helps the students to understand the purpose, process and applications of human resource planning in the context of different organizational strategies

Skills: To create analytical skills by understanding the determinants of human resource requirements. and the means for meeting those requirements.

Attitude: To create practical awareness about the current trends in human resource planning in global companies.

Course Outcomes: The objective of this Course is to give the students a deep understanding of the process of HR planning, and to familiarize them with the methods for HR development.

Unit	Contents	Hrs
1	Introduction to HR planning —meaning and definition, objectives of HRP, benefits of HRP, problems of HRP, process of HRP, HR demand forecasting techniques-HR supply forecasting-skill inventories - management inventories	8
2	HR Forecasting: Forecasting Manpower Needs, the Forecasting Process, forecasting Staffing Requirements. Models and Techniques of manpower demand and supply forecasting Index analysis-expert forecasts-delphi technique-nominal group technique-HR budget and staffing table.	8
3	Job analysis: meaning and definition, job analysis process, techniques of job analysis, methods and practice of job analysis, competency based approach.	8
4	Career planning and succession management: definitions, concepts, stages of career development process and organizational HR Policies, Succession management process and Management development programmes, objectives of MDP's.	8
5	HRD climate; work culture; Quality of work life(QWL) and management of change; TQM and HRD strategies; HRD in strategic organization	8
	Total	40

Learning Resources:

Reference Books:

Flippo, Edwin B. Personnel Management, McGraw Hill, New Delhi.

Arun Monappa and Mirza S. Saiyadain, Personnel Management, Tata McGraw-Hill Bombay.

Pigors P. and Charles A. Myres - Personnel Administration- A Viewpoint and a Method, McGraw Hill, London

Dale Yoder and Staudahar Paul D; Personnel Management and Industrial Relations, Prentice-Hall, Englewood Cliffs.

B.P. Singh, T.N. Chhabra and P.L. Taneja, Personnel Management and Industrial Relations, Dhanpat Rai, Delhi

Supplementary Reading:

Bernardin, John H. Human Resource Management, Tata McGraw Hill, New Delhi

Dale, B, Total Quality and Human Resources: An Executive Guide, Blackwell, Oxford

Course Code	BBA616B	
Course Category	Theory	
Course Category	Advertising and Sales Promotion	
Weekly load (hrs) and Credits	L	Credits
	4	4

Course Objectives:

Knowledge: The course is designed to provide a wide range of knowledge and opportunity to learn concepts of advertising and sales promotion.

Skills: Helping students in acquiring analytical skills in the market analysis

Attitude: Familiarising the students with the operations of secondary market mechanism

Course Outcomes: It helps the students to understand the importance of advertisements for promotion of products. It focuses on media planning and personal selling.

Unit	Contents	Hrs
1	Introduction a promotion mix, Elements of Promotion mix, types of promotion budget, promotion Strategies – Push Strategy and Pull Strategy	8
2	Model of mortally Communication decision process. Advertisement, Types of Advertisements. Concept of creativity. Creative Approaches and Execution styles. Advertisement Appeals – Emotion and Rational Appeals	8
3	Media planning, Types of Media, Media Vehicles, Media Concentration V/s Media Disruption. Media scheduling.	8
4	Introduction to personal selling, Role and Importance of Personal Selling, Theories of Personal Selling. Personal Selling process. Personal Selling in Service Industry	8
5	Sales Promotion – Objectives Types of Sales Promotion – Trade oriented Sales Promotion and Consumer Oriented Sales Promotion. Consumer Sales Promotion Tools : Off – Self Offers, Price Promotions, Premium Promotions	8
Total		40

Learning Resources:**Reference Books:**

Belch & Belch, Advertising and Promotion, TMH.

S.A. Chunawalla, Advertising Management, HPH.

Aaker, Kumar, Advertising Management, PHI.

Supplementary Reading:

Kotler, Marketing Management

Course Code	BBA621	
Course Category	Theory	
Course Category	Business Plan	
Weekly load (hrs) and Credits		Credits
		4

The Course BBA621 Business Plan, where students in a group are required to submit and present the plan in Continuous Internal Assessment Examination (CIA) of 20 marks and will be evaluated jointly by the internal and external examiners in End Semester Examination.