V-I

Syllabus

on

4-Year Bachelor of Business Administration (BBA)

(As per NEP-2020)

MANIPUR INSTITUTE OF MANAGEMENT STUDIES (MIMS)
MANIPUR UNIVERSITY, CANCHIPUR, IMPHAL-795003
MANIPUR

Manipur University

Bachelor of Business Administration (BBA) Syllabus (As per NEP 2020)

SEMESTER-I					
Sl. No.	**Paper Code**	**Paper Title**	**Contact Hr. per week**	**Total Marks**	**Credits**
A.	**CORE PAPERS**				
1	BBA-101	Principles of Management	6	100	6
2	BBA-102	Managerial Economics	6	100	6
B.	**ABILITY ENHANCEMENT COMPULSORY COURSE**				
3	BBA-103	Communicative English	4	100	4
C.	**SKILL ENHANCEMENT COURSE**				
4	BBA-104	Project Management	4	100	4
D.	**VALUE ADDED COURSE**				
5	BBA-105	VAC-1	2	50	2
6	BBA-106	VAC-2	2	50	2
Total Credit in Semester-I					**24**

SEMESTER-II					
Sl. No.	**Paper Code**	**Paper Title**	**Contact Hr. per week**	**Total Marks**	**Credits**
A.	**CORE PAPERS**				
1	BBA-201	Accounting for Managers	6	100	6
2	BBA-202	Statistics for Managers	6	100	6
B.	**ABILITY ENHANCEMENT COMPULSORY COURSE**				
3	BBA-203	Environmental Studies	4	100	4
C.	**SKILL ENHENCEMENT COURSE**				
4	BBA-204	Computer Application in Business	4	100	4
D.	**VALUE ADDED COURSE**				
5	BBA-205	VAC-3	2	50	2
6	BBA-206	VAC-4	2	50	2
Total Credit in Semester-II					**24**

Exit Option with Bachelor's Certificate in a Discipline on completion of courses equal to a minimum of 46 credits

SEMESTER-III					
Sl. No.	Paper Code	Paper Title	Contact Hr. per week	Total Marks	Credits
A.	CORE PAPERS				
1	BBA- 301	Marketing Management	6	100	6
2	BBA- 302	Financial Management	6	100	6
3	BBA -303	Human Resource Management	6	100	6
B.	GENERIC ELECTIVE COURSE				
4	BBA-304	Communication Skills and Personality Development	6	100	6
C.	VALUE ADDED COURSE				
5	BBA-305	VAC - 5	2	50	2
Total Credit in Semester-III					26

SEMESTER-IV					
Sl. No.	Paper Code	Paper Title	Contact Hr. per week	Total Marks	Credits
A.	CORE PAPERS				
1	BBA- 401	Production and Operation Management	6	100	6
2	BBA- 402	Research Methodology	6	100	6
3	BBA -403	International Business Environment	6	100	6
B.	GENERIC ELECTIVE COURSE				
4	BBA-404	Entrepreneurship Development	6	100	6
C.	VALUE ADDED COURSE				
5	BBA- 405	VAC - 6	2	50	2
Total Credit in Semester-IV					26

Exit Option with Bachelor's Diploma in a Discipline on completion of courses equal to a minimum of 96 Credits

SEMESTER-V					
Sl. No.	Paper Code	Paper Title	Contact Hr. per week	Total Marks	Credits
A.	CORE PAPERS				
1	BBA- 501	Business Law	6	100	6
2	BBA- 502	Business Economic and Environment	6	100	6
B.	DISCIPLINE SPECIFIC ELECTIVE				
3	BBA- 503	Business Policy and Strategic Management	6	100	6
C.	GENERIC ELECTIVE COURSE				
4	BBA- 504	Business Ethics and Corporate Governance	6	100	6
D.	VALUE ADDED COURSE				
5	BBA- 505	VAC - 7	2	50	2
Total Credit in Semester-V					26

SEMESTER-VI					
Sl. No.	Paper Code	Paper Title	Contact Hr. per week	Total Marks	Credits
A.	CORE PAPERS				
1	BBA- 601	Entrepreneurship Development	6	100	6
2	BBA- 602	Cost and Management Accounting	6	100	6
B.	DISCIPLINE SPECIFIC ELECTIVE				
3	BBA- 603	Data Analytics	6	100	6
C.	GENERIC ELECTIVE COURSE				
4	BBA- 604	Customer Relationship Management	6	100	6
D.	VALUE ADDED COURSE				
5	BBA-505	VAC - 8	2	50	2
Total Credit in Semester-VI					26

Exit Option with Bachelor's Degree in a Discipline on completion of courses equal to a minimum of 140 Credits

SEMESTER-VII					
Sl. No.	**Paper Code**	**Paper Title**	**Contact Hr. per week**	**Total Marks**	**Credits**
A.	**CORE PAPERS**				
1	BBA- 701	Sales and Distribution Management	6	100	6
2	BBA- 702	Industrial Relation	6	100	6
B.	**DISCIPLINE SPECIFIC ELECTIVE**				
3	BBA- 703	Banking and Insurance Management	6	100	6
C.	**GENERIC ELECTIVE COURSE**				
4	BBA- 704	Management Information System	6	100	6
Total Credit in Semester-VII					**24**

SEMESTER-VIII					
Sl. No.	**Paper Code**	**Paper Title**	**Contact Hr. per week**	**Total Marks**	**Credits**
A.	**CORE PAPERS**				
1	BBA- 801	Marketing Communication and Advertising	6	100	6
2	BBA- 802	Indian Financial Systems and Microfinance Institutions	6	100	6
B.	**DISCIPLINE SPECIFIC ELECTIVE**				
3	BBA- 803	Project Work and Viva Voce	6	300	6
C.	**GENERIC ELECTIVE COURSE**				
4	BBA- 804	Management of Change Organization	6	100	6
Total Credit in Semester-VIII					**24**

Exit Option with Bachelor's Honours in a Discipline on completion of courses equal to a minimum of 182 Credits

SEMESTER – I

A: CORE PAPERS

Paper Title: Principles of Management
Paper Code: BBA-101
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Recognize the role, characteristics, and skills of a manager and how theyrelate to theorganization's goals.Instil critical management theories and philosophies and how to apply them in organisation.

CO2 Understand the managerial functions and decision-making processes for organizational efficiency and effectiveness.

CO3.Identification of the organisational structure, hierarchy and find the right people to take up the responsibility and retend the employees.

CO4 Highlight the important roles for strengtheningthe operational capability and understand the correctflow of worksfor fulfilling the objectives of the organisations.

Course Contents

Unit 1: (1.5 credit)
Introduction to Management: Concept & Definition, Nature and Scope, Managerial functions, Levels of management, Evolution of management thought; Approaches to management including Classical, Behavioural, Quantitative, Systems and Contingency; Management as a Science or Art; Administration Vs Management; Management as a profession.

Unit 2: (1.5 credit)
Planning and Decision making: Nature, Importance, Process and Types of planning, Steps in planning, Developing effective plans; Decision making, Nature, Types of decisions, Decision making process, Rational perspectives and behavioural aspects of decision making; Management by Objective (MBO), Management by Exception (MBE).

Unit3: (1.5 credit)
Organising and Staffing:Nature, Purpose, Organisational Structure, Principles of Organization, Departmentation;Line, Staff and functional authority,Span of Control, Authority andresponsibility, Delegation and decentralization, Line and Staff authority relationships;General principles of staffing, Components of staffing, Manpower planning, Recruitment and Selection, Training and Development.

Unit4: (1.5 credit)
Directing and Controlling:Nature and techniques of directing,Importance of effective direction Motivation and morale, Motivating people at work,Motivational theories, Leadership and change Essentials of Control;Effective Control system, Techniques of Managerial control, Co-ordination, Typesand techniques of Coordination, Cooperation and Supervision.

Suggested Readings

1. Stoner, Freeman, Gilbert Jr. (2014). *Management (6th edition).* Prentice Hall India,NewDelhi.
2. Daft, R. L. (2009). *Principles of Management (1st edition)*. Cengage Learning.
3. Gupta, R.S., Sharma, B.D., & Bhalla. N.S. (2011). *Principles & Practices of Management(11th edition).* Kalyani Publishers,New Delhi.
4. Williams. *Management, (International edition).* South-western Cengage Learning.
5. Schermerhorn,John R.*Management*. Wiley-India
6. Koontz, H., &Weihrich, H. *Essentials of Management*. McGraw Hill Publishers.
7. Prasad,L. M.(2007). *Principles and Practices of Management*. Himalaya Publishing House
8. Rao, P.S. (2009). *Principles of Management*. Himalaya Publishing House.
8. Moshal, B.S. *Principles of Management*. Ane Books

Paper Title: Managerial Economics
Paper Code: BBA-102
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes
On successful completion of this course, the learner will be able to

CO1 Familiarize with the basic concept of microeconomics, understand the demand and supply analysis in business applications.

CO2 Inculcate the production and cost structure under different stages of production.

CO3 Apply the concepts of pricing and output decisions under various market structures and different business situations.

CO4 Know the application of managerial economics concepts in country's economic activity andfluctuations in economic activities.

Course Contents

Unit 1: (1.5 Credits)

Nature, scope and application of economics in industries; Theory of the firm and business objectives: Economic, Behavioural and Managerial theories. Law of Demand, Determinants of Demand; Elasticity of Demand; Nature of demand analysis and its forecasting; Law of supply.

Unit 2: (1.5 Credits)

Production, factors of production, production function, Law of variable proportions, Law of return to scale and economics of scale, Input-Output decisions, Short-run analysis; Long-run function; Short run and long-run cost functions. Empirical estimation of production and costs.

Unit 3: (1.5 Credits)

Price-Output Decisions: Price determination under different market conditions; Pricing practices and strategies; Profit measurement and profit policy; Break-Even Analysis, Determinants of investment decision

Unit 4: (1.5 Credits)

National Income: Meaning, concepts, various methods of measurement, Difficulties in measuring National Income, Trade Cycle: Introduction, various phases of trade cycle, Hicks Theory of trade cycle, Keynes Theory of Trade cycle.

Unit IV: Reference Books:

1. Peterson, H.C. & W.C. Lewis: *Managerial economics*. Prentice Hall India, New Delhi- 1
2. Maheshwari and Varshney:*Managerial Economics* - (Delhi, S.Chand& Co.)
3. Mehta P.L.:*Managerial Economics*, New Delhi, Sultan Chand and Sons
4.Dholakia RH &Oza.A.L., *'Micro Economics for Mgt. Students'*, Oxford Uni.Press, New Delhi,2004.
5.Joel Dean: *Managerial Economics* - Prentice Hall of India Pvt. Ltd., New Delhi-1

B: ABILITY ENHANCEMENT COMPULSORY COURSE

Paper Title: Communicative English
Paper Code: BBA-103
Maximum Marks: 100
Contact Hours: Minimum 60
End Semester Exam.: 80
Internal Assessment: 20
Credit: 4

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1Understand the importance of the correct use of the English language in business communication.

CO2 Acquire skills and competencies in communicating effectively through written and oral medium.

CO3 Demonstrate the practice of good communication skills and presentation skills.

CO4 Developing writing as a skill and introduction to writing models.

Course Contents

Unit 1: (1 credit)

Principles of correct use of languages:Words, Sentences, Paragraphs, Continuity and Flow. Pronunciation: Phonemic symbols,Consonants,Vowels,Syllables,Word stress,Strong and weak forms, and intonation, Dialogue Practice (Students should be given ample practice in dialogue, using core and supplementary materials)

Unit 2: (1 Credit)

Listening skills:Differencebetween listening andhearing,Active listening, Barriers to listening,Academic listening,Listening for details, Listening and note-taking,Listening for sound contents videos,Listening to talks and descriptions,Listening for meaning,Listening to announcements, and Listening to news programmes.

Unit-3: (1 Credit)

Speaking skills: Interactive nature of communication,Importance of context,Formal and Informal set expressions in different situations,Greeting, Introducing,Making requests,Asking for/giving permission,Giving instructions and directions,Agreeing/disagreeing,Seeking and giving advice,Inviting and apologizing, Telephonic skills andConversational manners.

Presentation Skill: Preparation of venue, Attention to details, Using audio-visual aids, Optimisation of seating arrangements, Audience, and Final preparation.
Nonverbal Skill: Body language, Communication, Movement, Eye contact, Posture Control;Understanding audience and Managing audiences.

Unit-4: (1 Credit)

Writing as a skill:Importance, Mechanism of writing,Words and sentences, Paragraph as a unit of structuring a whole text,Combining different sources, Functional use of writing,and Creative use of writing;Introduction to writing models:Essay,Précis, Letter writing, Writing resume and CV.

Suggested Readings:

1. Marks, J. (2007). *English pronunciation in use*. CUP, New Delhi.
2. Lynch,T.(2008).*Studying listening*. CUP, New Delhi.
3. Kenneth, Anderson, LynchT., MacLean, J. (2008).*Study speaking*,CUP, New Delhi.
4. Robert, Barraas. (2006).*Students Must Write*.Routledge.
5. Bailey, Stephen. (2006).*Academic Writing*.Routledge.

C: SKILL ENHANCEMENT COURSE

Paper Title: Project Management
Paper Code: BBA-104
Maximum Marks: 100
Contact Hours: Minimum 60
End Semester Exam.: 80
Internal Assessment: 20
Credit: 4

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Understand a holistic, integrative view of Project Management including roles and responsibilities of a project manager and project life cycle

CO2 Provide a suitable framework for gaining insight in the process ofbeginning a project, project selection methods and different project planning tools

CO3 Highlight the role of project implementation starting from project execution to project cost control

CO4 Sensitize about the complexities of project management especially in a rural based project, adapt projects in response to issues and risks that arise internally and externally, and closing a project.

Unit 1: (1 Credit)

Projects in Contemporary Organizations:Introduction to Project management, Meaning of a project, Project vs. operations, Roles and responsibilities of Project manager, Benefits of project management, Project life-cycle.

Unit 2: (1 Credit)

Project Initiation (Screening and Selection Techniques):Project initiation, Project selection, Defining criteria, Project selection methods, Definition of scope, Project Charter development, Work break down structures, Project resources and scheduling, Project planning tools.

Unit 3: (1 Credit)

Implementing a Project:Project execution, Monitoring through information systems, Project control, Capital cost estimation, Monitoring techniques and Time control system, Project cost control and Time-cost trade-off, Feasibility study, Project break-even point.

Unit 4: (1 Credit)

Monitoring a rural-based project:Conflictresolution, Team management, Change management, Quality concepts, Risk management: Risk identification, Qualitative risk analysis, Quantitative risk analysis, Risk planning, Risk control.Closing a Project:Steps for Closing the project, Project termination, Project follow-up, Project auditing.

As per the requirements of the course, Case Studies for all the above Modules should be incorporated.

Suggested Readings:

1. Alleman, G.B.*Performance-based Project Management*
2. Meredith, J.R., Mantel, S.J. Jr. (2006).*Project Management A Managerial Approach.*
3. Lawrence, B.F.(1996).*The Management of Engineering.* Wiley, New York.
4. David, C.(1998).*Field Guide to Project Management.* Wiley, New York.
5. Cleland, D.I. and Kerzner, H. (1985). *A Project Management Dictionary of Terms.*Van Nostrand Reinhold, New York.
6. Culp, G., & Smith, A. (1992).*Managing People (Including Yourself) For Project Success.* Van Nostrand Reinhold, New York.
7. Devaux, Stephen. (1999). *Total Project Control: A Manager's Guide to Integrated Project Planning, Measuring, and Tracking.* Wiley, New York.
8. Eisner, H. (1997).*Essentials of Project Management and Systems Engineering Management.* Wiley, New York.
9. Fleming, Quentin &Hoppelman, Joel. (1996).*Earned Value Project Management.* Project Management Institute.
10. Frame, J. D. (1994). *The New Project Management.* Jossey-Bass, San Francisco.
11. Frame, J. D. (1995). *Managing Projects in Organizations.* Jossey-Bass, San Francisco.
12. Goldratt, Eliyahu. (1997). *Critical Chain.* North River Press.

D: VALUE ADDED COURSE

Paper Title: VAC-1
Paper Code: BBA-105
Maximum Marks: 50
Contact Hours: Minimum 30
End Semester Exam.: 40
Internal Assessment: 10
Credit: 2

Paper Title: VAC-2
Paper Code: BBA-106
Maximum Marks: 50
Contact Hours: Minimum 30
End Semester Exam.: 40
Internal Assessment: 10
Credit: 2

SEMESTER II

A: CORE PAPERS

Paper Title: Accounting for Managers
Paper Code: BBA-201
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1Explain the basics of accounting and also scope and objectives of accountingmanagement.
CO2Understand the accounting concepts, principles and conventions and accountingstandards.
CO3Apply the process and procedures of recording of financial transactions so as toprepare thefinal account statements of an enterprise.
CO4Familiarise with accounting software which will help in decision makingprocess in an effective and efficient way.

Course Contents

Unit 1: (1.5 Credit)
Definitions, Features, Objectives, Functions and scope of accounting, Book-keeping and Accounting,Branches of accounting, Basic terminology used, Accounting conceptand conventions, Accounting process, Accounting cycle, Classifications of accounts, Rules of double entry system of book keeping, Journalizing relating to GST and otherposting to Ledgers, Balancing of Ledger Accounts, Subsidiary books, Trial balance andRectification of errors (Discuss simple problems)

Unit 2: (1.5 Credit)
Final Accounts: Meaning,Features, Uses and Preparation of Trading accounts, Profit and lossaccount and Balance-sheet with adjustments, Statement of changes in financial statements, Preparation of Funds flow and Cash flow statements (Discuss problems with adjustment).

Unit 3: (1.5 Credit)
Meaning of Depreciation:Causes, Factors affectingdepreciation, Accountingtreatment, Depreciation methods including straight line method andDiminishing balance method; Provision

and reserve, Reserve funds,Different types of provision andreserves(Discuss simple problems based on SLM and WDV Methods).

Unit 4: (1.5 Credit)

Analysis and Interpretation of Financial statements, Ratio Analysis, C.V.P. Analysis, Marginal costing, Absorption costing, Applications of marginal costing, Company creation,Creation of ledgers, Creation of groups, Creation of vouchers, Vouchers entry, Reports.

Suggested Readings:

1. Jain, S.P & Narang.*Accountancy.*Kalyani Publishers
2. Maheshwari, S.N. *Advance Accountancy Vol I.*Vikash publishing House Pvt.Ltd
3. Haneef and Mukherjee.*Accountancy.* Tata McGraw Hill
4. Grewal,T.S., Gupta, S.C.*Introduction to Accountancy.* S.Chandand Co.
5.Gupta, R.L and Gupta, V.K.*Principle and Practice of Accountancy.* Sultan Chand and Sons
6.Chheda,Rajesh.*Learn Tally ERP 9.0.*AneBooks Pvt.Ltd.

Paper Title: Statistics for Managers
Paper Code: BBA-202
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1Introduce the basic concept of Statistics, its types and introduction to measures of central tendency.

CO2Introduction to measures of dispersion and skewness.

CO3Introduction to Correlation and Regression and probability distributions.

CO4Introduction to Inferential Statistics and Hypothesis testing using various tests.

Course Contents

Unit 1: (1.5 Credit)

Basic statistics for business:Basic concept of statistics, Descriptive and Inferential statistics, Importanceand scope of statistics, Limitations of statistics, Classification and tabulation of data, Diagrammatic andgraphic representation of data; Measures of Central tendency:Mean, Median and Mode, Geometric mean and Harmonic mean andtheir limitations.

Unit 2: (1.5 Credit)

Measures of Dispersion: Range, Mean Deviation, Quartile Deviation, Standard Deviation; Coefficientof variation, Lorenz curve, Measures of skewness, Karl Pearson and Bowley's methods.Correlation, Regression, Time series analysis and index Number

Unit3: (1.5 Credit)

Basic concept of Probability, Probability Distributions and Estimation, Regression coefficients, Lines of regression,Relation between correlation coefficient and regressioncoefficients; Probability concepts: Probability distributions, Discrete andcontinuous probability distributions, Binomial, Poisson andNormal distribution; Estimation, Point and interval estimation, Statistic, Parameter, Confidence interval estimation for single mean and single proportion (only).

Unit4: (1.5 Credit)

Statistical Inference:Null and alternative hypotheses, Significance level,Confidence level,Type I and Type II errors, Criticalregion, One tailed and two tailed tests, Large and small sample tests,Z and t-tests for mean and proportion, One way ANOVA, Chi-square test for goodness of fit and independence of attributes.

Suggested Readings:

1. Sharma, J.K.*Business Statistics.* Pearson Publications
2. Navaneetham,P.*Business Statistics and Mathematics.*
3. Vittal, P.R.*Business Statistics and Mathematics.*
4. Levine, D.M.*Business Statistics.*
5. Gupta, S.P.*Statistical Methods.*

B: ABILITY ENHANCEMENT COMPULSORY COURSE

Paper Title: Environmental Studies
Paper Code: BBA-203
Maximum Marks: 100
Contact Hours: Minimum 60
End Semester Exam.: 80
Internal Assessment: 20
Credit: 4

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Understand the concept of environmental studies, Ecology, food chain, food webs and ecological pyramids, Ecosystem and how it functions.

CO2 Analyse the concept of biodiversity and its conservation approaches, its value and threat.

CO3 Explain the impact of industrialization to the environment and the different types of environmental pollution

CO4 Introduce the concept of Sustainable Development and rehabilitation of people.

Course Contents

Unit 1: (1 Credit)

Environmental studies:Meaning, scope, and importance; Ecology and ecosystem;Biodiversity and its conservation, and Natural resources;Meaning of ecology,Structure and function of and ecosystem producers,Consumers,Decomposers,Energy flow in the ecosystem,Ecological succession; Ecosystem:Concept andTypes of ecosystems,Structure and functions of forest ecosystem, Grassland ecosystem,Desert ecosystem, andAquatic ecosystem.

Unit 2: (1 Credit)

Biodiversity and its conservation:Introduction,Definition,Genetic, species and ecosystem diversity,Value of biodiversity,Biodiversity at global, natural and local levels; India as a mega diversity nation;Threats to diversity andConservation of diversity; Natural resources:Air resources, Forest resources, Water resources, and Mineral resources;Conservation of natural resources,andRole of an individual in conservation of natural resources.

Unit3: (1 Credit)

Industry and EnvironmentPollution such as environmental pollution,Soil pollution,Air pollution, Water pollution,Thermal pollution andNoise pollution;Study the causes, effects and control measures of pollution; Waste management aspects including waste minimisation through cleaner technologies;Reuse and recycling;Solid, Liquid and Air waste management; Environment ethics, Waste land reclamation,Consumerism and Waste products.

Unit4: (1 Credit)

Social issues and environment:Unsustainable to sustainable development,Urban problems related to energy,Water conservation,Water harvesting,Resettlement and Rehabilitation of people; Human population and environment;Environment and human health.

Suggested Readings:

1. Misra, S.P. and Pandey, S.N. *Essential Environmental Studies.*Ane books India, New Delhi.
2. Chokkas, K.B. and others. *Understanding Environment.*Sage Publications, New Delhi.
3. Arumugam, N. and Kumaresan, V.*Environmental Studies.* Saras Publications, Kanyakumari.
4. Joseph, B.*Environmental Studies.* Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
5. Anjaneyalu, Y. (2004).*Introduction to Environmental Science*. BS Publication, Hyderabad, A.P. India.

C: SKILL ENHANCEMENT COURSE

Paper Title: Computer Application in Business

Paper Code: BBA-204
Maximum Marks: 100
Contact Hours: Minimum 60
End Semester Exam.: 80
Internal Assessment: 20
Credit: 4

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1	Understand the fundamentals of data, classification of information systems, architecture and Information Technology applications in business processes
CO2	Understand the core concepts of computing and computer system; hardware and software systems; storage technologies.
CO3	Introduction to Information systems in business· functions and application Software Management.
CO4	Define the concepts like Internet, applications of internet in business, e-Commerce and Impacts of IT on various aspects.

Unit 1: (1 Credit)
Information Technologies: Data & Information, Value of Information, Quality of Information, Information System concepts and definition, Classification of information system, Information infrastructure and architecture, Managing Information Resources, Information Technology Applications

Unit 2: (1 Credit)
Computer and Programming Concepts: Characteristics of a computer system, Generation of computers, Organization of Computer – hardware, software, Memory and Storage devices, Input, Output Devices, Programming Languages, Types of high-level languages, File organization: field, record; File types: Heap, Sequential, Indexed files.

Unit 3: (1 Credit)
Information System in Business Functions: Types of business file; Master and transaction files, Information system: Accounting, Finance, Engineering, Manufacturing and Inventory Control, Marketing Sales, and Customer Services, Human Resources.

Unit 4: (1 Credit)
Internet & World Wide Web:Basic concept of Internet, World Wide Web, Web browser, Search Engines, E-Commerce, Internet Address, Internet Service Provider; Impacts of IT on Organizations, Individuals and Society:Ethical Issues, Impacts of IT on organization, Impacts on individuals at work, societal impact, managerial issues, managerial roles in the information system (IS) organization.

Suggested readings:

1. *Yadav D.S.:Foundation of Information Technology, New Age International Publisher*
2. *GoelRitendra, Kakkar D.N.: Computer Applications in Management, New Age International Publishers Ltd.*

3. *Gundurao H.K., Manjunath N.S., Nachappa M.N.: Computer Technology and Programming, Himalaya Publishing House.*
4. *Saxena S., Chopra P.: Computer Applications in Management, Vikas Publishing House Pvt. Ltd.*
5. *Turban, MacLean Watherbe: Information Technology for Management, John Wiley & Sons Inc.*
6. *E. Wainright Martin, Daniel W. DettayesJaffery A. Hoffer, Willam C. Perkins: Managing Information Technology – What managers need to know, Macmillan Publishing Co.*
7. *Effy Oz: Management Information System, Vikas Publishing House.*
8. *Loudon Kenneth C., Loudon Jane P.: Management Information System Organization &Technology, Prentice Hall of India*

D: VALUE ADDED COURSE

Paper Title: VAC – 3
Paper Code: BBA – 205
Maximum Marks: 50
Contact Hours: Minimum 30
End Semester Exam.: 40
Internal Assessment: 10
Credit: 2

Paper Title: VAC – 4
Paper Code: BBA – 206
Maximum Marks: 50
Contact Hours: Minimum 30
End Semester Exam.: 40
Internal Assessment: 10
Credit: 2

III SEMESTER

A: CORE PAPERS

Paper Title: Marketing Management
Paper Code: BBA-301
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1Familiarize with the marketing function in organizations and the introduction of Marketing concepts.

CO2Learn the elements of Marketing Mix and sensitize them to certain emergingissues inMarketing.

CO3Inculcate the concepts of supply chain management, e-marketing and servicemarketing.

CO4 Introduce the concept of Market segmentation, develop marketing research plan and associated techniques.

Course Contents

Unit 1: (1.5 Credit)

Marketing and its definition, concepts,significance and functions, Approaches to thestudy of marketing, Relevance of marketing in a developingeconomy, Role and functions of marketing manager,Consumer behaviour;Factors influencing consumer behaviour, Consumer buying process, Buying motives, Consumer market inIndia.

Unit 2: (1.5 Credit)

Product mix, Product concept, Product life cycle, Branding decisions, Packaging andlabelling, New product development,Pricing decisions; Significance of pricing, Determinants of price,Pricing objectivesand Pricing methods.

Unit 3: (1.5 Credit)

Types of channels, Factors influencing channels,Channel decision. Retailing, and Organised retailing,Promotion, Elements of promotion mix, Direct marketing, Publicity and public relations;Advertising, Role of advertising, Message, Media and Ethics in advertising,Introduction to service marketing,Rural marketing and International marketing.

Unit 4: (1.5 Credit)

Market segmentation:Meaning, Definition, Different ways to segmentation, Essential ofeffectivemarket segmentation and Targeting: Concept and components of a marketing information system; Marketing research:Meaning and scope of marketing research;Marketing research procedure, types and techniques.

Suggested Readings:

1. Kotler, Philip.*Principles of Marketing.*
2. Ramaswamy and Name Kumar, *Principles of Marketing Management*
3. Gandhi, J.C.*Fundamentals of Marketing.*
4. Stanton, J. *Marketing Management*
5. Jha, S.M. and Singh,L.P. *Marketing Management in IndianPerspective*
6. Ramaswamy and Name Kumar. *Reading in Marketing Management*
7. Neela, M.*Modern Marketing Management in Indian Context Marketing in India*

Paper Title: Financial Management
Paper Code : BBA-302
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1Provide an understanding of the essential elements of financial management, its objectivesand the financial environment.
CO2Develop basic knowledge about the various sources of finance, its differences and basic concepts of the cost of capital.
CO3Equip with the concept of capitalization, capital structure and financialstructure.
CO4Understand the technique of managing the working capital of a firm, capital budgeting and dividend decisions.

Course Content

Unit 1: (1.5 Credit)
Introduction to Financial management:Definition, Scope, Significance andFunction, Relationship of financial management with other functional areas of business,Objective of financial management; Profitmaximization, Wealth maximization (Only Theory).

Unit 2: (1.5 Credit)
Sources of finance:Classification,Short term, Longterm, Equity financing and Debt financing;Types of security, Stock, bond anddebentures;Difference between share and debenture;Factoring, Types of factoring; Cost of capital:Meaning and definition of cost of capital; Classification, and computation of specific cost ofcapital;Cost of equity,Cost of debt,Cost of retained earnings, Cost of preference shares (Discuss Simple Problems).

Unit 3: (1.5 Credit)
Capitalization:Meaning, concept and types of capitalization,Theories of capitalization,Over capitalization and under capitalization; Capital structure and financial structure; Determination of capital structure, Optimal capital structure, Operating and financial leverage;Financial break-even point, Computation of Earning per shar (EPS),and Evaluation of financial plan (Discuss simple problems).

Unit 4: (1.5 Credit)
Working capital: Meaning, definition and classification of working capital, Determinants of working capitalmanagement, Working capital forecasting of manufacturing and trading concern, Principle of working capitalmanagement, Capital budgeting:Methods of capital budgeting including Payback method, Net present value (NPV) method and Internal rate of return (IRR) method;Dividenddecision:Factors affecting dividend decision, forms of dividends.

Suggested Readings:

1. Gupta, S.K.& Sharma, R.K.*Fundamental of Financial Management*. Kalyani publisher.
2. Panday, I.M.*Financial Management.*Vikash Publishing House
3. Maheshwari, S.N.*Principle of Financial Management*. Sultan Chand & Sons, New Delhi.
4. VanHorne, J.C.*Fundamental of Financial Management.*Pearson Education
5. Rustogi, R.P.*Financial Analysis & Financial Management.*Sultan Chand

Paper Title: Human Resource Management
Paper Code: BBA-303
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1Introduce the concepts of Human resource management, its objectives and functions, sensitize to various facets of managing people and to focus on the developmentof knowledge and skills that all managers and leaders need.

CO2Familiarize with Human resource planning and policies, job analysis and design, recruitment and selection and employee maintenance.

CO3Facilitate the development of better understanding of human resources issuesas they relate to other managerial functions.

CO4Understand the approaches on developing employee competencies, performance appraisal, conflict andstress management, employee compensation, motivation and appraisal.

Course Contents

Unit 1: (1.5 Credit)

Introduction of human resource management; Concept of HRM:Definition, objectives and functions, role of human resource management in theorganisation; Contribution of human resource function to organisational success;Present day challenge of human resource management.

Unit 2: (1.5 Credit)

Human resource policy;Human resource planning; Job analysis and job design; recruitment and selection; Placement and Induction; Employee maintenance: Employee health, safety, and welfare activities.

Unit3: (1.5 Credit)

Human resource development:Training and development,Career management, Human resource approaches toimproving competencies, Managing employee growth, Conflict and stress management

Unit4: (1.5 Credit)

Employee performance and compensation:Employee motivation,Performance appraisal; 360-degreefeedback;Components of employee compensation; Factor influencing employee compensation;Internal equity, external equity; Pay structure; Incentive payments;Employee benefits and services.

Suggested Readings:

1. Pattanayak.*Human Resource Management.* Prentice Hall of India.
2. Dessler. *Human Resource Management, 7th Edition.*Prentice Hall of India.
3. Armstrong, M. (1999).*A Handbook of Human Resource Management.* Practice Kurgan.
4. Aswathappa, K. *Human Resource and Personal Management.* Tata McGraw Hill, NewDelhi.
5. Fisher, Schoen Feldt & Shaw.(1996).*Human Resource Management.* Houghton Mifflin.
6. Ivancevich& John, M. (1996).*Human Resource Management.* Irwin/McGraw Hill.
7. Monappa, A.*Managing Human Resource.* Macmillan India Ltd., New Delhi.
8. Rao, V.S.P. (2000).*Managing People.* Amexcel Publishers Pvt. Ltd.
9. Ross, Darren Lee.*HRM in Tourism and Hospitality.*

B: GENERIC ELECTIVE COURSE

Paper Title: Communication Skills and Personality Development
Paper Code : BBA-304
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80

Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Understand the basic concept of communication, its need in current scenario andhow communication is important for conducting a business.

CO2 Understand the concepts of workplace communications and its various types.

CO3 Develop all-round personalities with a mature outlook to function effectively indifferent circumstances, master inter-personnel skills, team management skills, and leadership skills.

CO4 Develop effective personality development, presentation skills and group discussions.

Course Contents

Unit 1: (1.5 Credit)

Communication:Concept andprocess, Forms of communication,Verbal, Visual and Non-verbal;Body language:Kinesics,proxemics, and para-language;Media and channels of business communication, Barriers to communication;Business reports and proposals writing.

Unit-2: (1.5 Credit)

Workplace communication: Business correspondence,Memo, e-mail, Reports,Memorandums, meeting, andDocumentation; Meeting skill;Preparation of meeting agenda, and guidelines;Formal closure of meeting, and action notes;Negotiating skill;Introduction, Phases of negotiation, Characteristics of negotiation.

Unit 3: (1.5 Credit)

Essentials for understanding personality:Self-knowledge, Johariwindow, Personality type;Stress management, Positive thinking, Self-love and building confidence,Developing interpersonal relations skill;First impression, Dress, Investing in interpersonal relation and Strengthening network; Interpersonal processes and transactional analysis.

Unit 4: (1.5 Credit)

Personality development training:Interview skill, Interview dress code, Positive visualization, Creating a positive impression and body language; Group discussion;Handling the situation, Dos and don'ts;Management Skills;Time management; Developing empathy, assertiveness and the art of delegation.

Suggested Readings:

1. Onkar,R.M. *Personality Development and Career Management.* S.Chand andCompany, New Delhi.
2. Fisher&Dalmar.*Communication in Organisations.*Jaico Books, Mumbai.
3. Bajpai, B.L. *Making Management Still More Effective.*
4. Horner, David & Strutt, Peter.*Words at Work.* Cambridge University Press.

Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Understand the basic concept of communication, its need in current scenario andhow communication is important for conducting a business.

CO2 Understand the concepts of workplace communications and its various types.

CO3 Develop all-round personalities with a mature outlook to function effectively indifferent circumstances, master inter-personnel skills, team management skills, and leadership skills.

CO4 Develop effective personality development, presentation skills and group discussions.

Course Contents

Unit 1: (1.5 Credit)

Communication:Concept andprocess, Forms of communication,Verbal, Visual and Non-verbal;Body language:Kinesics,proxemics, and para-language;Media and channels of business communication, Barriers to communication;Business reports and proposals writing.

Unit-2: (1.5 Credit)

Workplace communication: Business correspondence,Memo, e-mail, Reports,Memorandums, meeting, andDocumentation; Meeting skill;Preparation of meeting agenda, and guidelines;Formal closure of meeting, and action notes;Negotiating skill;Introduction, Phases of negotiation, Characteristics of negotiation.

Unit 3: (1.5 Credit)

Essentials for understanding personality:Self-knowledge, Johariwindow, Personality type;Stress management, Positive thinking, Self-love and building confidence,Developing interpersonal relations skill;First impression, Dress, Investing in interpersonal relation and Strengthening network; Interpersonal processes and transactional analysis.

Unit 4: (1.5 Credit)

Personality development training:Interview skill, Interview dress code, Positive visualization, Creating a positive impression and body language; Group discussion;Handling the situation, Dos and don'ts;Management Skills;Time management; Developing empathy, assertiveness and the art of delegation.

Suggested Readings:

1. Onkar,R.M. *Personality Development and Career Management.* S.Chand andCompany, New Delhi.
2. Fisher&Dalmar.*Communication in Organisations.*Jaico Books, Mumbai.
3. Bajpai, B.L. *Making Management Still More Effective.*
4. Horner, David & Strutt, Peter.*Words at Work.* Cambridge University Press.

5. Raman, Meenakshi & Singh, Prakash.*Business Communication*. Oxford University Press
6. Sweeney, Simon.*Communicating in Business.* Cambridge University Press
7. Anderson, K, Lynch, T & Mac Lean, J.*Studying Speaking.* Cambridge University Press, New Delhi.
8. McCarter, Sam & Whitby, N.*Writing Skills*. Macmillan India

C: VALUE ADDED COURSE

Paper Title: VAC - 5
Paper Code: BBA-305
Maximum Marks: 50
Contact Hours: Minimum 30
End Semester Exam.: 40
Internal Assessment: 10
Credit: 2

IV SEMESTER

A: CORE PAPERS

Paper Title: Production and Operation Management
Paper Code: BBA-401
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1Introduction to the concepts of Operational management, its definition, scope and importance.
CO2Familiarize with decision making in planning, scheduling, control andproductivity improvement in production, understand about plant maintenance, types of production systems.
CO3Emphasize on effectiveness and efficiency throughproduction planning and control, operations by job and workdesign, process design, layout design and control of systems.
CO4Develop basic knowledge about material management and inventory control techniques in a production unit.

Course Contents

Unit 1: (1.5 Credit)
Operational management:Definition, scope,and importance; Plant location and layout;Factorsaffecting plant location, Plant layout, Principles and types of layouts.

Unit 2: (1.5 Credit)
Plant maintenance:Types,of plant maintenance, Safety engineering, Good housekeeping; Production technology includingcontinuous, Intermittent, Mass,Flow production, Batch and jobProduction system.

Unit3: (1.5 Credit)
Production planning and control:Objectives and functions of production planning; Techniques of production planning; Work study method and work measurement.

Unit4: (1.5 Credit)
Inventory control techniques:Inventory decision, Economic Order Quantity (EOQ);ABC analysis; Purchasing; Acceptance sampling, Qualitycontrol, Statistical Quality Control.

Suggested Readings:

1. Goel, D.S. *Production and Operational Management.* Pragati Prakashan Publication.
2. Adam. E, Jr & Ebert R. *Production and Operational Management.* Englewood, Prentice Hall.
3. Ramesh, M.S.*A Key to Production , Planning Inventory Control.*Tata McGraw Hill
4.Magee, P. &Boodman. *Production ,Planning Inventory Control.*Tata McGrawHill
5.Gupta, C.B. *Operation Management & Control.* Sultan Chand.

Paper Title: Research Methodology
Paper Code: BBA-402
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1Provide an exposure pertaining to the nature and extent of research orientation,which they are expected to possess when they enter the industry aspractitioners.
CO2Introduce the different types of research design, and its advantages and disadvantages.
CO3Equip with research tools to conduct research and analysis for effective decisionmaking, data collection, scaling techniques and questionnaire design.
CO4To introduce the concept of sampling, data analysis and apply the idea of writing a report based on the collected data after analysing.

Course Contents

Unit 1: (1.5 Credit)
Nature and scope of marketing research; Role of marketing research in decision making,Applications of marketing research; Research process,Steps in the research process; Researchproposal; Problem Formulation.

Unit 2: (1.5 Credit)
Research Design:Exploratory, descriptive, causal research;Secondary data research;Advantages and disadvantages of secondary data, Criteria for evaluating secondary sources, Secondary sources of data in Indian context.

Unit3: (1.5 Credit)
Primary data collection:Survey vs observations,Comparison of self-administered, telephone, mail, email techniques;Qualitative research tools:In-depth interviews,Focus group and Projective techniques;Measurement andscaling:Primary scales of measurement,Nominal, Ordinal, Interval andRatio scaling techniques;Paired comparison, Rank order, Constant sum, Semantic differential, Itemized ratings, and Likert scale;Questionnaire,Form of questionnaireand design.

Unit4: (1.5 Credit)
Sampling: Sampling techniques, Determination of sample size; Data processing,Processing stages, Editing,Coding and data entry;Descriptive analysis under different types of

measurementsincludingpercentages,Frequencytable,Contingency table,Graphs,Measures of central tendency and Indexnumber,Interpretation; Preparation of report:Format,Report writing stages,Gathering material and data;Making overall format, Detailed outline, First draft, Rewriting,Final word processing and publishing.

Suggested Readings:

1. Kothari,C.R. *Research Methodology: Methods and Techniques*. New Age International Publishers, New Delhi.
2. Adams, J., Khan, H.T.A.,Raeside, R., White, D.*Research Methods for Graduate Business and Social Science Students*, Response Books, New Delhi-110044
3. Malhotra, N.K.*Marketing Research, Latest Edition*. Pearson Education.
4. Wilkinson, T.S. & Bhandarkar P.L. *Methodology and Techniques of Social Research*. Himalaya.
5. Murthy, S.N.&Bhojnna, U.*Businesss Research Methods*. Excel Books, New Delhi – 110028.
6. Micheal, V. P. *Research Methodology in Management*, Himalaya.
7. Bhattacharya, D.K.*Research Methodology*. Excel Books, New Delhi-110028.
8. Zikmund, Babin&Carr.*Business Research Methods*. South-Western.

Paper Title: International Business Environment
Paper Code: BBA-403
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Conduct an environmental scan to evaluate the impact of world issues on an organization's international business analysis and explain how different international factors affect domestic businesses.

CO2 Understand regional economic integrations, WTO, Intellectual property rights and foreign investment and to identify the main institutions that shape the global marketplace like IMF, World Bank Group, WTO, UN

CO3 To introduce concepts of foreign exchange, IMF reforms and associated instruments in capital markets.

CO4 Evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives, EXIM policy of India

Course Contents

Unit 1: (1.5 Credit)

World Market Environment: Political environment, Legal environment, Social and cultural environment, Forces of globalization: Regional economic groupings, Intellectual Property Rights (IPR), Foreign investment,Types of companies in international business.

Unit 2: (1.5 Credit)
Institutional infrastructure for export promotion in India; Multilateral organizations: International Monetary Fund (IMF),World Trade Organization, World Bank Group and TheUnited Nations.

Unit 3: (1.5 Credit)
Foreign exchange, International monetary reforms, and Instruments in international capital markets.

Unit 4: (1.5 Credit)

India's import and export policy; Current issues in international business environment.

Suggested Readings:

1. Alworth, Julian S. (1988).*The Finance, Investment and Taxation Decisions of Multinationals.* Basil Blackwell, London.
2. Bhala, V K and Shivaramu, S. (1995). *International Business Environment and Business*, Anmol, New Delhi.
3. Bhala, V.K. (1993). *International Economy: Liberalization Process*. Anmol,New Delhi.
4. Daniel, John D. and Radebangh, Lee H.(1989). *International Business, 5th ed.*, Addision Wesley, New York.
5. Eiteman, D. K. and Stopnehill, Al. (1986). *Multinational Business Finance*.Addision Wesley, New York.
6. Johnston, R. B.(1983). *The Economics of the Euromarket: History, Theory and Practice*, Macmillan, New York.
7. Parks, Yoon and Zwick, Jack (1985). *International Banking in Theory and Practice*. Addison Wesley, New York.

B: GENERIC ELECTIVE COURSE

Paper Title: Entrepreneurial Development
Paper Code: BBA-404
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1	Identify entrepreneur, characteristics, qualities and functions, entrepreneurship as a career.
CO2	Discuss the various entrepreneurial behaviours, factors responsible for entrepreneurial growth, role and importance of entrepreneurship.
CO3	Provide an overview of the idea processing, innovation and outline the role of Government and various support organizations in encouraging and supporting Entrepreneurship
CO4	Provides a solid introduction to the business planning process of creating new businesses. Start-ups and its eco-system.

Course Content

Unit1:(1.5 Credits)
Entrepreneurial traits, types & significance; The concept of entrepreneurship; Definition,significance, traits, characteristics and functions of entrepreneur, Types of entrepreneurs,Distinction between entrepreneur and manager, Intrapreneurship, Charms of being anentrepreneur

Unit 2: (1.5 Credits)
Entrepreneurial Inputs; Entrepreneurial process;Competing theories of entrepreneurship, Entrepreneurial motivation, Achievement motivation, Market assessment, Understanding trade Practices, Resource mobilization, Role and importance of entrepreneurship in economic growth, Factors affecting entrepreneurial growth in general.

Unit 3: (1.5 Credits)
Establishing Entrepreneurial system:Search for business ideas, sources of idea, Idea processing and Selection, Mobilising input requirements; Innovation: Sources of innovation, innovation management, role of different institutions supportingentrepreneurship, Women Entrepreneurship, Social Entrepreneurship, Social responsibilities of business.

Unit 4: (1.5 Credits)
Business planning process; Environment scanning, Product selection, Technology determination, Legal requirements of establishment of a new unit. Fund rising; Angel funding, Venture capital. Start-ups and building entrepreneurial ecosystem. SMEs.

Suggested Readings:

1. Desai, V.*Dynamics of Entrepreneurship Development.*
2. Holt, D.H.*Entrepreneurship: New Venture Creation.*
3. Taneja,S.& Gupta, S.L.*Entrepreneurship Development New Venture Creation.*
4. Dollinger, M.J.*Entrepreneurship: Strategies and Resources.*

5. Hisrich, R.D., Peters, M.P. & Shepherd, D.A.*Entrepreneurship.*
6. Hisrich, R.D.&Peters, M.P. *Entrepreneurship.*
7. Sahay, A. &Nirjar, A.*Entrepreneurship: Education, Research and Practice.*
8. Meyer, G.D. &Heppard, K.A.*Entrepreneurship As Strategy.*
9. Sarwate, D.M.*Entrepreneurship Development and Project Management.*
10. A. Sahay,A.&Chhikara, M.S.*New Vistas of Entrepreneurship: Challenges & Opportunities.*
11. Drucker, P.F.*Innovation and Entrepreneurship.*
12. Siropolis. *Entrepreneurship and Small Business Management.*
13. Gupta, C.B. &Shrinivasan, N.P.*Entrepreneurship Development in India.*

C: VALUE ADDED COURSE

Paper Title: VAC - 6
Paper Code: BBA-405
Maximum Marks: 50
Contact Hours: Minimum 30
End Semester Exam.: 40
Internal Assessment: 10
Credit: 2

V SEMESTER

A: CORE PAPERS

Paper Title: Business Law
Paper Code: BBA- 501
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1 Acquaint with general business law issues such as Indian Contract Act to help become more informed, sensitive and effective business leaders.
CO2 To understand the Partnership Act and Limited liability partnership act to to enhance their ability to manage businesses effectively.
CO3 To learn the conceptual framework of law of contract and sale of goods act.
CO4 To make aware about the Negotiable Instrument Act and the Companies Act 2013.

Course Contents

Unit 1: (1.5 Credit)

The Indian Contract Act 1872, Indemnity and Guarantee, Law of Agency under Indian Contract Act.

Unit 2: (1.5 Credit)

Partnership Act-1934, Limited Liability Partnership Act, 2008.

Unit3: (1.5 Credit)
Sale of Goods Act:Conditions and warranties,Transfer ofownership and delivery, Rights of an unpaid seller, Nature of contract of sale.

Unit4: (1.5 Credit)
The Negotiable Instrument Act: Nature and types, negotiation and assignment,Holder in due course,Dishonour and discharge a negotiable instrument;The Companies Act: Types of companies, memorandumand article of association.

Suggested Readings:

1. Khanna, S.R., Hanspal, S., Kapoor, S. and Awasthi, H.K. (2007).*Consumer Affairs*. Universities Press.
2. Choudhary, R.N.P. (2005). *Consumer Protection Law Provisions and Procedure*. Deep and DeepPublications Pvt Ltd.
3. Ganesan, G. and Sumathy, M. (2012). *Globalisation and Consumerism: Issues and Challenges*. Regal Publications.
4. Tulsian, P.C. &Tulsian, B.*Business Law*. McGraw Hill, 3e.
5. Gulshan S. S. *Merchantile Law*. Sultan Chand & Sons, New Delhi.

Paper Title: Business and Economic Environment
Paper Code – BBA-502
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Understand and analyse the different types of business environment, its analysis and consumer rights.
CO2 Formulate economic policies for the development of farms and rural development; fiscal, monetary and physical policies; basic information on self-help groups, NGOs.
CO3 Familiarize the concept of Trading in Stock Exchanges and its regulations and regulatory bodies.
CO4 Get an insight on the structural changes of Indian economy; tax system in India, Global business environment and develop international relations for sustainable development

Unit 1: (1.5 Credit)

Business Environment; Direct-action environment and Indirect-action environment;Environmental Analysis; Scanning, monitoring, forecasting and assessing the current and future environmental changes; PEST / PESTEL Analysis,Social responsibility and ethics; Consumer rights, consumerism and business.

Unit 2: (1.5 Credit)

Economic policies and rural development; Keynesian view and Monetarist view; Fiscal policy; Monetary policy; Physical policy,microfinance; Self-help group; Non-government organizations (NGO), Cooperative Marketing; Management of Farms.

Unit 3: (1.5 Credit)

Stock Exchanges, Banking and Insurance in India; Concept of stock market,the regulationsandtrading in stock exchanges; Role of SEBI, and emerging issues and trends in the

stock market,Basic concepts of banks; Need for banks; Functions and services of banks;Types of banksInsurance; Basic concept of risk assessment and transfer; Basic principles of insurance, types of insurance, and reinsurance; Role of IRDA

Unit 4: (1.5 Credit)

Liberalization, privatization and globalization of Indianeconomy; Structure of the economy Indian economy,Goods and Services Tax (GST) in India; Direct Tax and Indirect Tax in India,Regional economic groupings; ASEAN and European Union; Act East Policy.

Suggested Readings:

1.Raghunathan, V.*Stock Exchanges and Investments*. Tata McGraw Hill Publishing Co. Ltd, New Delhi.
2. Agrawal, A.N.*Indian Economy – Problems of Development & Planning*.WishwaPrakashan, New Delhi.
3. Amarchand, D.*Government & Business*. Tata McGraw Hill.
4. Maheshwari, R.P. *Business, Government & Society. A Study of Business Environment*.Vikas Publishing House.
5. Cherunilam, F.*Business Environment*. Himalaya Publishing House.
6. Adhikari, K. *Economic Environment of Business*. Sultan Chand & Sons.
7. WadhuCharan, D.*Some Problems of India's Economic Policy*. Tata McGraw Hill.
8. Ghosh, P.K.*Government and Industry*. Rupa& Co.

B: DISCIPLINE SPECIFIC ELECTIVE

Paper Title: Business Policy and Strategic Management
Paper Code: BBA-503
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1 Understand the various concepts of strategic managementin thebusinesses.
CO2Development and analysis of various strategies using analysis tools and methods with respect to existing competitive businessenvironments.
CO3 Acknowledge the various strategic alternatives available from strategicmanagementperspective.
CO4 Implement various strategies in the business to achieve the business objectives.

Course Contents

Unit 1: (1.5 Credit)

Concept, nature, scope and characteristics of strategic management;Setting and balancing theobjectives, mission, vision, and goals;Strategic analysis of functional areas including production, marketing,human resources, finance, and operations; SWOT Analysis.

Unit 2: (1.5 Credit)
Process of strategic planning:Formulation of strategy, Portfolio analysis; BCGmatrix, G.E matrix, Directional policy matrix,Strategic decision making.

Unit3: (1.5 Credit)
Generic strategic alternatives:Horizontal, and vertical diversification, Active and passive alternatives,External growth strategy, Merger and acquisition, Amalgamation,Joint venture, Organizationalstructure and corporate development,Evaluation of organization structure.

Unit4: (1.5 Credit)
Strategy implementation, Leadership, Resources allocation andorganizational climate,Planning and control of implementation.

Suggested Readings:
1. David. *Strategic Management.* Prentice Hall of India.
2. Kazmi, A.*Strategic Management.* McGraw-Hill Publications.
3. Glueck, W.*Strategic Management and Business Policy.* McGraw Hill.
4. Bhattacharya, S.C.*Strategic Management Concepts & Cases*.S.Chand.

C: GENERIC ELECTIVE COURSE

Paper Title: Business Ethics & Corporate Governance
Paper Code:BBA-504
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Introduce the concept of business ethics, its nature and importance. Understanding corporate social responsibilities towards the society.

CO2 Explain about legal, social and ethical matters in business

CO3 Introduce the concept of Corporate governance, its origins and development, and its associated theories.

CO4 Role of the Board of directors and auditors in enforcing Corporate governance and CSR.

Course Contents

Unit 1: (1.5 Credit)
Introduction to Business Ethics:Meaning, importance of ethics in business, myths about business ethic, morale reasoning, the morality of profit motive, ethics and philosophy, ethics and morality, benefits of business ethics, code of conducts; meaning and importance of social responsibility, the evolution of CSR, a morale argument of CSR, increasing relevancy of CSR, social responsibility and ethics, CSR domains.

Unit 2: (1.5 Credit)
Ethics at the work place:Ethical issues of wage, sexual harassment, bribery, morality of advertising, fair pricing, trade secrets and corporate disclosure, product misinterpretation and Caveat Emptor, the morality of labor strikes, whistle-blowing, unfair competition, money laundering, conflict of interest, insider trading, privacy issues, discrimination and corporate intelligence.

Unit 3: (1.5 Credit)
Ethical Theories:Scholastic philosophy, the Kantian ethics, the Machiavellian principle, utilitarianism of Jeremy Bentham, and John Stuart Mill, the morale positivism of Thomos Hobbes, Divine command ethics, virtue ethics. Theories of ethics; Deontological and Teleological theories.

Corporate Governance: Origin and development of corporate governance, Corporate Governance in India, SEBI andgrowth of corporate governance;Transparency, Accountability, Disclosures and Empowerment aspects in corporate governance; Theories underlying corporate governance (Stakeholder's theory, Stewardship theory and Agency theory), Separation of ownership and control, Ethics and governance.

Unit 4: (1.5 Credit)
Role of board of directors and board structure, Role of the Non-Executive director, Role of auditors, Role of government,CorporateScams, Global issues on corporate governance, Business ethics and Corporate Social Responsibility (CSR)

Suggested Readings:

1. Chakraborty, S.K. (2001).*Management and Ethics Omnibus.* Oxford University Press, New Delhi.
2. Gupta, D. (2006).*Ethics Incorporated.* Sage India, New Delhi.
3. Petrick, J.A. & Quinn, J.F. *Management Ethics, Integrity at Work.* Sage Publication, New Delhi.
4. Sherlekar, S.A. *Ethics in Management.* Himalaya Publishing House.
5. Velasquez, M.G. (2002).*Business Ethics – Concepts and Cases, 5th Edition.* Prentice Hall of India, New Delhi.

VI SEMESTER

A: CORE PAPERS

Paper Title: Entrepreneurial Development
Paper Code: BBA-601
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Explain the characteristics, qualities and functions, role and importance of entrepreneurs
CO2 Discuss the various entrepreneurial behaviours and factors responsible for entrepreneurial growth
CO3 Provide an overview of the idea processing and outline the role of Government and various support organizations in encouraging and supporting Entrepreneurship
CO4 Understand the practical knowledge of family business, trends in Indian family businesses and entrepreneurship
CO5 Provides a solid introduction to the business planning process of creating new businesses in Micro Small and Medium scale Industries

Course Contents

Unit1:(1.5 Credits)
Entrepreneurial traits, types and significance:The concept of entrepreneurship; Definition, significance, traits, characteristics and functions of entrepreneur, Types of entrepreneurs,Distinction between entrepreneur and manager, Intrapreneurship, Significance of being an entrepreneur

Unit 2: (1.5 Credits)
Entrepreneurial Inputs; Entrepreneurial process; Competing theories of entrepreneurship, Entrepreneurial motivation, Achievement motivation, Marketassessment, Understanding trade practices, resource mobilization, Role and importance of entrepreneurship in economic growth, Factors affecting entrepreneurial growth.

Unit 3: (1.5 Credits)
Establishing Entrepreneurial system:Search for business ideas, Sources of idea, Idea processing and Selection, Mobilising input requirements;Innovation: Sources of innovation, innovation management;Role of different Institutions supporting entrepreneurship; Women Entrepreneurship, Social Entrepreneurship, Social responsibilities of business.

Unit 4: (1.5 Credits)
Business planning process:Environment scanning, Product selection, Technologydetermination, Legal requirements of establishment of a new unit, Fund rising: Angel funding, Venture capital. Start-ups and building entrepreneurial ecosystem;Small and Medium Enterprises (SMEs).

Suggested Readings:

14. Desai, V.*Dynamics of Entrepreneurship Development.*
15. Holt, D.H.*Entrepreneurship: New Venture Creation.*
16. Taneja,S. & Gupta, S.L.*Entrepreneurship Development New Venture Creation.*
17. Dollinger, M.J.*Entrepreneurship: Strategies and Resources.*
18. Hisrich, R.D., Peters, M.P. & Shepherd, D.A.*Entrepreneurship.*
19. Hisrich, R.D.&Peters, M.P. *Entrepreneurship.*
20. Sahay, A. &Nirjar, A.*Entrepreneurship: Education, Research and Practice.*
21. Meyer, G.D. &Heppard, K.A.*Entrepreneurship As Strategy.*
22. Sarwate, D.M.*Entrepreneurship Development and Project Management.*
23. A. Sahay,A. &Chhikara, M.S.*New Vistas of Entrepreneurship: Challenges & Opportunities.*
24. Drucker, P.F.*Innovation and Entrepreneurship.*
25. Siropolis. *Entrepreneurship and Small Business Management.*
26. Gupta, C.B. &Shrinivasan, N.P.*Entrepreneurship Development in India.*

Paper Title: Cost and Management Accounting
Paper Code: BBA-602
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1Introduce the basic concept of financial accounting, cost accounting andmanagement accounting.
CO2Prepare a cash flow and fund flow statement of a firm.
CO3Define cost and its different classes and analyse cost-volume profitability.
CO4Describe the basic concepts related to Accounting, Financial Statements, CostAccounting, Marginal Costing, Budgetary Control and Standard Costing

Course Contents

Unit 1: (1.5 Credits)

Management Accounting:Objective, nature, scope significance and functions of management accounting,Role of management accountant, Relationship between financial accounting and management accounting.Financial statement analysis(Simple problems on financial statement analysis).

Unit 2: (1.5 Credits)

Meaning,concept uses and significance of cash flow statement,Comparisons between cash flow and fund flowstatement, Preparation of cash flow statement as per Accounting Standard (AS). Fund Flow Statement (FFS): Meaning and concept,Uses andsignificance of FFS,Procedure for preparing FFS, Schedule of changes in working capital,Statement ofsources and application of fund, Ratio Analysis:Meaning, importance utility of ratios classification ofratios calculation and interpretation of ratios (Simple problems).

Unit-3: (1.5 Credits)

Meaning of Cost, Costing and cost accounting, Difference between cost accounting and financialaccountingas well as Management accounting, Classification of cost,Fixed cost, Variable costs, Incremental cost, Differential cost, Opportunity cost; Cost-volume-profit analysis, Decision involving alternative choice, Makeor Buy decision.

Unit-4: (1.5 Credits)

Budgeting and Budgetary Control: Budgeting as a tool, Uses and organization of the budgeting, Limiting budget factors,Budgeting process, Step in budget preparation, Types of budgets,Weighted and simple method,Different methods of costing, and the needs and importance of the method; Job costing, Process costing, Standard costing and Activity based costing.

Suggested Readings:

1. Maheshwari, S.N.*Principle of Management Accounting*.Sultan Chand &Sons, New Delhi.
2. Gupta&Sharma. *Management Accounting*. Kalyani Publication,New Delhi.
3. Khan, M.Y.& Jain.*Management Accounting*. Tata Mc Graw Hill Publications, NewDelhi.
4. Tulsian.*Practical costing.* Vikash publishing House Pvt Ltd., New Delhi.
5. Jain,Narang& Agarwal. *Principle and practice of costing Accountancy.* Kalyani Publishers.

B: DISCIPLINE SPECIFIC ELECTIVE

Paper Title: Data Analytics
Paper Code:BBA-603
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Understand the core business functions and importance of IT-readiness of business enterprises

CO2 Understand about business performance based on data and statistical methods Understand principles of BI and Analytics at conceptual level

CO3 Describe the basic concepts in Business Analytics, Data Science and Business Intelligence

CO4 Explain the applications of Business Analytics in multiple business domains and scenarios

Course Content

Unit 1: (1.5 Credits)
Business View of Information Technology Applications: Business enterprise organization, Its function, and core business processes, Baldrige business excellence framework, Characteristics of Internet-ready IT applications, Information users and their requirements

Unit 2: (1.5 Credits)
Understanding digital data:Structured and unstructured data, Semi-structured data, Finding relevant data, Bigdata, 5Vs of Big data, OLTP and OLAP, Data Models for OLTP and OLAP.

Unit 3: (1.5 Credits)
Getting started with Business Intelligence:Definitions and examples of Business Intelligence (BI), Data Mining, Analytics, Machine Learning, Data science, BI for past, present and future.

Unit 4: (1.5 Credits)
Introduction to Business Analytics: Definition of business analytics, Stages and the life cycle of Business analytics, Types of Business analytics,Descriptive, predictive and prescriptive analytics, Industry best practice tools; Analytics for Industrial Needs; Analytics in business support functions, Analytics in telecom, Analytics in retail, Analytics in healthcare, Social media analytics, Energy, Resources, Utilities Value chain, Manufacturing value chain

Suggested Readings:

1. Prasad, R.N. and Acharya, S.(2016).*Fundamental of Business Analytics.* Wiley.
2. Evans, J. (2017). *Business Analytics.*Pearson.
3. Kumar, D.U. (2017).*Business Analytics: The Science of Data - Driven Decision Making*, Wiley.
4. Gert H.N.,Laursen andThorlund, J. (2013).*Business Analytics for Managers- Taking business Intelligence Beyond Reporting*. Wiley.
5. Camm, J.D., Cochran, Fry, Ohlmann, Anderson, Sweeney& Williams. (2018). *Essentials of Business Analytics*, South Western.
6. Acharya, S. (2018).*Data Analytics using R.* McGraw Hill Education.
7. Sahil Raj, S. (2015).*Business Analytics.* Cengage Learning.

C: GENERIC ELECTIVE COURSE

Paper Title: Customer Relationship Management
Paper Code: BBA-604
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1Understand the historical background of Customer Relationship Management, introduction of the concept of CRM,and to conceptualize the different level of CRM practices followed by the companies.

CO2To know the different types of Customers and the concept of differentiating different customers.

CO3Realize the customer relationship structure and application of e-commerce inCRM.

CO4Apply the various strategies of customer relationship planning andimplementation to solve contemporary issues in customer relationshipmanagement.

Course Contents

Unit 1: (1.5 Credits)
Introduction to Customer Relationship Management (CRM):Definitions, Conceptual framework of customer relationship and itsmanagement, Evolution ofcustomer relationship marketing, Types of CRM, Win back, Prospecting,Loyalty, Cross sell and Up sell, Significance and importance of CRM in modern business environment.

Unit 2: (1.5 Credits)
Understanding customers: Customer information database, Customer profile analysis, Customer perception, Expectationsanalysis, Customer behaviour in relationship perspectives,Individual and group customer, Customer life time value, Selection of profitable customer segments.

Unit3: (1.5 Credits)
CRM Structure:Elements of CRM, CRM process, Strategies for customer acquisition, Retention and preventionof defection, Models of CRM, CRM road map for business applications; E-Commerce in CRM: Use of E – Commerce in CRM, Information required for effective CRM.

Unit4: (1.5 Credits)
CRM Planning & Implementation:Strategic CRM planning process, Implementation issues, CRM tools, Analytical CRM, Operational CRM, Call-centre management, Role of CRM managers.

Suggested Readings:

1. Kotler,P.*Marketing Management.*Pearson Education.
2. Saxena,R.*Marketing Management.* Tata McGraw Hill.
3. Ramana, V. &Somayagulu, G. *Customer Relationship Management.* Excel Books.
4. Govinda, K. & Bhat. *Customer Relation Management.* Himalaya.
5.Shajahan, S. *Relationship Marketing*. Tata McGraw Hill.

D: VALUE ADDED COURSE

Paper Title: VAC - 8
Paper Code: BBA-605
Maximum Marks: 50
Contact Hours: Minimum 30
End Semester Exam.: 40
Internal Assessment: 10
Credit: 2

VII SEMESTER

A: CORE PAPERS

Paper Title: Sales and Distribution Management
Paper Code: BBA-701
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to·
CO1 Conceptualize a basic knowledge about sales and distribution processes of anorganization.
CO2 Manage sales force in terms of recruitment, selection, training, motivation,compensation and control professionally.
CO3 Understand the concepts, approaches and the practical aspects of the keyvariables in logistics and supply chain management.
CO4 Emphasize on assimilating the learning through application of the theoreticalinputs on real life cases and situations

Course Contents

Unit 1: (1.5 Credits)
Introduction: Nature and scope of sales management, Personal selling objectives, Theories ofpersonal selling, Sales forecasting and budgeting decisions, Emerging trends in selling, Ethicalleadership.

Unit 2: (1.5 Credits)
Sales Force Management:Recruitment and selection of sales force, Training, motivating andcompensating the salesforce, Controlling the salesforce.

Unit3: (1.5 Credits)
Distribution Management:Introduction, need and scope of distribution management, Marketingchannels strategy, Levels of channels, Institutions for channels,Retailing,Wholesaling, Designingchannel systems, Channel management,

Unit4: (1.5 Credits)
Market logistics and supply chain management: Definition and scope of logistics, Components oflogistics, Inventory & warehouse management, Transportation, Channel information systems,Distribution management in international markets.

Suggested Readings:

1. Tanner, J., Honeycutt, E.D:,Erffmeyer, Robert, C. (2009).*Sales management.* Pearson Education.

2. Havaldar, K.K., Vasant, M.,Cavale.*Sales & Distribution Management*. Tata McGraw-Hill.
3. Anderson, R. (1992).*Professional Sales Management*. Prentice Hall Inc., New Jersey.
4. Anderson, R. (1991).*Professional Personal Selling*. Prentice Hall Inc., New Jersey.
5. Buskirk, R.H. and Stanton, W.J. (1983).*Management of Sales Force*. Homewood Illinois.
6. Dalrymple, D J. (1989). *Sales Management: Concepts and cases.* New York, John Wiley, New York.
7. Johnson, E.M. (1986).*Sales Management: Concepts Practices and cases*. McGraw Hill, New York.
8. Stanton, William,J.(1988). *Management of Sales Force.*Irwin, Chicago.
9. Still, R.R. & Cundiff.*Sales Management.* Prentice Hall Inc., New Jersey.

Paper Title: Industrial Relation.
Paper Code: BBA-702
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:
On successful completion of this course, the learner will be able to

CO1 Introduce the basic concepts of Industrial relations, its meaning, scope and importance and an insight into the IR scenario and its evolution in India.
CO2 To enable understanding the important laws governing IR
CO3 Create understanding about the trade unions and its role in bringing industrial harmony.
CO4 Explain the different laws governing industrial relations.

Course Contents

Unit 1: (1.5 Credit)
Introduction to Industrial Relations:Meaning, scope and importance of industrial relations, factors affecting industrial relations, approaches to industrial relations, organizations for industrial relations, dimensions of industrial relations, Characteristics of industrial relation system in India.

Unit 2: (1.5 Credit)
Industrial Relations Policy: Evolution of industrial relations policies, industrial policy resolution 1991, National commission on labour, collective bargaining, recognition of unions, strikes and lockouts, conciliation, arbitration, works committee, joint management councils, settlement of industrial disputes.

Unit 3: (1.5 Credit)

Trade Union in India:Concept, objective, structure and functions of trade unions; Trade Unions Act 1926, registration of trade union, duties and liabilities of registered trade unions, trade

unions and management, problem of trade unions, role of trade union in industrial relations, Employers organizations in India.

Unit 4: (1.5 Credit)
Labour Legislation:Factories Act, 1948, The Payment of Wages Act, 1936, The Industrial Employment Act, 1946, The Industrial Disputes Act, 1947, industrial relations and technological change.

Reference books

1. Sharma, A.M. *Aspects and legal frame work of Industrial Relation.*Himalaya Publisher.
2. Memoria and Gankar. *Dynamics of Industrial Relation.* Himalaya Publisher.
3. Arun, M. *Industrial Relation.*Tata McGraw Hill.
4. Tripathi, P.C. *Personnel Management and Industrial Relation.* Sultan Chand and Sons.
5. Sen, R.*Industrial Relation in India.* Mc Millan.

B: DISCIPLINE SPECIFIC COURSE

Paper Title: Banking and Insurance Management
Paper Code: BBA 703
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes
On successful completion of this course, the learner will be able to
CO1Describe about history and evolution of banking system.
CO2Understand the different types of banking and money market instruments.
CO3Explain about nature, importance and types of insurance.
CO4Describe the insurance contract, premium calculation and regulatory authority of insurance.

Course Contents

Unit 1: (1.5 Credit)
Banks and banking system, Evolution of banking system, Definition of banking, Types of banks,Reserve Bank Of India, Introduction to Indian financial,An over view of Indian bankingSystem.

Unit 2: (1.5 Credit)
Corporate banking, Retail banking, Investment banking, Venture capital, Depository institutions,Non-depository institutions, Money market instruments.

Unit 3: (1.5 Credit)

Introduction to insurance, Brief history of insurance in India, Insurance, Role and importance ofinsurance, Basic concept of risk, Types of business risk, Assessment and transfer, Principles of insurance.

Unit 4: (1.5 Credit)
Insurance contract, Lifeinsurance contract, Annuities, Selection of risk, Calculation of premium. Reserve investments of funds, Surrender value progress of life insurance, IRDA.

Suggested Readings:

1. Ghosh, D.N. *Banking Policy in India*. Allied Publishers.
2. Sundharam K.P.M.*Money, Banking, Trade and Finance*. Sultan Chand and Sons.
3. Gupta, P. *Insurance and Risk management*. Himalaya Publication.
4. Sethi, T.T. *Insurance Principles and Practice.* S. Chand and Co.
5. Shekhar.*Banking Theory & Practice*. Vikash Publication

C: GENERIC ELECTIVE COURSE

Paper Title: Management Information System
Paper Code: BBA-704
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes:

On successful completion of this course, the learner will be able to

CO1: Understand basics of information and a concept of business and information system as a system.
CO2: Develop a concept of management information system, its objectives and structure.
CO3: Realize the process of planning and development of MIS.
CO4: Create and design management information system and system maintenance.

Course Contents

Unit 1: (1.5 Credit)
Information; types of information, Information system concepts, Importance of information system, Types and Kinds of information system;System concepts; Types of system, System concepts in business; Information system as a system.

Unit 2: (1.5 Credit)
Definition of Management Information System; Elements, objectives, structure of MIS; Making MIS efficient and effective, Limitation of MIS; System development life cycle; Feasibility study.

Unit 3: (1.5 Credit)
Information System Planning; Steps in information system planning, Information system planning methodology; Business System Planning (BSP), Critical Success Factors (CSF), Strategic information planning.

Unit 4: (1.5 Credit)
Information system design, Steps in system design, Logical and physical system design, External Internal Constraints, Implementation of information system, Hardware and Software selection criteria, System evaluation and system maintenance.

Suggested Readings:

1. Murdick&Ross. *Information System for Modern Management.* Prentice Hall.
2. Scot, George M. *Principles of Management*. McGraw Hill.
3. Kanter. *Management Information System*. Prentice Hall of India.
4. Effey, Oz. *Management Information System*. Thomson Course Technology.

VIII SEMESTER

A: CORE PAPERS

Paper Title: Marketing Communication and Advertising.
Paper Code: BBA-801
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to
CO1Familiarize with the concept and application of communication process inmarketing.
CO2Realize the basic concept of Advertising, its objectives and classifications, socio-economic aspects of advertising.
CO3Design effective advertisement in context of promoting products and services ofa firm.
CO4Understand the advertising process, advertising elements, media planning andbudgeting foreffective promotion of goods and services.

Course Contents

Unit 1: (1.5 Credit)

Communication process: Nature of communication process, Role of communication process, Elements in communication process, Obstacles in communication process, Importance and applications of communication process in marketing, and Building brands and corporate image.

Unit 2: (1.5 Credit)

Advertising: Definition, Objectives, Functions, and Classifications; Advertising as a tool of communication, Social and economic aspects of advertising;and Advertising agencies.

Unit 3: (1.5 Credit)

Setting advertising objectives, DAGMAR approach, advertisingmessage, Advertising message strategy and advertising copy development,and Visual aspects in Advertising

Unit 4: (1.5 Credit)

Media Planning: Role of media in advertising, Emerging media and mediachoice, Allocation of budget for advertising. Social and economic aspect of advertising, Ethics and advertising.

Suggested Readings:

1. Ramaswamy, M.S. *Marketing Salesmanship and Advertising*. Sterling Publisher Pvt. Ltd.

2. Chunawalla, S.A. *Advertising sale and Promotion Management*. Himalaya Publishing House.
3. Aaker & Mayer.*Advertising Management.* Prentice Hall of India.
4. Russel, Beach and Buskirk.*Text Book of Salesmanship*. Tata McGraw Hill.
5. Belch, George E. & Belch, Michael E.*Advertising & Promotion.* Tata McGraw Hill.

Paper Title: Indian Financial Systems and Microfinance Institutions.
Paper Code: BBA – 802
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1Gain the knowledge of Indian Financial System and Financial Markets.

CO2Develop a concept of major financial institutions, Investment bankers and nonbankingfinancial institutions.

CO3Understand microfinance markets.

CO4Assess different institutions offering microfinance services and describe theroles of various the bodies governing these institutions.

Course Contents

Unit 1: (1.5 Credit)

Financial system: Introduction, components, structure, features of Indian Financial system,Deficiencies and recent development. Financial Markets: Concepts, nature, features, functions,structure types, role of financial markets in economics development

Unit 2: (1.5 Credit)

Major Indian financial institution: IDBI, IFCI, ICICI, IRCI, management of working operationsand performance and recent development. Investment bankers: UTI, LIC, GIC and Mutual fundsand their role, investment policy performance and recent development. Non-banking financialinstitution:Objectives, functioning, regulation and recent development.

Unit 3: (1.5 Credit)

Introduction and overview of Microfinance: Supply and demand for financial services at the "Bottom of the economicpyramid (BOP)," Definition of microfinance, Characteristics of microfinance clients, Understanding the demand forfinancial services at the BOP, Evolution of the supply of financial services at the BOP, Microfinance as adevelopment strategy; Microfinance as an Industry.

Unit 4: (1.5 Credit)

Assessing microfinance service providers:The Importance of institutions, Types of financial institutions offeringmicrofinance services,Microfinance delivery models, Role of government in microfinance, RBI guidelines and directives on Micro Finance Institutions (MFIs) in India.

Suggested Readings:

1 Verma, J. C.*A Manual of Merchant Banking*. Bharat Publishers.
2 Khan, M. Y.*Indian Financial System*. Tata McGraw Hill
3 Edminister, R. O.*Financial Institutions Market and Management*.Tata McGraw Hill.
4 Bhole, L.M. *Financial Institution and Markets.*Tata McGraw Hill.
5 Armendáriz, Beatriz and Labie, Marc.*Introduction and Overview: An Inquiry into the Mismatch in Microfinance-The Handbook of Microfinance*. World Scientific,Singapore.
6Cull, Robert, and Demirgüç-Kunt, Asli.(2011). *Microfinance Trade Offs: Regulation, Competition and Financing*.
7 Robinson, Marguerite S. (2001). *The Microfinance Revolution. Sustainable Finance for the Poor. Volume 1*.

B: DISCIPLINE SPECIFIC ELECTIVE
Paper Title: Project Work and Viva Voce
Paper Code: BBA – 803
Maximum Marks: 300
Credit: 6

Project work shall carry 200 marks and Viva Voce shall carry 100 marks respectively.

C: GENERIC ELECTIVE COURSE

Paper Title : Management of Organizational Change
Paper Code : BBA – 804
Maximum Marks: 100
Contact Hours: Minimum 90
End Semester Exam.: 80
Internal Assessment: 20
Credit: 6

Course Outcomes (CO)/Learning Outcomes

On successful completion of this course, the learner will be able to

CO1 Understand Change and its importance in organisation. Identify the forces and determining factors of change.

CO2 Highlight the characteristics of effective change programme, and different models of change.

CO3 Understand the impact change to individual and organisation. Resistance to change and dealing change and culture effects on change.

CO4 Define the concept of organisational development and its evolution. Understanding OD competencies.

Unit 1: (1.5 Credit)

Introduction to change: An overview and importance of change, need for change,forces of change, organizational change: determining factors, planned internal and external change, unplanned internal and external change, types of changes.

Unit 2: (1.5 Credit)

Models of Change: characteristics of effective change, Change process: systems model of change, Lewin's force field analysis model, the continuous change process model, change and transition management, organisational growth.

Unit 3: (1.5 Credit)

Change and its impact: Effects of change, resistance to change, overcoming resistance to change, politics of change, implementing organisational change, corporate culture, organizational culture and change, issues in culture change, cultural attributes of change, creating a learning organization,

Unit 4: (1.5 Credit)

Organisational development: Concepts of OD, evolution of OD, Steps in OD, assumptions of OD, model of OD- Action research, General OD competencies, OD skills, Evaluation of OD, Ethics of OD professional, Future of OD

Suggested Readings:

1. Kavita Singh. (2005). *Organization change and development*. Excel Books, New Delhi.
2. Nitish, De. (1988). *Alternative Designs of Human Organizations*. London, age.
3. French, W. H. and Bell, C. H. (1991). *Organisation Development*. Prentice Hall, New Delhi, India.
4. French, W. L. (1990). *Organization Development Theory, Practice and Research. 3rd ed.* Universal Book Stall, New Delhi.
5. Harvey, D. F. and Brown, D. R. (1990). *An Experiential Approach to Organization Development.*, Prentice Hall Inc. Englewood Cliffs, New Jersey.
6. Huse, F. E. and Cummings, T. G. (1985). *Organization, Development and Change. 3rd ed.*, West, New York.
7. Sinha & Dharani, P. (1982). *Consultants and Consulting Styles*. Vision, New Delhi.