SCHEME OF EXAMINATION

&

SYLLABI

of

BACHELOR OF BUSINESS ADMINISTRATION

FROM THE ACADEMIC SESSION 2012-13

MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)
CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME
FROM THE SESSION 2012-13

FIRST YEAR

First Semester

<table>
<thead>
<tr>
<th>Paper No</th>
<th>Title of Paper(s)</th>
<th>External Marks</th>
<th>Internal Assessment/Work-shop Marks</th>
<th>Practical Marks</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA101</td>
<td>Business Organization</td>
<td>80</td>
<td>20</td>
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</tr>
<tr>
<td>BBA102</td>
<td>Business Mathematics</td>
<td>80</td>
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<tr>
<td>BBA103</td>
<td>Financial Accounting</td>
<td>80</td>
<td>20</td>
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<tr>
<td>BBA104</td>
<td>Computer Fundamentals</td>
<td>50</td>
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<tr>
<td>BBA105</td>
<td>Business Communication</td>
<td>80</td>
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<tr>
<td>BBA106</td>
<td>Micro-economics for Business Decisions</td>
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Second Semester

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<tr>
<th>Paper No</th>
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<th>Internal Assessment/Work-shop Marks</th>
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<tbody>
<tr>
<td>BBA201</td>
<td>Principles of Management</td>
<td>80</td>
<td>20</td>
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<tr>
<td>BBA202</td>
<td>Macro-economic Analysis and Policy</td>
<td>80</td>
<td>20</td>
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<tr>
<td>BBA203</td>
<td>Company accounts</td>
<td>80</td>
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<tr>
<td>BBA204</td>
<td>Computer Applications in Management</td>
<td>50</td>
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<tr>
<td>BBA205</td>
<td>Organizational Behavior</td>
<td>80</td>
<td>20</td>
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<tr>
<td>BBA206</td>
<td>Business Statistics</td>
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NOTE: 1 The duration of the end term examination shall be 3 hours
CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME

SECOND YEAR
Third Semester

<table>
<thead>
<tr>
<th>Paper No</th>
<th>Title of Paper(s)</th>
<th>External Marks</th>
<th>Internal Assessment/Work-shop Marks</th>
<th>Practical Marks</th>
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<tbody>
<tr>
<td>BBA301</td>
<td>Cost Accounting</td>
<td>80</td>
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<tr>
<td>BBA302</td>
<td>Marketing Management</td>
<td>80</td>
<td>20</td>
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<tr>
<td>BBA303</td>
<td>Capital Markets</td>
<td>80</td>
<td>20</td>
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<tr>
<td>BBA304</td>
<td>Production Management</td>
<td>80</td>
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<tr>
<td>BBA305</td>
<td>Data Base Management System</td>
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<td>BBA306</td>
<td>Environmental Studies</td>
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Fourth Semester

<table>
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<tr>
<th>Paper No</th>
<th>Title of Paper(s)</th>
<th>External Marks</th>
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<tbody>
<tr>
<td>BBA401</td>
<td>Indian Business Environment</td>
<td>80</td>
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<tr>
<td>BBA402</td>
<td>Financial Management</td>
<td>80</td>
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<tr>
<td>BBA403</td>
<td>Human Resource Management</td>
<td>80</td>
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<tr>
<td>BBA404</td>
<td>Business Research Methods</td>
<td>80</td>
<td>20</td>
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<tr>
<td>BBA405</td>
<td>Business Laws</td>
<td>80</td>
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<tr>
<td>BBA406</td>
<td>Introduction to Information Technology</td>
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</table>

NOTE: 1  The duration of the end term examination shall be 3 hours

2  Immediately after the completion of the IV semester examination, the students shall proceed for their Summer Training of 4 weeks duration. The Summer Training Reports prepared after the completion of shall be assessed in the V semester as a compulsory paper.
CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME

THIRD YEAR

Fifth Semester

<table>
<thead>
<tr>
<th>Paper No</th>
<th>Title of Paper(s)</th>
<th>External Marks</th>
<th>Internal Assessment/Work-shop Marks</th>
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<tr>
<td>BBA501</td>
<td>Purchase and Materials Management</td>
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<tr>
<td>BBA502</td>
<td>Company Law</td>
<td>80</td>
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<tr>
<td>BBA503</td>
<td>Management Accounting</td>
<td>80</td>
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<tr>
<td>BBA504</td>
<td>Computer Networking &amp; Internet</td>
<td>50</td>
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<tr>
<td>BBA505</td>
<td>Presentation Skills</td>
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<tr>
<td>BBA506</td>
<td>Summer Training Report*</td>
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**NOTE:** 1. Summer Training Report will be evaluated by the external examiner as per the provisions contained in the Ordinance

Sixth Semester

<table>
<thead>
<tr>
<th>Paper No</th>
<th>Title of Paper(s)</th>
<th>External Marks</th>
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<tbody>
<tr>
<td>BBA601</td>
<td>Corporate Taxation</td>
<td>80</td>
<td>20</td>
<td>-</td>
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<tr>
<td>BBA602</td>
<td>System Analysis &amp; Design</td>
<td>80</td>
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<tr>
<td>BBA603</td>
<td>Foundations of International Business</td>
<td>80</td>
<td>20</td>
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<tr>
<td>BBA604</td>
<td>Consumer Protection</td>
<td>80</td>
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<tr>
<td>BBA605</td>
<td>E-Commerce</td>
<td>50</td>
<td>-</td>
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<tr>
<td>BBA606</td>
<td>Personality and soft skills development</td>
<td>80</td>
<td>20</td>
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<tr>
<td>BBA607</td>
<td>Comprehensive Viva-voce</td>
<td>100</td>
<td>-</td>
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**NOTE:** 1. The duration of the end term examination shall be 3 hours.
Instructions for the conduct of Practical, Comprehensive Viva-Voce, Workshop etc for BBA/MBA Programme

Conduct of Computer practical, Comprehensive Viva-voce, Workshop etc. wherever applicable, shall be done by a Board of examiners as per provisions in the concerned Ordinances of all programmes of BBA/MBA on invitation of the concerned Director/ Principal of the affiliated Institutes of the University. The external examiner in the concerned subject only shall be invited, who is at present working as faculty on permanent basis against sanctioned post, approved by the University having experience of not less than FIVE years in the University or a Institute/ College affiliated to University for the conduct of computer practical, comprehensive viva-voce, workshop etc.

The concerned Principal/Director of the College/Institute shall request the examiner at his own level and shall make necessary arrangements for the smooth conduct of the examinations as stipulated in the Ordinances. The Principal/Director shall ensure to upload the marks awarded by the examiner(s) on the University website and also submit the hard copy of the award list along with attendance of the candidates and eligibility proof of examiner duly signed by both the examiner and Principal/Director to the office of the Controller of Examinations within 15 days of the conduct of examinations.

The concerned Principal/Director is also required to make payment of TA/DA and examination remuneration to the examiner on the spot as per University norms and the same will be reimbursed by the University after submitting the bills to the Controller of Examinations duly verify by the concerned Principal/ Director of the Institute. The Institutes/Colleges are also advised to invite the examiners from nearby stations only. In case the examiner(s) is/are invited beyond 100 kms. distance (one way), the permission of the University may be sought.
UNIT-I
Business – Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade

UNIT-II
Forms of business organization – Sole proprietorship, partnership, joint stock company, types of company cooperative societies; multinational corporations

UNIT-III
Entrepreneurship – Concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization, feasibility and preparation business plan

UNIT-IV
Government and business interface; stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association

SUGGESTED READINGS:
1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Theory of Sets – Meaning, elements, types, presentation and equality of sets; union, intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory

UNIT-II
Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers

UNIT-III
Permutations, combinations and binomial theorem (positive index)

UNIT-IV
Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation and integration

SUGGESTED READINGS:

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Meaning and scope of accounting, nature of financial accounting principles, basis of accounting; accounting process – from recording of business transaction to preparation of trial balance

UNIT-II
Depreciation accounting; preparation of final accounts (non-corporate entities) along with major adjustments

UNIT-III
Rectification of errors; accounts of non-profit organization, joint venture accounts

UNIT-IV
Hire purchase, lease and installment purchase system accounting; consignment accounts

SUGGESTED READINGS:

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Introduction – Digital and analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications

UNIT-II
Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system

UNIT-III
Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup memory

UNIT-IV
Computer applications in offices, use of computers in books publication, desktop publishing system, application of computers for data analysis, application of computer in education, application of computer in banks, medical field

SUGGESTED READINGS:
1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. **Section ‘A’** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
BUSINESS COMMUNICATION
PAPER CODE: BBA-105

UNIT-I
Business Communication – Nature and process, forms of communication, role of communication skills in business, communication networks, barriers to communication

UNIT-II
Communication Skills: Listening skills – cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, voice modulation and body language

UNIT-III
Written Communication – Types, structures and layout of business letters; presentative letters – sales letters, claim letters, employment letters, writing memo, notice and circular

UNIT-IV
Business Reports – Purpose and types, framework of business reports, presentation of reports, brochures, issuing notice and agenda of meeting and recording of minutes of meetings

SUGGESTED READINGS:
4. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Nature and scope of micro economics, determinants of demand and law of demand, price, cross and income elasticity, law of supply, elasticity of supply, competitive equilibrium; consumer’s equilibrium- utility and indifference curve approaches

UNIT-II
Short run and long run production functions, laws of returns; optimal input combination; classification of costs; short run and long run lost curves and their interrelationship; internal and external economies of scale, revenue curves; optimum size of the firm; factors affecting the optimum size, location of firms

UNIT-III
Equilibrium of the firm and industry – perfect competition, monopoly, monopolistic competition, discriminating monopoly, aspects of non-price competition; oligopolistic behaviour

UNIT-IV
Characteristics of various factors of production; marginal productivity theory and modern theory of distribution; determination of rent; quasi rent; alternative theories of interest and wages

SUGGESTED READINGS:
1. D. Salvatore, Microeconomic Theory, Tata McGraw Hill, New Delhi
2. Mark Hirschey, Managerial Economics, Thomson, South Western, New Delhi
3. R H Dholkia and A.N. Oza, Microeconomics for Management Students, Oxford University Press, New Delhi
4. P.L. Mehta, Managerial Economics, Sultan Chand, New Delhi

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
PRINCIPLES OF MANAGEMENT
PAPER CODE: BBA-201

UNIT-I
Introduction – nature and process of management, basic managerial roles and skills, nature of managerial work; approaches to management – classical, human relations and behavioural, systems and contingency approaches; contemporary issues and challenges

UNIT-II
Planning and decision making – concept, purpose and process of planning, kinds of plans, strategic planning, tactical planning and operational planning, goal setting, MBO; decision making – nature and process, behavioural aspects of decision making, forms of group decision making in organizations

UNIT-III
Organizing and leading elements of organizing – division of work, departmentalization, distribution of authority, coordination; organization structure and design; leadership – nature and significance, leadership styles, behavioural and situational approaches to leadership

UNIT-IV
Management control – nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control, controlling techniques, social audit

SUGGESTED READINGS:
1. Griffin, Ricky W, Management, Biztantra, New Delhi
2. Rao, VSP, Management, Excel Books, New Delhi
5. Daft, Management, Thompson Learning, New Delhi
6. Robbins, S.P., Management, Pearson Education

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

MACRO ECONOMIC ANALYSIS AND POLICY
PAPER CODE: BBA-202

UNIT-I
Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts and the measures, income and their interrelationship, stock and flow variables, aggregate demand, supply and macroeconomic equilibrium, nature of a trade cycle, causes of booms and recessions

UNIT-II
Macro analysis of consumer behaviour, cyclical and secular consumption, income consumption relationship, absolute, relative and permanent income hypothesis, simple Keynesian Model of income determination; multiplier analysis

UNIT-III
Nature of fiscal policy, fiscal deficits, fiscal policy in relation to growth and price stability, basic issues in fiscal deficit management, nature and management of public debt; business taxes – types, rationale and incidence

UNIT-IV
Money supply measures; credit creation process and money multiplier, instruments of monetary policy; promotional and regulatory role of central bank; monetary policy – types, causes, effects and control measures

SUGGESTED READINGS:
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi
4. Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi
5. D’souza, Errol, Macroeconomics, Pearson Education, New Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
COMPANY ACCOUNTS
PAPER CODE: BBA-203

UNIT-I
Accounting for share capital transaction, alternation of share capital, buy-back of shares, acquisition of business and profit prior to incorporation

UNIT-II
Debentures; issue of debentures, methods of redemption of debentures, underwriting of shares and debentures

UNIT-III
Statutory provision regarding preparation of company’s final accounts, preparation of profit and loss account and balance sheet of company as per the requirement of Schedule VI of the companies act, state the basic features of accounting standards 4, 5, 15, 17 18 and 29; company liquidation accounts

UNIT-IV
Valuation of Goodwill and shares, banking company accounts, insurance company accounts

SUGGESTED READINGS:
2. Grewal T.S. and M.C. Shukla, Advanced Accounting, S. Chand & Sons, New Delhi
4. Monga, J.R., Corporate Accounting, Margin Paper Bank, New Delhi
5. Maheshwari S.N., Advanced Accounting, Vikas Publications

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Introduction to Computers – History, basic anatomy, operating system, memory, input/output devices; types of computers, classification of computers; hardware and software

UNIT-II
Networking – Advantage, types, devices and network connection, wireless networking; virus and firewalls

UNIT-III
Computer applications using internet, chatting and e-mailing; computer applications, advantages and limitations, use in offices, education, institutions, healthcare

UNIT-IV
Multimedia applications in business; marketing and advertising; web applications of multimedia

SUGGESTED READINGS:
1. Saxena, Computer Applications in Management, Vikas Publishing House, New Delhi
2. Ram, B., Computer Fundamentals, New Age Publication, New Delhi
3. Saxena and Pradeep Kumar, Computer Applications in Management, Anmol Publication
4. Goel and Kakhar, Computer, New Age Publication

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. Section ‘A’ shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
ORGANISATIONAL BEHAVIOUR
PAPER CODE: BBA-205

UNIT-I
Introduction – Concept and scope of organizational behaviour, historical development of organizational behaviour, organization behaviour processes, emerging trends and hanging profiles of workforce

UNIT-II
Individual Processes – Personality, values, attitudes, perception, learning and motivation

UNIT-III
Team Processes – Interpersonal communication, group dynamics, teams and teamwork, decision-making, conflict and negotiation in workplace, power and politics

UNIT-IV
Organizational processes – Elements of organization structure, organizational structure and design, organizational culture, organizational change

SUGGESTED READINGS:
2. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, Organizational Behaviour, Tata McGraw Hill, New Delhi
3. Pareek, Udai, Understanding Organizational Behaviour, Oxford University Press, New Delhi
5. New Storm, Organizational Behaviour, Tata McGraw Hill

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
BUSINESS STATISTICS
PAPER CODE: BBA-206

UNIT-I
Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation: meaning, objectives and types of classification, formation of frequency distribution, role of tabulation, parts, types and construction of tables, significance, types and construction of diagrams and graphs

UNIT-II
Measures of Central Tendency and Dispersion: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation and skewness

UNIT-III
Correlation and Regression: Meaning of correlation, types of correlation – positive and negative correlation, simple, partial and multiple correlation, methods of studying correlation; scatter diagram, graphic and direct method; properties of correlation co-efficient, rank correlation, coefficient of determination, lines of regression, co-efficient of regression, standard error of estimate

UNIT-IV
Index numbers and time series: Index number and their uses in business; construction of simple and weighed price, quantity and value index numbers; test for an ideal index number, components of time series viz. secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend and seasonal indices; use of time series in business forecasting and its limitations, calculating growth rate in time series

SUGGESTED READINGS:
2. Gupta, C.B., An Introduction to Statistical Methods
5. Ellhans, D.N., Fundamentals of Statistics
6. Gupta, S.P., Statistical Methods

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
COST ACCOUNTING
PAPER CODE: BBA-301

UNIT-I
Introduction: - Objective, elements of cost, cost sheet, importance of cost accounting, types of costing, installation of costing system, difference between cost accounting and financial accounting

UNIT-II
Material Control: - Meaning and objectives of material control, material purchase procedure, fixation of inventory levels – Reorder level, EOQ, Minimum level, Maximum level, Danger level and Methods of Valuing Material Issues

UNIT-III
Labour Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labour Turnover, Idle Time, Overtime, Systems of Wage Payment – Time Wage System, Piece Wage System and Balance or Debt Method; Overhead – classification, allocation and apportionment of overhead including machine hour rate

UNIT-IV

SUGGESTED READINGS:
2. Mittal, S.N., Cost Accounting
3. Bhar, B.K., Cost Accounting
4. Prasad, N.K., Principles and Practice of Cost Accounting

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
MARKETING MANAGEMENT
PAPER CODE: BBA-302

UNIT-I
Introduction to Marketing; difference between marketing and selling; core concepts of marketing; marketing mix; marketing process; marketing environment

UNIT-II
Determinants of consumer behaviour; consumer’s purchase decision process (exclude industrial purchase decision process); market segmentation; target marketing; differentiation and positioning; marketing research; marketing information system

UNIT-III
Product and product line decisions; branding decisions; packaging and labeling decisions; product life cycle concept; new product development; pricing decisions

UNIT-IV
Marketing channels: - retailing, wholesaling, warehousing and physical distribution, conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing; promotion mix:- personal selling, advertising, sales promotion, publicity

SUGGESTED READINGS:
1. Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Marketing Management, Pearson Education, New Delhi
2. Dhunna, Mukesh, Markweting Management, Text and Cases, Wisedom Publications, New Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Meaning, nature and role of capital market, features of developed capital market, reforms in the capital market, regulatory framework of capital market, capital market instruments and innovation in financial instruments

UNIT-II
Primary capital market scenario in India, primary market intermediaries, primary market activities, methods of raising resources from international market; secondary market scenario in India, reforms in secondary market, organization and management, trading and settlement, listing of securities, stock market index, steps taken by SEBI to increase liquidity in the stock market

UNIT-III
Meaning, need and benefits of depository system in India, difference between demat and physical share, depository process, functioning of NSDL and SHCIL
Importance of Debt market in capital market, participant in the debt market, types of instrument treated in the Debt market, primary and secondary segments of debt market

UNIT-IV
Role and policy measures relating to development banks and financial institution in India, products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFCL, EXIM Bank, NABARD and ICICI
Meaning and benefits of mutual funds, types of mutual funds, SEBI guidelines relating to mutual funds

SUGGESTED READINGS:
1. Pathak, Bharati V, The Indian Financial System, Pearson Education

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Production/Operations Management: Introduction, evaluation, major long term and short term decisions; objectives, importance and activities; difference between products and services (from POM viewpoint)

UNIT-II
Meaning and types of Production Systems: Production to order and production to stock; plant location; factors affecting locations and evaluating different locations; plant layout: meaning, objectives, characteristics and types; plant layout and materials handling

UNIT-III
Production Planning and Control: Meaning, objectives, advantages and elements, PPC and production systems, sequencing and assignment problems; work study: meaning, objectives, prerequisites and procedure; procedure and tools of methods study, procedure and techniques of work measurement

UNIT-IV
Inventory Control: Objectives, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance; inspection, quality control charts for variables and attributes and acceptance sampling; maintenance; importance and types

SUGGESTED READINGS:
The list of books, cases and other specific references, including recent articles will be announced in the class by the concerned teacher.

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system

UNIT-II
Database system architecture – Introduction, schemas, sub schemas and instances; data base architecture, data independence, mapping, data models, types of database systems

UNIT-III
Data base security – Threats and security issues, firewalls and database recovery; techniques of data base security; distributed data base

UNIT-IV
Data warehousing and data mining – Emerging data base technologies, internet, database, digital libraries, multimedia data base, mobile data base, spatial data base

Lab: Working over Microsoft Access

SUGGESTED READINGS
1. Navathe, Data Base System Concepts 3rd, McGraw Hill
2. Date, C.J., An Introduction to Data Base System 7ed, Addision Wesley

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. **Section ‘A’** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
ENVIRONMENTAL STUDIES
PAPER CODE: BBA-306

UNIT-I
Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over-exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles

UNIT-II
Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems
Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution

UNIT-III
Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products

UNIT-IV

SUGGESTED READINGS:
1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
INDIAN BUSINESS ENVIRONMENT
PAPER CODE: BBA-401

UNIT-I
Nature, components and determinants of business environment; basic nature of Indian economic system; growth of public and private corporate sector; social responsibility of business; economic reforms since 1991 – an overview

UNIT-II
Review of industrial policy developments and pattern of industrial growth since 1991; industrial licensing policy; public sector reforms; privatization and liberalization trends; growth and problems of SMEs; industrial sickness

UNIT-III
Development banking: an overview and current developments; regulation of stock exchanges and the role of SEBI; banking sector reforms; challenges facing public sector banks; growth and changing structure of non-bank financial institutions

UNIT-IV
Trend and pattern of India’s foreign trade and balance of payments; latest foreign trade policy; India’s overseas investments; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; impact of multilateral institutions (IMF, World Bank and WTO) on Indian business environment

SUGGESTED READINGS
1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi
5. Govt. of India, Economic Survey (latest year)

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Evolution, scope and function of finance managers, objectives of financial management, profit vs. wealth maximization

UNIT-II
Investment Decisions; brief introduction of cost of capital; methods of capital budgeting; ARR, PBP, NPV and IRR, capital rationing (simple problems on capital budgeting methods)

UNIT-III
Financing decision: operational and financial leverage; capital structure theories – NI, NOI and traditional approach; EPS-EBIT Analysis

UNIT-IV
Dividend decision and Management of working capital; determinants of dividend policy; Walter’s Dividend Model; Operating Cycle, brief discussion on management of cash, receivable and inventory (simple problem on operating cycle and inventory management)

SUGGESTED READINGS:

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
HUMAN RESOURCE MANAGEMENT
PAPER CODE: BBA-403

UNIT-I
Introduction – nature and scope of human resource management, HRM objectives and functions, HRM policies, HRM in globally competitive environment; strategic human resource management

UNIT-II
Acquiring human resources – human resource planning, job analysis and job design, employee involvement, flexible work schedule, recruitment, selecting human resources, placement and induction, right sizing

UNIT-III
Developing human resources – employee training, training need assessment, training methods and evaluation, cross-cultural training, designing executive development programme, techniques of executive development, career planning and development

UNIT-IV
Enhancing and rewarding performance – establishing the performance management system, establishing rewards and pay plans, employee benefits, ensuring a safe and healthy work environment

SUGGESTED READINGS:
1. Bohlander George and Scott Snell, Management Human Resources, Thomson Learning,
5. DeNisi, Angelo S, and Ricky W Griffin, Human Resource Management, Biztantra, New Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
BUSINESS RESEARCH METHODS
PAPER CODE: BBA-404

UNIT-I
Business Research – Meaning, types, managerial value of business research; theory and research – components, concept, constructs, definition variables, proposition and hypothesis, deductive and inductive theory; nature and process and importance of problem definition, purpose and types of research proposal, ingredients of research proposal

UNIT-II
Research Design – Meaning, classification and elements of research design, methods and categories of exploratory research, basic issues in experimental design, classification of experimental design; concept and their measurement, measurement scales

UNIT-III
Sample design and sampling procedure, determination of sample size, research methods of collecting primary data, issues in construction of questionnaire

UNIT-IV
Stages of data analysis, nature and types of descriptive analysis, univariant and divariat tests of statistical significance, meaning and types of research report, ingredients of research report

SUGGESTED READINGS:
1. Shekharan Uma, Business Research Methods, John Wiley Publications
2. Zikmud, Business Research Methods, Cenage Publications
3. Copper, Business Research Methods, Tata McGraw Hill

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
BUSINESS LAWS
PAPER CODE: BBA-405

UNIT-I
Law of contract: meaning and essentials of a valid contract; offer and acceptance; capacity to contract; consent and free consent; consideration; void agreements; quasi contract; different mode of discharge of contract; remedies for breach of contract.

UNIT-II
Purpose and meaning of the contract of the guarantee; kinds of guarantees; rights and obligations of creditors; rights, liabilities and discharge of surety; contract of indemnity; Definition of bailment and its kinds; duties and rights of a bailer and a bailee; rights and duties of a pledgor and pledgee.

UNIT-III
Contract of agency; definition of agent and agency; creation of agency; duties and rights of agent and principal; principal’s duties towards agents and third parties; termination of agency; power of attorney.
Law of sale of goods – definition and essential of a contract of sale, conditions and warrantees, passing of property in goods; performance of contract; right of unpaid sailor; remedies for breach of contract.

UNIT-IV
Negotiable instrument act – Meaning and essential elements of a negotiable instruments; types of negotiable instrument; holder and holder in due course; negotiation of negotiable instruments; dishonour of negotiable instruments. Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers; penalties adjudication and offences. RTI Act 2005 : Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information

SUGGESTED READINGS:
1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Gulshan, S.S., Mercantile Law, Excel Books
4. Chadha, P.R., Business Law, Galgotia Publishing
5. Aggarwal, S.K., Business Law, Galgotia Publishing Company

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
INTRODUCTION TO INFORMATION TECHNOLOGY
PAPER CODE: BBA-406

UNIT-I
Overview of data and information, information system, their classification, role of information system in business, office automation

UNIT-II
Word Processor: advantage, entering text, editing text, formatting text, mail merge

UNIT-III
Electronic spreadsheet: - advantages, application areas, creating a worksheet, functions, types of graph, creating graph, formatting cells, macros

UNIT-IV
Introduction to Internet: - background of history, working, major features, accessing the internet, major application areas, introduction to multimedia, multimedia applications

Lab: Practice in Ms-Office and Tally Accounting Package

SUGGESTED READINGS:
2. Williams and Eawyer, Using Information Technology, Tata McGraw Hill, New Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
PURCHASE AND MATERIALS MANAGEMENT
PAPER CODE: BBA-501

UNIT-I
Purchasing: meaning, role, objectives and functions; organization of purchase management and its relationship with other departments; five R’s of purchasing (right quality, right quantity, right source, right time and right price)

UNIT-II
Determination and description of material quality; vendor rating, selection, development and relations; evaluating suppliers efficiency; price determination and negotiation; make or buy decisions; purchase: procedures and documentation

UNIT-III
Materials Management: meaning, objectives, importance, functions and organization materials information system; standardization, simplification and variety reduction; value analysis and engineering

UNIT-IV
Stores Management: meaning, objectives, importance and functions, stores layout; classification and codification; inventory control of spare parts; materials logistics-warehousing management, materials handling, traffic and transportation; disposal of scrap, surplus and obsolete materials

SUGGESTED READINGS:
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
COMPANY LAW
PAPER CODE: BBA-502

UNIT-I
Meaning and nature of company, kinds of companies, formation and incorporation of company, Memorandum of Association; Articles of Association, affects of memorandum and articles of association; relationship and distinction between memorandum of association and article of association; doctrine of indoor management. Meaning and definition of prospectus; abridged form of prospectus; misstatement in a prospectus and their consequences

UNIT-II
Definition of member; members and share holders; modes of acquiring membership; termination of membership; rights and liabilities of a member. Meaning need and requisitions of valid meeting; voting, proxy and resolutions; kinds of general body meetings. Meaning of dividend; sources of dividend payments; declaration of dividend; payment of dividend; unpaid and unclaimed dividends. Appointments, qualifications and remunerations of auditors; power, duties and obligations of auditors. Inspection and investigations.

UNIT-III
Meaning, qualification, appointment and removal of directors; duties and liabilities of directors; remuneration of directors; distinction between managing director and manager; distinction between managing director and whole time director; meetings of board of directors. Meaning, need and current development in corporate governance

UNIT-IV
Inter-company loans, investments and borrowing. Meaning and prevention of oppression; prevention of mismanagement. Meaning and modes of winding up; grounds for winding up by the tribunals; types of voluntary winding up; consequences of voluntary winding up; appointment, power and duties of a liquidators in winding up. Meaning and nature of contributor’s liability. Meaning and dissolution of defunct company.

SUGGESTED READINGS:
1. Kapoor G.K., Corporate Law, Taxmann’s Publications, New Delhi
2. Singh Avtar, Company Law, Eastern Book Company, Lucknow
3. Bagrial, Ashok K, Company Law, Vikas Publishing House (P) Ltd, 5-Ansari Road, Delhi

Note:
1. **Instructions for External Examiner:** The question paper shall be divided in two sections. *Section ‘A’* shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. *Section ‘B’* shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Management Accounting: - Meaning, nature, scope, objective and functions; marginal costing and profit planning, practical application of marginal costing techniques

UNIT-II
Responsibility Accounting: - types of responsibility centers, performance evaluation criteria, responsibility reporting; budgeting – role of budgets and budgeting in organizations, budgeting process, operational and financial budgeting

UNIT-III
Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis, techniques in performance measurement

UNIT-IV
Management accounting information for activity and process decisions; basic capital budgeting techniques

SUGGESTED READINGS:
1. Kaplan, S. Robert, Anthony A. Atkinson, Management Accounting, Pearson Education
2. Kishore M. Ravi, Cost and Management Accounting, Taxman Publication
3. Holman, Louderbock, Management Accounting, Cenage Publication

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Introduction to network, advantages and disadvantages of network, network topologies, analog and digital signal, analog and digital transmission

UNIT-II
OSI model and TCP/IP model, protocols and their classification, flow control and cryptography, ranking

UNIT-III
Overview of internet, internet service provider, setting windows environment for dial up networking, search engine, searching web using search engine, audio on internet, newsgroup, subscribing to news groups

UNIT-IV
Intranet concepts and architecture, building corporate world wide web, HTTP protocol, intranet infrastructure, fundamental of TCP/IP, intranet security design, intranet as a business tools, future of intranet, protocols of communication

Lab: HTML and Surfing with Internet

SUGGESTED READINGS:
1. Forouzan, Data Communication & Networking, TMH, N.Delhi.
5. Uyless Black, Computer Networks, PHI, N.Delhi.

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
PRESENTATION SKILLS
PAPER CODE: BBA-505

UNIT-I
Introduction – Meaning, types of presentation: presentation that deeply involves the audience, presentation that creates excitement, persuasive presentation, presentation evoking emotional appeal, presentation that sells a new idea, humorous presentation

UNIT-II
Planned and unplanned presentation, planning a presentation – analyzing the audience, location of presentations, objective of presentation, researching the topic; structuring the presentation, presentation notes and session plan

UNIT-III
Methods of presentation – Fish bowl, role plays, group discussion, conference, seminar, workshop, clinics, brainstorming, simulations, games, questionnaire; delivering presentation – presenter effectiveness, difficult situations and nerves, motivation and attention

UNIT-IV
Outcomes of presentation – inspiring presentation, presentation that builds trust, presentation that offers a solution, value added presentation, presentation that facilities decision making

SUGGESTED READINGS:

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Basic concepts of income tax, residential status ad tax incidence, income exempted from tax

UNIT-II
Income from salaries, income from house property and income from profits and gains of business and profession

UNIT-III
Income from capital gains, income from other sources, set off and carry forward of losses, clubbing of income, deduction of tax at source, advanced payment of tax

UNIT-IV
Deductions from gross total income, assessment of individuals, assessment of companies

SUGGESTED READINGS:
1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhania V.K, Student Guide to Income Tax, Taxmann’s Publication
3. Lal B.B., Income Tax Law and Practice

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
SYSTEM ANALYSIS AND DESIGN
PAPER CODE: BBA-602

UNIT-I
Introduction to analysis and design: - SDLC, Case tools for analyst, role of system analyst, ER data models, feasibility study – economic, technical, operational

UNIT-II
Design of Application: - DFDs, form design, screen design, report design, structure chart, data base definition, equipment specification and selection, personnel estimates, I-O design

UNIT-III
Implementation:- data dictionary, decision tables, decision trees, logical design to physical implementation

UNIT-IV
Introduction to distributed data processing and real time system:- evaluating distributing system, designing distributed data base, event based real time analysis tools, state transition diagrams

SUGGESTED READINGS:
4. Elias, M., System Analysis and Design, Prentice Hall of India

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
FOUNDATIONS OF INTERNATIONAL BUSINESS
PAPER CODE: BBA-603

UNIT-I
Types of international business; basic structure of international business environment; risk in international business; motives for international business; barriers to international business; global trading and financial system – an overview

UNIT-II
Foreign market entry modes; factors of country evaluation and selection; decisions concerning foreign direct and portfolio investment; control methods in international business

UNIT-III
Basic foreign manufacturing and sourcing decisions; product and branding decisions for foreign markets; approaches to international pricing; foreign channel and logistical decisions

UNIT-IV
Accounting differences across countries; cross cultural challenges in international business; international staffing and compensation decisions; basic techniques of risk management in international business

SUGGESTED READINGS:

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
CONSUMER PROTECTION
PAPER CODE: BBA-604

UNIT-I
Concept and types of consumer, need for consumer protection; approaches to consumer protection; consumer buying motives; doctrines of caveat emptor and caveat venditor; concept of consumer’s sovereignty; basic consumer rights

UNIT-II
Measures for consumer protection in India; basic provisions of the Consumer Protection Act,(CPA)1986; organizational set up for consumer protection under CPA; procedure of filing a complaint; relief available

UNIT-III
MRTP Act and Competition Act – Provisions relating to consumer protection; Role of voluntary consumer organizations; formation and registration of a voluntary consumer organization, business self-regulation, consumer awareness – role of media and govt.

UNIT-IV
Recent developments in consumer protection movement; consumer information and knowledge as means of protection; sources of consumer information, ethical marketing as an instrument of consumer protection, Role of Advertising Standard Council of India in consumer protection

SUGGESTED READINGS:
1. Aaker and Day (eds.), Consumerism: Search for the Consumer Interest
2. Gulshan, Consumer Protection and Satisfaction: Legal and Managerial Dimensions
3. Aggarwal, Consumer Protection in India
4. Verma Y.S. and C. Sharma, Consumerism in India, Anamika Prakashan, Delhi

Note:
1. **Instructions for External Examiner**: The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
UNIT-I
Introduction – meaning, nature, concepts, advantages and reasons for transacting online, categories of e-commerce; planning online business: nature and dynamics of the internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise

UNIT-II
Technology for online business – internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways, visitors to website, tools for promoting website; plastic money: debit card, credit card; laws relating to online transactions

UNIT-III
Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector

UNIT-IV
Virtual existence – concepts, working, advantages and pitfalls of virtual organizations, workface, work zone and workspace and staff less organization; designing on E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart; security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption

SUGGESTED READINGS:
1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.
PERSONALITY AND SOFT SKILLS DEVELOPMENT
PAPER CODE: BBA-606

UNIT-I
Introduction – Concept of personality, personality consciousness, personality patterns, personality syndrome; symbols of self: clothing names and nicknames, speech, age, success, reputation, molding the personality pattern, persistence and change

UNIT-II
Personality determinants – Physical determinants, intellectual determinants, emotional determinants, social determinants, aspiration and achievement, educational determinants, family determinants

UNIT-III
Personality development – Healthy personalities, developing self awareness, managing personal stress, solving problems analytically and creatively; grooming – appearance, dress sense, personal hygiene, etiquettes and body language; time management, public speaking

UNIT-IV
Interpersonal and group skills – Building positive relationship, strategies for gaining power and influence, fostering motivational environment, building effective teams, interviewing skills, conducting meetings

SUGGESTED READINGS:
3. Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, New Delhi

Note:
1. Instructions for External Examiner: The question paper shall be divided in two sections. Section ‘A’ shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
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