

## UNIVERSITY OF LUCKNOW

### BBA Programme

### BBA Semester I (Syllabus)

#### **BBA 101 BUSINESS MATHEMATICS**

*The course aims to develop basic skills for quantitative application in business situations.*

**Unit I:** Summation of sets, Arithmetical Progression- Sum of a series in A. P. Arithmetic Mean, Geometric Progression , Sum of a series in G.P, Geometrical Mean, Sum of an infinite geometric series, Permutation and combination, Fundamental rules of counting, Permutation of n different things, Permutation of thing not all different., Circular permutation, Combination of n different things r at a time, Simple problems.

**Unit II:** Matrix Algebra- Definition, Matrix Operations- Addition, Subtraction, and Multiplication of matrices, Types of matrices- Square, Diagonal, null, Transpose of a matrix, Determinant of a Square matrix. Singular and non-singular matrix, Co-factor matrix, ad-joint of a matrix , Inverse of a matrix. Solution of simultaneous equation by using matrices.

**Unit III :** Differential Calculus : Differentiation, Differentiation of a product of two function, Differentiation of a quotient of two functions, Differentiation of a function of a function, Differentiation of a logarithmic and exponential function, Differentiation of implicit function, Maxima and Minima, Simple problems. (Trigonometrical function are excluded)

**Unit IV:** Integral Calculus, Fundamental rules of integration, Integration by substitution, integration by parts. Integration by decomposition into a sum using partial fractions (Simple Problems), Simple business applications (Trigonometrical functions are excluded)

#### **SUGGESTED READINGS**

Mongia -Mathematics for Business and Economics

Zamiruddin- Business Mathematics

Sunderasam and Jayseelam - An Introduction to Business Mathematics

Raghavachari - Mathematics for Management

Sancheti & Kapoor - Business Mathematics

#### **BBA 102 COMPUTER FUNDAMENTALS**

*The course aims to familiarize the students with computers & its applications in the field of business.*

**UNIT I:** Basics of computers and their evolution- Characteristics of Computer, Application of Computer, Various fields of Computer, Classification of Computer, Generation of Computer, Types of Software, Compiler & Interpreter, Generation of Language, Data representation - Different Number Systems, Inter Conversion between Number Systems, Binary Arithmetic. **UNIT II:** Input devices: Keyboard, Point & draw devices, Data Scanning Devices, Digitizer, etc. Output Devices: Monitors, Printers, Plotters, Voice Response System, etc., Main Memory / Primary Memory: RAM, ROM, PROM, EPROM: Cache Memory, Secondary Memory, SASD, DASD Concept, Magnetic Tape, Magnetic Disk, Optical Disk, etc. Business Data Processing: File Management System, Database Management System

**UNIT III:** Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System, Details of Basic System configuration. Introduction to GUI-Windows Operating System, All Directory Manipulations, File Manipulation. Introduction to Word Processor, Spread Sheets, PowerPoint.

**UNIT IV:** Concept Of Data Communication & Networking: Network Concepts, Types of Network, Communication Media, Modes of Transmission, Analog & Digital Transmission, Synchronous & Asynchronous Transmission, Different Topologies, Introduction to Internet

#### **SUGGESTED READINGS**

1. Govindraju, S. - Introduction to Computer Science

2. Jain, V.K. - Computer and Beginners

3. Sinha, P.K. - Fundamentals of Computers

4. Norton, Peter - Dos 5.0/6

5. Ram, B. - Computer Fundamentals

#### **BBA 103 FINANCIAL ACCOUNTING**

*The course aims to build the competency for preparing, analyzing and interpreting financial statements.*

**Unit I :** Nature and function of financial Reporting. Accounting and accounting system, Information perception of different uses, Measures of return, Ethical issues in accounting, Basic Accounting concepts and conventions, GAAP.

**Unit II :** Source Documents, classification of accounts , Recording, posting of transactions , Preparation of trial balance for service and merchandise business, adjustment of accounts, closing of accounts, completing the accounting cycle measuring business income , Financial statements of manufacturing businesses.

**Unit III :** Meaning and reporting of assets / liabilities, Internal control systems for cash , bank reconciliation, accounting for receivables and inventories , capital and revenue expenditure, Depreciation accounting, Accounting for liabilities, Accounting for Share capital, preference share and buy back of shares.

**Unit IV:** Analysis of Accounting Information: Financial statement analysis and application, Statement of cash flow, preparation and interpretation.

## SUGGESTED READINGS

Grewal, T.S. - Double Entry Book-keeping  
Agarwal, B.B. - Higher Accountancy  
Shukla, M.C. - Advanced Accountancy  
Maheshwari, S.N. - Introductions to Advanced Accountancy

## BBA 104 MANAGERIAL ECONOMICS

*The course aims to acquaint the students with micro and macro economic fundamentals required for business analysis.*

**Unit I:** Introduction - Meaning, nature and scope of Managerial Economics, Significance in decision making. Fundamental principles, Demand Analysis- Introduction to Law of demand, types of demand, individual and market demand, curves & schedule, Demand determinants, Importance in decision making. Demand Forecasting - meaning and methods. Elasticity of Demand - Meaning, types, measurement and significance.

**Unit II:** Production Function - Meaning, Law of variable Proportions, Returns to scale. Iso-Product Curves- meaning and features, Cost Concepts - Meaning and types of Costs, Cost ó output relationship in short and long run. Break Even Point-Meaning , features and significance.

**Unit III:** Market Structure and Pricing Theory - Pricing under different market conditions - perfect competition, imperfect competition and monopoly. Price discrimination under monopoly and necessary condition and degrees of price discrimination.

**Unit IV:** 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.

## SUGGESTED READINGS

1. Stonier & Hague -Test Book of Economics
2. Sundaram & Vaish - Principles of Economics
3. K.K. Dewett - Principles of Economics

## BBA 105 MARKETING FUNDAMENTALS

*The course aims to build foundation of marketing concepts.*

**Unit I :** Meaning and concepts of Marketing, Sales Concept, Marketing concept, Social Marketing concepts, Societal Marketing concept, Marketing Mix, 4 Ps of Marketing , Marketing Environment in India.

**Unit II:** Market Segmentation , bases for segmentation , Selection of Target Market and Positioning , Product , Product line, Personality , Product mix and Product Life Cycle.

**Unit III:** Pricing - Factors affecting pricing , methods of pricing, distribution channels, types of intermediaries.

**Unit IV:** Promotion, elements of promotion mix, advertising, Functions, criticism, types : sales promotion techniques, difference between advertising and personal selling, direct marketing.

## SUGGESTED READINGS

Marketing Management -Ramaswamy & Namakumari, Macmillan  
Marketing Management - Arun Kumar & Meenakshi, Vikas  
Principles of Marketing - Philip Kotler, Armstrong, Pearson Education

## BBA 106 PRINCIPLES OF MANAGEMENT

*The course aims to provide fundamental exposure and understanding of the concepts, theories and practices of management.*

**Unit I:** Introduction, Nature of Management, Development of Management Thought, Schools of Management Thought, Management Process & Co-ordination, Managers need for understanding Internal and external environment

**Unit II :** Planning, Fundamentals of planning, Objectives, Policy & Strategy, Forecasting, Decision Making, Organizing, Organization Theory, Design of organization structure, Authority & Responsibility, Line and Staff Relationships, Pattern of organizational design, Groups in organization, Dysfunctional Aspects of Organization, Organizational Change. .

**Unit III:** Staffing, Fundamentals of staffing, Recruitment & Selection, Training & Development, Performance Appraisal, Directing, Fundamentals of Directing, Motivation, Concept and techniques, Leadership Approaches and Communication. **Unit IV :** Controlling, Nature and Scope of Control, Types of Control, Control Process, Management by Exception (MBE), Effective Control System, Control Techniques - Traditional and Modern.

## SUGGESTED READINGS:

Essentials of Management : Harold Koontz, Heiriz, Weihrich.  
Management, Tasks Responsibility and Practices : Peter F Druckers.  
Principles and Practice of Management: L.M Prasad

## **BBA Semester II (Syllabus)**

### **BBA 201 BUSINESS COMMUNICATION**

*The course aims to develop written and verbal communication skills for effective business communication.*

**Unit I :** Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.

**Unit II :** Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, Mal-functions of communication, Business Etiquettes,

**Unit III :** Forms of Business Communication, Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management. **Unit IV:** Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.

### **BBA 202 BUSINESS STATISTICS**

*The course aims to build skills for statistical inference of business data*

**Unit I:** Definition of statistics: Primary and secondary data, classification and tabulation of data. Measures of central tendency- Arithmetic mean, geometric mean and harmonic mean, mode, median.

Measures of dispersion- Range, quartile deviation, mean deviation, standard deviation, absolute and relative measures of dispersion, Coefficient of variation.

**Unit II:** Correlation Analysis-Introduction, Importance of correlation, Analysis, Types of correlation- Positive and Negative correlation, linear and non-linear correlation, Measures of correlation-scatter diagram method, Karl Pearson's co-efficient of correlation (Grouped data also), Spearman's Co-efficient of Rank Correlation.

Regression Analysis: Difference between correlation and regression, Lines of regression. Methods of least squares, Fitting straight lines, Properties of regression line, Regression Co-efficient and their properties.

**Unit III:** Probability-Definition of probability, Classical and empirical probability, Addition and Multiplication rule of probability. Conditional probability, Simple problems.

**Unit IV :** Time series analysis: Utility of time series, Components of time series, Time series models- Addition and Multiplication model, Measurement of trend- Graphic method, Moving average methods, Method of least squares, fitting a straight line trend, seasonal variations- Estimation of seasonal variations, Method of simple average, ratio to trend method, ratio to moving average method, cyclical variations.

#### **SUGGESTED READINGS :**

Gupta S.P. and Gupta M.P. : Business Statistics.

Elhans, D.N. : Fundamental of Statistics.

Gupta C.B. : Institutional of Statistical Methods.

Sancheti & Kapoor : Statistics- Theory methods & Applications.

### **BBA 203 FOREIGN TRADE OF INDIA**

**COURSE OBJECTIVE:** This course aims to equip students with a broad based knowledge of trade practices in India.

**Unit –I:** Introduction of Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. India's Internal Trade- Characteristics and Problems. Coastal trade and trade of Uttar Pradesh. Terms of Trade. Trade : Terminology and abbreviations.

**Unit-II:** Foreign Trade of India of Before independence, During Planning Period, Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

**Unit –III:** Free Trade and Protective trade policies, India's Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade, STC, MMTC, SEZ and EPZ. Export promotions.

**Unit –IV:** Strategy for Trade Policy in India of General Developments during planning period. Recent World trade Scenario, Recent changes in trade policy, Trade agreements of Bilateral and Multilateral Trade Agreements. GATT & UNCTAD, WTO. India's Balance of Trade and Balance of Payments.

#### **Books Recommended:**

- 1) Bhagwati J. Srinivasan of Foreign Trade regimes and Economics development
- 2) Jaiswal Bimal & A.K.Singh of Foreign Trade of India
- 3) Plaekar of Trade of India
- 4) Salvi P.G. of New Directions on India's Trade policy.
- 5) Cherrunilam F. of International Trade Export Management
- 6) Singh, M of India's Export trends
- 7) Varshney R.L. of India's Foreign Trade

### **BBA 204 ENVIRONMENTAL STUDIES**

*The course aims to make students conscious of environmental concerns and understand the consequences and impact of*

*environmental trends on human life and business.*

**Unit I:** Introduction to Environmental studies, Sustainable development, Realm of Ecology, Environmental Management System (EMS), Biodiversity, Business and Environment, Environmental Ethics

**Unit II:** International Efforts for Environmental protection, India's efforts for Environmental protection, Public Policy, Role of NGOs, Environmental clearance for establishing and operating Industries in India

**Unit III:** Global Environmental Problems, Global Warming, Ozone depletion, Air & Noise Pollution, Water Resources, Land Management & Soil Pollution, Waste Management, Forest & Wild life Management,

**Unit IV:** Indian Environmental Laws, Wild Life (Protection) Act, 1972, Water (Prevention & Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981. Functions of CPCB and SPCB, ISO-14000.

### **BBA 205 FINANCIAL MATHEMATICS**

*This course aims to develop the competency of understanding the impact of time value of money on valuation of financial assets and liabilities.*

**Unit I** Basic Concepts, Simple and Compound Interest, Kinds of interest rates- effective rate of interest, Nominal rate of interest and force of interest, Relationship between effective and nominal rate of interest.

**Unit II** Present value and discount rate, Effective and nominal rate of discount, Relationship between interest and discount, Equation of payment.

**Unit III** Valuation of annuities- Certain, Present value of an annuity, Present value of an annuity payable  $p$  times a year, Present value of deferred annuities, perpetuities. Accumulated value of an annuity, Accumulated value of annuities payable  $p$  times a year.

**Unit IV** Valuation of securities, Present value of bonds, Present value of preference shares, Present value of equity shares, growth in dividends - Normal growth and super normal growth, Relationship between price, earnings and dividends.

### **BBA 206 INDIAN VALUE SYSTEM**

*This course aims to provide familiarity with aspects of Indian Values emanating from our social and cultural background impacting the quality of decision making.*

**Unit I:** Features of Indian Social System and Social Institution affecting values: Cultural History of India, Characteristics of Indian Social System and Important Social Institutions, Indian Education systems (In Ancient, Medieval and Modern India) **Unit II:** Indian Value System: Indian Values in management, Four ashrams, Purushartha, Varna and Caste system

**Unit III:** Indian Ethical Theories: Nature and Scope of Ethics, Psychological Basis of Ethics, Indian Ethical Theories (a) Kautilya (b) Manu, An outline of Ancient Legal System and its utility in present, in India

**Unit IV:** Impact of Social and Cultural Factors on Business: Guilds (Shreni) and their role in business promotion in Ancient India, Role of Indian Culture in Business Promotion, Indian traditions for decision-making and management of stress, Philosophy of Yoga and its modern relevance.

#### **SUGGESTED READINGS**

Indian Ethos and Modern Management, by B L Bajpai

The Present Crises of Faith, by S. Radha Krishnan

Ethics and the Conduct of Business, by Boatright (Pearson Education)

Human Values and Professional Ethics, by R R Gaur and G P Bagaria

Break-free, by Debashish Chatterjee (Penguin)

Teach Yourself Philosophy of Religion, by Mel Thompson

## BBA Semester III (Syllabus)

### **BBA-301: ADVERTISING MANAGEMENT**

This course aims to familiarize the student with the basic principles of advertising and introduction to media involved.

**Unit I:** Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising.

**Unit II:** Place of advertising in Marketing Mix, Indian advertising industry, copy writing: different elements of a copy and layout

**Unit III:** Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation.

**Unit IV:** Advertising media: different types of media, function, merits and demerits of media, selection of media and its vehicles.

#### **SUGGESTED READINGS**

D.OGILVY, ADVERTISING

Chunawala, Advertising

Sontakki, Advertising

Manvendra Mohan, Advertising

Kazmi and Batra, Advertising and Sales Management, Excel

### **BBA 302 Banking Operations Management**

**Unit I** Indian financial System, Banking System in India, Financial sector reforms in India, RBI ó role, functions, monetary policy and credit control, commercial banking in India, Regulatory Environment for commercial bank in Indian core banking.

**Unit II** Operational Aspect of commercial banks in India, Relationship between Banker and customers, Types of customer a/c, Cheques, Endorsement, Presentment, Dishonour, Rights and liabilities of Paying and collecting Banker, Time Value of money ó calculation of interest on loan & deposits, EMIs, Present Value, future value and loan Amortization.

**Unit III** Negotiable Instruments, Bills of Exchange and Promissory notes, Rights and liabilities of parties, Bills discounting and Purchasing, ancillary Services of the Bankers.

**Unit IV** Employment of funds by Commercial Banks Financial statement analysis, Types of securities, mode of creating charge, Bank guarantees, Asset ó liability management in commercial Banks. Basel norms.

#### **SUGGESTED READINGS**

1. Shrelekhhar: Banking
2. Jaiswal Bimal : Banking Operations Management
3. Jhinghan M.L. : Banking Theory & Practice

### **BBA 303 Business Environment**

This course aims to familiarize the student with the Indian business environment and provide him / her an insight into the control mechanisms adopted by government.

**Unit I :** Various types of economic systems being followed in the world, Comparison between the capitalist and socialist economies, The Indian economic system pre and post independence, The industrial policy 1951 and 1991 (statement, functions, implication and comparison) Private, Public and Co-operative sectors: meaning, role and importance.

**Unit II ;** Macro and Micro factors that affect the environment, Controllable and uncontrollable factors as regards the organization, macro and micro environment and their respective components , Environment scanning techniques: SWOT,ETOP with practical examples, Monetary, Fiscal, Exim Policies, Budget ó roles and functions affecting the business environment.

**Unit III ;** Globalization and Liberalization and their effect on the Indian business environment, SEZs ,EPZs, Privatization: implications and effects with examples, MNCs as a source of technology, merits and demerits , Indian MNCs, Social responsibilities of business ó definition , examples and affects on the business environment.

**Unit IV:** Regulatory and control mechanism such as fiscal policy ,MRTP,FEMA,IRDA,SEBI and their changing dimensions, Delicensing , Price control mechanism, functioning of bureaucratic decision making and its effect on business environment, SSI ó types, role in the economy, merits and demerits, Financial institutions ó structure , functions ,roles and working

#### **SUGGESTED READINGS**

Cherunilum, Francis, Business Environment, Himalaya Publishing House

Dutta and Sundaram, Indian Economy, S. Chand and Co.

Mamoria, C.B., Social Problems and Social Disorganization in India, Kitab Mahal

Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996.

### **BBA 304 MANAGEMENT ACCOUNTING**

*This course aims to develop the competency for making correct analysis of relevant information required for managerial decision making.*

**Unit I:** Management accounting: Definition, Differences with financial accounting, Management process & accounting, The value chain of business function, Introduction to CVP relationships, Measurement of Cost Behaviour

**Unit II:** Introduction to manufacturing costs, job costing , process costing , activity based costing,.

**Unit III:** Relevant information & decision making, Special order & addition, deletion of product and services, Optimal uses of limited

resources, Pricing decisions, Make or buy decision, Joint product cost.

**Unit IV:** Preparing the master budget and functions budgets, Flexible budgets, Variance analysis, Introduction to Management Control Systems.

**SUGGESTED READINGS :**

1. Anthony - Management Accounting
2. Pandey, I.M. - Management Accounting
3. Ahmad Nisar - Management Accounting

### **BBA 305 ORGANIZATIONAL BEHAVIOUR**

*The course aims to provide an understanding of the basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels.*

**Unit I:** Meaning and development of Organizational Behaviour, Need for Organizational Behaviour, Challenges and opportunities for Organizational Behaviour, Organizational Behaviour Model.

**Unit II:** Perception: Components, factors influencing perception process; Personality: Determinants, theories, measurement; Motivation: Meaning, types and theories; Learning: Meaning, models of learning.

**Unit III:** Group formation and development, inter-group conflict, Nature, process and resolution techniques; Communication process, meaning, barriers and methods to overcome barriers; Leadership: meaning, style, models of leadership

**Unit IV:** Group Dynamics, Group Cohesiveness. Stress: Causes, Stages and effects; Organizational Culture; Organizational Change and development.

**SUGGESTED READINGS**

1. Robins, Stephen P. - Organisational Behaviour
2. Schen - Organisational Psychology
3. Davis, K & Newstorm - Human Behaviour at Work
4. Prasad, L.M. - Organisational Behaviour

### **BBA 306 RESEARCH METHODOLOGY**

*The course aims to make students understand the technicalities involved in a research work.*

**Unit I:** Introduction to Research Methodology: Meaning, Objectives, Categories of Research, Features of good research studies, Types of Research Studies, Scientific & non scientific methods, Research Methods & Research, Methodology. Importance of Research in Management Decisions: Defining Research Problems, Formation of Hypothesis, Research design: Types of Research design, Research design in case of different research studies.

**Unit II :** Methods and Techniques of data collection: Types of data collection, Methods used for collection of different data types. Sampling and sampling distribution: Importance of Sampling, Methods of Sampling, Sampling errors, Test of Hypothesis. Attitude Measurement and Scales: Introduction to attitude - Various Methods to measure attitude.

**Unit III:** Data presentation and analysis: Data preparation & preliminary analysis, Statistical Analysis & Interpretation of data: Non parametric tests. Multivariate Analysis of Data. Model Building & Decision Making, Additional Statistical Methods. **Unit IV:** Report writing & presentation: Writing & formatting of Reports, Presenting your research reports & talks, Graphical Presentation.

**SUGGESTED READINGS**

Research Methodology, by C R Kothari, Vishwa Prakashan

Business Research Methods, by William G Zikmund, Thomson.

Research Methods, by William M C Trochim, Biztantra.

Marketing Research, by A Parasuraman, Dhruv Grewal, Biztantra

Methodology of Research in Social Sciences, by O R Krishnaswami, M Ranganatham, HPH.

**BBA 307 Foreign Language (French/German – Non Credit) Compulsory**

## BBA Semester IV (Syllabus)

### **BBA 401 BUSINESS LAWS**

*This course aims to familiarize the students with the Indian Contract Act, Law of Partnership, Sale of Goods Act and Negotiable Instruments Act.*

**Unit I:** The Indian Contract Act: Nature of contract, Elements of valid contract, Offer & Acceptance, Communication of offer, acceptance & revocation, Capacity of contract, Coercion, Free consent, Duress & undue influence, Fraud, Misrepresentation, Mistake, Legality of object, Contingent Contract, Quasi Contract, Performance of Contract, Breach of Contract.

**Unit II:** Law of Partnership: Partnership distinguished from similar organization, Types of partner, Duties of partner, Liability of partner, Dissolution of partnership

**Unit III:** Sale of Goods Act: Goods & Their classification, Price, Conditions & Warranties, Passing of properties & goods, Performance of a contract of sales, Buyers right.

**Unit IV:** Negotiable Instruments Act: Definition, Features, Assumptions, Promissory Notes, Bill of Exchange, Cheque, Material alterations, Payments in new courts, Conditions when bankers must refuse payments, Negotiations, Endorsements, indorsement, Kinds of bills, their expectancies, Presentment, Dishonour, Compensation, Hundies & their Kinds.

#### **SUGGESTED READINGS**

Gulsan & Kapoor : Business Law including Company Law.

Singh, Avtar : Principles of Mercantile Law

Pandiyaa, R.S. : Principles of Mercantile Law

Shukla M.C. : A Manual of Mercantile Law

Bare Acts. : Indian Contract Act, 1872. Sale of Goods Act, 1930 Partnership Act, 1932. The Negotiable Instruments Act, 1881 .

### **BBA 402 FINANCIAL MANAGEMENT**

*This course aims to equip the students with the fundamental principles & techniques of financial management concern with acquisition & use of funds by a business firm.*

**Unit I:** Financial Management goals & objectives, Functions of financial managers, Concepts of risk and return, Environment of finance in organization of finance function, Introduction to time value of money, Capital Budgeting techniques.

**Unit II:** Cost of Capital, Capital Structure - Theory & Practice, EBIT, EPS Analysis, Dividend decisions & policy. **Unit**

**III:** Long term financing, Working capital management - Cash, credit, Inventory Management & Financing,

**Unit IV:** Financial Statement Analysis, Financial planning & budgeting, Introduction to international financial management .

#### **SUGGESTED READINGS**

Horne, James Van- Financial Management & Policy

Rustagi R.P.- Introduction to Financial Management

Kuchal, S.C.- Financial Management

Pandey, I.M.- Financial Management

### **BBA 403 HUMAN RESOURCE MANAGEMENT**

*The course aims to familiarize the students with the importance of human resource in the present day organizations and its subsequent management as a 'resource'.*

**Unit I:** Nature and Concept of HRM: Human Resource Management: History. Concepts- Personnel Management, Human Resource Development and Human Resource Management, Importance of HRM and present day challenges, Understanding the present day scenario, Evolution of HRM into strategic HRM, Human Resource Planning: The process of Human Resource Planning, Limitations.

**Unit II:** Job Analysis: Process of Job-analysis and Design: Outcomes of Job-analysis- Job Description, Job Specification and job Evaluation. Job Design. Recruitment, Selection and Placement: Factors affecting Recruitment, Process of Recruitment, Sources of Recruitment. Process of Selection- Stages; Socialization and Induction; Promotions, Demotions, Transfers and Separations.

**Unit III:** Training & Development: Difference between training and development, Training Methods, Executive Development. Performance Appraisal: Methods of Performance Appraisal, Possible Errors in Appraisal Process, Planning for Performance Improvement.

**Unit IV:** Compensation Planning: Objective of Compensation Planning, Theories underlying Motivation and Remuneration, Developing Pay Structures, Principles of Wage and Salary Administration, Current Trends in Salary Administration. Industrial Relations & Workers Participation in Management: Theories of Industrial Relations, HRM Practices ó Change in perspective, Strategic management of Industrial Relations, Collective Bargainingó Policies and Practices, Workersó Participation in Management, Quality Circles.

#### **SUGGESTED READINGS**

Human Resource Management ó Text & Cases, by VSP Rao, Excel Books

Human Resource Management ó Text & Cases, by K. Ashwatappa ó Tata McGraw Hill

Human Resource Management, by Cynthia Fisher, Shaw ó Wiley / Biztantra

Human Resource Management, by Gary Dessler, Person Publications

### **BBA 404 INFORMATION MANAGEMENT**

*The course aims to develop the basis understanding of the information systems and their role in business organizations.*

**Unit I:** Core Concepts in Information Systems, Information Systems in Business: Framework and resources. **Unit II:** Functional and Cross-functional Information Systems.

**Unit III:** Decision Support Systems; Executive Information Systems; Executive Support Systems; Knowledge Base Systems; Expert Systems, Trends in Information Systems.

**Unit IV:** Data Base Management Systems: Concept, Components, Centralized and Distributed Database Systems.

#### SUGGESTED READINGS

Brein James, O., Computers in Business Management : An Introduction

Bentley Trevoi, Management Information Systems and Data Process

### **BBA 405 OPERATION MANAGEMENT**

*The course aims to familiarize the students with the basic concepts of Operations and Production Management.*

**Unit I:** Introduction: Meaning, Nature and Scope of Production and Operation Management. Objectives of Operations Management. Duties and Responsibilities of Operations Management. Production Function. Systems approach to Operations Management. Manufacturing system: Mass, Batch, Job-Shop and Project.

**Unit II:** Plant Location: Nature, Factors considered in location, Methods and Type of areas. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

**Unit III:** Work Study: Method study and work measurement- Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing production planning and benefits of production control.

**Unit IV:** Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.

#### SUGGESTED READINGS

Production & Operations Management, by Upendra Kachru, Excel Books.

Operations Now, by Byron J Finch, Tata Mc Grawhill

Operations Management, by Gaither & Fraizer, Thomson South Western.

### **BBA 406 CONSUMER BEHAVIOUR**

*The course aims to provide insights into consumer behavior required for marketing decisions*

**Unit I:** Meaning and nature of Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer Involvement and decision making, Models of decision making.

**Unit II:** Consumer Perception, attitudes, changes in attitudes, Consumer motivation.

**Unit III:** Models of Consumer Behaviour , Consumer Behaviour in India, difference between consumer buying and industrial buying, nature and factors affecting industrial buying.

**Unit IV:** Factors influencing purchase decision of a consumer, Personality, Self-concept, Life-style, Psychographics, Reference group.

#### SUGGESTED READINGS

Kanuk & Shiffman, Consumer Behaviour.

Peter & Olson, Consumer Behaviour and Marketing Strategy.

Peter and Donnelly, A Preface of Marketing Management.

Wilkie, William, Consumer Behaviour.



## BBA Semester V (Syllabus)

### **BBA 501 E- COMMERCE**

*The subject aims to familiarize the student with the basic concept of e-commerce and to provide him/her with the knowledge of planning, scheduling and controlling a successful e- business.*

**Unit I:** Framework for understanding e- business: Introduction to e- commerce, Environmental forces affecting planning and practice, Ethical, legal and social concerns.

**Unit II:** Developing e- Business Frame work: Developing e- Business Models, Introduction to Internet, www. Concepts, Building of e- commerce websites, software hardware and tools.

**Unit III:** Planning, Implementing and Controlling of e-Business: Creating the Marketing Mix, Organizational and Managerial issues, Financial Planning and Working with Investors, Implementation and Control of the e-Business Plan.

**Unit IV:** Understanding of Key terms of E- Commerce: Electronic Commerce & Banking, Electronic Payment Systems, Electronic Payment Technology, On-line credit card, E- Commerce Security.

#### **SUGGESTED READINGS**

E-Commerce : Bharat Bhaskar

E-Commerce: The cutting edge of business : K. Bajaj & D. Nag

E-Commerce : Ritendra Goel

### **BBA 502 FINANCIAL SERVICES**

The subject aims to provide the basic insights into the different types of financial services and the regulatory prescriptions for the same..

**Unit I:** Introduction to financial services. Fund and fee based services, Utility and significance; NBFCs.

**Unit II:** Leasing and Hire Purchase

**Unit III:** Factoring, Bill Discounting, Credit card services

**Unit IV:** Merchant Banking and advisory services; IPOs.

#### **SUGGESTED READINGS**

P. Chandra, Financial Management

J. Vanhorne, Financial Management & Policy

### **BBA 503 Insurance and Risk Management**

It will help the students to learn the basics and fundamentals of insurance principles and practices being practiced in the insurance industry. The knowledge in this field of insurance may help the students to adopt this as a career.

**Unit I** Introduction: History of insurance in general and in India in particular. Basic nature of insurance. Definition of insurance. Comparison of Life Insurance with other forms of insurance. Principles of contract and its applicability to the valid insurance contract.

**Unit II** Principles of Life insurance and its impact on insurability. Morality tables and its kind. Basic elements in computation of premium. Peculiarities of life insurance product and the classification Nature of group insurance and types of group Insurance covers Policy claims and its procedures for settlement of various type of claims. Policy document and its various components including conditions and privileges under the policy.

**Unit III** Study of various proposal and policy forms used in general Insurance Scope of coverage of fire insurance and Marine insurance, Motor insurance Various kinds of miscellaneous insurances Describe classes of insurances requiring specialized knowledge i.e industrial all risk insurance, aviation insurance, oil and gas insurance Regulatory provisions under Insurance Act 1938, and IRDA Act 1999. Underwriting practice and procedures, types and classification of hazards

**Unit IV** Basic concept of risk, classification of risks, and process of risk management. Identification and evaluation of risk ó risk analysis. Risk control ó loss prevention and its importance. Risk financing and transfer of risks, Risk retention and its importance/basis of reinsurance.

#### **REFERENCES:**

Books published by Insurance Institute of India.

“Life Insurance”, - By Kenneth Black (Jr.) and Harold Skipper (Jr.),

“Fundamentals of Risk and Insurance”, by Emmett J. Vaughan, Therase Vaughan

“Principles of Risk management and Insurance”, by George E. Rejda

### **BBA 504 RETAIL & RURAL MARKETING**

*The course aims to familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.*

**Unit I:** Retailing: Role, Relevance & Trends, characteristics of Retailing, The changing face of Retail Industry in India, Retail Market Segment: Market Segmentation, Targeting & Positioning, Kinds of Market and Dimensions of Segmentation.

**Unit II:** Retailing Strategy: Location- Types, Importance and determining factors, Product and Merchandise Strategies, Retail Space and Ambience Management Strategies, Retail Pricing & Promotion Strategies

**Unit III:** Definition of Rural Marketing, Indian Rural Market, Environment: Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities. The Rural Consumer: Characteristics, factors influencing his purchase decision, Rural demand: Nature, types of requirements, hierarchy of markets and rural market index, Problems in rural marketing.

**Unit IV:** Marketing of Consumable inputs and durable inputs: Marketing of Consumables and Durables: Composition of Products, Price, distribution, promotion, product redesign or modification needs. Rural Marketing Strategies: Rural Market Segmentation, Strategies on product, price, promotion and distribution.

#### SUGGESTED READINGS

Diamond Allen, Fashion Retailing, Delmar Pub.  
Levy, M. and Barton A. Weitz Retailing Management, Irwin, London  
Morgenstein, M. and Harriat Strongin, Modern Retailing, Prentice Hall  
Gopaldaswamy, T.P. ó Rural Marketing, Wheeler.  
Sukhpal Singh, Rural Marketing Management, Vikas.  
Samiuddin et.al. (Ed.), Rural Marketing, National.  
Sanal Kumar, Rural Marketing, Response Books.  
Raja Gopal, Rural Marketing, Rawat.

#### BBA 505 TAXATION LAWS

*The objective of this course is to acquaint the students with the legal framework of taxation affecting business plans, profits and liabilities of business.*

**Unit I:** Important Definitions, Concepts of Income, Exempted incomes, Residential Status and Tax Liability.

**Unit II:** Heads of Income - Income from Salaries, Income from House & Property, Profits and gains of a business or profession, Capital Gains, Income from other sources.

**Unit III:** Individual Assessment, Assessment procedure, Set off and Carry Forward of losses, Clubbing of Income, Income ó Tax authorities and their powers.

**Unit IV:** Wealth Tax- exemptions, Deemed wealth, Calculation of wealth tax liability, Assessment procedure.

#### SUGGESTED READINGS

Income Tax Law & Practice, by Mehrotra, H.C.  
Direct Taxes, by Prasad, Bhagwati  
Income Tax Guide, by Singhania, V.K.  
Simplified Approach to Income Tax, by Girish Ahuja & Ravi Gupta

#### BBA 506 MANAGING PERSONAL FINANCE

**Objective:** The course aims to prepare students for planning and managing their finances ensuring economic independence and growth of wealth.

##### Unit- 1

Personal Financial Basics, Time Value of Money, Financial Aspects of Career Planning, Money Management Strategy: Statements and Budgeting, Planning Your Tax Strategy

##### Unit-2

MANAGING YOUR PERSONAL FINANCES: Savings Plans and Payment Accounts, Introduction to Consumer Credit, Choosing a Source of Credit: The Cost of Credit Alternatives, Consumer Purchasing Strategies and Legal Protection

##### Unit-3

INVESTING YOUR FINANCIAL RESOURCES :Investing Fundamentals, Investing in Stocks, Investing in Bonds, Investing in Mutual Funds, Investing in Real Estate and Other Investment Alternatives ,The Housing Decision: Factors and Finances.

##### Unit-4

INSURING YOUR RESOURCES: Property and Motor Vehicle Insurance, Health, Disability, and Long-Term Care Insurance, Life Insurance, CONTROLLING YOUR FINANCIAL FUTURE: starting Early: Retirement Planning, Estate Planning

#### Suggested Readings:

Jack Kapoor, Les Dalbay, Robert J. Hughes Personal Finance  
Jack Kapoor-personal Finance, TMH  
Shaikh M W- Personal Finance  
Lokatia RN- Tax smart personal investment A-Z

## BBA Semester VI (Syllabus)

### **BBA 601 BUSINESS POLICY**

*This subject aims to provide conceptual and analytical skills to the students for accessing the environmental & competitive opportunities along with fulfilling the objectives of concepts in knowledge, situations, and relevant attitudes.*

**Unit I:** Strategic Management. Concept of Strategy, Dimension of strategic decision, Levels of strategy, Strategy making modes, Overview of process of strategic planning & management.

**Unit II:** Mission, vision, objective setting, Business definitions, Summary statement of strategy, Deducing strategy from action & endeavours.

**Unit III:** Formulation of strategy, Components of environment & Environmental analysis, Analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).

**Unit IV:** Strategic alternatives for growth, stable, combinations & international strategies. Choice of Strategy, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects,

#### **SUGGESTED READINGS**

1. Kazmi, Azhar - Business Policy
2. Keneth, A. Andrews - Concept of Corporate Strategy
3. Igor, M. Ansoff - Business Strategy
4. Christensen - Business Policy Text and Cases
5. Gluhck, William F. - Business Policy Strategy
6. R.M. Srivastava - Corporate Strategy and Planning

### **BBA 602 COMPANY LAW**

*The subject aims to familiarize the students with the regularity frame work for formation, incorporation issue of capital and management of a company as per the Indian Companies Act.*

**Unit I:** Definition & nature of Company, types of Companies, formation of Companies, Liability of promoters, Incorporation of Companies, Commencement of business

**Unit II:** Memorandum of Association (MOA), Contents, Doctrine of Ultravires, Articles of Association (AOA), Doctrine of Indoor Management & exceptions to it

**Unit III:** Prospectus, Statements in view of prospectus, Mis-statement & their remedies, Share capital, Allotment of shares - definition of share, Share warrant, Share certificate, Difference between share & stock, Calls on shares, Types of shares, Voting rights, Right issues.

**Unit IV:** Management of Company, Appointment of directors, Legal Position, Duties & liabilities & Powers, Company Meetings- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, Provisions regarding borrowing, & issue of debentures, dividend and bonus shares, Notes on binding up.

#### **SUGGESTED READINGS :**

Sherlerkar - Company Law and Secretarial Practice  
Avtar Singh - Company Law

### **BBA 603 ENTREPRENEURSHIP**

*The subject aims to familiarize the students with the concept of Entrepreneurship and with the establishment and management of a new enterprise.*

**Unit I:** Entrepreneurship: Definitions and core elements, Process of Entrepreneurship, Entrepreneurial Competencies, Barriers to Entrepreneurship, Identification of business opportunities.

**Unit II: Establishment** of a new enterprise, Choice of product, Market Assessment, Selection of Technology, Selection of Site, Organizational and Ownership Structure.

**Unit III:** Preparation of Business Plan, Financing the new enterprise, Financial Management for new ventures, Source of Finance.

**Unit IV:** Marketing Management in a new enterprise, Human Resource Management in a new enterprise, Operations Management in a new enterprise.

### **BBA 604 INTERNATIONAL BUSINESS**

*The subject aims to familiarize the students with the concept of international business, the organizations engaged in global business, Indian export documentation and implications of global trade on India.*

**Unit I:** Historic view point of international business, Introduction and concepts of the modern international business, Domestic and international business comparison and contrast with advantages and disadvantages of both, Regional blocks: NAFTA, SAFTA, ASEAN, SAARC types, roles, functions and their effect on emerging global business environment.

**Unit II:** GAAT and WTO - structure, functions and roles in the current international business scenario, the modern world reasons for venturing into international business, Factors and variables involved in international business. International business strategies and entry modes and techniques. Indian and world MNCs with their merits and demerits.

**Unit III:** Comparison and contrast between domestic and international marketing, Advantages of international marketing, various

types of international market intermediaries. Comparison and contrast between domestic and international Human Resource Management, cross-cultural issues, implications on the host and guest countries, Various types of global organizations.

**Unit IV:** International financial intuitions ó structure, roles, functions, World Bank, IMF, UNCTAD, NABARD, ADB etc, Export documentation and financial support available in India ó APEDA, EPZs, SEZs, Future trends in international business, concepts of BPO, FDI etc and their effects on the future of international business. India's attractiveness for FDI vis-à-vis other countries like China, Brazil, Malaysia etc.

#### SUGGESTED READINGS

Justin Paul, International Business, Prentice Hall of India

Jaiswal Bimal ó International Business, Himalaya Publications

Alan M. Rugman and Richard M. Hodgetts, International Business by Pearson Education.

Subbha Rao.P- International Business.

Varshney & Bhattacharya- International Marketing Management.

#### **BBA 605 MARKETING OF SERVICE**

*The subject aims to provide the basic insights into the marketing of services and develops the understanding of various types of services and current scenario of service sector in India.*

**Unit I:** Meaning and nature of services marketing, goods and services - a comparative study, significance, marketing mix for services, Classification of services.

**Unit II:** MIS in Service Marketing, Market Segmentation and positioning, Behaviour of consumer, Service Management. **Unit**

**III:** Marketing of Services in India: bank, insurance, tourism, hospital and consultancy.

**Unit IV:** Promotion mix strategy for services, Relationship marketing, Services under WTO .

#### SUGGESTED READINGS

Helen Woodruffe, Services Marketing.

Zieithaml Valarie, Parasuraman A. and Leonard L. Berry, Delivering Quality Services.

Shetty Y.K. and J.E. Ross, Quality and its Management in Services.

Lovelock Christopher H., Service Marketing.

#### **BBA 606 PROJECT MANAGEMENT**

*This subject provides an opportunity to the students to conceive, formulate and prepare a project with practical orientation with regard to its implementation.*

**Unit I:** Generation & Screening of project idea, Preliminary Screening, Project Rating Index, Entrepreneurial Skills, Market & demand analysis, Collection of Primary & Secondary information, Demand forecasting, Market planning.

**Unit II:** Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location & site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project Time Lines.

**Unit III:** Cost of projects, Means of financing, Estimates of Sales & Production, Cost of Production, Working Capital Requirement & Financing, Projected income statement, Balance sheet and cash flow with multiyear projections, Consideration of alternative sources of finance.

**Unit IV:** Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management, Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report.

#### SUGGESTED READINGS

Prasanna Chandra Project : Preparation, Appraisal, Budgeting and Implementation

Nagendra P. Singh Emerging Trends in Entrepreneurship Development

D.K. Jain Project Planning and Appraisal in Planned Economy

M. Mohsin Project Planning and Control

**BBA 607 Viva Voce**