

# UNIVERSITY OF LUCKNOW

## STUDY AND EVALUATION SCHEME

### BACHELOR OF COMPUTER APPLICATION

#### YEAR: THIRD, SEMESTER –V

Sl. No	Paper Code	Subject	Periods			Evaluation Scheme				Sub Total	Credit
			L	T	P	Sessional Exam		Exam. ESE			
						CT	TA		Total		
1	BCA-501	Data Communication and Computer Network	3	1	0	20	10	30	70	100	4
2	BCA-502	Design and Analysis of Algorithm	3	1	0	20	10	30	70	100	4
3	BCA-503	Web design Concept	3	0	0	20	10	30	70	100	3
4	BCA-504	UNIX and Shell Programming	3	1	0	20	10	30	70	100	4
5	BCA-505X	Elective-I	3	0	0	20	10	30	70	100	3
<b>PRACTICALS</b>											
6	BCA-506P	UNIX Lab	0	0	2	10	10	20	30	50	1
7	BCA-507P	Web Design lab	0	0	3	10	10	20	30	50	2
8	BCA-508P	Viva-Voce on Summer Training	0	0	2	10	10	20	30	50	1
9	BCA-GP	General Proficiency	-	-	-	-	-	-	-	50	-
		Total	15	3	7					700	22

#### Elective-I

1. BCA-5051
2. BCA-5052
3. BCA-5053
4. BCA-5054

Data Mining and Ware Housing  
Software Testing Methodology  
Open Source Software  
Information System: Analysis, Design & Implementation

## **BCH 506(FOS) INSURANCE AND RISK MANAGEMENT**

### **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.**

### **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 – risk analysis. Risk control – loss prevention and its importance. Risk financing and transfer of risks. Risk retention and its importance/basis of reinsurance.**

### **SUGGESTED READING:**

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

**BCH 507 Summer Internship Report and Viva-Voce**

LPCPS

## 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 Valerie, 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**

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						Sessional Exam			Exam. ESE		
			L	T	P	CT	TA	Total			
1	BCA-601	E-Commerce	3	1	0	20	10	30	70	100	4
2	BCA-602	Cyber Law and Internet Security	3	1	0	20	10	30	70	100	4
3	BCA-603	Mobile Computing	3	0	0	20	10	30	70	100	3
4	BCA-604X	Elective-II	3	1	0	20	10	30	70	100	4
<b>PRACTICAL/PROJECT</b>											
5	BCA-605P	Advanced Technology ( Dot Net) Lab	0	0	3	10	10	20	30	50	2
6	BCA-Pro	Project	0	0	6	-	50	50	150	200	5
7	BCA-GP	General Proficiency	-	-	-	-	-	-	-	50	-
		Total	<b>12</b>	<b>3</b>	<b>9</b>					<b>700</b>	<b>22</b>

#### Elective-II

- |             |                         |
|-------------|-------------------------|
| 1. BCA-6041 | Optimization Techniques |
| 2. BCA-6042 | Microprocessor          |
| 3. BCA-6043 | Data Compression        |
| 4. BCA-6044 | Cryptography            |