

# **Scheme & Syllabus**

2021-22

I:Acad. scheme 2021

Dr. Suresh Sharma



GURU JAMBHESHWAR UNIVERSITY OF SCIENCE & TECHNOLOGY, HISAR  
(Established by State Legislature Act 17 of 1995)  
'A' Grade, NAAC Accredited State Govt. University

Acad./AC-III/BOS&R-5/2021-2699  
Dated 04/06/2021

To

The Controller of Examinations,  
GJUS&T, Hisar.

Sub:

Approval of scheme of examinations & syllabi of Bachelor of Business Administration (BBA) a semester System Based 3-years Degree Programme for affiliated degree Colleges w.e.f. academic session 2021-22

Sir,

I am directed to inform you that the Academic Council, vide resolution no 24 in its 57<sup>th</sup> meeting held on 19.03.2021, has approved the Scheme of examinations & Syllabi of Bachelor of Business Administration (BBA), a semester System based 3-years degree programme being run in affiliated degree College(s) w.e.f. academic session 2021-22. A copy of the scheme of examination and syllabi of above programme is enclosed herewith.

Therefore, you are requested to take further necessary action at your end

DA: As above

*A. Sandhu*  
31/6/2021  
Assistant Registrar (Acad.)  
for Registrar

Endst. No. Acad./AC-III/BOS&R-5/2021/2700-04

Dated: 04/06/2021

A copy of the above is forwarded to the following for information and necessary action:-

1. Dean, Faculty/School of Haryana School of Business, GJUS&T, Hisar.
2. Director, Haryana School of Business, GJUS&T, Hisar with the request to get upload the scheme of examinations & syllabi of above said programme being run in affiliated degree Colleges on the website of the University.
3. Principal, Dayanand Post Graduate College, Hisar alongwith copy of scheme of examinations and syllabi of Bachelor of Business Administration (BBA) a semester System Based 3-years Degree programme.
4. SVC (for kind information of the Vice-Chancellor), GJUS&T, Hisar.
5. Supdt. O/o of Registrar (for kind information of the Registrar), GJUS&T, Hisar

*A. Sandhu*  
31/6/2021  
Assistant Registrar (Acad.)  
for Registrar

DAYANAND COLLEGE, HISAR	
File No. 1500	Date 28/6/21
File No. 46	

# SCHEME AND SYLLABUS

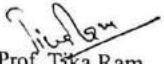
OF


**BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
PROGRAMME OF THE AFFILIATED DEGREE  
COLLEGES OF THE UNIVERSITY  
(A SEMESTER SYSTEM BASED 3-YEAR DEGREE  
PROGRAMME)**

W.E.F. ACADEMIC SESSION 2021-2022





**Guru Jambheshwar University of Science & Technology  
Hisar (Haryana)**

  
Prof. Tika Ram

  
Prof. Karam Pal Narwal  
(Director)

  
Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)

**CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA PROGRAMME  
FROM THE SESSION 2021-22**

<b>PROGRAMME</b>	This is a three-year degree programme with semester system of examination.
<b>DURATION</b>	Minimum 3 Years; Maximum 5 Years
<b>MEDIUM OF INSTRUCTION</b>	English
<b>EXAMINATION AND EVALUATION SYSTEM</b>	The evaluation of the candidates will be done based on the performance in two examinations - internal and external.
<b>MAXIMUM MARKS</b>	100 marks
<b>MINIMUM PASSING MARKS</b>	40 marks
<b>EXTERNAL EXAMINATION (70 MARKS)</b>	The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks. The maximum time allotted for the examination is 03 (three) hours.
<b>INTERNAL EXAMINATION (30 MARKS)</b>	<p>The Internal Assessment awarded to a student in any particular course will be based on performance of the students in three minor tests, Attendance and Co-curricular Activities (Assignment, Viva-Voce, Presentations, Live assignment, Subject Quiz, Group Discussion, Case Study, etc.).</p> <p>The three minor tests of 10 marks each will be conducted, out of which the marks of the best two tests will be considered for awarding marks out of 20 marks. The remaining 10 marks will be awarded based on class participation, attendance, presentation, assignments, quiz, group discussion, viva-voce, etc.</p> <p>The students who fail in the internal assessment as well as in aggregate will have the option to improve their score in the internal</p>

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Dr. Mani Shreshtha


Dr. Suresh Bhaker

Prof. Karam Pal Narwal  
(Director)


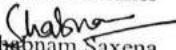
Prof. Shabnam Saxena  
(Dean)

	<p>assessment giving a special chance to such students. However no student will be allowed to improve his/her score of internal assessment, if he/she has already scored 40% marks in aggregate as well as in external examination.</p> <p>A student who could not secure 40% marks in external will have to reappear in the external examination of the respective paper.</p>
<p><b>IN-COMPANY SUMMER TRAINING (4 TO 6 WEEKS) AFTER 4<sup>TH</sup> SEMESTER</b></p>	<p>Every student of BBA has to undergo in-company training for 4 to 6 weeks after 4<sup>th</sup> semester. During the training the student will be acquainted with the working of the corporate world. The training will help the students in translating theory into practice.</p>
<p><b>TOTAL MARKS OF BBA PROGRAMME</b></p>	<p>3750 Marks</p>

  
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(Dean)

2 x 6 = 12

The Bachelor of Business Administration (BBA) is a three year (06 semesters) programme. The details of papers to be studied by the students in each semester of the BBA programme are as follows:

### FIRST YEAR

#### FIRST SEMESTER

Paper No.	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-101	Business Organization	70	30	100
BBA-102	Business Mathematics ✓	70 <i>100/100</i>	30	100
BBA-103	Financial Accounting ✓	70 <i>100/100</i>	30	100
BBA-104	Business Communication ✓	70	30	100
BBA-105	Microeconomics for Business Decisions ✓	70 <i>Eco.</i>	30	100
BBA-106	Seminar*	-	50	50
EVS-201-L	Environmental Studies ✓	70	30	100
Total				650

\*The students will make presentations on the contemporary topics of management.

#### SECOND SEMESTER

Paper No.	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-201	Principles of Management	70	30	100
BBA-202	Macroeconomics Analysis and Policy	70	30	100
BBA-203	Company Accounts	70	30	100
BBA-204	Computer Applications in Management <i>Comp</i>	70	30	100
BBA-205	Business Research Methods	70	30	100
BBA-206	Business Statistics	70	30	100
Total				600

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Prof. Karam Pal Narwal  
(Director)

*Mani Shreshtha*  
Dr. Mani Shreshtha

*Suresh Bhaker*  
Dr. Suresh Bhaker  
*Shabnam Saxena*  
Prof. Shabnam Saxena  
(Dean)

## SECOND YEAR

### THIRD SEMESTER

Paper No.	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-301	Cost Accounting	70	30	100
BBA-302	Marketing Management	70	30	100
BBA-303	Capital Markets	70	30	100
BBA-304	Production Management	70	30	100
BBA-305	Organizational Behavior	70	30	100
BBA-306	Business Environment	70	30	100
Total				600

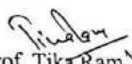
### FOURTH SEMESTER


Paper No.	Title of Paper(s)	External Marks	Internal Assessment	Practical Marks	Total Marks
BBA-401	Financial Management	70	30	-	100
BBA-402	Human Resource Management	70	30	-	100
BBA-403	Consumer Behaviour	70	30	-	100
BBA-404	Business Laws	70	30	-	100
BBA-405	Introduction to Information Technology* <i>Comp</i>	50	-	50	100
BBA-406	Seminar**	-	100	-	100
Total					600

*NOTE: 1. Immediately after the completion of the IV semester examination, the students shall proceed for their In-Company Summer Training of 4 to 6 weeks duration. The Summer Training Report prepared after the completion shall be assessed in the V semester as a compulsory paper.*


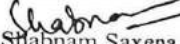
*\*The practical examination will be conducted by the internal examiner.*

*\*\* The students will make presentations on the contemporary topics of management.*

  
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## THIRD YEAR

### FIFTH SEMESTER

Paper No.	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-501	Purchase and Materials Management	70	30	100
BBA-502	Company Law	70	30	100
BBA-503	Management Accounting	70	30	100
BBA-504	Business Etiquette	70	30	100
BBA-505	Disaster Management	70	30	100
BBA-506	Summer Training Report*	-	100	100
Total				600


\*Summer training report will be evaluated as: Presentation: 50 marks; Summer Training Report: 50 marks.

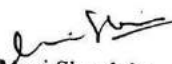
### SIXTH SEMESTER


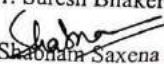
Paper No.	Title of Paper(s)	External Marks	Internal Assessment	Total Marks
BBA-601	Corporate Governance	70	30	100
BBA-602	Entrepreneurship Development	70	30	100
BBA-603	Foundations of International Business	70	30	100
BBA-604	Training and Development	70	30	100
BBA-605	E-Commerce <i>Commerce</i>	70	30	100
BBA-606	Personality and Soft Skills Development	70	30	100
BBA-607	Comprehensive Viva-voce*	100	-	100
Total				700

\*Comprehensive viva-voce will be conducted by external examiner.

  
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External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

**BUSINESS ORGANISATION**  
PAPER CODE: BBA-101

**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; choice of a suitable form of business organization.

**UNIT-III**

Profit Maximization vs Social Responsibility of Business; Business Ethics and Values; Code of Conduct and Corporate Governance, Concept and role of MNCs; Transactional Corporations (TNCs); International Business Risks.

**UNIT-IV**

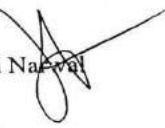
Government and business interface; stock exchange in India; business combination – concept and causes; chambers of commerce and industries in India – FICCI, CII Association.

**SUGGESTED READINGS**


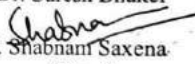
1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organisation, Pearson Education, New Delhi

**Note:** The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

  
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External Marks  
Internal Marks  
Time: 3 hrs

**BUSINESS MATHEMATICS**  
**PAPER CODE: BBA-102**

**UNIT-I**

Theory of Sets – Meaning, elements, types, presentation and equality of sets; union, intersection, complement & 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**

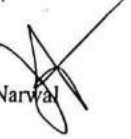
Matrices – Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous Linear Equations; differentiation and integration of standard algebraic functions; business applications of matrices, differentiation and integration.

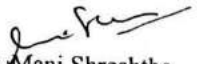
**SUGGESTED READINGS**



1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
3. Reddy, R.Jaya Prakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

**Note:** The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

  
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**BUSINESS COMMUNICAITON**  
**PAPER CODE: BBA-104**

**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.

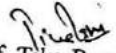
**UNIT-IV**


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.

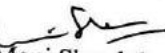
**SUGGESTED READINGS**


1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
3. Das, Biswajit and Ipseeta Satpathy, Business Communication and Personality Development, Excel Books, New Delhi
4. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
5. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai

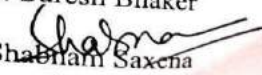
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**MICROECONOMICS FOR BUSINESS DECISIONS**  
PAPER CODE: BBA-105

**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 cost 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 behavior.

**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.

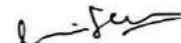
**SUGGESTED READINGS**


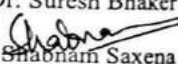
1. Sethi, Anjanee and Adhikari, Bhavana, TMH, Delhi
2. D. Salvatore, Principles of Microeconomics, Oxford University Press.
3. Mark Hirschey, Managerial Economics, Thomson, South Western, New Delhi
4. R H Dholkia and A.N. Oza, Microeconomics for Management Students, Oxford University Press, New Delhi
5. P.L. Mehta, Managerial Economics, Sultan Chand, New Delhi

**Note:** The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

  
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# ENVIRONMENTAL STUDIES

PAPER CODE: EVS-201-L

<p><b>Course Code: EVS-201-L</b> <b>Course Credits: 4</b> <b>Mode: Lecture (L) and Tutorial (T)</b> <b>Type: Compulsory</b> <b>Contact Hours: 4 hours(L) per week.</b> <b>Examination Duration: 03 hours.</b></p>	<p><b>Course Assessment Methods (Internal: 30; External: 70)</b> Two minor test each of 20 marks, class performance measured through percentage of lecture attended (4 marks) assignments, quiz etc. (6 marks) and end semester examination of 70 marks. For the semester examination, nine questions are to be set by the examiner. Question number one will be compulsory and based on the entire syllabus, it will contain seven short answer type question. Rest of the eight questions is to be given by setting two questions from each of the four units of the syllabus. A candidate is required to attempt any other four questions selecting one from each of the four units. All question carry equal marks.</p>
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**Prerequisite:** Students should have prior knowledge of basic environment science.

**Objectives:**

- To enhance knowledge skills and attitude towards environment.
- To understand natural environment and its relationship with human activities.

**Course outcomes:**

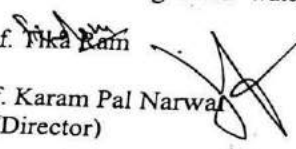
- CO-1 Students will be able enhance and analyze human impacts on the environment.
- CO-2 Integrate concepts & methods from multiple discipline and apply to environmental problems.
- CO-3 Design and evaluate strategic terminologies and methods for sustainable management of environmental system.
- CO-4 Field studies would provide students' first-hand knowledge on various local environment aspects which forms are replaceable tool in the entire leaning process.

**UNIT-I**

Multidisciplinary nature of Environmental studies: Definition, scope and importance, need for public awareness: concepts, structure and function of an ecosystem: Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, food chains, Food webs and ecological pyramids: Introduction, Characteristics, structure and function of different ecosystems such as Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystem (Ponds, Stream, Lakes, rivers, oceans, estuaries); Biodiversity: Introduction, Definition: genetic, species and ecosystem diversity, Bio-geographical classification of India, Ecosystem & biodiversity services: ecological, economic, social, consumptive use, productive use, social ethical, aesthetic and option values: Biodiversity at global, national and local level, Indian as a mega-diversity nation, Global Hot-spot of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Biological invasions, Endangered and endemic species of India, Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

**UNIT-II**

Renewable and non-renewable resources, Natural resources and associated problems, Forest resources: Use and over-exploitation, deforestation, case studies, Timers extraction, mining, dams and their effects on forests and tribal people; Water resources: Use and over utilization of surface and ground water, floods, droughts conflicts over water, dams benefits and

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problems; Mineral resources: Use of exploitation, environmental effects of extracting and mineral resources; Food resources: World food problems; changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity: Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies; Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

### UNIT-III

Definition of environment Pollution; Causes, effects and control measures of: Air Pollution, Water Pollution, Noise pollution, Nuclear hazards and human health risk; Solid water Management: Causes, effects and control measures of urban and industrial wastes; Pollution case studies; Disaster management: floods, earthquake, cyclone and landslides; Climate change, global warming, acid rain, ozone layer depletion; different laws related to environment: Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.; International agreements: Montreal & Kyoto Protocol & Nature reserves, tribal populations and human health.

### UNIT-IV

Concepts of sustainability & sustainable development, water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of project affected persons; case studies; Environment ethics: role of India and other religion and cultures in environmental conservation, Environmental communication and public awareness, case studies (e.g. CNG vehicles in Delhi); Human Population growth: Impact on environment, human health & welfare, Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.

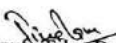
Filed Work: visit to a local area to document environmental assets-river /forest/grassland/hill/mountain; Study of simple ecosystems - ponds, river, hill slopes etc.; Study of common plants, insects, birds; Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.


### **TEXT BOOK:**

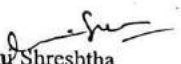
1. Erach Bharucha, "Environmental Studies for Undergraduate Courses, University Grants Commission and Bharati Vidyapeeth Institute of Environment Education and Research, pune, University press pvt.Ltd. (India)
2. Fundamental concepts in Environmental studies by Dr. D.D Mishra. S. Chand publications


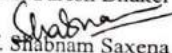
### **REFERENCE BOOK**

1. Essentials of Ecology and Environmental science by Dr. S.V.S. Rana, PHI Learning Pvt.Ltd, Delhi.
2. Environmental Chemistry by Anil Kumar De. Wiley Eastern Limited.
3. Environmental Science by T.G. Miller, Wadsworth Publishing Co, 13<sup>th</sup> edition.
4. Ecology and Environment by P. D. Sharma, Rastogi publications.

  
Prof. Ika Ram

  
Prof. Karam Pal Narwal  
(Director)

  
Dr. Manu Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

## 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.

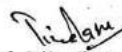
### UNIT-IV

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

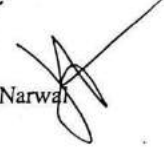
1. Griffin, Ricky W, Management, Biztantra, New Delhi
2. Tripathi, P C and Reddy, P N, Principles of Management, TMH, Delhi
3. Rao, VSP, Management, Excel Books, New Delhi
4. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
5. Wehrich, Heinz and Harold Koontz, Management: A Global Perspective, TMH, N. Delhi
6. Robbins, S.P., Management, Pearson Education

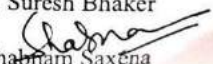
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Prof. Tika Ram

  
Dr. Mani Shreshtha

  
Dr. Suresh Bhaker

  
Prof. Karam Pal Narwal  
(Director)

  
Prof. Shashank Saxena  
(Dean)

3 hrs.  
30  
70

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

**MACROECONOMICS 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**


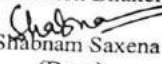
1. Gupta, G.S., Macroeconomics – Theory and Applications, Tata McGraw Hill, New Delhi
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi
4. Vaish, M.C., Macroeconomic Theory, Vikas Publications, New Delhi
5. D'souza, Errol, Macroeconomics, Pearson Education, New Delhi

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Prof. Karam Pal Narain  
(Director)

  
Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)



External Marks: 10  
Internal Marks: 30  
Time: 3 hrs.

## 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: company liquidation accounts.

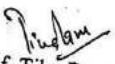
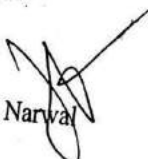
### UNIT-IV

Valuation of Goodwill and shares, banking company accounts, insurance company accounts.


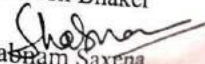
### SUGGESTED READINGS

1. Gupta R.L., Advanced Accounting Vol. II, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting, S. Chand & Sons, New Delhi
3. Jain, S.P. & K.L. Narang, Advanced Accounting, Kalyani Publishers, New Delhi
4. Monga, J.R., Corporate Accounting, Margin Paper Bank, New Delhi
5. Maheshwari S.N., Advanced Accounting, Vikas Publications

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Prof. Karam Pal Narwal  
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Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena

marks: 70  
marks: 30  
Time: 3 hrs.

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

## COMPUTER APPLICATIONS IN MANAGEMENT

PAPER CODE: BBA-204

### 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


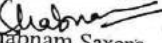
1. Saxena, Computer Applications in Management, Vikas Publishing House, New Delhi
2. Ram, B., Computer Fundamentals, New Age Publication, New Delhi
3. Saxena and Pradeep Kumar, Computer Applications in Management, Anmol Publication
4. Goel and Kakhar, Computer, New Age Publication

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Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

**BUSINESS RESEARCH METHODS**  
**PAPER CODE: BBA-205**

**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.

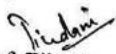
**UNIT-IV**


Stages of data analysis, nature and types of descriptive analysis, univariate and bivariate tests of statistical significance, meaning and types of research report, ingredients of research report.

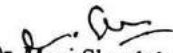
**SUGGESTED READINGS:**


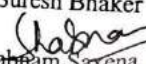
1. Copper, Business Research Methods, Tata McGraw Hill
2. Shekharan Uma, Business Research Methods, John Wiley Publications
3. Zikmund, Business Research Methods, Cenage Publications.

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Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)

qs: 70  
Ans: 30  
e: 3 hrs.

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

**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.

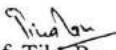
**UNIT-IV**

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**


1. Gupta, S.P. & M.P. Gupta, Business Statistics
2. Davis: Business Statistics using Excel, Oxford University Press.
3. Gupta, C.B., An Introduction to Statistical Methods
4. Beri, G, Business Statistics, TMH, Delhi
5. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
6. Ellhans, D.N., Fundamentals of Statistics
7. Gupta, S.P., Statistical Methods
8. Sharma, J.K., Business Statistics, Pearson Education, New Delhi


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(Dean)

External Marks: 100  
Internal Marks: 30  
Time: 3 hrs.

## 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

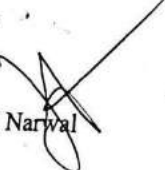
Methods of Costing – Job, Batch and Contract Costing, Process Costing Fundamental, Process Losses & Gains.

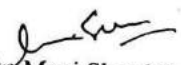
### SUGGESTED READINGS


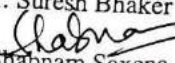
1. Jawahar Lal, Cost Accounting, TMH, Delhi
2. Jain & Narang, Advance Cost Accounting, Kalyani Publishers, New Delhi
3. Mittal, S.N., Cost Accounting
4. Prasad, N.K., Principles and Practice of Cost Accounting

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Dr. Suresh Bhaker  
  
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(Dean)

Marks: 70  
Marks: 30  
Time: 3 hrs.

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

## 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.

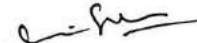
### SUGGESTED READINGS


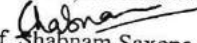
1. Kotler, Philip, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Marketing Management, Pearson Education, New Delhi
2. Palmer: Introduction to Marketing, Oxford University Press.
3. Sakena, Rajan, Marketing Management, McGraw Hill, New Delhi
4. Zikmund, William G, Marketing, Cengage Learning, New Delhi
5. Panda, Tapan K, Marketing Management, Excel Books, New Delhi

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(Director)

  
Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)

External Marks: 100  
Internal Marks: 30  
Time: 3 hrs.

## CAPITAL MARKETS PAPER CODE: BBA-303

### 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

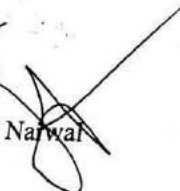
Role and policy measures relating to development banks and financial institution in India, products and services offered by IFCI, IDBI, IBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI Meaning and benefits of mutual funds, types of mutual funds, SEBI guidelines relating to mutual funds.

### SUGGESTED READINGS


1. Pathak, Bharati V, The Indian Financial System, Pearson Education
2. Khan, M. Y, Indian Financial System, Tata McGraw Hill
3. Bhole, L M, Financial Institutions and Markets, Tata McGraw Hill

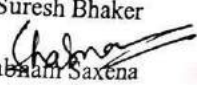
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Dr. Suresh Bhaker

  
Prof. Shabnam Saxena  
(Dean)

CS: 10  
MS: 30  
3 hrs.

10

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

## PRODUCTION MANAGEMENT

PAPER CODE: BBA-304

### 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 view point).

### 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


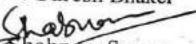
1. Chary, Production and Operation Management, TMH, Delhi,
2. Bedi: Production and Operation Management, Oxford University Press.
3. Nair, Production and Operation Management, TMH, Delhi

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(Director)

  
Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)



External Marks: 40  
Internal Marks: 30  
Time: 3 hrs.

**ORGANISATIONAL BEHAVIOUR**  
**PAPER CODE: BBA-305**

**UNIT-I**

Introduction – Concept and scope of organizational behaviour, historical development of organizational behaviour, organization behaviour processes, emerging trends and changing 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.

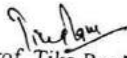
**UNIT-IV**


Organizational processes – Elements of organization structure, organizational structure and design, organizational culture, organizational change.

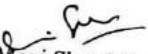
**SUGGESTED READINGS**


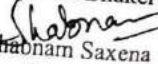
1. Bhattacharya: Organization Behaviour, Oxford University Press.
2. Robbins, S.P., Organizational Behaviour, Pearson Education, New Delhi
3. McShane, Steven L, Mary VonGlinow and Radha R. Sharma, Organizational Behaviour, Tata McGraw Hill, New Delhi
4. Pareek, Udai, Understanding Organizational Behaviour, Oxford University Press, New Delhi
5. Griffin, Ricky W, and Gregory Moorhead, Organizational Behaviour, Houghton Mifflin Company
6. New Storm, Organizational Behaviour, Tata McGraw Hill, Delhi

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Dr. Suresh Bhaker  
  
Prof. Shobnam Saxena  
(Dean)

Marks: 70  
Marks: 30  
Time: 3 hrs.

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

**BUSINESS ENVIRONMENT**  
PAPER CODE: BBA-306

**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**

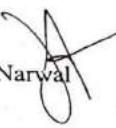
Trend and pattern of India's foreign trade and balance of payments; latest foreign trade policy; India's overseas investments; policy towards foreign direct investment; globalization trends in Indian economy; role of MNCs; impact of multilateral institutions (IMF, World Bank and WTO) on Indian business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

**SUGGESTED READINGS**


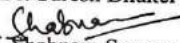
1. F. Cherunilum, Business Environment, Himalaya Publishing House, New Delhi
2. Gopal, Business Environment, TMH, Delhi.
3. N.K. Sengupta, Government and Business, Vikas Publishing House, New Delhi
4. K. Ashwathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
5. Govt. of India, Economic Survey (latest year)
6. Bedi, Suresh, Business Environment, Excel Books, New Delhi

**Note:** The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

  
Prof. Tika Ram

  
Prof. Karam Pal Narwal  
(Director)

  
Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)

Internal Man...  
Time...

**FINANCIAL MANAGEMENT**  
**PAPER CODE: BBA-401**

**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**

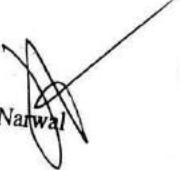
Dividend decision and Management of working capital; determinants of dividend policy; Walter's Dividend Model; Operating Cycle, brief discussion on management of cash, receivable and inventory (simple problem on operating cycle and inventory management).

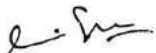
**SUGGESTED READINGS**


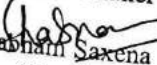
1. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi
2. Srivastava: Financial Management, Oxford University Press.
3. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
4. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

**Note:** The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

  
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Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shebani Saxena  
(Dean)

Marks: 2  
mc: 3 hrs.

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

## HUMAN RESOURCE MANAGEMENT

PAPER CODE: BBA-402

### 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. Jyothi: Human Resource Management, Oxford University Press
2. Bohlander George and Scott Snell, Management Human Resources, Thomson Learning,
3. Bhattacharyya, Dipak Kumar, Human Resource Management, Excel Books, New Delhi
4. Cascio, Wayne F., Managing Human Resources, Tata McGraw Hill, New Delhi
5. DeCenzo, David A, and Stephan P. Robbins, Fundamentals of Human Resource Management, Wiley India, New Delhi
6. DeNisi, Angelo S, and Ricky W Griffin, Human Resource Management, Biztantra, New Delhi

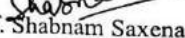
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Dr. Suresh Bhaker

  
Prof. Karam Pal Narwal  
(Director)

  
Prof. Shabnam Saxena  
(Dean)

External Marks: 100  
Internal Marks: 30  
Time: 3 hrs.

## CONSUMER BEHAVIOUR PAPER CODE: BBA-403

### UNIT-I

Significance and underlying principles of consumer behaviour; the basic consumer decision process; methods of studying consumer behaviour; using consumer analysis to build consumer relationships and loyalty.

### UNIT-II

Pre-purchase processes; consumer resources and purchase decision process; post-purchase behaviour; consumer demographics and psychographics; personality factors in consumer behaviour; consumer motivation and its challenges; managing consumer knowledge; consumer behaviour towards new and innovative products.

### UNIT-III

Impact of culture, ethnicity and social classification on consumer behaviour; family influences; household consumer behaviour; group influences; influence through dyadic exchanges.

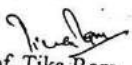
### UNIT-IV

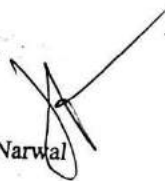
Approaches to attracting consumer attention; managing consumer exposure; process of customer opinion formation; approaches to changing consumer opinion; improving consumer memory through cognitive learning and retrieval; brand recognition and recall measures.

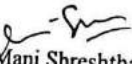
### SUGGESTED READINGS


1. Blackwell, R E et. al, Consumer Behaviour, Thomson, South-Western, New Delhi
2. Kardes K, Consumer Behaviour and Managerial Decision Making, Pearson Education, New Delhi
3. Schiffman, L G and Kanuk, L L, Consumer Behaviour, Pearson Education, New Delhi
4. Ward, Scott and Robertson, T S (eds.), Consumer Behaviour; Theoretical Sources, Prentice-Hall, Englewood Cliffs, N J

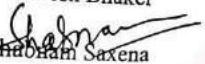
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Dr. Suresh Bhaker

  
Prof. Shobham Saxena  
(Dean)

**BUSINESS LAWS**  
**PAPER CODE: BBA-404**

**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 warranties, 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.

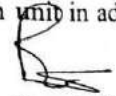
**SUGGESTED READINGS**

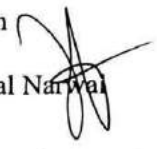
1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Balachandaran, Business Law, TMH, Delhi
3. Kuchhal, M.C., Mercantile Law, Vikas Publishing Pvt. Ltd.
4. Chadha, P.R., Business Law, Galgotia Publishing
5. Aggarwal, S.K., Business Law, Galgotia Publishing Company
6. Maheshwari S.N. & Maheshwari, Business Regulatory Framework, Himalaya Publishing House


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(Dean)

## INTRODUCTION TO INFORMATION TECHNOLOGY

PAPER CODE: BBA-405

### 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

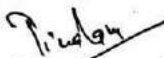
Introduction to Internet: Background of history, working, major features, accessing the internet, major application areas, introduction to multimedia, multimedia applications.

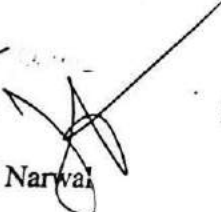
**Lab:** Practice in MS-Office and Tally Accounting Package.


### SUGGESTED READINGS


1. Saxena, Introduction to Information Technology, Vikas Publishing House, New Delhi
2. Williams and Eawyer, Using Information Technology, Tata McGraw Hill, New Delhi


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Dr. Suresh Bhaker

  
Prof. Shashan Saxena  
(Dean)

Marks: 50  
Marks: 50  
Time: 3 hrs.

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

## 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.

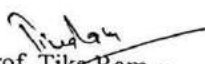
### UNIT-IV

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


1. Dobler & Burt, Purchasing and Supply Management: Text & Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi.
3. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Gopalakrishnana, P. & Sundarshan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.
5. Bhat, K. Shridhara, Materials Management, Himalaya Publishing House.

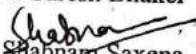
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Dr. Suresh Bhaker

  
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(Dean)



# 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.

## 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


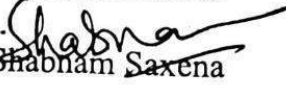
1. Kapoor G.K., Corporate Law, Taxmann's Publications, New Delhi.
2. Singh Avtar, Company Law, Eastern Book Company, Lucknow.
3. Bagrial, Ashok K, Company Law, Vikas Publishing House (P) Ltd, 5-Ansari Road, Delhi.

**Note:** The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

  
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(Director)

  
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Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)

**MANAGEMENT ACCOUNTING**  
**PAPER CODE: BBA-503**

**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.

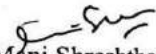
**SUGGESTED READINGS**


1. Khan & Jain, Management Accounting, Tata McGraw Hill Publication.
2. Shah: Management Accounting, Oxford University Press.
3. Kaplan, S. Robert, Anthony A. Atkinson, Management Accounting, Pearson Education.
4. Kishore M. Ravi, Cost and Management Accounting, Taxman Publication.
5. Holman, Louderbock, Management Accounting, Cengage Publication.

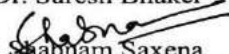
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(Dean)

**BUSINESS ETIQUETTE**  
**PAPER CODE: BBA-504**

**UNIT-I**

Workshop Etiquette – Office protocol and etiquette, professional conduct, use of courteous phrases in the workplace, proper way to make introduction, business dress, grooming.

**UNIT-II**

Communication Etiquette – Written communication manners, listening skills, body language, voice tone and eye contact, telephone etiquette, e-mail, voice mail etiquette, ways to deal with difficult people, extending, accepting and declining invitations.

**UNIT-III**

Business Meetings and Dining Etiquette – Attending business functions, etiquette in meetings, business socialization, organizing social events for business, dining manners, banquet etiquette.


**UNIT-IV**

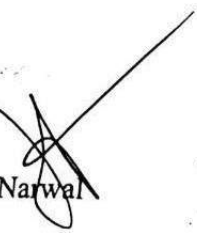
Global Manners – Importance of awareness of international customs, cultural taboos and practices, travelling etiquette, business etiquette in USA, Europe, Africa, Middle East, Latin America.

**SUGGESTED READINGS:**

1. Chaney, Lillian Hunt & Jeanethe Martin, The Essential Guide to Business Etiquette, Praeger, London
2. Fox, Sue, Business Etiquette for Dummies, Wiley Publishing Inc.
3. Dresser, Norine, Multicultural Manners, John Wiley & Sons Inc.
4. Langford, Beverly Y., The Etiquette Edge, AMACOM

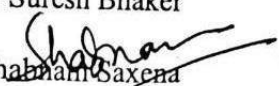
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Prof. Shabnam Saxena  
(Dean)

30

# DISASTER MANAGEMENT

PAPER CODE: BBA-505

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

## UNIT-I

Natural Disasters – Flood, Earthquakes and landslides, Cyclones, Tsunami, Drought, Heat waves and sandstorms, Cold waves

## UNIT-II

Manmade Disasters – War, terrorism, stampedes, riots, industrial fires, nuclear power accidents, hazardous materials and toxic emission, utility failure

## UNIT-III

Relief Operations – Saving victims, conducting medical relief operations, managing relief operations, psychological issues, rehabilitation work


## UNIT-IV


Proactive Measures – Planning for disaster management, local disaster management cell, business recovery plan, safety management, government response to disaster


## SUGGESTED READINGS



1. Modh, Satish, Citizen's Guide to Disaster Management, Macmillan India Ltd., New Delhi
2. Deshmukh, L M, Industrial Safety Management, Tata McGraw Hill, New Delhi

**Note:** The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

  
Prof. Tika Ram

  
Prof. Karam Pal Narwan  
(Director)

  
Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

**CORPORATE GOVERNANCE**  
**PAPER CODE: BBA-601**

**UNIT-I**

Introduction – Concept of corporate governance, need for corporate governance, issues in corporate governance, corporate governance mechanism, corporate social responsibility, obligation to society, investors, employee, customers.

**UNIT-II**

Board of Director – Composition and role of Board of Directors, legal aspects and liabilities, functions and duties of the board, committees of the board, role of independent directors.

**UNIT-III**

Financial Disclosures – Code of corporate governance, accounting standards and disclosures, financial disclosure norms and practices, role of audit committee, SEBI and Government.

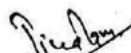
**UNIT-IV**

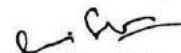
Contemporary Issues – Corporate governance in banks, role of trustees, Cadbury Report, Greenbury Report, CII's recommendations

**SUGGESTED READINGS:**

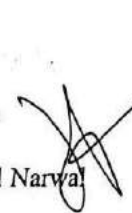
1. Baxi, C V, Corporate Governance, Excel Books
2. Gopalswamy, Corporate Governance, New Age International Pvt. Ltd.
3. Swami, Parthasarthy, Corporate Governance, Biztantra, New Delhi

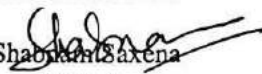
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Dr. Mani Shreshtha

  
Dr. Suresh Bhaker

  
Prof. Karam Pal Narwal  
(Director)

  
Prof. Shaobhan Saxena  
(Dean)

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

**ENTREPRENEURSHIP DEVELOPMENT**  
**PAPER CODE: BBA-602**

**UNIT-I**

Entrepreneurship- Meaning, Nature and Scope. Characteristics and Qualities of a Successful Entrepreneur. Relationship between Entrepreneurship Development and Economic Development.

**UNIT-II**

Promotion of a Venture: Opportunities analysis; external environmental analysis-economic, social and technological; competitive factors; legal requirements of establishment of a new unit and rising of funds; Venture capital sources and documentation required.

**UNIT-III**

Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Role, relevance and achievements of Entrepreneurial Development Programmes (EDP); Role of government in organizing EDP's critical evaluation.

**UNIT IV**

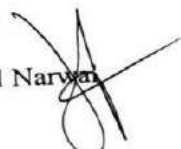
Stages of growth model, Business crisis, Barriers to small firm, growth Factors in continued entrepreneurship in small firms, International entrepreneurship.

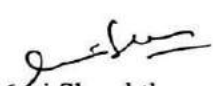
**SUGGESTED READINGS**


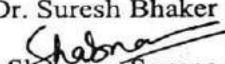
1. Dollinger Marc J, Entrepreneurship: Strategies and Resources, Irwin Press
2. Hisrich Robert D and Peters Michael P, Entrepreneurship, TMH New Delhi
3. Kuratko Donald F and Hodgetts Richard M. Entrepreneurship: A Contemporary Approach Harcourt College Publisher.

**Note:** The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

  
Prof. Tika Ram

  
Prof. Karam Pal Narwan  
(Director)

  
Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

## 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



1. Daniels, J.D., and H.L. Radebaugh, International Business: Environment and operations, Pearson Education, New Delhi
2. Hill, Charles W.L., International Business, Tata McGraw Hill, New Delhi
3. Sharan, V., International Business: Concept, Environment and Strategy, Pearson Education, New Delhi
4. Bennett, Roger, International Business, Pearson Education, New Delhi

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Prof. Karam Pal Narwal  
(Director)

  
Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shashani Saxena  
(Dean)

External Marks: 70

Internal Marks: 30

Time: 3 hrs.

**TRAINING AND DEVELOPMENT**  
**PAPER CODE: BBA-604**

**UNIT-I**

Training – Concept and rationale; strategic importance of training and development, training process; training needs assessment – organizational analysis, training needs in different strategies; models of organizing the training department; competency mapping.

**UNIT-II**

Designing the training programme: Process of learning in training programme – attributes and factors influencing; learning process; learning styles; training climate and pedagogy; selection and training of trainers; developing training modules; training aids.

**UNIT-III**

Training methods and techniques – Role playing, business games, in basket exercises, laboratory training; incidents and cases; lecture, programmed instructions; inspirational techniques – brainstorming, mind mapping, creative problem solving, mentoring, executive coaching, employee counseling, e-learning.

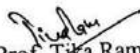
**UNIT-IV**


Evaluation of Training – Need for evaluation, principles of evaluation, criteria and approaches; return on investment in training, process of calculating ROI in training; emerging trends in training and development; new perspective on training – cross cultural training, transfer of training.

**SUGGESTED READINGS:**


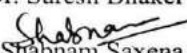
1. Noe, Raymond A, Employee Training and Development, Tata McGraw Hill Publishing Co. Ltd, New Delhi
2. Naik, G Pandu, Training and Development – Text, Cases and Research, Excel Books, New Delhi
3. Jankiraman, B, Training and Development, Biztantra, New Delhi
4. Agochia, Devendra, Every Trainer's Handbook, New Delhi, Sage Publications
5. De Simone, R.L. and Harris, D.M., Human Resource Management, Thomson Learning
6. Blanchard, P Nick, and James W Thacker, Effective Training – Systems, Strategies and Practices, Pearson Education, New Delhi

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Prof. Lika Ram

  
Prof. Karam Pal Narwala  
(Director)

  
Dr. Mani Shreshtha

  
Dr. Suresh Bhaker  
  
Prof. Shabnam Saxena  
(Dean)



External Marks: 70  
Practical Marks: 30  
Time: 3 hrs.

**E-COMMERCE**  
**PAPER CODE: BBA-605**

**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.

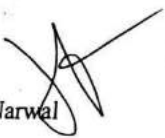
**Lab: Knowledge and working on e-commerce website**

**SUGGESTED READINGS**


1. Murty, C.V.S., E-Commerce, Himalaya Publications, New Delhi
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, N.Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, N.Delhi.
4. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.

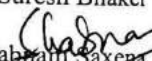
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(Director)

  
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Prof. Shabnam Saxena  
(Dean)

70  
2

External Marks: 70  
Internal Marks: 30  
Time: 3 hrs.

**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**


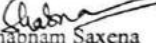
1. Mitra: Personality Development and Soft Skills, Oxford University Press.
2. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India Pvt. Ltd., New Delhi
4. Wehtten, David A and Kim S Cameron, Developing Managerial Skills, Pearson Education, New Delhi

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