



## **SCHEME AND SYLLABUS**

**For**

### **BBA (GEN) COURSE BACHELOR OF BUSINESS ADMINISTRATION**

**(For University Department & Affiliating Institutes)**

**(w.e.f. Session 2017-2018)**



**FACULTY OF MANAGEMENT STUDIES**

**YMCA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
FARIDABAD**

# **BBA (General)**

## **PROGRAM OUTCOMES**

**After completion of the program, students will be able to:**

- PO1 Develop sound theoretical knowledge of managerial concepts and apply it in current business environment.
- PO2 Develop capabilities and skills to take up managerial roles across diverse industries.
- PO3 Enhance their ability to face global challenges by understanding organizational, economic and socio-cultural diversity.
- PO4 Develop creative and innovative thinking to solve complex business problems.
- PO5 Analyze contemporary social problems, explore the opportunities for social entrepreneurship, design business solutions and demonstrate ethical standards in organizational decision making.

## **PROGRAM SPECIFIC OUTCOMES OF BBA (GENERAL) PROGRAM**

**After completion of the program, students will be able to:**

- PSO1 Understand business world and its complexities and will be able to develop the ability and competence to have a problem-solving approach.
- PSO2 Apply knowledge and skills maintaining high standards of social and ethical values.
- PSO3 Understand the financial and risk models and analyze financial statements.
- PSO4 Understand the marketing information systems, supply chain management, consumer behavior, retail pricing, retail communications mix and customer service techniques.
- PSO5 Understand and develop key skills required by today's HR professionals.

## **PROGRAM EDUCATION OBJECTIVES OF BBA (GENERAL) PROGRAM**

**After completion of the program, students will be able to:**

- PEO1 Develop reflective and scientific thinking which will make them inquisitive and curious to gain deep insights of the business world and tackle the complex situations.
- PEO2 Develop professional attitude and enhance professional communication skills.
- PEO3 Develop leadership and entrepreneurial skills.
- PEO4 Adapt according to ever-changing business environment.

## CURRICULUM AND SCHEME OF EXAMINATIONS OF BBA

### FIRST YEAR:

#### First Semester

Paper No	Title of Paper(s)	Hours					Credits	Marks			Code
		L	T	P	S	Total		Internal	Practical	External	
BBA/GEN/101	Business Organization	4	-	-	0	4	4	25	-	75	DCC
BBA/GEN/102	Business Mathematics	4	1	-	0	5	4	25	-	75	DCC
BBA/GEN/103	Financial Accounting	4	1	-	0	5	4	25	-	75	DCC
BBA/GEN/104	Computer Fundamentals	3	-	2	0	5	4	-	25	75	DCC/SEC
BBA/GEN/105	Presentation & Communication Skills-I	3	1	-	0	4	4	25	-	75	DCC
BBA/GEN/106	Micro-economics for Business Decisions	3	1	-	0	4	4	25	-	75	DCC
	TOTAL	21	4	2	0	27	24	125	25	450	

#### MOOC Subject (List is provided by the Svayam Portal of UGC)\*

Paper Code	Course	Course Requirements (Hrs)	Credits	University Exams	Internal Assessments	Total	Course Type
	MOOC*	4	4				

**\*Note:** Any one subject from the list of MOOC subject is to be *qualified during the Semester-I to Semester-V* through Svayam Portal of UGC. For this subject, the Institute or the Department concerned will appoint a coordinator to track the activities of the student and will ensure that all students of the programme have qualified the MOOC subject in the specified time period.

## Second Semester

Paper No	Title of Paper(s)	Hours					Credits	Marks			Code
		L	T	P	S	Total		Internal	Practical	External	
BBA/GEN/201	Management Process & Organizational Behaviour	4	-	-	0	4	4	25	-	75	DCC
BBA/GEN/202	Macro-economic Analysis and Policy	3	1	-	0	4	4	25	-	75	DCC
BBA/GEN/203	Company Accounts	4	1	-	0	5	4	25	-	75	DCC
BBA/GEN/204	Computer Applications in Management	3	-	2	0	5	4	-	25	75	DCC/SEC
BBA/GEN/205	Presentation & Communication Skills-II	4	1	-	0	5	4	25	-	75	DCC
BBA/GEN/206	Business Statistics	3	1	-	0	4	4	25	-	75	DCC
	TOTAL	21	4	2	0	27	24	125	25	450	

### Nomenclature of Codes

S.No.	Abbreviation	Description
1	DCC	Discipline Core Course
2	SEC	Skill Enhancement Course
4	MAC	Mandatory Audit Course
5	OEC	Open Elective Course

## SECOND YEAR:

### Third Semester

Paper No	Title of Paper(s)	Hours					Credits	Internal	Marks		Code
		L	T	P	S	Total			Practical	External	
BBA/GEN/301	Cost and Management Accounting	4	2	-	0	6	5	25	-	75	DCC
BBA/GEN/302	Marketing Management	4	-	-	0	4	4	25	-	75	DCC
BBA/GEN/303	Capital Markets	3	2	-	0	5	4	25		75	DCC
BBA/GEN/304	Introduction to Information Technology	3	-	2	0	5	5	-	25	75	DCC/SEC
BBA/GEN/305	Indian Business Environment	4	-	-	0	4	4	25		75	DCC
BBA/GEN/306A-C	Mandatory Audit Course* (MAC)	2	-	-	0	2	0	25*	-	75*	MAC
	TOTAL	20	4	2	0	26	22	100	25	375	

\*Only qualifying. No Credits. Marks will not be added in total.

Mandatory Audit Course(MAC) (Mandatory to Qualify)			
Sr. No	Code	Name the Subject	No. of contact hours
1.	BBA/GEN/306A	Moral Values	2
2.	BBA/GEN/306B	Introduction to Psychology	2
3.	BBA/GEN/306C	Health Psychology	2

## Fourth Semester

Paper No	Title of Paper(s)	Hours					Credits	MARKS			CODE
		L	T	P	S	Total		Internal	Practical	External	
<b>BBA/GEN/401</b>	Financial Management	4	2	-	0	6	5	25	-	75	DCC
<b>BBA/GEN/402</b>	Human Resource Management	4	-	-	0	4	4	25	-	75	DCC
<b>BBA/GEN/403</b>	Business Research Methods	4	2	-	0	6	5	25	-	75	DCC
<b>BBA/GEN/404</b>	Data Base Management System	3	-	2	0	5	5	-	25	75	DCC/SEC
<b>BBA/GEN/405</b>	Business Law	4	-	-	0	4	4	25	-	75	DCC
<b>BBA/GEN/406</b>	Human Rights and Values	4	-	-	-	4	4	25	-	75	DCC
	<b>TOTAL</b>	23	4	2		<b>29</b>	27	125	25	450	

# THIRDYEAR

## Fifth semester:

Paper No	Title of Paper(s)	Hours					Credits	Marks			Code
		L	T	P	S	Total		Internal	Practical	External	
BBA/GEN/501	Production and Materials Management	4	2	-	0	6	5	25	-	75	DCC
BBA/GEN/502	Company Law	4	2	-	0	6	5	25	-	75	DCC
BBA/GEN/503	Computer Networking & Internet	3	-	2	0	5	5	25	-	75	DCC/SEC
BBA/GEN/504	Consumer Behaviour	4	-	-	0	4	4	25	-	75	DCC
BBA/GEN/505	Cyber Security	4	-	-	0	4	4	25	-	75	DCC/SEC
BBA/GEN/506A-D	Open Elective Course	4	-	-	-	4	4	25	-	75	OEC
BBA/GEN/507	Summer Training Report	-	-	-	-	-	4	25	75	-	DCC/SEC
	Total	23	4	2		29	31	175	75	450	

S.no	Code	List of Open Elective Courses
1.	BBA/GEN/506B	Disaster Management
2.	BBA/GEN/506A	Retail management
3.	BBA/GEN/506A	Entrepreneurship development
4.	BBA/GEN/506C	Internet marketing

## Sixth Semester

Paper No	Title of Paper(s)	Hours					Credits	Marks			Code
		L	T	P	S	Total		Internal	Practical	External	
BBA/GEN/ 601	Income Tax	4	2	-	0	6	5	25	-	75	DCC
BBA/GEN/ 602	System Analysis & Design	3	-	2	0	5	5	25	-	75	DCC
BBA/GEN/ 603	Foundation of International Business	4	-	-	0	4	4	25		75	DCC
BBA/GEN/ 604	E-commerce	3	-	2	0	5	5	-	25	75	DCC
BBA/GEN/ 605	Consumer Protection	4	-	-	0	4	4	25		75	DCC
BBA/GEN/ 606	Environmental studies	4	-	-	0	4	4	25		75	DCC
BBA/GEN/ 607	Project Report	-	-	-	-	-	4	25	75		DCC
BBA/GEN/ 608	Comprehensive Viva-voce	-	-	-	-	-	4		100		DCC
	Total	22	2	4		28	35	150	200	450	

## **BUSINESS ORGANIZATION**

### **PAPER CODE: BBA/GEN/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; multinational corporations

#### **UNIT-III**

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

#### **UNIT-IV**

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

#### **SUGGESTED READINGS:**

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

## **BUSINESS MATHEMATICS**

### **PAPER CODE: BBA/GEN/102**

#### **UNIT-I**

Theory of Sets – Meaning, elements, types, presentation and equality of sets; union, intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory.

#### **UNIT-II**

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

#### **UNIT-III**

Permutations, combinations and binomial theorem (positive index), Quadratic equations.

#### **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.JayaPrakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

**FINANCIAL ACCOUNTING**  
**PAPER CODE: BBA/GEN/103**

**UNIT-I**

Meaning and scope of accounting, nature of financial accounting principles, basis of accounting; accounting process – from recording of business transaction to preparation of trial balance.

**UNIT-II**

Rectification of errors; preparation of final accounts (non-corporate entities) along with major adjustments.

**UNIT-III**

Bank Reconciliation Statement; accounts of non-profit organization, Single entry system

**UNIT-IV**

Joint venture accounts; consignment accounts.

**SUGGESTED READINGS:**

1. Gupta R.L. , Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Grewal T.S. and M.C. Shukla, Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
3. Monga, J.R., Financial Accounting, Margin Paper Bank, New Delhi
4. Maheshwari S.N., Advanced Accounting Vol. I, Vikas Publications

# **COMPUTER FUNDAMENTALS**

## **PAPER CODE: BBA/GEN/104**

### **UNIT-I**

Introduction – Digital and analog computers, evolution of digital computers, major components of a digital computer, hardware, software, firmware, middleware and freeware, computer applications; Input devices, output devices, printers, plotters, other forms of output devices; main memory, secondary memory and backup memory.

### **UNIT-II**

Decimal number system, binary number system, conversion of a binary number to decimal number, conversion of a decimal number to a binary number, addition of binary numbers, binary subtraction, hexadecimal number system, octal number system.

### **UNIT-III**

Introduction to Operating System, history; functions, types, structure, memory management; file management system.

### **UNIT-IV**

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

### **Lab Work:**

Commands of MS-DOS, MS-Office (MS-Word, MS Excel, MS-Power Point).

### **SUGGESTED READINGS:**

1. Gill, Nasib, Computer Fundamental and Internet
2. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
3. B. Ram, Computer Fundamentals, New Age Publications, New Delhi
4. Gupta, SatinderBal&Goel, Manish. Computer Fundamentals, SMBD Publishers
5. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

# **PRESENTATION & COMMUNICATION SKILLS-1**

## **PAPER CODE: BBA/GEN/105**

### **UNIT-I**

Practical grammar basic fundamental of grammar and usage, how to improve command over spoken and written English with stress o Noun, Verb Tense and Adjective. Sentence errors, Punctuation, Vocabulary building to encourage the individual to communicate effective and diplomatically, common errors in business writing.

### **UNIT-II**

Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs. Media of Communication: Types of communication: Barriers of communication (Practical exercise in communication)

### **UNIT-III**

Business letter writing: Need, Functions and Kinds. Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments. Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, resignation letters, news letters, Circulars, Agenda, Notice, Officememorandums, Office orders, Press release.

### **UNIT-IV**

Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building. Business Etiquettes Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings. Role play on selected topics with case analysis and real life experiences.

### **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 IpseetaSatpathy, 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
6. Wren &Mertin; *English grammar and composition*, 2003.
7. Sinha, K. K.; *Business Communication*, Galgotia Publishers, 2003.
8. Robinson, David; *Business Etiquette*, Kogan Page.

## **MICRO ECONOMICS FOR BUSINESS DECISIONS**

### **PAPER CODE: BBA/GEN/106**

#### **UNIT-I**

Nature and scope of micro economics, determinants of demand and law of demand, price, cross and income elasticity of demand, 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 and 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. D. Salvatore, Microeconomic Theory, Tata McGraw Hill, New Delhi
2. Mark Hirschey, Managerial Economics, Thomson, South Western, New Delhi
3. R H Dholkia and A.N. Oza, Microeconomics for Management Students, Oxford University Press, New Delhi
4. P.L. Mehta, Managerial Economics, Sultan Chand, New Delhi

# **MANAGEMENT PROCESS AND ORGANIZATIONAL BEHAVIOUR**

## **PAPER CODE: BBA/GEN/201**

### **UNIT-I**

Introduction to management: concept, nature; evolution of management thoughts traditional, behavioural, system, contingency and quality viewpoints; Managerial levels, skills and roles in an organization; Functions of Management: Planning, Organizing, Directing, Controlling, Problem solving and Decision making; Management control; managerial ethics and social responsibility; Management Information System (MIS).

### **.UNIT-II**

Fundamentals of Organizational Behavior: Concept, evolution, importance and relationship with other Fields; Contemporary challenges of OB; Individual Processes and Behavior differences, Personality- concept, determinant, theories and applications; Values, Attitudes and Emotions, Perception- concept, process and applications, Learning and Reinforcement; Motivation: concept, theories and applications; Stress management.

### **UNIT-III**

Interpersonal Processes- Work teams and groups- Definition of Group, Stages of group development, Group cohesiveness, Types of groups, Group processes and Decision Making; Team Building; Conflict concept, sources, types, management of conflict; Power and Political Behavior; Leadership: concept, function and styles.

### **UNIT-IV**

Organizational Processes and structure: organizational design: various organizational structures and their effect on human behavior; Organizational climate; Organizational culture; Organizational change: Concept, Nature, Resistance to Change, Change Management, Implementing Change and Organizational Development

### **SUGGESTED READINGS:**

1. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education Asia, New Delhi.
2. Stoner, J et. al, Management, New Delhi, PHI, New Delhi
3. SatyaRaju, Management Text & Cases, PHI, New Delhi
4. Kavita Singh, Organisational Behaviour: Text and cases. New Delhi: Pearson Education
5. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi
6. Robbins, S.P. & Judge, T.A., Organisational Behaviour, Prentice Hall of India, New Delhi

## **MACRO ECONOMIC ANALYSIS AND POLICY**

### **PAPER CODE: BBA/GEN/202**

#### **UNIT-I**

Nature and scope of macroeconomics, circular flow of income; national income – alternative concepts of income and their interrelationship, measurement of national income, 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 behavior, 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; Inflation – 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

**COMPANY ACCOUNTS**  
**PAPER CODE: BBA/GEN/203**

**UNIT-I**

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

**UNIT-II**

Debentures; issue of debentures, methods of redemption of debentures, underwriting of shares and debentures.

**UNIT-III**

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

**UNIT-IV**

Valuation of Goodwill and shares, banking company accounts.

**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

# **COMPUTER APPLICATIONS IN MANAGEMENT**

## **PAPER CODE: BBA/GEN/204**

### **UNIT-I**

Introduction to Computers – History, basic anatomy, operating system, memory, input/output devices; types of computers, classification of computers; hardware and software.

Networking – Advantage, types, devices and network connection, wireless networking; virus and firewalls.

### **UNIT-II**

Introduction to information technologies; www, search engines, web browsers, IP addressing, web hosting and web publishing, Internet applications in business, chatting and e-mailing; computer applications, advantages and limitations, use in offices, education, institutions, healthcare.

### **UNIT-III**

Data, information and types; Information systems, types – MIS, TPS, OAS, DSS, expert systems, executive information systems.

### **UNIT-IV**

Multimedia applications in business; marketing and advertising; web applications of multimedia.

### **Lab Work:**

Lab will be based on basic and practical exposure of computer application in management.

### **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. Gupta, SatinderBal&Goel, Prteeti. Computer Applications in Management, SMBD Publishers
5. Goel and Kakhar, Computer, New Age Publication

**PRESENTATION & COMMUNICATION SKILLS-II**  
**PAPER CODE: BBA/GEN/205**

**UNIT-I**

Project and report writing, and proposals – how to write an effective report, basics of project writing, paragraph writing, paper reading and voice modulation, basics of project presentation.

**UNIT-II**

How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening.

**UNIT-III**

Resume writing skills, guidelines for a good resume, how to face an interview board, proper body posture, importance of gestures and steps to succeed in interviews. Practice mock interview in classrooms with presentations on self. Self introduction – highlighting the positive and negative traits and dealing with people with face to face.

**UNIT-IV**

Leadership – quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion technique through debate and extempore. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

**SUGGESTED READINGS:**

1. Essentials of Business Communication by Rajendra Paul, Sultan Chand & Sons Publisher.
2. Business Communication by D.D. Sehgal, V.K. Mittal and N.C. Garg, Ramesh Book Depot.
3. Reuben, Ray; Communication today – understanding creating skills, Himalaya Publishing House, 2001.
4. E. H. McGraw, S. J.; Basic Managerial Skills for All. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
5. Stephen R. Covey; The seven habits of highly effective people. Rogets Thesaurus

**BUSINESS STATISTICS**  
**PAPER CODE: BBA/GEN/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. Association of attributes (up to three attributes).

**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. Gupta, C.B., An Introduction to Statistical Methods
3. Gupta, B.N., An Introduction to Modern Statistics
4. Sancheti, S.C. & V.K. Kapoor, Statistical Methods
5. Ellhans, D.N., Fundamentals of Statistics
6. Gupta, S.P., Statistical Methods
7. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

# **COST AND MANAGEMENT ACCOUNTING**

## **PAPER CODE: BBA/GEN/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. 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-II**

Labor Cost Control: - its importance, methods of Time Keeping and Time Booking; Treatment and Control of Labor 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. Methods of Costing – Job, Batch and Contract Costing, Process Costing Fundamental, Process Losses & Gains.

### **UNIT-III**

Management Accounting: - Meaning, nature, scope, objective and functions; marginal costing and profit planning, practical application of marginal costing techniques. 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-IV**

Nature and types of Financial Statements; techniques of financial statement analysis, ratio analysis, fund flow and cash flow analysis, techniques in performance measurement. Management accounting information for activity and process decisions; basic capital budgeting techniques.

### **SUGGESTED READINGS:**

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

# **MARKETING MANAGEMENT**

## **PAPER CODE: BBA/GEN/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 behavior; 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**

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

### **SUGGESTED READINGS:**

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

## **CAPITAL MARKETS**

### **PAPER CODE: BBA/GEN/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 primary market; secondary market scenario in India, reforms in secondary market, organization and management, trading and settlement, listing of securities, stock market index, steps taken by SEBI to increase liquidity in the stock market.

#### **UNIT-III**

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

#### **UNIT-IV**

Role and policy measures relating to development banks and financial institution in India, products and services offered by IFCI, IDBI, IIBI, SIDBI, 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

# **INTRODUCTION TO INFORMATION TECHNOLOGY**

## **PAPER CODE: BBA/GEN/304**

### **UNIT-I**

Documentation using MS WORD; Tool bars, menus, creating and editing documents, format, header and footer, drop cap, auto text, auto correct, spelling and grammar tools, dictionary, page formatting, mail merge, macros, tables, file management and printing.

### **UNIT-II**

Electronic spreadsheet: - creating and editing, formatting, moving and copying data, functions, types of graph, creating graph, formatting cells, macros, conditional formatting.

### **UNIT-III**

Presentations using MS-PowerPoint; creating manipulating and enhancing slides, excel charts, word art, layering and objects, animation and sounds, inserting pictures, inserting sound.

### **UNIT-IV**

Introduction to Tally.

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

# **INDIAN BUSINESS ENVIRONMENT**

## **PAPER CODE: BBA/GEN/305**

### **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. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New 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

**MORAL VALUES**  
**PAPER CODE: BBA/GEN/306A**

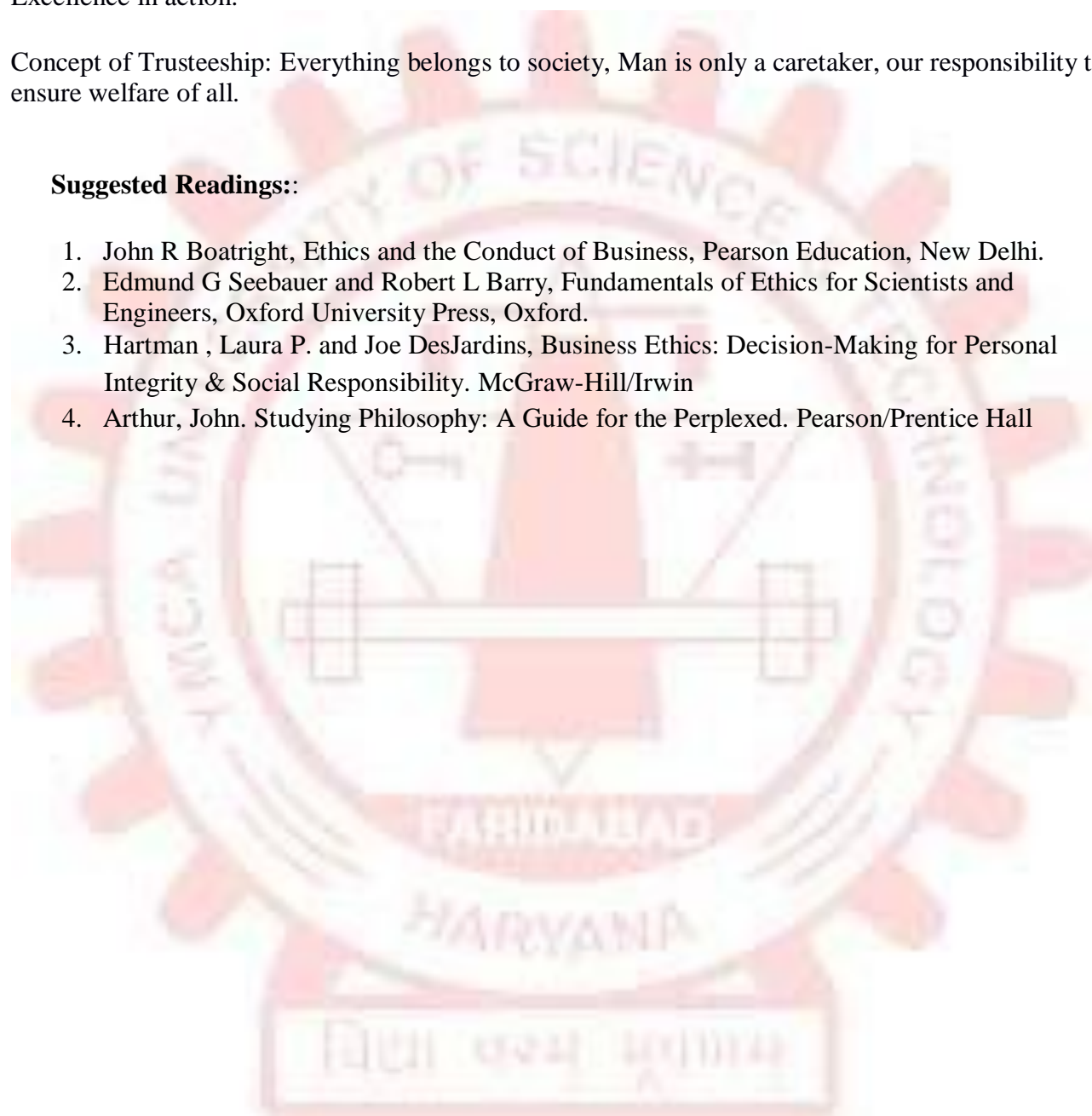
Human Values, Morals Values, Values and Ethics, Positive Attitude and beliefs, Balanced approach towards professional and personal Life.

Ethics in the workplace: Respect for each other, Obedience to the organization, Dignity of labour, Excellence in action.

Concept of Trusteeship: Everything belongs to society, Man is only a caretaker, our responsibility to ensure welfare of all.

**Suggested Readings::**

1. John R Boatright, Ethics and the Conduct of Business, Pearson Education, New Delhi.
2. Edmund G Seebauer and Robert L Barry, Fundamentals of Ethics for Scientists and Engineers, Oxford University Press, Oxford.
3. Hartman , Laura P. and Joe DesJardins, Business Ethics: Decision-Making for Personal Integrity & Social Responsibility. McGraw-Hill/Irwin
4. Arthur, John. Studying Philosophy: A Guide for the Perplexed. Pearson/Prentice Hall



## **INTRODUCTION TO PSYCHOLOGY**

### **PAPER CODE: BBA/GEN/306B**

Science of Psychology: Definition, Goals, Basic and Applied areas of Psychology.

Self: Nature of self, Self-Regulation and Personal Growth.

Intelligence: Definition; Theories: Theory of multiple intelligences, Triarchic theory, Emotional Intelligence.

Administration: Any one test of Intelligence/Emotional Intelligence.

Personality: Definition; Theories: Trait and Type: Eysenck; Psychoanalytical: Freud; Humanistic: Maslow.

Administration: Any one objective test of Personality.

Stress and Coping: Nature of Stress; Sources; Stress reactions; Factors that influence reactions to stress.

Coping with stress: Modifying environment; Altering lifestyle.

#### **SUGGESTED READINGS:**

1. Khatoon, N. (2012). General Psychology. Pearson: Delhi.
2. Baron, R.A. and Misra, G. (2016). Psychology. Pearson: Delhi.
3. Ciccarelli, S.K. and Meyer, G.E. (2006). Psychology. Pearson: Noida
4. Kavita Singh, Organisational Behaviour: Text and cases. New Delhi: Pearson Education

**HEALTH PSYCHOLOGY**  
**PAPER CODE: BBA/GEN/306C**

Introduction to Health Psychology: components of health: social, emotional, cognitive and physical aspects, mind-body relationship, goals of health psychology.

Behaviour and health: Characteristics of health behaviour; Barriers to health behaviour; Theories of health behaviour and their implications.

Health Enhancing Behaviour: Exercise, nutrition, safety, pain, stress management. Health and Wellbeing; Happiness; Life satisfaction; Optimism and Hope.

**Suggested Readings**

1. Allen, F. Health psychology and behaviour. Tata McGraw Hill Edition.
2. Kindersley. Misra, G. Stress and Health. New Delhi: Concept.
3. Routledge. Dimatteo, M. R., & Martin L. R. Health psychology. India: Dorling.
4. Sarafino, E.P. Health psychology: Bio psychosocial interactions (4th Ed.).NY: Wiley.
5. Snyder, C.R., Lopez S. J., & Pedrotti, J. T. Positive psychology: The scientific and practical explorations of human strengths. New Delhi: Sage.

## **FINANCIAL MANAGEMENT**

### **PAPER CODE: BBA/GEN/401**

#### **UNIT-I**

Evolution, scope and function of finance managers, objectives of financial management, profit vs. wealth maximization, time value of money.

#### **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. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi
3. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

# **HUMAN RESOURCE MANAGEMENT**

## **PAPER CODE: BBA/GEN/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, HR outsourcing – BPO, KPO.

### **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. Employee retention, Succession planning.

### **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. Balance Scorecard, Competency based HRM.

### **SUGGESTED READINGS:**

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

## **BUSINESS RESEARCH METHODS**

### **PAPER CODE: BBA/GEN/403**

#### **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, and issues in construction of questionnaire.

#### **UNIT-IV**

Statistical techniques of data analysis, nature and types of descriptive analysis, uni-variate and bivariate tests of statistical significance, meaning and types of research report, ingredients of research report.

#### **SUGGESTED READINGS:**

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

## **DATA BASE MANAGEMENT SYSTEM**

### **PAPER CODE: BBA/GEN/404**

#### **UNIT-I**

Introduction to data base management system – Data versus information, record, file; data dictionary, database administrator, functions and responsibilities; file-oriented system versus database system.

#### **UNIT-II**

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

#### **UNIT-III**

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

#### **UNIT-IV**

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

Lab: Working over Microsoft Access

#### **SUGGESTED READINGS**

1. Navathe, Data Base System Concepts 3rd, McGraw Hill
2. Date, C.J., An Introduction to Data Base System 7ed, Addison Wesley
3. Singh, C.S., Data Base System, New Age Publications, New Delhi

**BUSINESS LAW**  
**PAPER CODE: BBA/GEN/405**

**UNIT-I**

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

**UNIT-II**

Purpose and meaning of the contract of the guarantee; kinds of guarantees; rights and obligations of creditors; rights, liabilities and discharge of surety; contract of indemnity; Definition of bailment and its kinds; duties and rights of a bailor and a bailee; rights and duties of a pledger 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 seller; 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; dishonor of negotiable instruments. Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers; penalties adjudication and offences. RTI Act 2005 : Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information

**SUGGESTED READINGS:**

1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Gulshan, S.S., Mercantile Law, Excel Books
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

**HUMAN RIGHTS AND VALUES**  
**PAPER CODE: BBA/GEN/406**

**UNIT – I**

Concept of Human Rights, Indian and international perspectives of Human Rights, Evolution of Human Rights, Human Rights movements in India, Classification of Human Rights and Relevant Constitutional Provisions to Right to Life, Liberty and Dignity, Right to Equality, Right against Exploitation, Cultural and Educational Rights, Economic Rights, Political Rights and Social Rights.

**UNIT – II**

Deprivation of Human Rights – Core Issues: Poverty, overpopulation, illiteracy, Problems of Unsustainable Development, Disadvantaged Groups – (a) Women (b) Children (c) Scheduled Castes and Scheduled Tribes (d) Homeless and Slum Dwellers (e) Physically and Mentally Handicapped f. Refugees and Internally Displaced Persons.

**UNIT-III**

Redressal Mechanisms for Human Rights Violations: Violation of Human Rights by State. Violation of Human Rights by Individuals and groups, Nuclear Weapons and terrorism. Government systems for Redressal, Judiciary, National Human Rights Commission and other Statutory Commissions, Media Advocacy, Creation of Human Rights Literacy and Awareness.

**UNIT – IV**

Concept of Human Values: Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Character Formation Towards Positive Personality - Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision; Value Education towards National and Global Development, National Integration and international understanding.

**SUGGESTED READINGS**

1. Alam, Aftab ed., Human Rights in India: Issues and Challenges (New Delhi: Raj Publications, 1999)
2. Bajwa, G.S. and D.K. Bajwa, Human Rights in India: Implementation and Violations (New Delhi : D.K. Publishers, 1996)
3. Grose. D. N – “A text book of Value Education’ New Delhi (2005) Dominant Publishers and Distributors
4. Mani, V.S., Human Rights in India: An Overview (New Delhi: Institute for the World Congress on Human Rights, 1998)
5. NHRC, Know Your Rights Series (2005)
6. NHRC, Human Rights Education for Beginners (2005)
7. NHRC, Discrimination Based on Sex, Caste, Religion and Disability (2004)
8. Ruhela S. P – “Human Value and Education” New Delhi – Sterling publishers

# **PRODUCTION AND MATERIALS MANAGEMENT**

## **PAPER CODE: BBA/GEN/501**

### **UNIT-I**

Production economics: introduction, evaluation, major long term and short term decisions; objectives, importance and activities, differences between products and services. Meaning and types of production systems: production to order and production to stock; plant location; factors affecting location and evaluating different locations.

### **UNIT-II**

Production planning and control, objectives, advantages and elements. PPC and production systems, sequencing and assignment problems. Inventory control: objectives, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance, inspection, quality control charts for variables and attributes.

### **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

**COMPANY LAW**  
**PAPER CODE: BBA/GEN/502**

**UNIT-I**

Company-meaning and features, kinds of companies, registration and incorporation, memorandum of association, article of association, prospectus.

**UNIT-II**

Share capital- Shares, issue and allotment of shares, types of shares, alteration of share capital,, buy-back of shares, surrender and forfeiture of shares, bonus shares, Debentures- Meaning and kinds, debenture trust deed and duties of trustee.

**UNIT-III**

Company administration and Meetings- Board of Directors- qualification, appointment, duties and remuneration, meetings- Statutory meeting, annual general meeting, extra-ordinary general meeting.

**UNIT-IV**

Prevention of oppression and mismanagement. Winding up- types of Winding up, appointment of liquidator, conduct of winding up.

**SUGGESTED READINGS:**

- 1 Singh, Avtar. Company Law, Eastern Book Company, Lucknow.
2. Kapoor, N.D. Elements of Company Law.

# **COMPUTER NETWORKING AND INTERNET**

## **PAPER CODE: BBA/GEN/503**

### **UNIT-I**

Introduction to network, advantages and disadvantages of network, network topologies, analog and digital signal, analog and digital transmission, transmission media, network categories, wireless networks.

### **UNIT-II**

OSI model and TCP/IP model, protocols and their classification, flow control and cryptography, ranking, Firewall.

### **UNIT-III**

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

### **UNIT-IV**

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

Lab: HTML and Surfing with Internet

### **SUGGESTED READINGS:**

1. Forouzan , Data Communication & Networking, TMH, N.Delhi.
2. Miller, Data and Network Communication, Vikas Publishing House, New Delhi.
3. Shay, Understanding Data Communication and Networks, Thomson Learning, Vikas Publishing House, New Delhi.
4. Tannenbaum, Computer Networks, PHI, N.Delhi.
5. Uyles Black, Computer Networks, PHI, N.Delhi.

Note

# **CONSUMER BEHAVIOR**

## **PAPER CODE: BBA/GEN/504**

### **UNIT – I**

Introduction to consumer behavior: definition, factors influencing consumer behavior, marketing strategies and consumer behavior, consumer decision making process, importance of consumer behaviour; Indian consumers and their characteristics.

### **UNIT – II**

Attitude - models and theories of attitude, tri-component attitude model, behaviour intention model and change in attitude; Personality and self-concept: nature of personality, theories of personality (Freudian, Jungian, Neo-Freudian and Trait theory), personality and understanding consumer diversity.

### **UNIT – III**

Environmental influence: definition of culture, characteristics of culture, dynamism in culture, relevance of sub culture and cross culture on consumer behaviour; Indian culture and sub culture; Marketing strategies and problems related to cross culture.

Social class – definition, determinants of social class, objective approach, composite –variable indices, social class mobility, applications of social class to consumption, family and life style, significance, family life cycle stages; Family-buying influences, applications of AIO studies.

### **UNIT – IV**

Consumer decision making: four views of consumer decision making; types of consumer purchasing decision; Basic models of decision making Engle-Kollatt-Blackwell model, Howard–Sheth model, Nicosia model; e-business and its effect on consumer decision making.

### **SUGGESTED READING:**

1. Consumer Behavior Leon G. Schiffman, Leslie Lazar Kanuk, Prentice Hall Of India
2. Consumer Behavior Dr. S.L. Gupta and Sumitra Paul, Sultan Chand and Sons Educational Publishers
3. Consumer Behavior Henry Assael (HA) Asian Books Private Ltd.

**CYBER SECURITY**  
**PAPER CODE: BBA/GEN/505**

**UNIT-I**

Concept of information society, knowledge society, cyber space, digital economy, critical infrastructure. Critical information infrastructure, internet as global Information infrastructure.

**UNIT-II**

Cyber terrorism, terrorist atrocities, the role of IT by terrorist, the power of cyber terrorism, characteristic of cyber terrorism , factors contributing to the existence of cyber terrorism, real examples of cyber terrorism, political orientation of terrorism, economic consequences.

**UNIT-III**

Cybercrime, types of cybercrime: hacking, virus, worm, Trojan horse, mail ware, fraud and theft, cyber homicide, current cyber-attack methods, criminal threats to IT infrastructure, web security, basic cyber forensics , internal penetration, external penetration, your role on cyber-attacks. Cybercrimes and law, cyber jurisdiction, Indian IT ACT.

**UNIT-IV**

Fundamental concepts of information security, information warfare, levels of information war, cost of information warfare, cyber disaster planning, why disaster planning, companywide disaster planning, business impact analysis.

**SUGGESTED READINGS:**

1. Walter Laqueur, Yohana Alexander, “the terrorism reader: a historical methodology”.
2. “Cyber terrorism and information warfare: threats and responses” by Yohana Alexander & Micheal S. Swethan.

# **DISASTER MANAGEMENT**

## **BBA/GEN/506A**

### **UNIT-I**

Structure of the atmosphere; Pressure, temperature, precipitation, cloud classification and formation; calories force; El Nino phenomenon; western disturbance; energy model and budget of the earth. Primary differentiation and formation of core, mantle, crust, atmosphere and hydrosphere; magma generation and formation of igneous rock; weathering; erosion; transportation and deposition of earth's material by running water; river meandering and formation of ox-bow lake.

### **UNIT-II**

Depletion of natural capital; development as causes of disaster; rapid population growth, environmental pollution; epidemics; industrial accidents and chemical releases; multipurpose project and resettlement issues; humanitarian assistance in emergencies.

### **UNIT-III**

Floods- flood plains, drainage, basins, nature and frequency of flooding, flood hazards, urbanization and flooding, flood hydrographs, dams barrages and rivers diversions, creation of reservoir, influence on micro-climate, impact on flora and fauna. Landslides- landslide analysis, determination of stability and safety factor. Coastal hazards- tropical cyclone, coastal erosion, sea level changes and its impact on coastal areas and coastal zone management. Climate change- Emissions and global warming, impact on sea level in south Asian region environmental disruptions and their implications.

### **UNIT-IV**

Earth quakes- preliminary concepts, seismic waves, travel-time and location of epicenter, nature of destruction, a seismic designing, quake resistant building and dams. Tsunamis- causes and location of tsunamis; disturbance in sea floor and release of energy, travel time and impact on fragile coastal environment volcanoes-causes of volcanism, volcanism materials, geographic distribution of volcanoes.

### **SUGGESTED READINGS**

1. William H. Dennen and Bruce R. Moore, WCB Publishers, Iowa, 1986.
2. John M. Wallace and Peter V. Hobbs, Atmospheric science: An Introductory Survey, Academic Press, New York, 1977.
3. Egbort Bocker and Reink Van Grondille, environmental Physics, John Wiley & Sons Ltd., 1999.
4. Barbar W. Murk et. al., Enviromental Geology, John Wiley & Sons, New York, 1996.
5. Bohle, H.G., Downing, T.E. and Watts, M.J. Climate Change and Social Vulnerability: the sociology and geography of food insecurity, Global Environmental, Changes. No 4, pp. 37-48

**RETAIL MANAGEMENT**  
**PAPER CODE: BBA/GEN/506B**

**Unit-I**

Introduction to retail: retail in India; retail models and theories of retail development; understanding the retail consumers; ethical issues in retailing

**Unit-II**

Retail marketing strategy; retail franchising; retail store location and site selection; retail store design and visual merchandising; customer relationship management in retailing

**Unit-III**

Basics of retail merchandising; the process of retail merchandising; the method of merchandise procurement; retail pricing and evaluating merchandise performance; retail communication mix

**Unit-IV**

Retail store operations; servicing the retail customers; retail human resource management; financial aspects of retail management; retail information system; supply chain management in retailing

**Suggested Reading:**

1. Pradhan, Swapna; Retailing Management; Tata McGraw Hill; New Delhi
2. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management; Oxford University Press; New Delhi
3. Berman, Barry & Evans, Joel R.; Retail Management – A strategic approach; Pearson Education/Prentice Hall of India; New Delhi
4. Levy, Michael & Weitz, Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
5. Newman, Andrew J. & Cullen, Peter; Retailing – Environment and Operations; Thomson Asia Pvt. Ltd.; New Delhi
6. Dunne, Patrick M., Lusch, Robert F & Griffith, David A.; Retailing; Thomson Asia Pvt. Ltd; New Delhi
7. Lamba, A.J.; The Art of Retailing; Tata McGraw Hill; New Delhi

# **ENTREPRENEURSHIP DEVELOPMENT**

## **PAPER CODE: BBA/GEN/506C**

### **Unit – I**

Entrepreneur and Entrepreneurship: Concept of Entrepreneur, Manager, Intrapreneur Definition ,meaning and functions of an entrepreneur, Concept of Manager, Roles and Responsibilities of Manager, Concept of Intrapreneur, Need and Importance of Entrepreneurship, Enterprise v/s Entrepreneurship, Self Employment v/s Entrepreneurship , Problem of Unemployment and Importance of wealth creation , Entrepreneurial career as an option.

### **Unit - II**

Business opportunity Identification and Preliminary Project Report (PPR): Opportunity Search: Divergent Thinking Mode: Meaning, Objectives Tools and Techniques: Environmental scanning for business opportunity Identification

Opportunity Selection: Convergent Thinking Mode: Meaning, Objectives  
Tools And Techniques: Market Survey Preliminary Project Report (PPR)

### **Unit -III**

Business Plan: Meaning and, Objectives of Business Plan Elements of Business Plan  
Business Planning Process - Self Audit, Evaluation of Business Environment, Setting Objectives, Forecasting Market Conditions, Stating actions and resources required, Evaluating Proposed plan, Assessing Alternative strategic plans, Controlling the plan through Annual Budget

### **Unit- IV**

Institutional Support to New Venture (Students are expected to study the assistance scheme of following institutions) District Industries Center (DIC)

### **Reference Books:**

1. Desai Vasant: “Management of Small Scale Industries” - Himalaya Publishing House
2. Taneja Satish and Gupta: “Entrepreneurship Development-New Venture Creation” - Galgotia Publishing Company, New Delhi
3. Jain P.C: Handbook For New Entrepreneurs Entrepreneurship Development Institute of India
4. Sangle B. R. : Business Environment & Entrepreneurship, Success Publications, Pune
5. Gupta C.B. & Srinivas: “Entrepreneurial Development” - Sultan D, Chand & Sons, New Delhi
6. Prof Rajeev Roy: “Entrepreneurship” - Oxford University Press
7. Edward D. Bono: “Opportunities”

## **INTERNET MARKETING**

### **PAPER CODE: BBA/GEN/506D**

#### **UNIT I**

Introduction to Internet marketing, Impact of internet on consumer needs, Online marketing objectives, Online buying behaviour. Domain names, Website hosting, Promoting website offline; Internet as a tool for market research; Measuring Internet Marketing Effectiveness: Metrics and Website Analytics.

#### **UNIT II**

B2C Online Presence: Niche markets, Retail websites, Comparison shopping engines, Integrated retailing. B2B Online Presence: B2B buying practices, Lead generation, e-market places, Online auctions and tendering.

#### **UNIT III**

Search Engine Optimisation: Introduction, keyword selection, online optimisation, offline optimisation. Online Advertising: Search Introduction, search engine advertising, network advertising, e-mail as medium of direct marketing, mobile marketing.

#### **UNIT IV**

Social media marketing: Consumer generated content, Social networks and online communities, Social media listening. Blogging, Viral marketing, Integrated online marketing, Trust in Internet Marketing. Ethical and Legal Issues. Internet of the future: “Customerization”.

#### **Suggested Readings:**

- Charlesworth A., Internet Marketing: A Practical Approach, BH Publications.
- Chaffey Dave, Internet Marketing: Strategy, Implementation and Practice, Pearson Education.
- Trengove Alex, Malczyk Anna and Beneke Justin, Internet Marketibg, Published by GetSmarter under the Creative Commons BY-NC 3.0.
- Parkin Godfrey, Digital Marketing: Strategies for Online Success, New Holland Publishers.

**INCOME TAX**  
**PAPER CODE: BBA/GEN/601**

**UNIT-I**

Basic concepts of income tax, residential status and tax incidence, income exempted from tax.

**UNIT-II**

Income from salaries, income from house property and income from profits and gains of business and profession.

**UNIT-III**

Income from capital gains, income from other sources, set off and carry forward of losses, clubbing of income, deduction of tax at source.

**UNIT-IV**

Deductions from gross total income, assessment of individuals.

**SUGGESTED READINGS:**

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhanian V.K, Student Guide to Income Tax, Taxmann's Publication
3. Lal B.B., Income Tax Law and Practice

**SYSTEM ANALYSIS AND DESIGN**  
**PAPER CODE: BBA/GEN/602**

**UNIT-I**

Introduction to analysis and design: - System and its characteristics, components, environment and classification, SDLC, Case tools for analyst, role of system analyst, ER data models, feasibility study – economic, technical, operational.

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**SUGGESTED READINGS:**

1. James A., Analysis and Design of Information System, McGraw Hill
2. Len, Fertuck, System Analysis and Design, McGraw Hill
3. Powers, Cray, System Analysis and Design, McGraw Hill
4. Elias, M., System Analysis and Design, Prentice Hall of India

**FOUNDATION OF INTERNATIONAL  
BUSINESS  
PAPER CODE: BBA/GEN/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

## **E-COMMERCE**

### **PAPER CODE: BBA/GEN/604**

#### **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, workforce, work zone and workspace and staff less organization; designing on E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart; security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption.

#### **SUGGESTED READINGS:**

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

## **CONSUMER PROTECTION**

### **PAPER CODE: BBA/GEN/605**

#### **UNIT-I**

Concept and types of consumer, need for consumer protection; approaches to consumer protection; consumer buying motives; doctrines of caveat emptor and caveat venditor; concept of consumer's sovereignty; basic consumer rights.

#### **UNIT-II**

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

#### **UNIT-III**

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

#### **UNIT-IV**

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

#### **SUGGESTED READINGS:**

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

## **ENVIRONMENTAL STUDIES**

### **PAPER CODE: BBA/GEN/606**

#### **UNIT-I**

The multidisciplinary nature of environmental studies. Definition, scope and importance, Need for public awareness.

#### **UNIT-II**

Natural Resources: Renewable and non renewable resources: a) Natural resources and associated problems. Forest resources: Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dam's benefits and problems. Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food Resources: World food problems, changes caused by agriculture and over grazing, effects of modern agriculture, fertilizers- pesticides problems, water logging, salinity, case studies. Energy Resources: Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies. Land Resources: Land as a resource, land degradation, man induces land slides, soil erosion, and desertification.

b) Role of individual in conservation of natural resources.

c) Equitable use of resources for sustainable life styles.

#### **UNIT-III**

Eco Systems: Concept of an eco system. Structure and function of an eco system. Producers, consumers, decomposers. Energy flow in the eco systems. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following eco systems: Forest ecosystem, Grass land ecosystem Desert ecosystem. Aquatic eco systems (ponds, streams, lakes, rivers, oceans, estuaries)

#### **UNIT-IV**

Biodiversity and it's Conservation: Introduction-Definition: genetics, species and ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, national and local level. India as a mega diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitats loss, poaching of wild life, man wildlife conflicts. Endangered and endemic spaces of India. Conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.

#### **UNIT- V: Environmental Pollution**

Definition Causes, effects and control measures of: a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards Solid waste Management: Causes, effects and control measures of urban and industrial wastes Role of an individual in prevention of pollution Pollution case studies Disaster management: Floods, earth quake, cyclone and land slides

#### **UNIT- VI: Social issues and the Environment**

Form unsustainable to sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, water shed management. Resettlement and rehabilitation of people; its problems and concerns, case studies. Environmental ethics: issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies. Waste land reclamation. Consumerism and waste products. Environment protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of

pollution) Act. Wildlife protection act. Forest conservation act. Issues involved in enforcement of environmental legislations. Public awareness.

#### **UNIT -VII:**

Human population and the environment: Population growth and variation among nations. Population explosion- family welfare program. Environment and human health. Human rights. Value education. HIV / AIDS. Women and child welfare. Role of information technology in environment and human health. Case studies

#### **UNIT- VIII:**

Field work : Visit to a local area to document environment assets river / forest / grassland / hill / mountain. Visit to a local polluted site-urban/rural/industrial/agricultural. Study of common plants, insects, birds. Study of simple ecosystems-pond, river, hills lopes, etc (field work equal to 5 lecture works)

#### **Suggested Readings:**

1. Textbook of Environmental studies, Erach Bharucha, UGC
2. Fundamental concepts in Environmental Studies, D D Mishra, S Chand & Co Ltd





