

**Program Project Report (PPR)**  
**of**  
**Bachelor of Business Administration (BBA)**



**Directorate of Distance and Online Learning**

**TEERTHANKER MAHAVEER UNIVERSITY**  
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## **PROGRAMME PROJECT REPORT (PPR) – Distance and Online BBA**

### **1. Introduction:**

In today's dynamic business environment, being acquainted with concepts is not enough. It is essential to acquire and constantly upgrade knowledge about various dimensions of business and administration. The **Teerthanker Mahaveer University, Moradabad** Distance and Online Programme imparts knowledge and skill sets to students to achieve this and face real world challenges. It teaches application of innovative practices to current business situations. It incorporates analysis of contemporary issues besides providing a strong theoretical foundation. It provides a collaborative learning BBA environment with dedicated faculty to ensure students achieve their full potential. The Distance and Online

BBA Programme teaches one to work smartly, take the lead in critical situations, and influence business decisions more effectively. It teaches one to not only work efficiently, but also shape the business environment and create opportunities for further growth.

The **Teerthanker Mahaveer University, Moradabad** aims to provide the students with a wide range of skills and competence in the area of management. The three-year programme equips students with the knowledge of administration and management, legal environment of business, export and import laws, economic policies and other aspects that influences trade and business. This programme tries for excellence in business management education and training for marketing, human recourse, finance, international business management, changing socio-cultural aspirations, the IT revolution and globalization of economies. The Programme is designed to incorporate confidence, improve knowledge, and act as a catalyst in the search for success and growth.

The curriculum is designed so as to give students an in-depth knowledge of the academic disciplines and applied functional areas necessary to meet the requirements of business enterprises and the industry.

We lay emphasis on the following courses *balanced with core and elective courses*: The curriculum of BBA program emphasizes an intensive, flexible management education with 132 credits. The programme structure and credits for BBA are finalized based on the stakeholders' needs and general structure of the programme.

The Bachelor of Business Administration (BBA) Programme is a three-year Programme with inclusion of various specializations like Finance, Human Resource Management, Marketing Management and International Business. The Programme aims at developing focused managers with a strong understanding of their area of specialization, even as the core subjects equip the students with fundamental management theories and concepts along with less tangible, but equally important soft skills.

### **1.1 Programme Mission and Objective:**

The Distance and Online BBA programme aims to provide contemporary education and training to meet the challenges of the evolving global scenario and changing environment in business administration. The objective of the project is to help the students develop ability to apply multi-disciplinary concepts, tools and technique to solve organizational problem.

The basic objective is to prepare highly skilled professionals, with a strong conceptual and theoretical background, in the field of management theory and its application

### **2. Relevance of Programme with Teerthanker Mahaveer University, Moradabad - Mission and Goals:**

In order to align with the mission and goals of Teerthanker Mahaveer University, Moradabad, the Distance and Online BBA Programme is planned to incorporate therein all relevant subjects of wide-spectrum application in real time work environment, this program offers the students great career opportunities in the management sector.

#### **2.1 Vision:**

To be recognized as a premier institution of excellence providing high quality of business and management education, research and consultancy services to the society.

#### **2.2 Mission:**

Our endeavor is to impart knowledge and develop critical skills necessary to succeed both in professional and personal life by promoting learning supported by world-class faculty, infrastructure, technology, curricula and collaborative teaching and research in business and management stream with premier institutions in India and abroad.

### **3. Nature of Prospective Target Group of Learners:**

The programme is specially designed to cater the need of students who are not able to study through regular mode. Working professionals, housewives, students from rural areas, students who do not wish to prefer regular courses due to various reasons and students who cannot afford costly regular courses are the target group learners.

### **4. Appropriateness of programme to be conducted in Distance and Online mode to acquire specific skills and competence:**

The courses in the programme are delivered through Self-Learning e-Module which is a modular unit of e-learning material which is inter-alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, and made available through four-quadrant approach namely,

(a) e-Tutorial - faculty led Audio - Video Lectures, (b) e-Content (combination of PDF/ epub) Text Materials, (c) Discussion forum for raising of doubts and clarifying the same on real time basis by the Course Coordinators/Course Mentors assigned to students (d) Self-Assessment Quiz, Test and Assignments to reinforce learning. Reference books are also mentioned in the syllabus. Latest Edition of Reference books may be referred to.

A robust Learning Management System that keeps track of delivery of e-Learning Programmes, learner's engagement, assessment, results and reporting in one centralized location, is in place. All of the above can be done/delivered by Distance and Online and other platforms without much loss of fidelity. Hence the BBA programme is suited for Distance and Online mode of learning.

## 5. Instructional Design:

### 5.1 Curriculum Design:

Curriculum has been designed by experts in the area of accounting and care has been taken to include contemporary topics, as well as topics that also inculcate environmental awareness in students. The curriculum and syllabus are approved by the Board of Studies, Internal Quality Assurance Cell (IQAC) and University Academic Council which consists of experts from Academia and Industry.

### 5.2 Programme structure and detailed syllabus:

#### Study & Evaluation Scheme

#### Programme: BBA

#### Semester I

S.N	Category	Course Code	Course	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-1	BBACC101	Principles of Management	4	0	0	4	30	70	100
2	CC-2	BBACC102	Fundamentals of Organizational Behavior	4	0	0	4	30	70	100
3	CC-3	BBACC103	Business Economics	4	0	0	4	30	70	100
4	AECC-1	TGE101	English Communication-I	1	0	2	2	30	70	100
5	AECC-2	BBAAE102	Environmental Studies	4	0	0	4	30	70	100
6	GEC-1	-	Any 1 from the GEC Group	4	0	0	4	30	70	100
7	SEC-1	-	Any 1 from the SEC Group	3	0	2	4	30	70	100
<b>Total</b>				<b>24</b>	<b>0</b>	<b>4</b>	<b>26</b>	<b>210</b>	<b>490</b>	<b>700</b>

**Semester II**

S.N	Category	Course	Course	Periods			Credit	Evaluation Scheme		
		Code		L	T	P		Internal	External	Total
1	CC-4	BBACC201	Fundamentals of Accounting	4	0	0	4	30	70	100
2	CC-5	BBACC202	Management Information System	4	0	0	4	30	70	100
3	CC-6	BBACC203	Business Environment	4	0	0	4	30	70	100
4	AECC-3	TGE201	English Communication-II	1	0	2	2	30	70	100
5	GEC-2	-----	Any 1 from the GEC Group	4	0	0	4	30	70	100
6	SEC-2	-----	Any 2 from the SEC Group	3	0	2	4	30	70	100
7	SEC-3	-----		3	0	2	4	30	70	100
Total				23	0	6	26	210	490	700

**Semester III**

S.N	Category	Course Code	Course	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-7	BBACC301	Business Statistics	4	0	0	4	30	70	100
2	CC-8	BBACC302	Fundamentals of Human Resource Management	4	0	0	4	30	70	100
3	CC-9	BBACC303	Principles of Marketing	4	0	0	4	30	70	100
4	CC-10	BBACC304	Innovation & Entrepreneurship Development	4	0	0	4	30	70	100
5	CC-11	BBACC307	Knowledge Traditions & Management Practices of India	4	0	0	4	30	70	100
6	GEC-3	-----	Any 1 from the GEC Group	4	0	0	4	30	70	100
7	AECC-4	BBAAE301	Human Values & Professional Ethics	4	0	0	4	30	70	100
<b>Total</b>				<b>28</b>	<b>0</b>	<b>0</b>	<b>28</b>	<b>210</b>	<b>490</b>	<b>700</b>

**Semester IV**

S.N	Category	Course Code	Course	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-12	BBACC401	Introduction of Financial Management	4	0	0	4	30	70	100
2	CC-13	BBACC402	Business Policy and Strategy	4	0	0	4	30	70	100
3	GEC-4	---	Any 1 from the GEC Group	4	0	0	4	30	70	100
4	SEC-4	---	Any 2 from the SEC Group	3	0	2	4	30	70	100
5	SEC-5	---		3	0	2	4	30	70	100
6	SEC-6	TGC405	Soft Skills for management Executive	0	0	2	1	50	50	100
7	OE-1	-----	Open Elective -1	3	0	0	3	30	70	100
<b>Total</b>				<b>21</b>	<b>0</b>	<b>6</b>	<b>24</b>	<b>230</b>	<b>470</b>	<b>700</b>

**Semester V**

S.N	Category	Course Code	Course	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-14	BBACC501	Management Accounting	4	0	0	4	30	70	100
2	OE-2	-----	Open Elective -2 (From University website List)	3	0	0	3	30	70	100
3	SEC-7	TGC505	Soft Skills at work place for management Executive	0	0	2	1	50	50	100
4	DSE-1	-----	Select 1 course from any DSE Groups A/B/C/D	4	0	0	4	30	70	100
5	DSE-2	BBAM/F/H/I 504	Select 1 course from respective DSE Groups A/B/C/D from NPTEL Platform (MOOC 1)	4	0	0	4	30	70	100
6	VV-1	BBVV551	Summer Internship Report	0	0	12	6	50	50	100
<b>Total</b>				<b>15</b>	<b>0</b>	<b>14</b>	<b>22</b>	<b>220</b>	<b>380</b>	<b>600</b>

**Semester VI**

S.N	Category	Course	Course	Periods			Credit	Evaluation Scheme		
		Code		L	T	P		Internal	External	Total
1	DSE-3	-----	Select 1 courses from any DSE Groups A/B/C/D	4	0	0	4	30	70	100
2	DSE-4	BBAM/F/H/I 604	Select 1 course from respective DSE Groups A/B/C/D from NPTEL Platform (MOOC 2)	4	0	0	4	30	70	100
3	VV-2	BBAVV651	Dissertation Report	0	0	12	6	50	50	100
<b>Total</b>				<b>8</b>	<b>0</b>	<b>12</b>	<b>14</b>	<b>110</b>	<b>190</b>	<b>300</b>

**Note:-****C-Credits**

1C = 1 Hour of Lecture /Tutorial

1C = 2 Hour of Practical

**Generic Elective Courses (GEC- Group)**

S.No	Code	Course	L	T	P	Credit
<b>Semester I</b> (Choose any one course)						
1	BBAGE101	Business Law	4	0	0	4
2	BBAGE102	Indian Economy	4	0	0	4
<b>Semester II</b> (Choose any one course)						
3	BBAGE201	Company law	4	0	0	4
4	BBAGE202	Macro Economics	4	0	0	4
5	BBAGE203	Indian Constitution	4	0	0	4
<b>Semester III</b> (Choose any one course)						
6	BBAGE301	Cost Accounting	4	0	0	4
7	BBAGE302	Advance Accounting	4	0	0	4
<b>Semester IV</b> (Choose any one course)						
8	BBAGE401	Material and Production Management	4	0	0	4
9	BBAGE402	Goods and Service Tax	4	0	0	4
<b>Open Electives</b>						



Semester IV (Any one from the University open elective list )						
10	-	Open Elective -1	3	0	0	3
Semester V (Any one from the University open elective list )						
11	-	Open Elective -2	3	0	0	3

### **Skill Enhancement Course (SEC- Group)**

S.No	Code	Course	L	T	P	Credit
Semester I (Choose any one course)						
1	BBASE101	Computer Fundamentals	3	0	2	4
2	BBASE102	Advance Excel	3	0	2	4
Semester II (Choose any Two course)						
3	BBASE201	Quantitative Techniques	3	0	2	4
4	BBASE202	Business Communication	3	0	2	4
5	BBASE203	Personal Selling and Salesmanship	3	0	2	4
Semester IV (Choose any Three course)						
6	BBASE401	Business Research	3	0	2	4
7	BBASE402	Operation Research	3	0	2	4
8	BBASE403	E-Commerce / E – Business	3	0	2	4
9	TGC405	Soft Skills for management Executive	0	0	2	1
Semester V						
10	TGC505	Soft Skills at work place for Management Executive	0	0	2	1

### **Discipline Specific Electives (DSE-Group)**

V Semester (Choose any two courses, from any one Group, out of which one shall be from the approved MOOC Platform)						
Group-A (Marketing Management)						
S.No	Code	Course	L	T	P	C
1	BBAM501	Consumer Behaviour	4	0	0	4
2	BBAM502	Sales and Distribution Management	4	0	0	4
3	BBAM503	Service Marketing	4	0	0	4

4	BBAM504	FROM MOOC	4	0	0	4
<b>Group – B (Finance)</b>						
1	BBAF501	Indian Financial Systems	4	0	0	4
2	BBAF502	Security Analysis and Portfolio Management	4	0	0	4
3	BBAF503	Project Management	4	0	0	4
4	BBAF504	FROM MOOC	4	0	0	4
<b>Group-C (Human Resource Management)</b>						
1	BBAH501	Human Resource Development	4	0	0	4
2	BBAH502	Industrial Law	4	0	0	4
3	BBAH503	Performance Management	4	0	0	4
4	BBAH504	FROM MOOC	4	0	0	4
<b>Group-D (International Business)</b>						
1	BBAI501	International Business Management	4	0	0	4
2	BBAI502	Export & Import Policy and Documentation	4	0	0	4
3	BBAI503	International Marketing Management	4	0	0	4
4	BBAI504	FROM MOOC	4	0	0	4

<b>VI Semester</b>						
(Choose any two courses from any one Group)						
<b>One course shall be completed from MOOC platform</b>						
<b>Group-A (Marketing Management)</b>						
<b>S.No</b>	<b>Code</b>	<b>Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
1	BBAM601	Advertising Management	4	0	0	4
2	BBAM602	Retail Management	4	0	0	4
3	BBAM603	Brand Management	4	0	0	4
4	BBAM604	FROM MOOC	4	0	0	4
<b>Group - B (Finance)</b>						
1	BBAF601	Working Capital Management	4	0	0	4
2	BBAF602	Banking and Insurance	4	0	0	4
3	BBAF603	Income Tax	4	0	0	4
4	BBAF604	FROM MOOC	4	0	0	4
<b>Group-C (Human Resource Management)</b>						
1	BBAH601	Negotiation & Conflict	4	0	0	4

		Management				
2	BBAH602	Team Building, Training & Development	4	0	0	4
3	BBAH603	Organization Design and Development	4	0	0	4
4	BBAH604	FROM MOOC	4	0	0	4
<b>Group-D</b> <b>(International Business)</b>						
1	BBAI601	Forex Management	4	0	0	4
2	BBAI602	International Business Environment	4	0	0	4
3	BBAI603	International Trade Laws	4	0	0	4
4	BBAI604	FROM MOOC	4	0	0	4

## **Core Course (CC)**

<b>Course Code:</b> <b>BBACC101</b>	<b>Core Course -1</b> <b>BBA-Semester-I</b> <b>Principles of Management</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts, theories, processes, functions and techniques of business management.	
<b>CO2.</b>	Understanding the levels of management for planning ,organizing directing and controlling human resources	
<b>CO3.</b>	Demonstrating the roles and skills of a good manager.	
<b>CO4.</b>	Applying and demonstrating decision making skills.	
<b>CO5.</b>	Analyzing theories of motivation for motivating employees to perform better and maintain a quality life.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction: Historical Background of Management&amp; Evolution of Management Thoughts</b> Management-Meaning, Nature & Significance-Combination of Art & Science, Management as a Profession, Management Vs Administration, Levels of Management-Elements of managerial processes-Styles & Roles of Managers in Organizations. Contributions of Taylor and Fayol.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Planning:</b> Planning-Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning-Decision Making-Stages in Decision Making.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Organizing:</b> Nature and purpose of organizing -Organization structure -Formal and informal groups organization -Line and Staff authority - Departmentation -Span of control -Centralization and Decentralization -Delegation of authority -Staffing -Selection and Recruitment -Orientation -Career Development -Career stages – Training --Performance Appraisal.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Directing:</b> Motivation: Theories of Motivation - Theory X, Theory Y, Theory Z and Maslow's need hierarchy; Leadership: Leadership Styles and Theories.	<b>8 Hours</b>

<b>Unit-5:</b>	<b>Controlling:</b> Process of controlling -Types of control -Budgetary and non-budgetary control Q techniques -Managing Productivity -Cost Control -Purchase Control –Maintenance Control -Quality Control -Planning operations.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Stoner, Freeman and Gilbert Jr, Management, Prentice Hall of India.	
<b><u>Reference Books:</u></b>	1. Robbins S.P. & Decenzo David A., Fundamentals of Management: Essential Concepts and Applications, Pearson Education. 2. Hillier Frederick S. & Hillier Mark S., Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets, McGraw-Hill. 3. Koontz, Principles of Management, McGraw Hill. 4. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India. 5. Charles W L Hill, Steven L McShane, 'Principles of Management' Mcgraw Hill.  <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> <b>BBACC102</b>	<b>Core Course – 2</b> <b>BBA- Semester-I</b> <b>Fundamentals of Organizational Behavior</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the theories of organizational behavior for better learning of human resources.	
<b>CO2.</b>	Analyzing issues of organizational behavior in organizations	
<b>CO3.</b>	Developing strategies of learning as per the need of organizations.	
<b>CO4.</b>	Analyzing different types of personality traits to manage human resources better.	
<b>CO5.</b>	Developing the values and behaviors necessary to build high-performance organization	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Understanding Organizational Behavior:</b>  Historical background for organizational behaviour:  Scientific Management Approach, Bureaucratic Approach & Hawthorne Studies; Nature of OB; OB –as an interdisciplinary approach; Importance and scope of organizational behaviour; Models of Organisation Behaviour- Autocratic model, Custodial model, Supportive model & Collegial model; Limitations of organizational behaviour. Organisation: Meaning & Definition of Organisation; Organisation Behaviour (OB): Meaning and Concept of Organisational Behavior	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Individual Behaviour:</b> Nature of Individual Differences; Important dimensions of individual differences: Self-concept, Personality dimensions, Abilities, and Personal values and ethics. Psychological Process of behaviour: SR Model (Stimulus- Response model), S.O.B.A Model: (Stimulus –organism- Behavior-Accomplishment Model); Factors Influencing Individual Behaviour.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Personality:</b> Meaning and definition; Personality Traits – Extroversion, Agreeableness, Conscientiousness, Emotional Stability & Openness to Experience; Personality formation- Determinants, Stage & Traits; Determinants of personality: cultural, family, social & situational;	<b>8 Hours</b>

	Personality factors in organization- Need Pattern, Locus of Control, Introversion and Extroversion, Tolerance for Ambiguity, Self-Esteem and Self-Concept, Authoritarianism and Dogmatism, Risk Propensity, Machiavellianism, Type A and B Personalities & Work-Ethic Orientation.	
<b>Unit-4:</b>	<p><b>Attitude and Perception:</b></p> <p><b>Attitude:</b> Meaning &amp; Definition; Components of Attitude - Affective component, Cognitive component &amp; Intentional component; Attitude Formation and Change - Work-Related Attitudes, Job Satisfaction, Organizational Commitment and Involvement; Measurement of Attitude - Opinion survey, Interviews &amp; Scaling Techniques; Sources of attitude.</p> <p><b>Perception:</b> Meaning &amp; Definition; Basic Perceptual Process; Factors Affecting perception – external &amp; internal.</p>	<b>8 Hours</b>
<b>Unit-5:</b>	<p><b>Learning:</b></p> <p>Meaning &amp; Definition; Components of the learning process; Learning Theories: Classical Conditioning, Operant Conditioning, Observational learning, Cognitive Learning &amp; Social Learning; Learning theory and organizational behaviour.</p> <p><b>Group Behaviour:</b></p> <p>Group: Definition of a Group; Need and importance for a Group; Types of Groups – Functional group, Task group &amp; Informal group; Group formation and development; Stages of development of group; Group Norms: Meaning &amp; Definition; Types of Group Norm; Group Cohesiveness: Meaning &amp; definition; Advantages &amp; Factors of Group Cohesiveness.</p>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1.Robbins, Stephen P, Organizational Behavior, New Delhi, Prentice Hall.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Luthans Fred, Organizational Behavior, New Delhi: McGraw Hill.</li> <li>2. Chandran J.S., Organization Behavior, New Delhi: Vikas Publishing House.</li> <li>3. Fred Luthans: Organizational Behaviour, New Delhi: Tata McGraw-Hill Publications.</li> <li>4. Griffin, Ricky W: Organisational Behaviour, Boston: Houghton Mifflin Co.</li> <li>5. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: Organizational Behavior, Ohio: South Western College Publishing</li> </ol>	

	6. Davis Keith, Human Behavior at Works, Organizational Behaviors, New Delhi: McGraw-Hill,. 7. Pareek Udai, Behavioral Process in Organizations, New Delhi: Oxford and IBH. <b>* Latest editions of all the suggested books are recommended</b>	
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<b>Course Code:</b> <b>BBACC103</b>	<b>Core Course – 3</b> <b>BBA- Semester-I</b> <b>Business Economics</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concept of cost, nature of production and its relationship with business operations.	
<b>CO2.</b>	Understanding the concepts of markets and different market structures in economy.	
<b>CO3.</b>	Determining the price and output equilibrium under different market structures.	
<b>CO4.</b>	Analyzing the causes and consequences of different market conditions.	
<b>CO5.</b>	Analyzing real-world business problems with a systematic theoretical framework by studying the demand analysis, elasticity of demand and demand forecasting	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Origin and Evolution of Economics:</b>  Meaning, positive and normative economics, significance, macro and micro economics. Economic Problem: Scarcity, What to produce? How to produce? & For whom to produce? Production Possibility Curve. <b>Business Economics:</b> Meaning, Significance. Role and Responsibilities of Business Economists. Steps of Decision Making in Business Economics.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Cardinal Utility Theory:</b> Utility: Meaning, definition, measurement, and types of utility. Relationship between TU, MU and AU. The law of diminishing marginal utility: Meaning, definition, assumptions, limitation and	<b>8 Hours</b>



	<p>importance. Law of Equi-Marginal Utility: Meaning, definition, limitation and importance.</p> <p><b>Ordinal Utility Theory:</b></p> <p>Indifference Curves: Meaning, Definition, indifference schedule, indifference map, assumptions, properties of indifference curves, exceptional shapes of indifference curves and budget line.</p>	
<b>Unit-3:</b>	<p><b>Demand Analysis:</b></p> <p>Meaning of Demand, Demand Schedule, Demand Function, and Law of Demand: Meaning, definition, diagram and explanation of law of demand. Reasons for downward slopes in demand curve, Exceptions to Law of Demand, Change in Demand Curve (Movement along demand curve and Shift in demand curve).</p> <p><b>Elasticity of Demand:</b></p> <p>Meaning, definition, Measurement of elasticity of demand: Percentage Method, Total Outlay Method, Point Method and Arc Method. Factors affecting elasticity of demand, Types of elasticity: Price, Income and Cross.</p> <p><b>Demand Forecasting:</b></p> <p>Meaning, definition, objective (short and long) and Methods of demand forecasting.</p>	<b>8 Hours</b>
<b>Unit-4:</b>	<p><b>Theory of Production:</b></p> <p>Meaning and concept of production, Production function (Short run and Long Run), Relationship between TP, MP and AP. Law of Variable Proportion, Law of returns to scale. Law of Supply.</p> <p><b>Theory of Cost:</b></p> <p>Concept of Cost, Different types Cost, Cost Function (Short Run and Long Run); Relationship between TFC, TVC and TC. Relationship between TC, TFC, TVC, AC, MC, AVC and AFC and Relationship between AC and MC.</p> <p><b>Theory of Revenue:</b></p> <p>Concept of Revenue, Relationship between TR, MR and AR.</p>	<b>8 Hours</b>
<b>Unit-5:</b>	<p><b>Market and Market Structure:</b></p> <p>Concept and Different types of Market and their characteristics.</p> <p><b>Determination of price and output equilibrium under different market structure:</b></p> <p>Perfect Competition: Features, Determination of price and output equilibrium under long run &amp; short run. Monopoly: Features, Determination of price and output equilibrium under long run &amp;</p>	<b>8 Hours</b>

	<p>short run. Monopolistic: Features, Determination of price and output equilibrium under long run &amp; short run.</p> <p>Oligopoly Features, Determination of price and output equilibrium under long run &amp; short run.</p>	
<b><u>Text Books:</u></b>	1. Jhingan M. L, Micro Economics, New Delhi, Vrinda Publications.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Andrew Mas-Colell, Michael D. Whinston and Jerry R. Green:- Micro Economic Theory, New York: Oxford University Press.</li> <li>2. Henderson J.M. and Richard E. Quandt., Micro economic Theory, New York: McGraw Hill Company.</li> <li>3. Jhingan M.L.:- Micro Economic Theory, New Delhi :Vikas Publication.</li> <li>4. Gupta G.S. :- Managerial Economics, McGraw Hill Publishing Company, Ltd. , New Delhi.</li> <li>5. Stonier and Hague, Textbook of Economic Theory, New Delhi: Longman Green and Co., London.</li> <li>6. Dr. Girijashankar, Business Economics (Micro) , Pune: Atharva Prakashan.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> <b>BBACC201</b>	<b>Core Course -4</b> <b>BBA- Semester-II</b> <b>Fundamentals of Accounting</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the principles and theories of accounting and identifying financial transactions that need to be recorded in accounting.	
<b>CO2.</b>	Developing writing skills for recording financial transactions and preparing reports in accordance with GAAP.	
<b>CO3.</b>	Analyzing the role of accounting information and its limitations.	
<b>CO4.</b>	Analyzing increased exposure to errors and frauds.	
<b>CO5.</b>	Analyzing the differences between cashbooks and passbooks.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Origin of Accounting:</b> Book Keeping and Double Book Keeping, Need of Accounting, Meaning of Accounting, Characteristics of Accounting, Stages of Accounting, Objectives of Accounting, Difference between Accounting, Accountancy and Book Keeping. Basis of Accounting, Functions of Accounting, Branches of Accounting, Advantages or Role of Accounting, Limitations of Accounting. Basic Terminology. Generally Accepted Accounting Principles: Meaning, Classifications & Limitations.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Accounting Standards and Recording of Transactions:</b> Accounting Standards of India (only overview). Accounting Equations: Meaning and Calculations. Double Entry System: Meaning, Classifications, Rules of Debit and Credit, Analysis of Transactions, Advantages and Disadvantages. Journal: Meaning, Objectives, Rules of Journalizing, Advantages and Limitations; Sub- Division of Journal: Journal Proper and Special Journal (Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Bills Payable Books & Bills Receivable Books.) <b>Numerical: Accounting Equations &amp; Journal Entries.</b>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Preparation of Cash Book, Classifications &amp; Summarization of Transactions:</b> Cash Book: Meaning, Types of Cash Book (Simple, Double Column and Triple Column) and Petty Cash Book. Ledger: Meaning, Format, Ledger Posting, Balancing of Accounts,	<b>8 Hours</b>

	Difference between Journal & Ledger and Advantages. Trial Balance: Meaning, Objectives, Methods of preparing Trial Balance, Advantages and Limitations. <b>Numerical: Trial Balance (Preparation of Trial Balance or Rectification of Trial Balance and Cash Book (Triple Column)).</b>	
<b>Unit-4:</b>	<b>Analysis and Interpretation of Transactions:</b> Final Accounts: Meaning, Ascertainment of Income, Trading and Profit & Loss Accounts, Balance Sheet, Limitations, Precautions while preparing Final Accounts and Manufacturing Accounts. Final Accounts with Adjustments : Meaning of Adjustments, Accounting of Adjustments: Closing Stock, Outstanding Expenses, Prepaid Expenses, Accrued Income, Unearned Income, Depreciations, Bad Debts, Provision for Bad Debts and Doubtful Debts, Provision for Discounts on Debtors, Reserve for Creditors, Interest on Capital, Interest on Loan & Interest on Loan. <b>Numerical: Preparation of Final Accounts with Adjustments</b>	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Understanding the Concept of Rectification of Errors and BRS:</b> Rectification of Errors: Meaning, Methods, Types of Errors from the point of view of Rectifications. Bank Reconciliation Statement (BRS): Meaning, Need, Objectives, Importance, Steps of Preparing the Bank Reconciliation Statement, Methods or Techniques of preparing BRS. <b>Numerical: Preparation of BRS.</b>	<b>8 Hours</b>
<b>Numerical Problems to be ask in external examination</b>	<ol style="list-style-type: none"> <li>1. Accounting Equations and Journal Entries.</li> <li>2. Trial Balance (Preparation of Trial Balance &amp; Rectification of Trial Balance.</li> <li>3. Preparation of Cash Book (Triple Column only).</li> <li>4. Preparation of Final Accounts with Adjustments.</li> <li>5. Preparation of BRS.</li> </ol>	
<b><u>Text Books:</u></b>	1. Ramachandran & Kakani, Financial Accounting for Management, New Delhi: McGraw Hill.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Bhattacharya. S.K, Accounting for Management: Text and Cases, New Delhi: Vikas Publishing House.</li> <li>2. Bhattacharya, How to Read a Balance Sheet: Adapted to Indian laws &amp; requirements, New Delhi: Oxford and IBH Publishing Company Pvt. Ltd.</li> <li>3. Grewal T. S. ,Introduction to Accounting. New Delhi : S. Chand &amp; Company.</li> <li>4. Horngren, Charles T., Sundem, Gary L., Elliott John.A and Philbrick, Donna, Englewood Cliffs: Introduction to Financial Accounting, Prentice Hall</li> </ol>	

	<p>International.</p> <p>5. Maheswari&amp;Maheswari, Accounting for Managers, New Delhi : Vikas Publishing House. Banerjee Ashok, Financial Accounting, New Delhi : Excel Books.</p> <p>6. Goyal V.K. &amp; Goyal Ruchi, Financial Accounting, New Delhi: PHI.</p> <p>7. Juneja, Jain, &amp; Chawla, Fundamentals of Accounting, New Delhi: Kalyani Publisher.</p> <p><b>* Latest editions of all the suggested books are recommended</b></p>	
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<b><u>Course Code:</u></b> BBACC202	<b>Core Course -5</b> <b>BBA- Semester-II</b> <b>Management Information System</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic concepts and terminologies used in the field of management information systems.	
<b>CO2.</b>	Comparing the processes of developing and implementing information systems.	
<b>CO3.</b>	Understanding the various systems, types of MIS and decision making process and its tools.	
<b>CO4.</b>	Analyzing how information technology impacts a firm.	
<b>CO5.</b>	Developing planning and decision making skills with the help of Simon Model.	
<b>CO6.</b>	Applying DBMS to accomplish the information objectives of an organization.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Origin of Management Information System (MIS):</b> Concept & definition, Role of MIS, Process of MIS Management, MIS- A tool for management process	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Planning and Decision making:</b> Tools of Planning, MIS Business Planning; Decision making concept, Simon Model	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Information and System:</b> Information concepts, MIS & system concepts	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Types of MIS:</b> Success and failure of MIS, different types of MIS & their applications.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Decision Support system (DSS):</b> Concept and Philosophy, DSS: Deterministic Systems, Artificial Intelligence (AI) System, Knowledge based expert System (KBES), MIS & the role of DSS, Transaction Processing System (TPS), Enterprise Management System (EMS), Enterprise Resource Planning(ERP) System, Benefits of ERP, EMS & ERP.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Laudon K.C. & Laudon J.P., Management Information Systems, Galgotia Publishers.	
<b><u>Reference Books:</u></b>	1. Jawedkar W.S., Management Information System, McGraw-Hill. 2. Mudrick R.G., An Information System for Modern Management, Pearson.	

	3. JaiswalMahadeo, Management Information System, OxfordUniversityPress.  <b>* Latest editions of all the suggested books are recommended.</b>	
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<b><u>Course Code:</u></b> BBACC203	<b>Core Course -6</b> <b>BBA- Semester-II</b> <b>Business Environment</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the business concept and theories of the various constituents of environment and their impact on businesses.	
<b>CO2.</b>	Understanding the economic, socio cultural, political and technological environment and its impact on business forecasting.	
<b>CO3.</b>	Applying the environmental analysis techniques in practice.	
<b>CO4.</b>	Analyzing the impact of technology on society and economy both.	
<b>CO5.</b>	Analyzing GATT/ WTO and Global Liberalization for globalization of Indian Business.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>An Overview of Business Environment and its Evolution:</b>  Meaning of Business Environment, Types of Environment- External and Internal. Business- Meaning, Nature/Characteristics, Scope, Classification of Business, and Objective of Business.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Environmental Analysis and Forecasting:</b> <b>Environmental Analysis:</b> Stages of Environmental Analysis, Approaches to Environmental Analysis, Techniques for Environmental Analysis and Benefits. <b>Environmental Forecasting:</b> Steps, Types, Techniques and Limitations <b>Economic Environment:</b> Nature of Economy, Structure of Economy, Economic Policies and Economic Conditions	<b>8 Hours</b>

<b>Unit-3:</b>	<p><b>Political and Government Environment:</b> Functions to State, Government and Legal Environment, Economic Role of Government in India.</p> <p><b>Natural &amp; Technological Environment:</b> Concept of Natural Environment, Concept of Technological Environment, Innovation, Technological Leadership &amp; Fellowship, Technology &amp; Competitive Advantages, Sources of Technological Dynamics, Time Lags in Technology Introduction, Impact of Technology on Globalization and Transfer in Technology.</p>	<b>8 Hours</b>
<b>Unit-4:</b>	<p><b>Societal Environment:</b> Business and Society, Professionalization, Business Ethics, Business &amp; Culture, Technological Developments and Social Change.</p> <p><b>Social Responsibility of Business:</b> Classical &amp; Contemporary Views, Social Orientation of Business, factors affecting social orientation responsibilities to different sections, the Indian situations.</p>	<b>8 Hours</b>
<b>Unit-5:</b>	<p><b>GATT/ WTO and Global Liberalization:</b> Objectives, an evaluation of GATT, the Uruguay Round Agreement, GATT &amp; WTO, functions of WTO, salient features UR agreement.</p> <p><b>Globalization:</b> Globalization of World Economy, , essential conditions of globalizations, foreign market entry strategies, pros &amp; cons of globalizations and globalization of Indian Business.</p>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1.Francis Cherunilam, Business Environment Text & Cases, New Delhi; Himalayan Publishing House..	
<b><u>Reference Books:</u></b>	<p>1.Sundaram &amp; Black: International Business Environment Text and Cases, New Delhi; PHI.</p> <p>2. Avid W. Conklin, Cases in Environment of Business, New Delhi; Sage Response Books.</p> <p>3. Czinkota, Ronkainen, Moffett, New Delhi ; International Business, Cengage.</p> <p>4. Mark Hirschey, Economics for Managers, New Delhi; Cengage.</p> <p>5. Palwar, Economic Environment of Business, New Delhi; PHI.</p> <p>6. Justin Paul, Business Environment: Text &amp; Cases, New Delhi, McGraw Hill. D.N. Dwivedi, Managerial Economics, New Delhi ;Vikas Publishing House.</p>	



	<b>* Latest editions of all the suggested books are recommended</b>	
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<b><u>Course Code:</u></b> <b>BBACC301</b>	<b>Core Course -7</b> <b>BBA- Semester-III</b> <b>Business Statistics</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1</b>	Understanding the concepts of statistics and its uses in business, various tools and techniques to present and interpret the data.	
<b>CO-2</b>	Analyzing the general rules for getting the data and presentation of data.	
<b>CO-3</b>	Applying the various measures of central tendency to solve statistical problem.	
<b>CO-4</b>	Evaluating the situation before taking any decision with the help of correlation and deviation.	
<b>CO-5</b>	Analyzing the significance and importance of regression equation and regression coefficients.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Origin &amp; Introduction of Statistics</b>  Statistics: Definition, Phases, Scope & Limitations; Applications of Statistics in Various Disciplines; Statistical Techniques and Their Applications; Data: Meaning, Types of Data, Collection of Primary and Secondary Data; Presentation of Data: Arrangement, Classification and Tabulation of data, Diagrammatic & Graphical Presentation.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Measures of Central Tendency:</b> Mean: Arithmetic Mean, Harmonic Mean & Geometric Mean: advantages and disadvantages: Median: Meaning, Quartiles, Percentiles & Deciles, advantages & disadvantages. Mode; Meaning, advantages & disadvantages.  <i>Numerical: Arithmetic Mean, Median and Mode</i>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Measures of Dispersion:</b>	<b>8 Hours</b>

	Dispersion; Meaning, Measures of Variations/Dispersion. Range, Quartile deviation, Mean deviation & Standard deviation. Skewness and Kurtosis: Meaning and characteristics.  <i>Numerical: Quartile Deviation, Mean Deviation and Standard Deviation</i>	
<b>Unit-4:</b>	<b>Correlation:</b> Correlation; Meaning, Definition, Utility & Importance, Types and Methods of Determining Correlations; Scatter Diagram, Correlation Graph, Karl Pearson's Coefficient of Correlation, Spearman's Rank Coefficient of Correlation and Concurrent Deviation Method. Merits and Demerits of all methods. <i>Numerical: Karl Pearson Coefficient and Spearman's rank method</i>	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Regression:</b> Regression: Meaning, Definitions and Utility. Difference between Correlation & Regression, Regression lines: Meaning & Functions. Regression Equations (x on y & y on x) and Regression coefficients. <i>Numerical: Regression Equations</i>	<b>8 Hours</b>
<b>Numerical Problems to be asked in external examination</b>	<ol style="list-style-type: none"> <li>1. Arithmetic Mean, Median &amp; Mode.</li> <li>2. Quartile Deviation and Standard Deviation,</li> <li>3. Correlation: Karl Pearson and Spearman's.</li> <li>4. Regression Equations.</li> </ol>	
<b><u>Text Books:</u></b>	1. Gupta C.B., An Introduction to Statistical Methods, New Delhi: Vikas Publications.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Levin Rubin, Statistics for Management, New Delhi : Pearson.</li> <li>2. Eashott L, Essential Quantitative Methods for Business Management and Finance, New Delhi: Palgrave.</li> <li>3. Beri, Statistics for Management, New Delhi: McGraw-Hill..</li> <li>4. Chandran J.S., Statistics for Business and Economics, New Delhi: Vikas Publication.</li> <li>5. Render &amp; Stair Jr., Quantitative Analysis for Management, New Delhi : Prentice-Hall.</li> <li>6. Sharma J.K., Business Statistics, New Delhi: Pearson Education.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended</b></p>	

<b>Course Code:</b> BBACC-302	<b>Core Course – 8</b> <b>BBA - Semester-III</b> <b>Fundamentals of Human Resource Management</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts of HRM and HRD	
<b>CO2.</b>	Understanding the human resources and their effective management in organizations.	
<b>CO3.</b>	Assessing the human resources needs of an organization and a department.	
<b>CO4.</b>	Evaluating the procedures and practices of recruitment and selection.	
<b>CO5.</b>	Assessing training needs and developing training & development programs.	
<b>CO6.</b>	Developing skills and knowledge required for resolving human resources issues and problems.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Origin Introduction to HRM:</b> HRM: Meaning, Definition, Nature, Objectives, scope & functions of HRM; HRD Vs HRM; Evolution of HRM.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Human Resource Planning &amp; Job Analysis :</b> HRP: Meaning, Objectives, process; Job Analysis: Meaning, process, results of Job Analysis – job description, job specification, job enlargement, Job enrichment.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Recruitment &amp; Selection:</b> Recruitment & selection: Meaning, process, sources of recruitment & factors affecting; Difference between recruitment & selection.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Training &amp; Development:</b> Training & Development: purpose, methods (on the job & off the job) & issues of training & development programmes	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Performance Appraisal &amp; compensation management:</b> Definition, purpose of appraisal, appraisal techniques - 360 degree appraisal, checklist, rating scale & comparison method; Employee	<b>8 Hours</b>

	compensation: incentives, wages, salary, executive compensation & elements of compensation.	
<b><u>Text Books:</u></b>	1. P.Subba Rao, Essentials of HRM & IR, New Delhi: Himalaya Publication House.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Aswathappa, Human Resource management, New Delhi : McGraw- Hill.</li> <li>2. Dessler, Human Resource Management, New Delhi : Prentice – Hall.</li> <li>3. T.N Chhabra, Human Resource Management, New Delhi: Dhanpat Rai &amp; Co.</li> <li>4. Bratton J.&amp; Gold J., Human Resource management: Theory &amp; Practice, New Delhi : Palgrave.</li> <li>5. Gomez Mejia et.al, managing Human Resource, New Delhi: Pearson Education</li> </ol> <p><b>* Latest editions of all the suggested books are recommended</b></p>	

<b>Course Code:</b> <b>BBACC-303</b>	<b>Core Course – 9</b> <b>BBA- Semester-III</b> <b>Principles of Marketing</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding marketing terminology, concepts and individual components of a marketing mix.	
<b>CO2.</b>	Identifying the marketing segments and targets Customers.	
<b>CO3.</b>	Analysing the product mix and product life cycle in Formulating marketing strategy.	
<b>CO4.</b>	Understanding different marketing channels for developing distribution strategies	
<b>CO5.</b>	Applying the strategies of advertising, public relations and sales promotion for marketing of product & service.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Basics of Marketing in Indian context:</b>  Marketing: Introduction, Definition, Importance, Functions and Scope of Marketing; Core marketing concepts; Elements of Marketing - Needs, Wants, Demands, Consumer, Markets and Marketers; Marketing Vs Selling; Marketing – Mix.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Segmenting Targeting Positioning (STP):</b> Segmenting the Market; Benefits of Market Segmentations; Bases for Consumer Market Segmentation; Market Targeting; Product Positioning; Consumer behaviour: factors influencing consumer behaviour	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Product:</b> New Product Development: New Product Planning, Development Process and Failure of New Products; Product-Mix; Branding & Packaging Decisions; Product Life cycle (PLC): Stages and Strategies for Different Stages of PLC.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Price and Place:</b> Price: Pricing Objectives, Policies and Pricing Strategies. Place: Channels of Distribution for Consumer Products and Factors Affecting Channel Distribution.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Promotion:</b> Promotion Mix: Advertising, Publicity, Sales Promotion, Public Relations and Personal selling.	<b>8 Hours</b>

<b><u>Text Books:</u></b>	1. Marketing Management, Student Value Edition, New Delhi : Kotler & Keller.	
<b><u>Reference Books:</u></b>	1. Neelamegham S., Indian Cases in Marketing, New Delhi: Vikas Publication. 2. Bull Victor P., Marketing Management: A Strategic Planning Approach, New Delhi : McGraw Hill. 3. Czinkota M.R., Marketing Management, New Delhi : Pearson Education Asia. 4. Kotler Philip & Armstrong Graw, Principles of Marketing, New Delhi: Pearson Education. 5. Stanton William J., Fundamentals of Marketing, New Delhi : McGraw Hill <b>* Latest editions of all the suggested books are recommended.</b>	

<b><u>Course Code:</u></b> <b>BBACC304</b>	<b>Core Course – 10</b> <b>BBA- Semester-III</b> <b>Innovation &amp; Entrepreneurship Development</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic concepts, role and importance of entrepreneurship for the economic development	
<b>CO2.</b>	Understanding the systematic process of selecting and screening of a business idea.	
<b>CO3.</b>	Developing personal creativity and entrepreneurial initiative.	
<b>CO4.</b>	Understanding the concepts and schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFC. etc.	
<b>CO5.</b>	Analyzing business environment in order to identify business opportunities.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to Innovation</b> and Entrepreneurial Idea Generation and Identifying Business Opportunities <b>Concepts of Entrepreneurship Development in Indian Context:</b> Evolution of the concept of Entrepreneur, Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Attributes and Characteristics of a successful Entrepreneur.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Creating Entrepreneurial Venture:</b> Business Planning Process, Environmental Analysis - Search and Scanning, Identifying problems and opportunities, Defining Business Idea.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Project Management:</b> Technical, Financial, Marketing, Personnel and Management Feasibility, Estimating and Financing funds requirement - Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Entrepreneur Development Programmes (EDP'S):</b> Types, 7S Model, History of entrepreneurship development in India, Current Status of Entrepreneurship development in India.	<b>8 Hours</b>

<b>Unit-5:</b>	<b>Entrepreneurship Development and Government:</b> Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available.	<b>8 Hours</b>
<b>Text Books:</b>	1. Entrepreneurship: New Venture Creation - David H. Holt	
<b>Reference Books:</b>	1. Thought Leaders – Shrinivas Pandit 2. Entrepreneurship - Steven Brandt 3. Business Gurus Speak - S.N.Chary 4. Entrepreneurship - Hisrich Peters 5. The Culture of Entrepreneurship - Brigitte Berger 6. Project Management - K. Nagarajan 7. Dynamics of Entrepreneurship Development - Vasant Desai  <b>* Latest editions of all the suggested books are recommended.</b>	



<b><u>Course Code:</u></b> <b>BBACC307</b>	<b>Core Course – 11</b> <b>BBA- Semester-III</b> <b>Knowledge Traditions &amp; Management Practices of India</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
Course Outcomes:	<b>On completion of the course, the students will be :</b>	
CO1.	Understanding of vast tradition of Sanskrit texts dealing with various scientific thoughts.	
CO2.	Understanding of Number of treatises on the topics like Agriculture, Animal Husbandry, Chemistry, Astronomy, Mathematics, Botany, etc. focus on the development of thoughts in the concerned area.	
CO3.	Understanding of various treatises on physical as well as social sciences and their contribution to modern branches of sciences.	
CO4.	Understanding of ancient knowledge systems of India.	
<b>Unit-1:</b>	<b>Review of Scientific Literature in Sanskrit</b> References of sciences/scientific knowledge through different textual sources of Literature in Sanskrit.	<b>10 Hours</b>
<b>Unit-2:</b>	<b>Chemistry and Mathematics</b> Various treatises on Chemistry, Use of chemistry in medicines, Metallurgy, Use of chemistry for occult practices, Mathematical concepts through Shulbasutras, Development of different mathematical branches and Treatises based on Chemistry & Mathematics, Development of astronomy.	<b>10 Hours</b>
<b>Unit-3:</b>	<b>Dietetics</b> Study of different texts based on culinary art Nalapakadarpana, Bhojana kutuhalam, Supashastra, Modes of preservation of food, Dietary guidelines through branches of Ayurveda, Food and diseases.	<b>10 Hours</b>
<b>Unit-4:</b>	<b>Agriculture and Zoology</b> Study of krishi suktas, Krishi parashara, Brihat samhita, Types of crops, Manures, Types of land- deva matruka, nadi matruka, Use of animals in warfare, Animal husbandry, Animals for medicines.	<b>10 Hours</b>
<b><u>Reference</u></b>	Scientific Knowledge in Sanskrit Literature – Nirmal Trikha	

<b><u>Books:</u></b>	Indian Astronomy: An Introduction – S. Balachandra Rao Ancient Indian Sciences – B. Seal Science in Ancient India (Science of the Past) – Melissa Stewart India's Contribution to World Culture – Sudheer Birodkar Ancient India – R. C. Majumdar Ancient Indian Sciences – Swami Chidatman Jee Maharaj Krishi Parashara–Agriculture by Parashara–Asian Agri-History Foundation The Art of India through the Ages – Stella Kramrisch Early Indian Secular Architecture – K. Krishna Murthy The Asian Elephant: Ecology and Management" Cambridge Univ. Press	
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<b><u>Course Code:</u></b> <b>BBACC401</b>	<b>Core Course – 12</b> <b>BBA- Semester-IV</b> <b>Introduction to Financial Management</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the use of finance and its various tools used in decision making.	
<b>CO2.</b>	Understanding time value of money, preparation and appraisal of projects.	
<b>CO3.</b>	Applying capital requirements for starting a business & management of working capital.	
<b>CO4.</b>	Analyzing a company's performance for making appropriate recommendations on whether and why an investment should be accepted or rejected.	
<b>CO5.</b>	Identifying and analyzing issues related to investment decisions	
<b>CO6.</b>	Analyzing the financial objectives of various types of organizations and the respective requirements of stakeholders.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and origin of Financial Management in Indian context:</b> Finance: Meaning, Types –Public Finance, Corporate Finance & Personal Finance; Features of Finance; Aims of Finance Function; Organization structure of finance; Financial Management: Meaning, Definition, Scope, Objective and Importance ; Role of a Financial Manager; Financial Planning: Steps in Financial Planning and Principles of a Sound Financial Planning.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Time Value of Money:</b> Time Value of Money: Meaning, Definition and Need; Future Value: Single Flow, Uneven Flow & Annuity; Present Value: Single Flow, Uneven Flow & Annuity; Doubling of Period; Valuation: Concept of Valuation; Valuation of Bonds & Debentures, Preference Shares and Equity Shares.  <i>Numerical: Time value of Money (Future Value and Present Value) and Valuation of Bond and Debentures.</i>	<b>8 Hours</b>

<b>Unit-3:</b>	<p><b>Financing Decision:</b> Capital structure: Meaning, Definition, Objective, Forms, Factors influencing Capital Structure; Theories of Capital Structure: Net Income Approach, Net Operating Income Approach and Modigliani &amp; Miller Approach, Optimum Capital Structure; Cost of Capital: Meaning, Definition, Importance and Computation( <math>K_e</math>, <math>K_d</math>, <math>K_p</math> and <math>K_o</math> after tax and before tax); Leverages: Meaning, Definition and Types of Leverages. <i>Numerical: Capital structure (NI &amp; NOI), Cost of Capital (<math>K_e</math>, <math>K_d</math>, <math>K_p</math> &amp; <math>K_o</math>)</i></p>	<b>8 Hours</b>
<b>Unit-4:</b>	<p><b>Investment Decision:</b> Capital Budgeting: Meaning, Definition, Features, Significance and Factors; Techniques: Payback Period (PBP), Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR) and Profitability Index. <i>Numerical: Pay Back Period, NPV and IRR.</i></p>	<b>8 Hours</b>
<b>Unit-5:</b>	<p><b>Dividend Decision:</b> Dividend: Meaning, Definition, Determinants of Dividend Policy, Types of Dividends and Models (Walter, Gordon and MM)</p>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Reddy G. Sudarsana, Financial Management Principles & Practice, New Delhi : Himalaya Publishing House.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Rustagi, R.P. Financial Management: Theory, Concepts and Problems, New Delhi: Galgotia Publishing Company.</li> <li>2. Chandra Prasanna, Fundamentals of Financial Management, New Delhi: McGraw Hill.</li> <li>3. Van Horne, Financial Management and Policy, New Delhi, Pearson Education.</li> <li>4. Pandey I.M., Financial Management, Vikas Publications, New Delhi.</li> <li>5. Khan &amp; Jain, Financial Management, Tata McGraw-Hill, New Delhi.</li> </ol> <p><b>* Latest edition of all the suggested books is recommended.</b></p>	

<b>Course Code:</b> <b>BBACC-402</b>	<b>Core Course -13</b> <b>BBA- Semester-IV</b> <b>Business Policy and Strategy</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the strategic issues and policy decisions of a business and how current management concepts address these issues.	
<b>CO2.</b>	Understanding the strategic management process and the difference between strategic analysis, strategy formulation and strategy implementation.	
<b>CO3.</b>	Applying credible business analysis in a team setting.	
<b>CO4.</b>	Developing critical thinking skills needed to perform external analysis of organizations and their competitive environment.	
<b>CO5.</b>	Applying the concepts and analytical tools for conducting a strategic and competitive analysis of a company.	
<b>CO6.</b>	Analyzing the use of various tools (e.g., five forces model, SWOT analysis, Portfolio matrix models) in a variety of industries.	
<b>Course Content:</b>		
<b>Unit-1</b>	<b>Evolution of Business Policies:</b> Introduction, Overview of Business Policies, Importance of Business Policies, Definitions of Policy, Procedures, Process and Programmes, Types of Policies, Business Policy Statements, Corporate Culture.	<b>8 Hours</b>
<b>Unit-2</b>	<b>Business Policy and Decision Making:</b> Introduction, Factors Considered Before Framing Business Policies, Steps Involved in Framing Business Policies, Policy Cycle and its Stages, Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making.	<b>8 Hours</b>
<b>Unit-3</b>	<b>Business Continuity Plan:</b> Introduction, Concepts of Business Continuity Plan (BCP), Relevance and Importance of BCP, Steps in Business Continuity Plan, Business Impact Areas, BCP and its Influence on Strategic Management, BCP and its Influence on Policy Making, Contingency Planning.	<b>8 Hours</b>
<b>Unit-4</b>	<b>Introduction to Strategies:</b> Introduction, Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies, Purpose of Business, Difference between Goals and	<b>8 Hours</b>

	Objectives of Business, Strategic Intent through Vision and Mission Statements, Core Competencies of Business.	
<b>Unit-5</b>	<b>Strategic Management:</b> Introduction, Strategic Management, Need, scope, key features and importance of strategic management, Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies, Limitations of Strategic Management.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. G. V. Satya Sekhar, The Art of Competition by Business Policy and Strategic Management, New Delhi: K. International Pvt Ltd.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Srinivasan, Strategic Management, New Delhi: PHI.</li> <li>2. Thompson and Strickland, Strategic Management Concept and Cases, New Delhi: McGraw Hill.</li> <li>3. McCarthy et. Al, Business Policy and Strategy, New Delhi: McGraw Hill.</li> <li>4. P K Mishra &amp; Sukul Lomash, Business Policy and Strategic Management, New Delhi: Vikas Publishing</li> </ol> <p><b>* Latest edition of all books is recommended.</b></p>	

<b>Course Code:</b> <b>BBACC501</b>	<b>Core Course -14</b> <b>BBA-Semester-V</b> <b>Management Accounting</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic concepts and processes used to determine product costs.	
<b>CO2.</b>	Understanding the concept and importance of ratio analysis and cash flow analysis.	
<b>CO3.</b>	Applying cost -volume profit analysis techniques to calculate break-even point.	
<b>CO4.</b>	Applying various techniques of financial analysis to assess financial position of a firm.	
<b>CO5.</b>	Analyzing financial information for cost ascertainment, planning, control and decision making.	
<b>CO6.</b>	Developing standards and budgets for planning and controlling cost.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and evolution of Management Accounting:</b> Meaning and concept of management accounting, nature, scope, objectives and limitations of Management Accounting. Distinction between Management accounting, Financial accounting and Cost accounting. Tools and techniques of Management accounting.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Financial Analysis :</b> Meaning, objectives and limitations, Techniques of Financial Analysis -Comparative analysis, Common size statement, Trend analysis.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Ratio analysis:</b> Meaning and importance of Ratio analysis, Profitability ratios-Gross profit & Net Profit Ratios, Activity ratios-Stock, Debtors, Creditors & Capital turnover ratio, Liquidity ratios-Current and Quick Ratio, Solvency ratios –Debt equity ratio, Capital gearing ratio & interest coverage ratio.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Cash Flow Analysis:</b> Meaning of cash flow statement, Difference between funds flow and cash flow statement, Utility of Cash Flow statement, Limitations of Cash Flow statement, Presentation of format of cash flow statement	<b>8 Hours</b>

	as per AS-3. <b>(Format only, No numerical)</b>	
<b>Unit-5:</b>	<b>Cost- Volume- Profit Analysis:</b> Meaning of Marginal Costing, Fixed and variable elements of cost. Concept of contribution, Cost-Volume-Profit Analysis, Profit-volume-Ratio (P/V Ratio) and Break-even analysis, Margin of Safety, Importance of CVP, P/V and Break even analysis.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Agarwal B.K., Agarwal Rajeev, Cost and Management Accounting, New Delhi : Nirupam Sahitya Sadan.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. M.N. Arora, A Text book of Cost &amp; Management Accounting, New Delhi : Vikas Publishing House.</li> <li>2. Pandey, I.M., Management Accounting, New Delhi : Vikas Publication</li> <li>3. Kishore Ravi M., Advanced Management Accounting, New Delhi : Taxmann.</li> <li>4. Khan &amp; Jain, Management Accounting, New Delhi : McGraw-Hill.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	



## **Ability Enhancement Compulsory Course**

### **AECC**

<b><u>Course Code:</u></b> <b><u>TGE101</u></b>	<b>Ability-Enhancement Compulsory Course – 1</b> <b>BBA - Semester-I</b> <b>English Communication – I</b>	<b>L-1</b> <b>T-0</b> <b>P-2</b> <b>C-2</b>
<b>Course Outcomes</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basics of English Communication	
<b>CO2.</b>	Understanding the basic concepts of Functional Grammar	
<b>CO3.</b>	Preparing basic official written communication	
<b>CO4.</b>	Demonstrating effective speaking skills	
<b>CO5.</b>	Demonstrating comprehension in reading text	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introductory Session:</b> <ul style="list-style-type: none"><li>• Self – Introduction &amp; Assessment</li><li>• Basics of Communication Process</li><li>• Everyday Expressions</li><li>• Commonly used Verbs</li></ul>	<b>06</b>
<b>Unit-2:</b>	<b>Functional Grammar:</b> <ul style="list-style-type: none"><li>• Parts of Speech</li><li>• Verbs</li><li>• Tense</li><li>• Modals</li><li>• Conjunctions</li><li>• Subject Verb Agreement</li><li>• Articles</li><li>• Spotting Errors</li></ul>	<b>08</b>
<b>Unit-3:</b>	<b>Writing Skills:</b> <ul style="list-style-type: none"><li>• Application &amp; Formal Letter Writing</li><li>• Email Writing</li><li>• Note Taking &amp; Note Making</li><li>• Essay Writing</li></ul>	<b>06</b>

<b>Unit - 4</b>	<b>Speaking Skills:</b> <ul style="list-style-type: none"><li>• Intonation &amp; Voice Dynamics</li><li>• Art of Public Speaking</li><li>• Common Conversation</li><li>• Extempore</li></ul>	<b>06</b>
<b>Unit - 5</b>	<b>Reading Skills:</b> <ul style="list-style-type: none"><li>• Reading &amp; Understanding</li><li>• Reading Comprehensions</li><li>• Solving Para Jumbles</li></ul>	<b>04</b>

**Evaluation Scheme**

<b>Internal Evaluation (40 Marks)</b>			<b>External Evaluation (60 Marks)</b>	
20 Marks	10 Marks	10 Marks	20 Marks	40 Marks
Best of 2 CTs	Assignment (Oral)	Attendance	Viva-Voce*	Written

**Parameters of Viva\***

<b>Content</b>	<b>Body Language &amp; Dressing Sense</b>	<b>Pronunciation</b>	<b>Question Responsiveness &amp; Confidence</b>	<b>Total</b>
05 Marks	05 Marks	05 Marks	05 Marks	20 Marks

Note:

1. External Viva-Voce will be coordinated by concerned faculty.
2. The Viva-Voce will be carried out by one external examiner assigned by University.

<b>Course Code:</b> <b>BBAE102</b>	<b>Ability-Enhancement Compulsory Course - 2</b> <b>BBA - Semester-I</b> <b>Environmental Studies</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding ecology and environment for promoting sustainable development.	
<b>CO2.</b>	Understanding environmental policies, practices and Acts and its application in industries.	
<b>CO3.</b>	Applying the measures to control pollution.	
<b>CO4.</b>	Analyzing the opportunities to make optimum use of natural resources and biodiversity.	
<b>CO5.</b>	Applying the disaster management skills in case of disaster.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Environmental Studies:</b> <b>Definition and Scope</b> of environmental studies, multidisciplinary nature of environmental studies, concept of sustainability & sustainable development. <b>Ecology and Environment:</b> Concept of an Ecosystem- its structure and functions, Energy Flow in an Ecosystem, Food Chain, Food Web, Ecological Pyramid & Ecological succession, Study of following ecosystems: Forest Ecosystem, Grass land Ecosystem & Aquatic Ecosystem & Desert Ecosystem.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Natural Resources:</b> Renewable & Non-Renewable resources; Land resources and land use change; Land degradation, Soil erosion & desertification. Deforestation: Causes & impacts due to mining, Dam building on forest biodiversity & tribal population. Energy Resources: Renewable & Non-Renewable resources, Energy scenario & use of alternate energy sources, Case studies. Biodiversity: Hot Spots of Biodiversity in India and World, Conservation, Importance and Factors Responsible for Loss of Biodiversity, Bio-geographical Classification of India.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Environmental Pollutions:</b> Types, Causes, Effects & control; Air, Water, soil & noise pollution, Nuclear hazards & human health risks, Solid waste Management; Control measures of urban & industrial wastes,	<b>8 Hours</b>

	pollution case studies.	
<b>Unit-4:</b>	<b>Environmental policies &amp; practices:</b> Climate change & Global Warming (Greenhouse Effect), Ozone Layer - Its Depletion and Control Measures, Photochemical Smog, Acid Rain Environmental laws: Environment protection Act; air prevention & control of pollution act, Water Prevention & Control of Pollution Act, Wild Life Protection Act, Forest Conservation Acts, International Acts; Montreal & Kyoto Protocols & Convention on biological diversity, Nature reserves, tribal population & Rights & human wild life conflicts in Indian context.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Human Communities &amp; Environment:</b> Human population growth; impacts on environment, human health & welfare, Resettlement & rehabilitation of projects affected person: A case study, Disaster Management; Earthquake, Floods & Droughts, Cyclones & Landslides, Environmental Movements; Chipko, Silent Valley, Vishnoi's of Rajasthan, Environmental Ethics; Role of Indian & other regions & culture in environmental conservation, Environmental communication & public awareness; Case study	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. De A. K. ,Environmental Chemistry, New Delhi : New Age Publishers Pvt. Ltd.	
<b><u>Reference Books:</u></b>	1. Bryant, P. J., Biodiversity and Conservation, New Delhi: Hypertext Book 2. Tewari, Khulbe& Tewari , Textbook of Environment Studies, New Delhi: I.K. Publication 3. Masters, G. M. Introduction to Environmental Engineering and Science, New Delhi : Prentice Hall India Pvt. Ltd. 4. Odem, E. P , Fundamentals of Ecology, New Delhi : W. B. Sannders Co.  <b>*Latest editions of all the suggested books are recommended.</b>	

<b><u>Course Code:</u></b> <b><u>TGE-201</u></b>	<b>Ability Enhancement Compulsory Course-3</b> <b>BBA Semester-II</b> <b>English Communication-II</b>	<b>L-1</b> <b>T-0</b> <b>P-2</b> <b>C-2</b>
<b>Course Outcomes</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Demonstrating comprehension in listening	
<b>CO2.</b>	Understand and improve vocabulary	
<b>CO3.</b>	Draft official written communication formats.	
<b>CO4.</b>	Demonstrate public speaking skills	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Listening Skills:</b> <ul style="list-style-type: none"><li>• Active Listening</li><li>• Talk Shows</li><li>• Commentaries</li><li>• Listening Comprehensions</li></ul>	<b>06</b>
<b>Unit-2:</b>	<b>Functional Grammar &amp; Vocabulary:</b> <ul style="list-style-type: none"><li>• Root Words</li><li>• Idioms &amp; Phrases</li><li>• Technical Jargons</li><li>• Direct &amp; Indirect Speech</li><li>• Active &amp; Passive Voice</li><li>• Sentence Re-arrangement</li><li>• Closet Test</li></ul>	<b>08</b>
<b>Unit-3:</b>	<b>Writing Skills:</b> <ul style="list-style-type: none"><li>• Proposal &amp; Report Writing</li><li>• Preparing Notice, Agenda &amp; MOM</li><li>• Verbal Analogies</li></ul>	<b>06</b>
<b>Unit - 4</b>	<b>Communication Skills:</b> <ul style="list-style-type: none"><li>• Power Point Presentations</li><li>• Know Your Body Language</li><li>• Role Plays</li><li>• Picture Perception</li><li>• Public Speaking ‘Debate, Stage Handling, Oral Presentation’</li></ul>	<b>05</b>

<b>Unit - 5</b>	<b>Verbal Ability:</b> <ul style="list-style-type: none"> <li>• One Word Substitutions</li> <li>• Jumbled Words</li> <li>• Sentence Improvement</li> </ul>	<b>05</b>
<b>Reference Books:</b>	<ol style="list-style-type: none"> <li>1. <i>English Grammar Composition and Usage</i> by J.C. Nesfield, Macmillian Publishers.</li> <li>2. <i>Communication Skills</i> by Sanjay Kumar &amp; PushpLata, Oxford University Press</li> <li>3. <i>Business Writing for Dummies (3rd Edition)</i> by Natalie Canavor, For Dummies</li> <li>4. <i>Reading and Listening Comprehension Skills</i> by Michelle Osment, Curriculum Concepts</li> <li>5. <i>Unveiling the Secrets of Verbal Ability</i> by Abhishek Verma and Shweta Bajaj, Research India</li> </ol>	

### Evaluation Scheme

Internal Evaluation (40 Marks)			External Evaluation (60 Marks)	
20 Marks	10 Marks	10 Marks	20 Marks	40 Marks
Best of 2 CTs	Assignment (Oral)	Attendance	Viva-Voce*	Written

### Parameters of Viva\*

Content	Body Language & Dressing Sense	Pronunciation	Question Responsiveness & Confidence	Total
05 Marks	05 Marks	05 Marks	05 Marks	20 Marks

Note:

3. External Viva-Voce will be coordinated by concerned faculty.
4. The Viva-Voce will be carried out by one external examiner assigned by University.



<b>Course Code:</b> <b>BBAE301</b>	<b>Ability-Enhancement Compulsory Course-4</b> <b>BBA-Semester-III</b> <b>Human Values and Professional Ethics</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the core values that shape the ethical behavior of a manager in functional areas of an organization.	
<b>CO2.</b>	Understanding the morals & values that ought to guide the management and resolve the moral issues in the profession	
<b>CO3.</b>	Analyzing the role of morals and values in technological development and its challenges.	
<b>CO4.</b>	Developing value based management system and work environment in organization.	
<b>CO5.</b>	Developing framework for management ethics and human Values.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Evolution and introduction of Human Values in Indian context:</b>  Values: Introduction, sources of value system, Types of values, Significance of values, Indian value system, values of Indian manager, Teaching from Indian scriptures like Mahabharata, Bhagwad Gita, Ramayana, Quran and its applications in management.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Business Ethics:</b>  Definition of Ethics, nature of ethics, types of ethics, Ethics and morality, Need and significance of business Ethics, code of conduct and Ethics for manager.-	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Ethical Dilemmas:</b> Ethical Dilemmas- sources and their resolutions. Ethical decision making, Work ethics, Ethical and unethical practices in India.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Impact of Ethics:</b> Ethical issues related with marketing, Human resource management, Finance, Intellectual property rights. Environmental	<b>8 Hours</b>

	ethics.	
<b>Unit-5:</b>	<p><b>Understanding Harmony in the Family and Society –harmony in Human -Human Relationship and Gender issues:</b>  Understanding Harmony in the Family and Society-Harmony in Human-Human Relationship; Understanding harmony in the Family-the basic unit of human interaction; Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay - tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship.</p> <p><b>Gender Issues and Biases:</b>  Gender Stereotyping and Gender Discrimination, Male Gaze and Objectivity, Remedial measures of gender biasness.</p>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Bhatia S.K., Business Ethics and managerial values, New Delhi: Deep and Deep publications Pvt. Ltd.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Velasquez, Business Ethics – Concepts and Cases, New Prentice Hall.</li> <li>2. Mathur U.C., Corporate Governance &amp; Business Ethics, New McMillan.</li> <li>3. Govindarajan M., professional ethics and Human values, Delhi: PHI learning pvt ltd.</li> <li>4. Hartman Laura P &amp; Abha Chatterjee, Business Ethics, New McGraw Hill.</li> <li>5. R. K Sharma, puneetagoel, Corporate governance, values and New Delhi: kalyani publication</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

## **Generic Elective Course (GE)**

<b><u>Course Code:</u></b> <b>BBAGE101</b>	<b>Generic Elective Course – 1</b> <b>BBA-Semester-I</b> <b>Business Law</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basics and essentials of having a valid contract.	
<b>CO2.</b>	Understanding the difference between valid and void contract and their related consequences.	
<b>CO3.</b>	Understanding about the essentials of having contract of agencies, rights and duties of agent etc.	
<b>CO4.</b>	Applying the concept of negotiable instrument and their utility in normal business operations.	
<b>CO5.</b>	Analyzing the contract of Bailment and Pledge.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Evolution and Introduction of Business law in Indian Context:</b>  <b>Indian Contract Act 1872:</b> <b>Contract</b> – Meaning, Characteristics and Kinds; Essentials of valid contract. <b>Offer and acceptance:</b> Valid offer, Acceptance, Communication of offer and acceptance, Revocation of offer and acceptance, Lapse of an offer. <b>Capacity of Parties:</b> Who is Competent to contract, Position of Agreements with a Minor, Position of persons of Unsound Mind, Persons disqualified by Law; <b>Consideration:</b> Meaning, Essential Elements of Valid Consideration, Stranger to Contract, Contract without Consideration; <b>Free Consent-</b> Meaning of Consent, Meaning of Free Consent, Meaning Coercion and its effect, Meaning of Undue influence and its effects, Meaning of Fraud and its effects, Meaning of Misrepresentation and its effects and Meaning of Mistake and its effects.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Void Agreement:</b> Meaning of Void Agreements, Agreements in restraint of marriage, trade & legal proceedings, Uncertain Agreements, Wagering Agreements, Distinction between contracts of insurance and wagering agreements, Agreements Contingent on Impossible Events, Agreements to do Impossible Acts, Restitution.	<b>8 Hours</b>

	<b>Contingents Contract:</b> Meaning, Essential Features and Rules. <b>Performance of a Contracts-</b> Meaning and Types. <b>Discharge of Contracts-</b> Meaning and Modes. <b>Remedies for Breach of Contracts-</b> Meaning, Anticipatory, Actual Breach of Contracts, and Remedies. <b>Quasi – contracts-</b> Meaning and Features.	
<b>Unit-3:</b>	<b>Special Contracts:</b> <b>Contract of Indemnity and Guarantee:</b> Introduction, Contract of Indemnity, Contracts of Guarantee, Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety. <b>Contract of Bailment and Pledge:</b> Meaning, Kinds, Duties & Rights of Bailer, Duties & Rights of Bailee; Lien- Meaning & Types; Finder of Goods- Meaning and Rights; Termination of Bailment: Pledge- Meaning of pledge, pledgor &pledgee, Rights & duties of pledge, pledgor &pledgee.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Contract of Agency:</b> Meaning, Creation of Agency, Termination of Agency, Irrevocable Agency; Agent- Meaning, Who may be Agent, Agent vs. Servant, Agent vs. Independent Contractor, classification of Agents, Extent of Agent Authority, Delegation of Authority of Agent, Meaning & Appointment of Sub- Agent, Meaning of Substituted Agent, Rights and Duties of Agent, Principal- Meaning and Position of Principal.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>The Negotiable Instruments Act, 1881:</b> Negotiable Instruments- Meaning, Characteristics, Presumptions, Types, Promissory Note- Meaning and Characteristics, Bills of Exchange- Meaning and Essential Characteristics, acceptance- Meaning and Characteristics, Cheque- Meaning and Characteristics, , Crossing of Cheque, Holder and Holder in due course, Endorsement, Dishonor of Bill, Noting, Protesting and Hundies.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Kuchhal M C, Business Laws, New Delhi: Vikas Publishing House.	
<b><u>Reference Books:</u></b>	1. Sharma, J.P. and SunainaKanojia, Business Laws, New Delhi: Ane Books Pvt. Ltd. 2. Chadha P R Business Law, Galgotia, New Delhi: Publishing Company. 3. Maheshwari & Maheshwari, Business Law, New Delhi:	

	<p>National Publishing House.</p> <p>4. Singh. Avtar, The Principles of Mercantile Law, Lucknow: Eastern Book Company,.</p> <p>5. Tulsian P.C., Business Law, New Delhi: McGraw Hill.</p> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	
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<b>Course Code:</b> <b>BBAGE102</b>	<b>Generic Elective Course – 2</b> <b>BBA-Semester-I</b> <b>Indian Economy</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic characteristics of Indian economy, its potential on natural resources in order to relate them with economic development.	
<b>CO2.</b>	Understanding agricultural foundation, economic growth and development and its contribution to the economy as a whole.	
<b>CO3.</b>	Analyzing the progress and nature of agricultural sector and its contribution to the economy as a whole.	
<b>CO4.</b>	Developing plans to promote small scale industries in India and enhance overall performance of domestic sector.	
<b>CO5.</b>	Developing a perspective on the different problems and approaches to economic planning and development in India.	
<b>CO6.</b>	Assessing the planning undertaken by the government of India in order to have knowledge and lay them as foundation of the ongoing planning and economic reforms.	
<b>CO7.</b>	Analyzing issues and challenges of Indian Economy and make plans and to curb poverty, inequality, unemployment and inflation.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Evolution of Indian Economy:</b> India as a Developing Economy; Indian Economy On The Eve Of Independence; National Income Of India: Trends And Levels; Human Resources And Economic Development; Human Development In India; Occupational Structure And Economic Development; Natural Resources, Economic Development And Environmental Degradation; Infrastructure In The Indian Economy; Social Infrastructure And Social Sector.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Planning And Economic Development:</b> Objectives And Strategy Of Economic Planning In India; Approach To The Ongoing Five Year Plan. Regional Planning In India. Financing Of The Plans. Economic Reforms In India – Main Features And Achievements.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Domestic Sector:</b>	<b>8 Hours</b>

	Institutional And Technological Reforms In Indian Agriculture; Agricultural Finance And Marketing; Agricultural Prices And Policy; Industrial Policy; Sources Of Industrial Finance; Role Of Small Scale And Cottage Industries In Indian Economy.	
<b>Unit-4:</b>	<b>External Sector of The Economy:</b> India's Balance Of Payments – Problems And Solutions; Trends, Composition And Direction Of India's Foreign Trade; New Trade Policy; WTO And Indian Economy; Foreign Investment Inflows; India's Exchange Rate Policy.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Issues And Challenges Of Indian Economy:</b> Problems Of Poverty; Inequality; Unemployment And Inflation - Strategy And Policy Of The Government; Food Security And Public Distribution System; Salient Features Of The Relevant Union Budget.	<b>8 Hours</b>
<b>Text Books:</b>	1 Datt&Sundharam, Indian Economy, New Delhi: S Chand.	
<b>Reference Books:</b>	1. Uma Kapila, India's Economic Development Since 1947. 2. Misra&Puri, Indian Economy, New Delhi: Himalaya Publishing House. <b>* Latest editions of all the suggested books are recommended.</b>	



<b><u>CourseCode:</u></b> <b>BBAGE201</b>	<b>Generic Elective Course - 3</b> <b>BBA-Semester-II</b> <b>Company Law</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts and provisions of company law.	
<b>CO2.</b>	Understanding the concepts of share capital and the difference between a member and a share holder.	
<b>CO3.</b>	Understanding the various concepts and procedures for effective management of a company.	
<b>CO4.</b>	Understanding the legal procedure and provision of winding up a company.	
<b>CO5.</b>	Understanding the various concepts borrowing power and charges on assets.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and evolution of Company Law in Indian Context:</b> Company – Definition, types, features, Privileges of private company, Conversion of private company into public company. Incorporation of company, Promoters, Preliminary or pre incorporation contracts, Certificate of incorporation, Prospectus, Commencement of business, Doctrine of Indoor management. Concept of lifting of corporate veil. Comparison between private and public company.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Share Capital &amp; Membership:</b> Memorandum of association, Articles of association and difference between them. Meaning, kinds, alteration and reduction of share capital. Share certificate, Share warrant, Transfer and transmission of shares. Member Vs. Shareholder, Who can be a member, Modes of acquiring membership, Cessation of membership. Rights & liability of a member and register of members.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Company Management:</b> Types of meeting, Essential and legal rules for a valid meeting, Voting rights and proxies. Principle of majority rule and its exceptions and protection of minority. Types and circulation of resolution, minutes of meeting and adjournment of meeting. Meaning, types, appointment, retirement, removal, powers and	<b>8 Hours</b>

	liabilities of directors. Directors identification number.	
<b>Unit-4:</b>	<b>Borrowing Powers and charges on Assets:</b> Extent, types and methods of borrowing. Concept of ultra-vires and intra-vires borrowings. Creation and types of charges on assets. Concept of crystallization of floating charge. Priorities and differences between fixed and floating charges. Registration of charges and its legality. Consequences of non-registration of charges	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Winding Up:</b> Meaning and modes of winding up. Winding up by Court, voluntary winding up and winding up subject o supervision of court. Winding up of unregistered companies.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Kapoor,N.D.:Elements of Mercantile Law:NewDelhi:Sultan Chand Publications.	
<b><u>Reference Books:</u></b>	1. Institute of Chartered Accountants of India:Corporate and Allied Laws:New Delhi: ICAI. 2. Gogna, P.P.S.:A Text Book of Company Law:New Delhi: Sultan Chand Publications. 3. Avtar Singh: Company Law: New Delhi: Eastern Publications.  <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> <b>BBAGE202</b>	<b>Generic Elective Course – 4</b> <b>BBA-Semester-II</b> <b>Macro Economics</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts of Macroeconomics and its interrelations with Microeconomics.	
<b>CO2.</b>	Understanding how the economy is regulated through monetary and fiscal policies.	
<b>CO3.</b>	Analyzing the income determination through classical and Keynesian economics.	
<b>CO4.</b>	Analyze different phases of trade cycle, demonstrate various trade cycle theories, understand the impact of cyclical fluctuation on the growth of business, and lay policies to control trade cycle	
<b>CO5.</b>	Applying simple models of international trade to study the flow of goods between countries and discuss the costs of protectionism within the context of such models	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and evolution of Macro Economics in Indian Context:</b>  <b>Macro Economics;</b> Meaning, definition & importance. <b>National Income:</b> Meaning, Concept of National Income, Measurement of National Income. Circular Flow of Income- two sector economy, three sector economy and four sector economy.	<b>8 Hours</b>
<b>Unit-2:</b>	Classical Theory of Employment; Says law and Wage- price flexibility: The Classical Theory of Employment and output (Income) - A formal full employment model- determination of income and employment where there is no saving & investment, with saving & investment and with role of money, prices & inflation. Classical theory of output and employment: complete classical model. Keynes critique of classical model. Keynes Theory of Employment.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Consumption Function:</b> Concept, Average & Marginal propensity to consume, Importance of Consumption Function. Saving Function: Concept, Average & Marginal propensity to save. Keynes theory of Consumption- determinants of propensity to consume, objective factors and Importance.	<b>8 Hours</b>

<b>Unit-4:</b>	<b>Investment Function: Meaning of Investment, Types of Investment:</b> (Business fixed investment, Residential investment and Inventory investment), and Autonomous Investment & Induced Investment. Keynes Theory of Investment, factors causing shift in investment demand curve. Accelerator theory of investment. Impact of Inflation, Monetary policy and Fiscal Policy on investment.	<b>8 Hours</b>
<b>Unit-5:</b>	Theory of Multiplier; Concept, Derivation of investment multipliers, Assumptions, Leakages in multiplier process, importance. IS-LM Analysis; Derivation and shifts of IS and LM curves. Intersection of IS and LM Curves (Simultaneous equilibrium of goods and money markets), Role of monetary and fiscal policy by using IS-LM curves.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Ahuja H.L., Macroeconomics Theory and Policy, New Delhi : S.Chand.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Mishra S. K. &amp;Puri V. K., Modern Macro Economic Theory, New Delhi: Himalayan Publishing House.</li> <li>2. Edward Shapiro, Macro Economic Analysis, New Delhi : Mc Graw Hill,.</li> <li>3. JhigamM.L.&amp;StephenJ.K.ManagerialEconomics,NewDelhi: Vrinda Publications.</li> <li>4. Vaish M.C., Macro Economic Theory,NewDelhi:Vikas Publishing House Pvt. L.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> BBAGE203	<b>Generic Elective Course – 5</b> <b>BBA-Semester-II</b> <b>Indian Constitution</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO-1.</b>	Remembering the important provisions of the constitution regarding the fundamental rights, directive principles of state policy and fundamental duties.	
<b>CO-2.</b>	Understanding the concept of constitution, constitutional law and constitutionalism.	
<b>CO-3.</b>	Applying the concept of constitutional philosophy in practical life.	
<b>CO-4.</b>	Examining and Analyzing the success and shortcomings of the Indian Constitution regarding certain needs.	
<b>CO-5.</b>	Creating new ideas and patterns for the growth and development of constitution of India.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to Indian constitution</b> Constitutional Concepts- Constitution, Constitutional Law and, Constitutionalism, Making of Indian Constitution: an overview Nature of Indian Constitution, Salient Features of Indian Constitution Preamble	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Basics of Fundamental Rights (Articles 12-13)</b> Fundamental Rights: meaning, concept & evolution, State Law, Doctrine of Eclipse, Severability and Waiver, Judicial Review	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Fundamental Rights (Articles 14-24)</b> Right to Equality, Right to Freedom, Right against exploitation	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Fundamental Rights (Articles 25-32)</b> Freedom of Religion, Minority Rights, Right to Constitutional Remedies, PIL	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Directives and Fundamental Duties (Articles 36-51A)</b> Objectives of Directive Principles of State Policy, Guiding Principles for Government in the Name of Directive Principles of State Policy Relationship between Fundamental Rights and Directive Principles of State Policy, Fundamental Duties	<b>8 Hours</b>
<b>Text Books:</b>	1. Shukla V.N., Constitution of India, Eastern Book Company, Lucknow Paylee M.d., Constitution of World, Universal Law Publishing Company, Delhi.	

<b>Reference Books:</b>	1. Seervai H. M.,Constitutional Law of India,Universal Law Publishing Company, Delhi. Jain M.P.,Outline of Indian Constitution, LexisNexis Butterworth Wadhwa Publication,Nagpur
<b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> <b>BBAGE301</b>	<b>Generic Elective Course – 6</b> <b>BBA-Semester-III</b> <b>Cost Accounting</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the various accounting concepts and standards.	
<b>CO2.</b>	Analyzing the working of non-profit organization and their accounting procedures.	
<b>CO3.</b>	Applying the concept of accounting in various other formats of working like, royalty accounting, branch accounting, and hire purchase etc.	
<b>CO4.</b>	Analyzing the profit and loss from working in partnership with the accounting information developed.	
<b>CO5.</b>	Developing the accounting procedure to cope up with any format and type of business transaction.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and evolution of Cost Accounting in Indian Context:</b> Meaning & Definition of Cost Accounting, Difference between Cost, Costing, Cost Accounting and Cost Accountancy. Nature of Cost Accounting, Scope of Cost Accounting, Principles of Cost Accounting, Functions of Cost Accounting, Types and Techniques of Cost Accounting, Methods of Cost Accounting and Importance of Cost Accounting. <b>Cost: Elements, Concepts and Classification (As Per CAS-1) - Element of Cost (Material, Labor and Expenses), Overheads, Classification of Overheads, Preparation of Cost Sheet.</b>	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Cost Audit:</b> Definition, Concept, Functions and Advantages. <b>Material Control:</b> Concept, Meaning, Advantage, Objective and Methods & Techniques of Material Control (ABC Analysis, VED Analysis, and EOQ Analysis), Determination of Stock Levels (Maximum Level, Minimum level, Danger level and Average Level. Pricing of Material Issued: LIFO, FIFO & HIFO. <b>Numerical: EOQ &amp; FIFO/LIFO/HIFO.</b>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Labour Cost Accounting:</b> Labour Turnover, Idle Time and Overtime. Methods of Wage Payments: Time Rate System, Piece Rate System & Incentive Scheme (Premium Bonus Method, Combination of Piece and Time,	<b>8 Hours</b>

	<p>Group Bonus Payment) merits and demerits of all methods.</p> <p><b>Accounting of Overheads:</b> Classification (as per Elements, Functions, Behavior &amp; Controllability) and Treatment of different overhead items, Distribution Scheme of Production Overhead: Allocation, Apportionment and Absorption of Overheads.</p> <p><b>Numerical: Time Rate System, Piece Rate System &amp; Incentive Scheme.</b></p>	
<b>Unit-4:</b>	<p><b>Unit or Output Costing:</b> Meaning, Definitions and Preparation of Cost Sheet. Items excluded from Cost Sheet. <b>Contract Costing:</b> Meaning, Features &amp; Preparation of Contract Account (Treatment of Material &amp; Plant), Determination of Profit / Loss on Contract-Completed Contracts &amp; Incomplete Contracts.</p> <p><b>Numerical: Preparation of Cost Sheet and Preparation of Contract Accounts (Complete only)</b></p>	<b>8 Hours</b>
<b>Unit-5:</b>	<p><b>Process Costing:</b> Meaning, Characteristics and Preparation of Process Cost Account (without process loss and with process loss), Treatment of Normal Wastage, Abnormal Loss and Abnormal Gain.</p> <p><b>Standard Costing:</b> Meaning, Advantages and Types of Variance (Material Variance &amp; Labour Variance only)</p> <p><b>Numerical: Standard Costing (Material or Labour Variance)</b></p>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	<ol style="list-style-type: none"> <li>1. Maheshwari S.N., Maheshwari S.K.: Financial Accounting; New Delhi: Vikas Publishing House Pvt. Ltd</li> </ol>	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Shukla, M.C. Grewal, S.P.: Advanced Accounts; New Delhi: S.Chand.</li> <li>2. Jain, S.P., Narang, K.N.: Advanced Accountancy; New Delhi: Kalyani Publishers.</li> <li>3. Gupta, R.L., Radhaswamy, M.: Advanced Accountancy; New Delhi: S.Chand.</li> <li>4. Tulsian, P.C.: Financial Accounting; New Delhi: McGraw-Hill Publishing Co.Ltd.</li> <li>5. Mukharji A. Hanif M.: Financial Accountin; New Delhi: McGraw-Hill Publishing Co.Ltd.</li> </ol>	



	<b>* Latest editions of all the suggested books are recommended.</b>	
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<b><u>Course Code:</u></b> BBAGE302	<b>Generic Elective Course – 7</b> <b>BBA-Semester-III</b> <b>Advance Accounting</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the various accounting concepts and standards.	
<b>CO2.</b>	Analyzing the working of non-profit organization and their accounting procedures.	
<b>CO3.</b>	Applying the concept of accounting in various other formats of working like , royalty accounting, branch accounting, and hire purchase etc.	
<b>CO4.</b>	Evaluating the profit and loss from working in partnership with the accounting information developed.	
<b>CO5.</b>	Developing the accounting procedure to cope up with any format and type of business transaction.	
<b>Course Content:</b>		
<b><u>Unit-1:</u></b>	<b>Accounting Standards and its evolution:</b>  Meaning, need and importance. Concept of GAAP, Difference between Indian and International Accounting Standards. Various Indian Accounting standards (A brief description).	<b>8 Hours</b>
<b><u>Unit-2:</u></b>	<b>Accounts of Non-Profit Organization:</b> Preparation of Income and Expenditure Account, Receipts and Payment Method and Balance Sheet.	<b>8 Hours</b>
<b><u>Unit-3:</u></b>	<b>Branch Accounting:</b> Branch Accounting, Departmental Accounting, Installment Payment System and Hire Purchase System.	<b>8 Hours</b>
<b><u>Unit-4:</u></b>	<b>Royalty Account:</b> Royalty Account, Joint Venture and Consignment.	<b>8 Hours</b>
<b><u>Unit-5:</u></b>	<b>Accounting for Partnership Firms:</b> Including Admissions, Retirement, Death and Dissolution of partnership.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Maheshwari S.N., Maheshwari S.K.: Financial Accounting;New Delhi: Vikas Publishing House Pvt. Ltd	
<b><u>Reference Books:</u></b>	1. Shukla, M.C. Grewal, S.P.:AdvancedAccounts:New Delhi: S.Chand. 2. Jain, S.P., Narang, K.N.: Advanced Accountancy:New	

	<p>Delhi: Kalyani Publishers.</p> <p>3. Gupta, R.L., Radhaswamy,M: Advanced Accountancy:NewDelhi:S.Chand.</p> <p><b>*Latest editions of all the suggested books are recommended.</b></p>	
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<b>Course Code:</b> <b>BBAGE401</b>	<b>Generic Elective Course – 8</b> <b>BBA-Semester-IV</b> <b>Material and Production Management</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts of production and material management, maintenance methods of manufacturing functions, location and plant layout.	
<b>CO2.</b>	Analyzing the facilities and location layout in different organizational contexts.	
<b>CO3.</b>	Understanding methods of statistical quality control to solve various problems faced during business operations.	
<b>CO4.</b>	Understanding and analyzing existing store management and purchase policy of and organization.	
<b>CO5.</b>	Understanding and analyzing policy of material and store management system so as to get the maximum out of it.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and evolution of Material &amp; Production Management in Indian Context:</b>  Nature of Production – Production as a system, organizational function – Decision making in production–Characteristics of modern production and operations functions organization of production function – Recent trends in Production and Operation function-Methods of Manufacturing – Intermittent, Continuous, Flexible Manufacturing systems – Comparison of various manufacturing system – Characteristics of Modern Manufacturing – Operations in the Service sector- Manufacturing Vs Service operations	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Facilities Location and Layout:</b> Introduction to plant location – Location need analysis – Factors affecting plant Location decision – Comparison of site location area – Introduction to Plant layout –Essentials of good plant Layout – Types of Layout – Process, Product, Fixed Position, Group and Cell Layout.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Materials Handling System and Design of Work System:</b> Introduction -Elements of Material Handling System – Principles of Material Handling System, Unit Load Concept – Selection of	<b>8 Hours</b>

	Material Handling System – Types of Material Handling Equipment – Work study Method study and Work Measurement Numerical Problems	
<b>Unit-4:</b>	<b>Maintenance Management and Statistical Quality Control:</b> Introduction – Areas of Maintenance – Types of Maintenances – Planning and scheduling of Maintenance – Control of Maintenance – Introduction to SQC – Inspection and Quality Control – Statistical Quality Control – Types of Control Charts for Variables and Attributes – Numerical Problems	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Purchase and Stores Management:</b> Objectives, Functions, Purchasing cycle and Purchase Policies – Vendor rating – Vendor Rating Methods – Numerical Problems in Vendor Rating – Introduction to stores management – Stores Location – Stores Layout – Stock Verification and Documents pertaining to purchase and stores management.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Aswathappa K., K.Shridhara Bhat ., “Production and Operations, Management”, New Delhi ; Himalaya Publishing House.	
<b><u>Reference Books:</u></b>	1. Paneerselvam R., “Production and Operations Management”, New Delhi; PHI Learning Private limited. 2. Saravana Vel P., “Production and Operations Management”, New Delhi:Margam publishers. <b>* Latest editions of all the suggested books are recommended.</b>	

<b><u>Course Code:</u></b> <b>BBAGE402</b>	<b>Generic Elective Course – 9</b> <b>BBA-Semester-IV</b> <b>Goods &amp; Service Tax</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the principles and benefits of corporate income tax.	
<b>CO2.</b>	Analyzing the earlier indirect tax system and present indirect tax system	
<b>CO3.</b>	Understanding the structure, types, basic terms, concepts, various provisions, advantages and disadvantages of GST.	
<b>CO4.</b>	Understanding and applying various laws of GST and their implications.	
<b>CO5.</b>	Understanding and analyzing the importance and benefits of Input Tax Credit.	
<b>Course Content:</b>		
<b><u>Unit-1:</u></b>	<b>Evolution of GST:</b> Overview of GST, Implementation of GST, Liability of the Tax Payer, GST Network GST Council, Levy of GST – Introduction, Composition Scheme, Remission of Tax/ Duty, Registration Procedure, Special Persons, Amendments / Cancellation.	8 Hours
<b><u>Unit-2:</u></b>	<b>Meaning and Scope of Supply</b> Taxable Supply, Supply of Goods and Supply of Services, Course or Furtherance of Business, Special Transactions, Time of Supply – Goods, Time of Supply –Services, Valuation in GST, Transaction Value, Valuation Rules.	8 Hours
<b><u>Unit-3:</u></b>	<b>Payment of GST</b> Introduction, Time of GST payment, Process to make payment, Challan Generation & PIN, TDS & TCS, Procedures for E-commerce Operator.	8 Hours
<b><u>Unit-4:</u></b>	<b>Input Tax Credit</b> Introduction, Job Worker, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Matching of Input Tax Credit, Returns, GSTR-2, Other Taxable Persons, Annual Return.	8 Hours
<b><u>Unit-5:</u></b>	<b>GST Portal</b> Introduction, GST Eco-system, GST Suvidha Provider (GSP),	8 Hours

	Uploading Invoices.	
<b><u>Text Books:</u></b>	1. Mehrotra H.C. & Agarwal V.P. :Goods and Services Tax-GST:Agra:Sahitya Bhawan Publications.	
<b><u>Reference Books:</u></b>	1. Gupta N K & Bhatia Sunaina:Goods& Service Tax:NewDelhi:Bharat Law house. 2. Guide to the Goods and Services Tax:CA Farooq Haque:NewDelhi:Bharat law House. 3. Mohan Rajat (C.A.) & Vardhan Harsh :Illustrated Guide to Goods & Service Tax:NewDelhi:Bharat Law House. <b>*Latest editions of all the suggested books are recommended.</b>	

## **Open Electives**



<b><u>Course Code:</u></b> -	<b>Open/Generic Elective Course – 10</b> <b>BBA-IV</b> <b>Open Elective -1</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>From respective course</b>	

<b><u>Course Code:</u></b>	<b>Open/Generic Elective Course – 11</b> <b>BBA-V</b> <b>Open Elective -2</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>From respective course</b>	

## **Skill-Enhancement Elective Course (SEC)**

<b>Course Code: BBASE101</b>	<b>Skill-Enhancement Course -1 BBA-Semester-I Computer Fundamentals</b>	<b>L-3 T-0 P-2 C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic components of a computer system, its classification and application.	
<b>CO2.</b>	Understanding the concept of Data Communication, its modes, its forms and Data Communication Channels.	
<b>CO3.</b>	Applying word-processing software (MS-Word) to solve basic information system.	
<b>CO4.</b>	Applying the knowledge of Microsoft Office programs to create professional and academic documents.	
<b>CO5.</b>	Creating and designing a word document for general office use.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and evolution of Computer in Indian Context:</b>  <b>Computer Hardware and Number System:</b> Computer Fundamentals ,Computer History and evaluations, Computer Classifications, Anatomy of Computer System, Input and Output technologies, Memory and Storage Devices, Applications of information technology in Business.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>MS-Word:</b> Uses and Components of MS-Word, Working with Tables, Preparations of Documents, Editing and Formatting in MS-Word, Short Cut keys ,Mail Merge, Alignments, Types of Charts, Hyperlinks, Print layout, Page Orientations , Preparations of CV. in MS-Word.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>MS-Excel:</b> Uses and Components of MS-Excel, Working with Workbook and Worksheet, Working with Rows and Columns, Editing and Formatting in MS-Excel, Different Formulas in Excel, Uses of different tools, Types of charts, Sorting of Data in MS-Excel	<b>8 Hours</b>
<b>Unit-4:</b>	<b>MS-PowerPoint:</b> Uses and Components of MS-PowerPoint, Inserting Pictures and Objects in PowerPoint , Working with Slides ,Prepare Slides using Animations in PowerPoint, Editing and Formatting in PowerPoint, Header and Footer, Inserting Sounds, Custom Animation, Slide show and Transitions	<b>8 Hours</b>

<b>Unit-5:</b>	<b>Internet and Social Media:</b> Internet, Search Engine, E-Mail, Uploading and Downloading of files, saving and making new folders. Creating page on face book, creating profile on LinkedIn, Creating profile on twitter and handling twitter.	<b>8 Hours</b>
<b><u>Text Books</u></b>	<ol style="list-style-type: none"> <li>1. Cyganski, Information Technology: Inside and Outside, New Delhi: Pearson Education.</li> <li>2. Basandra S.K., Computers Today, New Delhi: Galgotia Publications.</li> <li>3. Sinha Pradeep K., Computer Fundamentals, 6th Edition, New Delhi: BPB Publications.</li> </ol>	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Leon A. &amp; Leon M., Introduction to Computers, New Delhi: Vikas Publications.</li> <li>2. Leon, Fundamentals of Information Technology, New Delhi: Vikas Publications.</li> <li>3. Kakkar D.N., Goyal R., Computer Applications in Management, New Delhi: New Age.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> BBASE102	<b>Skill Enhancement Course - 2</b> <b>BBA-Semester-I</b> <b>Advance Excel</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding and modifying Excel options.	
<b>CO2.</b>	Developing the skills of working in MS excel.	
<b>CO3.</b>	Applying the data consolidation feature to combine data from several workbooks into one.	
<b>CO4.</b>	Applying a variety of data validation techniques.	
<b>CO5.</b>	Applying the data consolidation feature to combine data from several workbooks into one	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and evolution of Advance Excel in Indian Context:</b>  <b>Basics of Excel</b> - Data Formatting in Excel like colors, fonts, Bullets etc, Basic Sorting and Filtering, Basic Formulae like SUM,AVERAGE,COUNT,MAX,MIN etc, Spreadsheet Basics, Creating, Editing, saving and Printing spreadsheets.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Getting Advance in excel</b> - Sorting Data by values, colors , etc, Filtering by numbers , text , values , logical functions ,colors , Using Filters to Sort Data, Using Auto filter, Creating a custom AutoFilter, advance Filtering Options.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Custom and Conditional Formats</b> - Creating a custom format, Create a custom number format, Conditional Formatting, Creating Conditional Formatting, Editing Conditional Formatting, Adding Conditional Formatting, Deleting Conditional Formatting from the selected range	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Data Validation</b> - Specifying a valid range of value of a cell, specifying a valid value for a cell, Specifying custom validation based on formula for a cell.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Working with Range Names</b> - Using Range names, creating range names, Using range names in formulas, Creating range names from headings, Deleting range names.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Excel 2010 Bible by john Walkenbach, John Wiley	

<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"><li>1. Excel 2007 &amp; 2010 for Dummies by Greg Harvey, Willey.</li><li>2. <b>Software:</b> Microsoft Excel 2018 Latest Version of excel software</li><li>3. New perspective on Microsoft Office Excel 2007 &amp; 2010.</li></ol> <p><b>* Latest editions of all the suggested books and latest software are recommended.</b></p>	

<b>Course Code:</b> <b>BBASE201</b>	<b>Skill Enhancement Course - 3</b> <b>BBA-Semester-II</b> <b>Quantitative Techniques</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the role of business Mathematics in the field of business/industry.	
<b>CO2.</b>	Analyzing the role of business mathematics in the field of business/industry.	
<b>CO3.</b>	Applying matrix operation, minors, cofactors, use cofactor method to find inverse of a matrix, use Cramer's rule to solve systems of equations	
<b>CO4.</b>	Applying statistical knowledge so as to make statistical analysis in business which thereby help them in further studies in management.	
<b>CO5.</b>	Evaluating the underlying assumptions of analysis tools in business.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Business Mathematics in Indian Context:</b>  Matrix: Introduction: Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition,, Subtractions & Multiplication of Matrix.	<b>8 Hours</b>
<b>Unit-2:</b>	Minors, Co-factor and Determinant of matrix, Inverse of Matrix: Rank of Matrix, Use of Matrix in Business.	<b>8 Hours</b>
<b>Unit-3:</b>	Solution to a system of equation by the Adjoint Matrix method &Guassian Elimination Method.	<b>8 Hours</b>
<b>Unit-4:</b>	Percentage, Ratio and Proportion: Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.	<b>8 Hours</b>
<b>Unit-5:</b>	Set-Theory: Notation of Sets, Singleton Set, finite Set, Infinite Set, Equal Set, Null Set, Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business.	<b>8 Hours</b>
<b>Text Books:</b>	1. Render & Stair Jr, Quantitative Analysis for Management, Prentice-Hall.	
<b>Reference Books:</b>	1. Gupta C B, An Introduction to Quantitative Methods, Vikas Publishers. 2. Earshot L, Essential Quantitative Methods for	

	<p>Business Management and Finance, Palgrave.</p> <p>3. Levin Rubin, Mathematics for Management, New Delhi ; Pearson.</p> <p><b>*Latest editions of all the suggested books are recommended.</b></p>	
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<b><u>Course Code:</u></b> <b>BBASE202</b>	<b>Skill Enhancement Course -4</b> <b>BBA - Semester-II</b> <b>Business Communication</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the barriers to effective communication and ways to overcome them.	
<b>CO2.</b>	Utilizing analytical and problem solving skills appropriate to business communication.	
<b>CO3.</b>	Applying business communication strategies and principles for effective communication in group discussions, presentations and in any domestic and international business situations.	
<b>CO4.</b>	Demonstrating effective oral and writing business presentation skills during mock assumed situation.	
<b>CO5.</b>	Applying communication skills in international context by presetting report.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction &amp; Evolution of Business communication:</b> Business Communication: Definition, Process, Model, Objectives, Principles, Importance, Channels, Types Dimensions & Barriers.	<b>8 Hours</b>
<b>Unit-2:</b>	Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Preparation of quotation cover letter.	<b>8 Hours</b>
<b>Unit-3:</b>	Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing	<b>8 Hours</b>
<b>Unit-4:</b>	Conduct of Meeting, communicating agenda of meeting, preparation of minutes of meeting, office order writing, press release preparation, excel business report preparation and presentation, office memorandum.	<b>8 Hours</b>
<b>Unit-5:</b>	Modern forms of communication (Face book, blog writing, what's up broadcast etc.), cultural sensitiveness and cultural context, writing and presenting in international situations. Factors	<b>8 Hours</b>

	affecting international presentation.	
<b><u>Text Books:</u></b>	1. Sinha K. K. ,Business Communication , New Delhi : Galgotia Publishing Company.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Sharma R. C. &amp; Krishna Mohan, Business Correspondence and Report Writing, New Delhi: McGraw-Hill Publishing Company Limited.</li> <li>2. Balasubrahmanyam M., Business Communication, Chennai: Vani Educational Books.</li> <li>3. Siman Howard, Creating a Successful CV , New York: Dorling Kindersley.</li> <li>4. Rayudu C.S., Media and Communication Management , Mumbai: Himalaya Publishing House.</li> </ol> <p><b>*Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> <b>BBASE203</b>	<b>Skill Enhancement Course – 5</b> <b>BBA-Semester-II</b> <b>Personal Selling and Salesmanship</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the role of a sales force in marketing strategies.	
<b>CO2.</b>	Understanding the role of a salesman in today's market place and the importance of building partnerships.	
<b>CO3.</b>	Designing and demonstrating sales presentation that is tailored to a potential buyer's needs.	
<b>CO4.</b>	Demonstrating personal selling skills to enhance personal and business growth.	
<b>CO5.</b>	Evaluating the success of a sales force, based on sales force objectives.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction &amp; Evolution of Personal Selling &amp; Salesmanship in Indian context:</b> Defining Personal selling and salesmanship, Selling as a profession, Objectives and importance of personal selling, Essentials of Personal Selling, Traditional & Modern Selling Approach, Ethics in Selling, Role of Selling in Marketing, Types of selling, Qualities of Winning Sales Professionals-Physical, Mental, Social and Character Traits.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Introduction to Theories of Selling:</b> AIDA, Right set of circumstances theory of selling, Buying Formula theory of selling, Behavioral Equation theory.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Personal Selling Process-I:</b> Prospecting- objectives, sources and methods, Lead Generation, Getting appointment, Sales Responsibilities and Preparation; Pre approach-step toward sales planning-elements of sales call planning; Customer need discovery & Analysis; Approach- sales presentation/ demonstration- selection of appropriate presentation method, essentials of presentation, sales presentation mix-persuasive communication, visual presentation and dramatization, Use of questions- Direct questions, nondirective questions, rephrasing, redirect questions.	<b>8 Hours</b>

<b>Unit-4:</b>	<b>Personal Selling Process–II:</b> Handling objection- hidden, stalling, no need, money objection, etc., objection handling techniques, Closing the sale- reading buying signals, closing techniques- the alternative choice, assumptive, the compliment, the summary, the continuous, the minor point, the tea account, the standing room and the probability; Follow up after sales- Discuss service requirements, handling complaints, Key Account Management.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Personal Selling Skills:</b> Negotiation, Communication, Listening Skills, Presentation and Demonstration, Body Language- Space, Moments, Eye Contacts & Postures, Follow up Calls, Writing Effective Sales Letters and emails, Positive Mental Attitude, Goal Setting, Effective Dressing, Managing Yourself and Time, Cold Call Mechanism.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Fundamentals of Selling, New Delhi: Tata McGraw Hill 2. Futrell Charles M., A B C's of Selling, New Delhi: AITBS.	
<b><u>Reference Books:</u></b>	1. Clay Julian, Successful Selling Solutions, New Delhi: Viva Books. 2. Reilly Tom, Value Added Selling, New Delhi: McGraw Hill. 3. Stevens Howard, Achieving Sales Excellence, New Delhi :Viva Books Pvt. Ltd. 4. Schiffman Stephan, Power Sales Presentation, New Delhi: Adams Media Corporations. 5. Chitwood Roy, World Class Selling , New Delhi: JAICO Publishing House./ <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> <b>BBASE401</b>	<b>Skill-Enhancement Course – 6</b> <b>BBA-Semester-IV</b> <b>Business Research</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	
<b>CO2.</b>	Acquiring knowledge on qualitative research techniques.	
<b>CO3.</b>	Developing knowledge on measurement & scaling techniques as well as the quantitative data analysis.	
<b>CO4.</b>	Developing necessary critical thinking skills in order to evaluate different research approaches utilized in the service industries.	
<b>CO5.</b>	Apply the understanding of feasibility and practicality of research methodology for a proposed project.	
<b>CO6.</b>	Develop strategies for the operation management in the organization and help management to get optimum results out of limited resources.	
<b>Course Content:</b>		
<b>Unit-1</b>	<b>Introduction and Evolution of Business Research in Indian Context:</b> Research Methodology: Meaning, Objectives, Categories of Research, Features of good research, Types of Research, Scientific & non scientific methods, Importance of Research in Management Decisions.	<b>8 Hours</b>
<b>Unit-2</b>	<b>Process of Research:</b> Defining Research Problems; Research design: Meaning and Types of Research design. Review of Literature.	<b>8 Hours</b>
<b>Unit-3</b>	<b>Types of Data:</b> Types of data collection, Methods used for collection of different types of data. Sampling: Meaning, Types, Importance and Methods of Sampling, Sampling errors and non sampling errors.	<b>8 Hours</b>
<b>Unit-4</b>	<b>Hypothesis Testing and Data Analysis:</b> Hypothesis: Meaning, Formulation and Testing (t –test, f-test, z-test and chi-square test); type-I and type-II error; Data Analysis, Classification, Coding & tabulation and Interpretation of Results.	<b>8 Hours</b>

<b>Unit-5</b>	<b>Report Preparation:</b> Writing & formatting of Reports, Graphical Representation, Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Cooper & Schindler, Business Research Methods, New Delhi: Mc Graw Hill. .	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Gravetter, Research Method for Behavioral Sciences, New Delhi: Cengage Learning.</li> <li>2. Beri G.C., Marketing Research, New Delhi: Mc Graw Hill.</li> <li>3. Kothari C.R., Research Methodology Methods and Techniques, New Delhi: New Age International.</li> <li>4. Saunders Research Methods for Business students, New Delhi: Pearson Education.</li> <li>5. Malhotra Naresh K., Marketing Research, New Delhi: Pearson Education.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended</b></p>	

<b>Course Code:</b> <b>BBASE402</b>	<b>Skill Enhancement Course-7</b> <b>BBA-Semester-IV</b> <b>Operations Research</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding about the concept of operation research, various techniques and theories.	
<b>CO2.</b>	Analyzing the mathematical formulation in solving the various operation related issues.	
<b>CO3.</b>	Applying the linear programming and transportation technique to optimize rather minimize the cost of transportation.	
<b>CO4.</b>	Applying the technique of job sequencing to streamline the operation within the organization and get maximum results.	
<b>CO5.</b>	Understanding the significance of game theory and find its role in strategy formulation in the organization.	
<b>CO6.</b>	Developing strategies for the operation management in the organization and help management to get optimum results out of limited resources.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Operation Research in Indian Context:</b> <b>Linear Programming Problem:</b> Nature and scope of Operation Research, Formulation and testing OR models. Mathematical formulations of LP Models for product-mix problems, graphical and simplex method.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Transportation Problems:</b> Initial basic feasible solution of transportation problem using North-West Corner Rule, Least Cost Method, Column Minima Method, Row Minima Method and Vogel's Approximation Method, Testing optimality using MODI Method, Unbalanced problems and degeneracy, Solution of problems with the 'maximization' objective.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Assignment Problems:</b> Assignment Problem using Hungarian Method, Solution of unbalanced Assignment Problem, Problems of Assignment with maximization objective.	<b>8 Hours</b>

<b>Unit-4:</b>	<b>Theory of Games:</b> Two person zero - sum games, Games of pure strategies and of mixed strategies, Rule of dominance, Graphical solution to games.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Job Sequence:</b> Johnsons Algorithm for n Jobs and Two machines, n-Jobs and three machines, Two Jobs and m-Machines, n-Job and m-Machines.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Kothari, Quantitative Techniques, Vikas Publications	
<b><u>Reference Books:</u></b>	1. Akhilesh K. B. & Subramanyam Bala S., <i>Quantitative Techniques</i> , Vikas Publications 2. Taha Hamdy, <i>Operations Research an Introduction</i> , Prentice-Hall, 7th edition, 1996. 3. Sharma J.K., <i>Operations Research</i> , Pearson. 4. Vohra, <i>Quantitative Techniques in Management</i> , Tata McGraw-Hill. 5. Peter C. Bell, <i>Management Science/ Operations Research</i> , Vikas Publications. <b>* Latest editions of all the suggested books are recommended.</b>	



<b><u>Course Code:</u></b> <b>BBASE403</b>	<b>Skill Enhancement Course-8</b> <b>BBA-Semester-IV</b> <b>E- Commerce/ E-Business</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the role and significance of E-Commerce / E-Business in present scenario.	
<b>CO2.</b>	Analyzing the suitability of E-Commerce for different variety of business organization and finding out the dynamics of internet in growing them.	
<b>CO3.</b>	Applying the tools to promote business with the help of website etc. and take benefit out of that.	
<b>CO4.</b>	Understanding about the various laws related to E-Commerce business and different payment option available for Distance and Online trading.	
<b>CO5.</b>	Analyzing about the significance and benefits and limitation of E-Commerce in Indian Perspective.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of E-Commerce in Indian Context:</b> Meaning, Nature, Concepts, advantages & Categories of E-Business. Framework of e-business, Concept of I-way E-Commerce Process Models.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Planning online business:</b> Nature & dynamics of the internet, pure online Vs. Brick & click business; assessing requirements for an online business designing, Developing & deploying the system tools for promoting websites, Olx, Amazon, Snapdeal.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Mechanics of making payment through internet:</b> Online payment mechanics, Electronic payment system; Electronic payment system; Electronic Fund transfer, Payment gateways, plastic money, debit card, credit card, smart card, E-cash, E-cheque, Electronic Data Interchange EDI.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Laws relating to online transaction:</b> Salient features, security in e-commerce:- Digital signature, Network security, data encryption, firewall, e-commerce application in manufacturing, wholesale, retail & service sector.	<b>8 Hours</b>

<b>Unit-5:</b>	<b>Indian perspective:</b> Benefits of ecommerce, drawbacks and limitations of e commerce, Major requirements e- commerce, Emerging trends and technologies of ecommerce, from e-commerce to e-business. Web Security: Introduction, firewalls and transaction security.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Kalakota and whinstone, frontiers of Electronic commerce, New Delhi: Pearson education.	
<b><u>Reference Books:</u></b>	1. Bhaskar, E commerce, New Delhi: Mc Graw Hill. 2. Krishnamurty, E commerce Management, New Delhi: Vikas Publishing House. 3. Kalakota R, Electronic commerce a guide for manager, New Delhi: Pearson Education. <b>* Latest editions of all the suggested books are recommended.</b>	

<b><u>Course Code:</u></b> TGC405	<b>Skill Enhancement Course-9</b> <b>BBA - Semester-IV</b> <b>Soft Skills for Management Executive</b>	<b>L-0</b> <b>T-0</b> <b>P-2</b> <b>C-1</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	<b>Exhibiting</b> good impression on others through right perception, values, morals & ethics and body language	
<b>CO2.</b>	<b>Demonstrating</b> emotional intelligence, high self-motivation and right attitude during different situation.	
<b>CO3.</b>	<b>Creating</b> goals for self and organization, making action plan to achieve it	
<b>CO4.</b>	<b>Exhibiting</b> effective and assertive communication during presentations and time management.	
<b>CO5.</b>	<b>Understanding</b> various concepts of resume writing, group discussion and panel interviews.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Individual Development:</b> Personal growth and improvement in personality Self Management skills Perception Values, Morals& Ethics Grooming for Professionals Body Language for Professionals	<b>9 Hours</b>

	Emotional Intelligence. Self motivation and right attitude	
<b>Unit-2:</b>	<b>Vocational Progression:</b> Goal setting and action planning Effective and assertive communication Time management Presentation Skills- Tools & Techniques Professionalism at Workplace Listening Skills	<b>9 Hours</b>
<b>Unit-3:</b>	<b>Basics of Selection Skills-Concepts:</b> Resume Building-Concept Professional Networking Group discussion (GD) and Personal Interviews- Concept	<b>12 Hours</b>
<b><u>Text Books:</u></b>	<ol style="list-style-type: none"> <li>1. Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behaviour, Pearson Education</li> <li>2. Tracy, Brian, Time Management, Manjul Publishing House</li> <li>3. Hill, Napoleon, Think and grow rich, Amazing Reads</li> <li>4. Scott, S.J., SMART goals made simple, Create space Independent Pub</li> <li>5. Anjali, Ghanekar, Organizational Behaviour, Everest Publishing House</li> </ol>	
<b><u>Reference s/Books:</u></b>	<ol style="list-style-type: none"> <li>1. <a href="https://www.hloom.com/resumes/creative-templates/">https://www.hloom.com/resumes/creative-templates/</a></li> <li>2. <a href="https://www.mbauniverse.com/group-discussion/topic.php">https://www.mbauniverse.com/group-discussion/topic.php</a></li> <li>3. Rathgeber, Holger, Kotter, John, Our Iceberg is melting, Macmillan</li> <li>4. Burne, Eric, Games People Play, Penguin UK</li> <li>5. <a href="https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression">https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression</a></li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> TGC505	<b>Skill Enhancement Course-10</b> <b>BBA - Semester-V</b> <b>Soft Skills at Workplace for Management Executive</b>	<b>L-0</b> <b>T-0</b> <b>P-2</b> <b>C-1</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be:</b>	
<b>CO1.</b>	<b>Applying</b> creativity and innovation skills for products or services development	
<b>CO2.</b>	<b>Understanding</b> behavior of people with the help of Johari window, feedback and criticism and managing stress at optimum level for higher productivity and	

	production	
<b>CO3.</b>	<b>Applying</b> interpersonal skills like conflict management, change management, negotiations and problem solving etc to maintain cordial relation at all levels	
<b>CO4.</b>	<b>Creating</b> cohesive teams using team building skills and desirable manners and etiquette	
<b>CO5.</b>	<b>Applying</b> skills of Job seeking, resume writing, GD & PI for getting suitable job	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Cognitive Skills:</b> Code sign, Creativity and Innovation Johari window for understanding self and others Stress Management Handling feedback and criticism.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>People Skills:</b> Development of cordial interpersonal relations at all levels Negotiation Managing Teams Manners, etiquette Problem Solving Conflict management Change management	<b>12Hours</b>
<b>Unit-3:</b>	<b>Selection Skills-Practice:</b> Job Seeking Group discussion (GD)- Practice Personal Interview -Practice Handling Situational Questions	<b>10Hours</b>
<b><u>Text Books:</u></b>	1. Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behaviour, Pearson Education 2. Tracy, Brian, Time Management, Manjul Publishing House 3. Hill, Napoleon, Think and grow rich, Amazing Reads 4. Scott, S.J., SMART goals made simple, Create space Independent Pub 5. Anjali, Ghanekar, Organizational Behaviour, Everest Publishing House	
<b><u>References /Books:</u></b>	1. <a href="https://www.hloom.com/resumes/creative-templates/">https://www.hloom.com/resumes/creative-templates/</a> 2. <a href="https://www.mbauniverse.com/group-discussion/topic.php">https://www.mbauniverse.com/group-discussion/topic.php</a> 3. Rathgeber, Holger, Kotter, John, Our Iceberg is melting, Macmillan 4. Burne, Eric, Games People Play, Penguin UK <a href="https://www.indeed.com/career-advice/interviewing/job-interview">https://www.indeed.com/career-advice/interviewing/job-interview</a> 6. <a href="#">tips-how-to-make-a-great-impression</a>  <b>* Latest editions of all the suggested books are recommended</b>	

**Discipline Specific Elective**  
**Marketing**

<b><u>Course Code:</u></b> <b>BBAM501</b>	<b>Discipline Specific Elective -1</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
	<b>Marketing</b>	
	<b>BBA-Semester-V</b>	
	<b>Consumer Behavior</b>	
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding consumer behaviour in an informed and systematic way.	
<b>CO2.</b>	Understanding the application of market research in framing effective marketing strategies.	
<b>CO3.</b>	Applying appropriate research approaches including sampling, data collection and questionnaire design for specific marketing situations.	
<b>CO4.</b>	Assessing the dynamics of human behaviour and the basic factors that influence the consumers decision process.	
<b>CO5.</b>	Developing marketing strategies that are consumer based and create and enhance customer value.	
<b>CO6.</b>	Analyzing the factors internally and externally in order to understand consumer behaviour.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Consumer Behaviour in Indian Context:</b>  Defining Consumer Behavior, Reasons for Studying Consumer Behavior, Understanding Consumer and Total product concept.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Environmental Influences on Consumer Behavior:</b> Cultural Influence, Cross Cultural and Sub cultural Segmentation, Social Class and Reference Group Influences, Families and Households, Personal Influences.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Psychological Influences:</b> Lifestyles and Psychographics – Time Research Memory, Learning and Perception, Motivation & Mood.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Psychological Persuasion:</b> Involvement, Beliefs, Affect, Attitude Formation & Change and Intention Communication & Persuasion.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Decision Process and Consumer Behavior Models:</b> Decision Process, Problem Recognition, Search and Evaluation, Purchasing	<b>8 Hours</b>

	Processes, Post- Purchase Behavior, Consumer Behavior Models.	
<b><u>Text Books:</u></b>	1. Del L Hawkins, Consumer Behavior Building Marketing Strategy, New Delhi: Mcgraw Hill Education..	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Blackwell et al, Consumer Behavior, New Delhi: Vikas Publication.</li> <li>2. Schiffman and Wisenblit, Consumer Behavior, New Delhi : Pearson</li> <li>3. Leon G Schiffman, Consumer Behavior, New Delhi : Mcgraw Hill Education.</li> </ol> <p><b>*Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> BBAM502	<b>Discipline Specific Elective - 2</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
	<b>Marketing</b>	
	<b>BBA-Semester-V</b>	
	<b>Sales &amp; Distribution Management</b>	
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the roles and responsibilities of the sales managers	
<b>CO2.</b>	Understanding the marketing channels, retailing and sales planning process and apply control on sales plans.	
<b>CO3.</b>	Applying and enhance the sales force productivity and performance	
<b>CO4.</b>	Developing effective sales strategy for organizations.	
<b>CO5.</b>	Applying distribution channel strategy for sales and distribution of goods and services.	
<b>CO6.</b>	Developing decision making skills of future sales and distribution managers.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b><u>Introduction to Sales and Distribution Management and its evolution in Indian Context:</u></b> <b>Sales Management:</b> Objectives, Nature & Scope, Sales Environment, Sales Planning, Strategic role of sales management. <b>Marketing Channels:</b> Functions and Significance, Structure - Vertical and Horizontal, Symbiotic, Role of marketing channels in the dynamic market place, Designing the Market Channel system, Channels for Consumer goods, Industrial goods, and Inter dependency of Sales & Distribution.	<b>8 Hours</b>
<b>Unit-2:</b>	<b><u>Organizing the Sales Force:</u></b> Objectives & Structure of Sales Organization, Organizing the Sales Force, Recruitment, selection and training the sales force, Field Sales Planning, Compensation and Evaluation of Sales Force.	<b>8 Hours</b>
<b>Unit-3:</b>	<b><u>Sales Planning &amp; Control:</u></b> <b>Sales Planning:</b> Sales Forecasting & Budgeting, Sales Quotas and Targets. <b>Sales Control:</b> Reporting Formats, Monthly Sales Plan, Territory Sales, Daily Sales Call Report, Expired Goods and Breakage Return Report, Fortnightly Sales Review Report, Order Booking Report, Monthly and Quarterly Sales Report. <b>Sales Audit:</b> Sales Force Productivity Indicators (Value and	<b>8 Hours</b>



	Volume) -Territory Productivity.	
<b>Unit-4:</b>	<p><b><u>Marketing Channels:</u></b> Significance and role of channels, C&amp;F Agents, Types of the Wholesalers and Franchisee.</p> <p><b>Specialized Techniques in Selling:</b> Tele / Mobile Marketing, Online Marketing, E Commerce.</p>	<b>8 Hours</b>
<b>Unit-5:</b>	<p><b><u>Retailing:</u></b> Nature and Importance of Retailing, Types of Retailers, Organized &amp; Unorganized Retailing Formats, Retail Merchandising, Retail Decision. Location and Size.</p> <p><b>Retailer Promotion:</b> Advertising, Sales Promotion and POP Promotion, Shelf Management.</p>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Havaladar&Cavale, Sales and Distribution Management, New Delhi: Mc. Graw Hills.	
<b><u>Reference Books:</u></b>	<p>1. Michael Levy &amp; Barton Weitz, Retailing Management, New Delhi: Mc. Graw Hills.</p> <p>2. Cundiff &amp;Govani , Sales Management, New Delhi: Pearson Education.</p> <p>3. Gupta S. L. Sales and Distribution Management, New Delhi : Excel books</p> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> <b>BBAM503</b>	<b>Discipline Specific Elective – 3</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
	<b>Marketing</b>	
	<b>BBA -Semester-V</b>	
	<b>Service Marketing</b>	
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the importance of segment and target research to service companies.	
<b>CO2.</b>	Understanding the roles of relationship marketing and customer service in adding value to the customer's perception of a service.	
<b>CO3.</b>	Demonstrating knowledge of extended marketing mix for services.	
<b>CO4.</b>	Developing marketing plans and control systems specific to service based activities.	
<b>CO5.</b>	Applying relevant services marketing theory research and analysis to relevant case studies	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Service Marketing in Indian Context:</b>  <b>Foundation of services marketing:</b> Introduction - The services concept- Service Industry –Nature of Services, Characteristics of Services, Classification of Services – Importance of Services Marketing. E-services – online Consumer Behavior – Self service technologies. <i>One relevant Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Distinctive Characteristics of Services:</b> Four I's of services - Intangibility, Inconsistency, Inseparability and Inventory. Distribution Strategies for Services – Challenges in Distribution of Services. <i>One relevant Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Services Market Segmentation:</b> Positioning and Differentiation of Services. Issues in Marketing of services – Extended Services Marketing Mix: Going Beyond the 4 Ps. (7 Ps of Services Marketing) <i>One relevant Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Concepts of service quality:</b> Introduction to quality management. Definitions of service quality and its significance. Measuring service quality. Service quality Gap Model. Service quality standards. Strategies for improving service	<b>8 Hours</b>

	quality. Concepts of quality circle. Japanese 5S principles applicable to services. <i>One relevant Case Study/ Case let from the unit.</i>	
<b>Unit-5:</b>	<b>Services Operations Management:</b> Introduction to operations management. Service facility- design, nature and objectives. Service facility layout. Service facility location. Facility location techniques- metropolitan, metric, Euclidean, center of gravity. <i>One relevant Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Kotler Philip & Armstrong Graw, Principles of Marketing, New Delhi: Pearson Education.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Neelamegham S., Indian Cases in Marketing, New Delhi: Vikas Publication.</li> <li>2. Bull Victor P., Marketing Management: A Strategic Planning Approach, New York : McGraw Hill.</li> <li>3. Czinkota M.R., Marketing Management, New Delhi: Pearson Education Asia.</li> <li>4. Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler and Ajay Pandit, Services Marketing: Integrating Customer Focus Across the Firm, New Delhi : McGraw Hill.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> <b>BBAM 601</b>	<b>Discipline Specific Elective - 4</b>	<b>L-4</b>
	<b>Marketing</b>	<b>T-0</b>
	<b>BBA -Semester-VI</b>	<b>P-0</b>
	<b>Advertising Management</b>	<b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the theories, concepts and techniques of integrated marketing communications.	
<b>CO2.</b>	Understanding the key principles and tools of media planning.	
<b>CO3.</b>	Applying various research techniques to measure the effectiveness of integrated advertising and marketing communication initiatives.	
<b>CO4.</b>	Developing advertisement plans for achieving advertising objectives.	
<b>CO5.</b>	Analyzing brand positioning & customer preferences for developing marketing situation analysis.	
<b>CO6.</b>	Developing ethical creative solutions to address advertising and marketing communication challenges.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Advertising Management in Indian Context:</b>  Advertising Role in the Marketing Process: Legal Ethical and social Aspects of Advertising. Functions and types of advertising. Integrated Marketing communication, Cultural differences and values in advertising.	<b>8 Hours</b>
<b>Unit-2:</b>	The major players in advertising, Advertising agency, Brand manager, market research firms, Media, Type of agencies. Structure of an agency and its functions. The process of developing an advertisement.	<b>8 Hours</b>
<b>Unit-3:</b>	Objective Setting and market Positioning; Dagmar Approach, Determination of Target Audience and understanding them. Assumptions about consumer behavior an advertiser makes.	<b>8 Hours</b>
<b>Unit-4:</b>	Building of Advertising Programme-Message, Headlines, Copy, Logo, Illustration, Appeal, layout Campaign Planning. Creative Strategies. Production and execution of TVCs and print ads.	<b>8 Hours</b>
<b>Unit-5:</b>	Media Planning, Budgeting; Evaluation- Methods. Media buying. Emerging medias and trends – Social Media, Internet, and Mobile.	<b>8 Hours</b>

<b><u>Text Books:</u></b>	1. Kotler Philip & Armstrong Graw, Principles of Marketing, New Delhi: Pearson Education.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Neelamegham S., Indian Cases in Marketing, New Delhi: Vikas Publication.</li> <li>2. Bull Victor P., Marketing Management: A Strategic Planning Approach, New York: McGraw Hill.</li> <li>3. Czinkota M.R., Marketing Management, New Delhi: Pearson Education Asia.</li> <li>4. Larry Percy, Richard Rosenbaum, Elliot, Strategic Advertising Management, New Delhi: oxford university press.</li> </ol> <p><b>*Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> <b>BBAM 602</b>	<b>Discipline Specific Elective-5</b>	<b>L-4</b>
	<b>Marketing</b>	<b>T-0</b>
	<b>BBA -Semester-VI</b>	<b>P-0</b>
	<b>Retail Management</b>	<b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts, theories, and techniques of retail management, store design, merchandising & integrated marketing channel.	
<b>CO2.</b>	Understating the ways that retailers use marketing tools and techniques to influence the customers.	
<b>CO3.</b>	Evaluating the effectiveness of merchandising decisions in the retail stores.	
<b>CO4.</b>	Understanding and demonstrating good customer service in a retail environment.	
<b>CO5.</b>	Evaluating marketing channels & technology for decision making about choice of a channel & technology to fit the product category (ies) & store format(s).	
<b>CO6.</b>	Analyzing impact of technology on retailing and recognizing the major elements of the retailing process applied to actual retailing situations.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Retail Management in Indian Context:</b>  <b>Wholeselling:</b> Concept, Importance, Functions –Wholesaler Marketing Decisions – Trends in Wholesaling& Retailing: Concept, Importance, Functions - Indian Vs. Global Scenario.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Retail formats:</b> Store & Non Store Retailing –Franchising Unconventional channels, Retail Location: Factors affecting location decision – Site Selection – 36 Location based retail Strategies, Customer Service: Concepts, aspects, technology & strategies.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Store Design:</b> Interiors and Exteriors - Store layout – Types of layouts – Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management– Managing store inventories and display.	<b>8 Hours</b>

<b>Unit-4:</b>	<b>Merchandising:</b> Concept, Importance, Functions – Steps in merchandising planning – Category management: Definition and process – Introduction to Private label brands, Retail Communication Mix: Planning retail communication - Managing in-store promotions and events.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Integrated Marketing Channels:</b> Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems, Technology in distribution: Bar-coding – RFID – Electronic payment systems.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Jha, Aruna, A Student's Guide to Auditing, New Delhi: Taxmann.	
<b><u>Reference Books:</u></b>	1. Institute of Chartered Accountants of India, Auditing and Assurance Standards, New Delhi: ICAI. 2. Gupta, Kamal & Arora, Ashok, Fundamentals of Auditing, New Delhi: Mc-Graw Hill Publishing Co. Ltd. 3. Ghatalia, S. V., Practical Auditing, New Delhi: Allied Publishers Private Ltd. 4. Basu, S. K., Auditing-Principles and Techniques, New Delhi : Pearson Education. <b>*Latest editions of all the suggested books are recommended.</b>	

<b><u>Course Code:</u></b> <b>BBAM603</b>	<b>Discipline Specific Elective-6</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
	<b>Marketing</b>	
	<b>BBA -Semester-VI</b>	
	<b>Brand Management</b>	
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding branding concepts, theories, methodology, processes and models of brand management.	
<b>CO2.</b>	Differentiating among brand equity, brand architecture & brand identity.	
<b>CO3.</b>	Differentiating & relating brand positioning, brand extension & co-branding.	
<b>CO4.</b>	Analyzing brand popularity & suggest steps for building brands.	
<b>CO5.</b>	Analyzing contemporary brand related problems and develop appropriate strategies and initiatives for brand promotion.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Brand Management in Indian Context:</b>  <b>Basics of Branding:</b> Basic understanding of brands - concepts and process - significance of a brand - History of Branding - Brand Essence - Elements of a Brand- Brand Management versus Product Management - Brand Terminology - brand mark and trade mark - different types of brand - family brand, individual brand, private brand - Basic Approaches of Branding – (Video Case Studies - Fast Moving Consumer Goods (FMCG) Brands Commodities - Luxury Brands - Business to Business (B2B) - Brands Pharmaceutical Brands - Service Brands E-Brands - Country Brands).	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Brand Equity &amp; Its Models:</b> Brand Equity - Brand Decay - Brand Equity Models - Aaker's Brand Equity Model - Keller's Brand Equity Model - BrandZ - Brand Asset Valuation.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Brand Architecture:</b> Brand Architecture & its types - Product Brand Architecture - Source Brand Architecture - Line Brand Architecture - Masterbrand or Monolithic or Umbrella Architecture - Nomenclature of a New Product - Group and Corporate Brands - Corporate Brands over	<b>8 Hours</b>



	Product Brands.	
<b>Unit-4:</b>	<b>Brand Identity and Positioning:</b> Six Faces of Brand Identity and Image - Brand Knowledge - Brand Portfolios and Market Segmentation General Steps of Brand Building - Identifying and Establishing Brand Positioning - Defining and Establishing Brand Values.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Brand Promotion, Extension &amp; Co-branding</b> - Brand Promotion Methods - Role of Brand Ambassadors and Celebrities Online Brand Promotions - Brand Extension - Brand Adaption Process & Practices - Factors that Influence Brand Extension - Rebranding – Relaunching - Co-branding & its types - Situations for Co-branding - Points to Note before Co-branding - Co-branding for Business Growth - Celebrity Endorsement.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Kevin Lane Keller, Strategic Brand Management, New Delhi: Prentice-Hall.	
<b><u>Reference Books:</u></b>	1. Varley R. & Rafiq M., Principles of Retail Management, New Delhi: Palgrave. 2. Lamba, The Art of Retailing, New Delhi: McGraw-Hill. 3. Harsh V. Verma, Brand Management, New Delhi: Excel Books. 4. Lan BateyAsiar, Branding- “A great way to fly” New Delhi: Prentice Hall of India. <b>* Latest editions of all the suggested books are recommended.</b>	

### **Discipline Specific Elective**

#### **Finance**

<b>Course Code:</b> <b>BBAF501</b>	<b>Discipline Specific Elective-1</b> <b>Accounting &amp; Finance</b> <b>BBA-Semester-V</b> <b>Indian Financial System</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding concepts of Indian financial system, financial markets, banking and insurance sector in India	
<b>CO2.</b>	Understanding the role of banks & applicability of RBI regulations, determination of interest rates, banking sector reforms & concepts of insurance.	
<b>CO3.</b>	Understanding the legal and financial evaluation for concepts of leasing.	
<b>CO4.</b>	Analyzing the recent developments in the Indian financial system.	
<b>CO5.</b>	Understanding the concepts of mutual funds ,credit rating &NBFCs.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Indian Financial System in Indian Context:</b>  <b>Financial System and Markets:</b> Constituents and functioning of Financial System; Role and functions of RBI. Regulation of money and credit.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Management of Commercial Banks &amp; Insurance Sector</b> Banking Industry in India, Constituents, Banking sector reforms, Determination of commercial interest rates: fixed and floating. Insurance industry in India. General Insurance and Life Insurance.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Mutual Funds, and Credit Rating:</b> The concept & Role of Mutual Funds, Types of Mutual Funds, Mutual Fund Structure & constituent, Concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>NBFCs:</b> Their status and types, working and strategies for commercial	<b>8 Hours</b>

	viability of NBFCs.	
<b>Unit-5:</b>	<b>Leasing:</b> Meaning, Types, Financial evaluation, Legal Aspects, Concept of Forfeiting-Features Merits and Demerits. Factoring - Features Merits and Demerits.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Fabozzi, Foundations of Financial Markets and Institutions, New Delhi: Pearson Education.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Khan M.Y., Financial Services, New Delhi: Mc Graw Hill</li> <li>2. Bhole L.M., Financial Institutions and Markets, New Delhi: McGraw-Hill.</li> <li>3. Gurusamy R., Financial Services &amp; Markets, New Delhi: Thomson Publication.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> <b>BBAF502</b>	<b>Discipline Specific Elective-2</b>	<b>L-4</b>
	<b>Accounting &amp; Finance</b>	<b>T-0</b>
	<b>BBA -Semester-V</b>	<b>P-0</b>
	<b>Security Analysis &amp; Portfolio Management</b>	<b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts of investments, alternative investment & evaluation, stock exchange & SEBI.	
<b>CO2.</b>	Understanding the relationship between risk and return in investment decisions & fundamental analysis.	
<b>CO3.</b>	Understanding the concept of portfolio management, portfolio selection & portfolio evaluation & revision.	
<b>CO4.</b>	Applying the techniques, theories & principles for security analysis and portfolio management.	
<b>CO5.</b>	Analyzing and evaluating investment portfolio management.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of SAPM in Indian Context:</b>  <b>Investments:</b> Investment versus Speculation, Investment Alternatives and Their Evaluation Stock exchange and New Issue Market- Their nature, structure, functioning and limitations, SEBI and their guidelines for equity market.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Valuation of Equity, Bond &amp; Derivatives:</b> Equity valuation models-discounted cash flow technique, dividend discount model, P/E ratio model. Bonds: nature, valuation, YTM.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Risk and Return:</b> Measuring Historical Return, Measuring Historical Risk, Measuring Expected (Ex Ante) Return and Risk, trade off, systematic and unsystematic risk. Fundamental analysis- Company, Industry and Economy analysis.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Portfolio Selection:</b> The Benefits of Diversification, Concept, risk and return of portfolios. Beta as a measure of risk and its calculation. Selection of portfolios; Markowitz Model and Efficient Frontier, Capital market theorem and Arbitrage pricing theory.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Portfolio Performance Evaluation &amp; Revision:</b>	<b>8 Hours</b>

	Performance evaluation of existing portfolio; Sharpe and Treynor measures. Revision of portfolio.	
<b><u>Text Books:</u></b>	1. Chandra P, Investment Analysis and Portfolio Management, New Delhi : Mc Graw-Hill.	
<b><u>Reference Books:</u></b>	1. Stephen H.Penman: Financial Statement Analysis and Security Valuation, New Delhi : McGraw Hill. 2. William F. Sharpe, Gordon J.Alexander and Jeffery V.Bailey, Investments, New Delhi: Prentice Hall. 3. Edwin J. Elton, Martin J. Gruber: Modern Portfolio Theory and Investment Analysis, New Delhi: John Wiley & Sons. <b>* Latest editions of all the suggested books are recommended.</b>	

<b><u>Course Code:</u></b> BBAF503	<b>Discipline Specific Elective-3</b> <b>Accounting &amp; Finance</b> <b>BBA -Semester-V</b> <b>Project Management</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts, techniques and models of project management.	
<b>CO2.</b>	Understanding the concepts and techniques of project appraisal.	
<b>CO3.</b>	Developing project report and formulating product, price, HR, finance, technology needs.	
<b>CO4.</b>	Developing execution plan, monitoring and control procedure.	
<b>CO5.</b>	Understanding the project control techniques, cost benefit analysis, project implementation & project financing.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Project Management in Indian Context:</b>  Meaning and types of projects, Project Development Cycle, Project Identification, Project Formulation.	<b>8 Hours</b>

<b>Unit-2:</b>	Types & Techniques of project appraisals, Market Feasibility, Market & Demand Analysis, Technical Feasibility, Financial Feasibility, Economic Feasibility.	<b>8 Hours</b>
<b>Unit-3:</b>	Project Design & Network Analysis, Project Review & Control (PERT, CPM), Social Cost benefits Analysis.	<b>8 Hours</b>
<b>Unit-4:</b>	Systems & Procedures for Project Implementation, Project Finance, Process of Setting up of the project.	<b>8 Hours</b>
<b>Unit-5:</b>	Project Management, MIS & Computers, International Project Management, Human Aspects of Project Planning Implementation & Management, Project Report.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Chandra Prasanna, Project Management, New Delhi : McGraw Hill.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Frigenti and Comminos, The Practice of Project Management – A guide to business focused approach, New Delhi: Kogan Page.</li> <li>2. Choudhary ,Project Management, New Delhi : McGraw Hill.</li> <li>3. Vasant Desai, Project Management, New Delhi: Himalaya Publishing House.</li> <li>4. Clifford Gray and Erik Larson, Project Management: The Managerial Process, New Delhi : McGraw Hill.</li> <li>5. Clements and Gido, Effective Project Management, New Delhi: Cengage, India.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> <b>BBAF601</b>	<b>Discipline Specific Elective-4</b>	<b>L-4</b>
	<b>Accounting &amp; Finance</b>	<b>T-0</b>
	<b>BBA -Semester-VI</b>	<b>P-0</b>
	<b>Working Capital Management</b>	<b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the theories & concepts of the Working Capital management.	
<b>CO2.</b>	Understanding the importance of financing the working capital management.	
<b>CO3.</b>	Applying corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.	
<b>CO4.</b>	Analyzing the relative merits of alternative working capital sources and the likely short term and long term impact on the firm.	
<b>CO5.</b>	Analyzing comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.	
<b>CO6.</b>	Analyzing the choices of short -term funding available to a company and recommend financing options.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of WCM in Indian Context:</b>  <b>Financing for Working Capital:</b> Working capital management – Determination of level of current assets. Sources for financing working capital. Bank finance for working capital. Working capital financing: Short term financing of working capital, long term financing of working capital.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Cash and Receivables Management:</b> Cash Management – Forecasting cash flows – Cash budgets, long-term cash forecasting, monitoring collections and receivables, optimal cash balances – Baumol model, Miller-orr model, stone model. Strategies for managing surplus fund. Receivables Management.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Inventory Management:</b> Inventory Management: Determinations of inventory control levels, ordering, reordering, danger level. EOQ model. Pricing of raw material. Monitoring and control of inventories, ABC Analysis.	<b>8 Hours</b>

<b>Unit-4:</b>	<b>Capital Structure of Firm:</b> Capital structure decisions – capital structure & market value of a firm. Theories and approaches of capital structure (with numerical), Capital structure policy.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Dividend Policy:</b> Dividend policy – Theories of dividend policy: relevance and irrelevancedividend decision. Walter’s & Gordon’s model, Modigliani & Miller approach. Economic Value Added (EVA) – concept, components of EVA. Market Value Added (MVA)- concepts and components. <b>Dividend Policy:</b> Dividend policy – Theories of dividend policy: relevance and irrelevancedividend decision. Walter’s & Gordon’s model, Modigliani & Miller approach. Economic Value Added (EVA) – concept, components of EVA. Market Value Added (MVA)- concepts and components.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	<ol style="list-style-type: none"> <li>1. Pandey I. M. , Financial Management , New Delhi: Vikas Publications.</li> <li>2. Van Horne Knott G., Financial Management, New Delhi: Palgrave.</li> </ol>	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Khan and Jain, Financial Management, New Delhi: McGraw Hill.</li> <li>2. Prasanna Chandra, Fundamentals of Financial Management, New Delhi: McGraw Hill.</li> <li>3. Van Horne Knott G., Financial Management, New Delhi: Palgrave.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	



<b><u>Course Code:</u></b> <b>BBAF602</b>	<b>Discipline Specific Elective-5</b>	<b>L-4</b>
	<b>Accounting &amp; Finance</b>	<b>T-0</b>
	<b>BBA -Semester-VI</b>	<b>P-0</b>
	<b>Banking &amp; Insurance</b>	<b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the various concepts banking services and risks faced by banks.	<b>U</b>
<b>CO2.</b>	Understanding the banking innovations and overview about insurance industry.	<b>U</b>
<b>CO3.</b>	Understanding the various principles ,provisions that govern the life and general insurance contracts.	<b>U</b>
<b>CO4.</b>	Preparing bank reconciliation statement ,insurance claims and depreciation accounting.	<b>AP</b>
<b>CO5.</b>	Understanding the techniques of analyzing banking and insurance risks	<b>U</b>
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Origin and Evolution of Banking:</b> Definition, banker and customer relationship, General and special types of customers, Types of deposits, Origin and growth of commercial banks in India, India's approach to banking Sector reforms, International security standards in banking, Global financial crisis and India's banking Sector, Achievement of financial sector reforms and areas of concern.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Commercial Banks:</b> Credit Allocation Policies, Credit Market Reforms, Flow of Credit to Agriculture and Allied Activities, Credit Flow to Micro, Small and Medium Enterprises, Technological Channels for the Delivery of Financial Services, Customer Services in banking, Role of Foreign Banks, Advantages and Disadvantages of Foreign Banks, Road Map for Foreign Banks in India	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Operations of Banking:</b> Cheques crossing & endorsement, types and rules of crossing. Principles of sound lending. Secured vs. unsecured advance, Types of advances Advance against various securities. Securitization of Standard Assets, Anti-money Laundering Guidelines, Credit Information Bureau of India Ltd.(CIBIL); Balance Sheet of a Bank; special items, off balance sheet items. Basel I, Basel II, Migration methods and e-banking	<b>8 Hours</b>

<b>Unit-4:</b>	<b>Life Insurance:</b> Organizations, Regulatory framework, Management of Life insurance business, Nature & types of Life Insurance Policies, Operating Aspects of Life Insurance Companies.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>General Insurance Organizations:</b> Regulatory Framework , Management of General Insurance Business, Nature & types of General Insurance Policies, Operating Aspects of General Insurance Companies	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Agarwal, O.P., Banking and Insurance, New Delhi: Himalya Publication House.	
<b><u>Reference Books:</u></b>	1. Suneja, H.R. Practical and Law of Banking, New Delhi: Himalaya Publication House. 2. Gupta, P.K. ,Insurance and Risk Management, New Delhi: Himalya Publication House. 3. Vaughan, E.J. and Vaughan T. ,Fundamental of Risk and Insurance, New Delhi: Wiley & Sons. <b>* Latest editions of all the suggested books are recommended.</b>	

<b><u>Course Code:</u></b> <b>BBAF 603</b>	<b>Discipline Specific Elective-6</b>	<b>L-4</b>
	<b>Accounting &amp; Finance</b>	<b>T-0</b>
	<b>BBA -Semester-VI</b>	<b>P-0</b>
	<b>Income Tax</b>	<b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic concepts and terminologies of income tax and various provisions of Income Tax Act.	
<b>CO2.</b>	Applying the various tax provisions to resolve income tax issues of gross & taxable incomes and tax liability.	
<b>CO3.</b>	Understanding the filing of returns and the procedures of handling and clarifying tax notices.	
<b>CO4.</b>	Understanding and applying the concepts of set offs and carry forward to calculate current tax liability.	
<b>CO5.</b>	Developing an overview of various provisions of incomes under the head house property, profit and gains of business or profession capital gains and other sources.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Income Tax in Indian Context:</b>  <b>Basic Concepts:</b> Basic concepts of Income tax income, Agricultural income, Person, Assesses, Assessment year, Previous year, Gross total income, Total income, Tax Rates, maximum marginal rate of tax.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Residential Status:</b> Residential Status of an Individual, Company, Firm, Conditions to calculate Residential Status, Incidence of tax. Exempted income under section 10. <i>Numerical: Residential Status of an Individual.</i>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Salary Income:</b> Income from Salaries, Allowances and Perquisites, Computation of salary income. <i>Numerical: Calculation of Taxable Salary</i>	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Other Heads of Income:</b> Overview of Income from House Property Profit and Gains of Business or Profession, , Income from Capital Gains, & Income from Other sources. Deductions from Gross Total Income with special reference to Individuals. <i>Numerical: Income of House Property/ Capital Gains.</i>	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Computation of Total Income &amp; Filing of Returns:</b> Set off & Carry Forward of Losses, Computation of Total Income, Net Income, Gross Tax payable. Filing of Returns, Preparation of return of income manually, through software. <i>Numerical: Set off and carry forward of losses/ Assessment of</i>	<b>8 Hours</b>

	<i>Individuals</i>	
<b><u>Text Books:</u></b>	1. Mehrotra H.C., Income tax Law and Accounting, New Delhi: Sahitya Bhawan Publications.	
<b><u>Reference Books:</u></b>	1. Singhania V.K. Income Tax Law and Practice, , New Delhi: Taxmann. <b>* Latest editions of all the suggested books applicable for latest relevant Assessment Year are recommended.</b>	

**Discipline Specific Elective**  
**HUMAN RESOURCE MANAGEMENT**

<b><u>Course Code:</u></b> <b>BBAH501</b>	<b>Discipline Specific Elective-1</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
	<b>Human Resource Management</b>	
	<b>BBA-Semester-V</b>	
	<b>Human Resource Development</b>	
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concept, theories & techniques of human resource development and its relevance to the organization.	
<b>CO2.</b>	Understanding the concepts of assessing development needs, developing HRD programs & evaluating effectiveness of HRD programs.	
<b>CO3.</b>	Analyzing the techniques of HRD & influence of motivation on development activities.	
<b>CO4.</b>	Understanding & differentiating among coaching, mentoring, competency mapping & talent management.	
<b>CO5.</b>	Analyzing technology application in HRD & HRD practices in organization.	
<b>CO6.</b>	Understanding & analyzing key HRD issues: Training and Development centres, career management and employee improvement.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction Evolution of HRD in Indian Context:</b> Concept, Meaning, Nature, objectives of HRD difference between HRM & HRD, process, role of HRD manager, challenges in HRD.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>HRD Framework</b> Assessing development needs, developing HRD program, evaluating the effectiveness of HRD programs.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Techniques of HRD</b> Techniques of HRD influence of motivation on development activities, HRD for workers.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>HRD Trends</b> Coaching, mentoring, competency mapping, balance scorecard integrating HRD with technology, other modern methods, like talent management.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Key issues of development</b> Training & development centers, career management, manpower empowerment, HRD practices in organization.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. P.Subba Rao, Essentials of HRM & IR, , New Delhi: Himalaya Publication House.	

<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Aswathappa, Human Resource management, , New Delhi: McGraw- Hill.</li> <li>2. Dessler, Human Resource Management, , New Delhi : Prentice Hall..</li> <li>3. Pareek Udai, Understanding Organizational Behavior, New Delhi: Oxford University Press.</li> <li>4. Taylor B. &amp; Lippitt G., Management Development &amp; Training handbook, New Delhi: McGraw Hill.</li> <li>5. Mankin, D., Human Resource Development, , New Delhi: Oxford University Press India.</li> <li>6. Rao T.V., Future of HRD, , New Delhi: Macmillan Publishers</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	
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<b><u>Course Code:</u></b> BBAH502	<b>Discipline Specific Elective-2</b> <b>Human Resource Management</b> <b>BBA -Semester-V</b> <b>Industrial Law</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>		
<b>CO1.</b>	Understanding the concepts, theories and policies of Industrial relations and labour law.	
<b>CO2.</b>	Understanding the various processes of handling employee relations.	
<b>CO3.</b>	Applying the concepts of employment laws to real workplace situations.	
<b>CO4.</b>	Analyzing the dynamic legal context in which employment relationships are enacted.	
<b>CO5.</b>	Analyzing strategies for resolving industrial conflicts.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Industrial Relation :</b> Overview, Concept, Nature and Objectives. Role of State; Trade Union; Employers' Organization; ILO in IR; Industrial Relations machinery in India.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Trade Union:</b> Trade Unionism: Trade Union: origin and growth, unions after independence, unions in the era of liberalization; Concept, objectives, functions and role of Trade Unions in collective	<b>8 Hours</b>

	bargaining; Problems of Trade Unions.	
<b>Unit-3:</b>	<b>Industrial Conflict and Accident Management :</b> Labour problems: Discipline and misconduct; Grievance handling procedure; Labour turnover; Absenteeism; Workers' participation in management; Industrial accidents and Industrial unrest.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Industrial and Labour Law - I :</b> Labour legislations: Historical perspective; Impact of ILO; Indian constitution; Important provisions -: Payment of Wages Act, Workmen's Compensation Act, Employees' State Insurance Act, Payment of Gratuity Act, Employees Provident Fund Act.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Industrial and Labour Law - II:</b> Important Provisions of Industrial Dispute Act and Factories Act.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Monappa A., Industrial Relations, New Delhi : McGraw-Hill	
<b><u>Reference Books:</u></b>	1. Srivastava S. C., Industrial Relations and Labour Laws, New Delhi: Vikas publication. 2. Mamoria C.B., Mamoria, Gankar, Dynamics of Industrial Relations, New Delhi: Himalayan Publication. <b>* Latest editions of all the suggested books are recommended.</b>	



<b><u>Course Code:</u></b> <b>BBAH503</b>	<b>Discipline Specific Elective-3</b>	<b>L-4</b>
	<b>Human Resource Management</b>	<b>T-0</b>
	<b>BBA -Semester-V</b>	<b>P-0</b>
	<b>Performance Management</b>	<b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the performance appraisal methods and various other dimensions with respect to employee potential and performance.	
<b>CO2.</b>	Understanding job evaluation and compensation management.	
<b>CO3.</b>	Apply reward techniques for rewards to develop recommendation.	
<b>CO4.</b>	Analyzing various organizational performance management programs and best practices for effective performance management systems.	
<b>CO5.</b>	Analyzing career path and resources available to support individual development.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Performance Management in Indian Context:</b> Quality Performance Management - Concept -Dimensions - Mechanics - Features of Facilitating Organizations for Performance - Organizational Dynamics and Employee Performance.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Management of Employee Performance:</b> Performance appraisal methods, Effectiveness and Empowerment, Potential measurement. Performance v/s Potential assessment.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Performance Management Techniques:</b> Quality Performance Management – techniques of quality management- fishbone, statistical control charts, PDCA cycle.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Employees Efficiency and Reward system:</b> Quality Circle - Features - Process - Pre-requisites for their Efficiency, Industrial Restructuring - Reward System & its types, and Employee Productivity.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Job Evaluation:</b> Job Evaluation - Definition - Traditional and new Techniques, Compensation - Definition - classification -, Job worth, Job evaluation of global position and compensation management.	<b>8 Hours</b>
<b><u>Text Books</u></b>	1. William G. Dyer, Team Building: Issues and Alternatives, New	

	Delhi: Addison-Wesley Publishing Company.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Chakravarthy S.K., Managerial Effectiveness and Quality of Work Life - Indian Insights, New Delhi : McGraw Hill Publishing Co. Ltd.</li> <li>2. Suri G.C. &amp; Mmga R.C., Living Wages and Productivity, New Delhi: National Productivity Council.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> BBAH601	<b>Discipline Specific Elective-4</b> <b>Human Resource Management</b> <b>BBA -Semester-VI</b> <b>Negotiation &amp; Conflict Management</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the main concept of negotiation & it's important in maintaining the peaceful environment at work place..	
<b>CO2.</b>	Applying the techniques of negotiation for achieving favorable outcomes.	
<b>CO3.</b>	Applying negotiation skills to be more effective while managing conflict within an organization.	
<b>CO4.</b>	Preparing a negotiation plan by analyzing information about self, other(s), and negotiation situations.	
<b>CO5.</b>	Evaluating the different types of strategies to be employed for effective negotiation and conflict resolution.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Negotiation &amp; Conflict Management in Indian Context:</b>  Meaning, Nature, importance history of collective bargaining & negotiation. Strategy of distributive bargaining, strategy of integrative negotiation. Strategy & planning for negotiation, essential conditions for collective bargaining, functions of collective bargaining. <b>Case Study:</b> Maruti Manesar Plant Case Study	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Negotiation sub processes &amp; persuasion:</b> Negotiation process, levels of negotiation, preparations for negotiations, ethics in negotiation, essential communication techniques in negotiations, role of negotiator, Negotiation as	<b>8 Hours</b>

	persuasion, negotiation challenges in future.	
<b>Unit-3:</b>	<b>Negotiation skills &amp; Practices:</b> Fundamental Structure of Negotiation, BATNA. Negotiation skills, presentation of demand & tactics used, closing of negotiation & drafting the agreement (MOU), break down of negotiation: causes & consequences. Third party Intervention, mutual trust & understanding in negotiation, impact of cross cultural differences. <b>Case Study:</b> Role of Negotiation at Bokaro steel Plant.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Introduction to conflict:</b> Meaning, definition, features. Causes of conflicts, types of conflicts: Industrial conflicts & disputes (strikes & lock outs). Settlement of conflicts & prevention of conflicts.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Counseling:</b> Meaning & emergence of counseling, counseling process, role of counselor, model of counseling, approaches of counseling, modern trend in counseling.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. P.Subba Rao, Essentials of HRM & IR, New Delhi: Himalaya Publication House	
<b><u>Reference Books:</u></b>	1. Aswathappa, Human Resource management, New Delhi : McGraw- Hill 2. Dessler, Human Resource Management, New Delhi : Prentice Hall India. * <b>Latest editions of all the suggested books are recommended.</b>	

<b><u>Course Code:</u></b> <b>BBAH602</b>	<b>Discipline Specific Elective-5</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
	<b>Human Resource Management</b>	
	<b>BBA -Semester-VI</b>	
	<b>Team Building, Training &amp; Development</b>	
<b><u>Course Outcomes:</u></b>		
<b>CO1.</b>	Understanding the concepts, theories, models & techniques and rationale of training and development.	
<b>CO2.</b>	Assessing training needs at different levels of an organization.	
<b>CO3.</b>	Applying the methodologies & techniques of team building & training to develop a training plan for individuals and teams.	
<b>CO4.</b>	Designing training programs for enhancing organization's effectiveness.	
<b>CO5.</b>	Evaluating training and development programs and various problems of measurement for training effectiveness of individuals and teams.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Understanding Team Building:</b> Overview of groups: Formation of group; Group dynamics; Group structure and Group cohesiveness; managing group and inter-group dynamics in organization. Difference between group and team	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Team Building Process:</b> Overview of teams: definition, types, and stages of team development: Teambuilding techniques, need of team, Purpose of teams, Quality circles and self managed teams; evaluating team's performance; teams and high performing organizations.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Intra Team Dynamics:</b> Goal setting for team: Defining roles; Responsibilities of team members, initiating interpersonal skills; Interpersonal communication barriers and gateways to communication. Leadership and management of team: Sources of powers and influence; Leadership models and styles in teams: Contingency approach to effective leadership; Situational leadership in teams; Transformational leadership; Leadership in decision-making process. Leadership in times of change in the team.	<b>8 Hours</b>

<b>Unit-4:</b>	<b>Concept of Training and Development:</b> Definition; Aim and philosophy of training; Trainers, Consultant and Organizational Climate for training; Component of training; Training skills, Learning and training: Learning theories; Organizational learning and Learning Organization; Conditions for effective learning; Continuous learning and development, Principles of learning, Differences between training and development.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Training Need Identification and Training Method:</b> Identifying and analyzing training needs: Types of training, Induction training, skill oriented training, orientation training, training development ,Identifying various stages of training benefits and disadvantages of training Planning and designing: Training and development programmes planning and designing; Teaching aids for training. Training methods; On-the-job training; Off-the-job training. Monitoring and evaluation of training programme; Follow up, Economics and effectiveness of training programme.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Gold N., Teamwork, Multi-Professional Perspective, New Delhi : Palgrave.	
<b><u>Reference Books:</u></b>	1. Yukl, Leadership in Organisations, New Delhi : Pearson. 2. Hersey P., Blanchard K. & Johnson D., Management of Organizational Behavior, New Delhi : Prentice Hall. 3. Ray D., <i>Teaming Up</i> , New Delhi : McGraw-Hill * <b>Latest editions of all the suggested books are recommended.</b>	

<b><u>Course Code:</u></b> <b>BBAH603</b>	<b>Discipline Specific Elective-6</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
	<b>Human Resource Management</b>	
	<b>BBA -Semester-VI</b>	
	<b>Organization Design &amp; Development</b>	
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts, theories, and techniques of organization change, design and development.	
<b>CO2.</b>	Analyzing the relationship among organizational change, redesign, and organizational effectiveness.	
<b>CO3.</b>	Analyzing the organization situation & business context and preparing the plan for initiating change interventions for effective functioning.	
<b>CO4.</b>	Applying organizational design techniques to develop the appropriate organizational structure for better results.	
<b>CO5.</b>	Evaluating the impact of changing technology and business environment structures and design.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Evolution of Organizations Development in Indian Context:</b> <b>Organizational Theory:</b> Definition, Prospective Dimensions, Strategy, Organization design & effectiveness	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Organizational Purpose &amp; Structural Design:</b> Basic challenges of organizational Design - Fundamentals of Organizational structure, Internal Design Elements. Organization size & life cycle.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Organizational Culture &amp; Ethics :</b> Innovation & change, Decision making processes & organizational learning.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Managing Innovation &amp; Change Individually:</b> Process of OD, Individual and Interpersonal Interventions.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Managing Innovation &amp; Change in Organization:</b> Team / Group Interventions, Intergroup Interventions, Techno Structural Interventions, Strategic Change.	<b>8 Hours</b>
<b><u>Text Books</u></b>	1. Thomas G. Cummings and Christopher G. Worley, Organization Development and Change, New Delhi: Thomson South-Western.	

<p><b><u>Reference Books:</u></b></p>	<ol style="list-style-type: none"> <li>1. Richard L. Daft, Organization theory &amp; Design , New Delhi: Cengage Press.</li> <li>2. Thomas G. Cummings and Christopher G. Worley, Organization Development and Change, New Delhi: Thomson South-Western.</li> <li>3. Cummings &amp; Worely, Organization Development &amp; Change, New Delhi: Cengage Learning's India Ltd.</li> <li>4. Nilkant&amp;Ramnarayan, Managing Organizational Change, New Delhi: Response Books.</li> <li>5. Singh Kavita, Organization Change &amp; Development, New Delhi: Excel Books.</li> <li>6. Tsoukas&amp; Knudsen, The Oxford Handbook of Organizational Theory, New Delhi : Oxford University Press.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	
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## **Discipline Specific Electives**

### **International Business**



<b>Course Code:</b> <b>BBAI501</b>	<b>Discipline Specific Elective-1</b>	<b>L-4</b>
	<b>International Business</b>	<b>T-0</b>
	<b>BBA-Semester-V</b>	<b>P-0</b>
	<b>International Business Management</b>	<b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts of international business management for developing a knowhow of how business organizations operate in an international environment.	
<b>CO2.</b>	Developing and presenting international business plan.	
<b>CO3.</b>	Applying current technologies to support an organization's integrative trade initiatives.	
<b>CO4.</b>	Evaluating the impact of statutory and regulatory challenges.	
<b>CO5.</b>	Understanding the concept of balance of payments and balance of trade.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Evolution of International Business:</b> International Business, Difference between International Business and Domestic Business, Globalization, its Effects & Benefits, Multinational companies, advantages, disadvantages Role of MNC's in developing countries. Environment of international business-economic, political, legal and cultural environment.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>International Business Competitive Strategies, International Organization and Control:</b> Porter's model; Foreign Direct investment, Strategies, advantages, disadvantages, Joint Ventures, Foreign Institutional Investment. Organizational structures, Control procedures, Location of decision-making, Organizational Control, Bartlett & Ghoshal's Model.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Global Human Resource Management:</b> Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>International Trade Theories:</b> Theories of International Trade- Absolute Advantage Theory, Comparative Cost Theory, Opportunity Cost Theory, Hecksher-Ohlin Theory., Vernon's Theory of International Product Life Cycle.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Balance of Trade and Balance of Payments:</b>	<b>8 Hours</b>

	Constituents of Capital Account and Current Account, Reasons and remedies for Adverse Balance of Payment. Convertibility of Capital Account. Role of World business Bodies like IMF, World Bank, etc.	
<b><u>Text Books:</u></b>	1. Aswathappa, International Business, New Delhi : McGraw-Hill.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Deresky H, International Business, New Delhi: Prentice Hall.</li> <li>2. Hill C W, International Business, New Delhi: McGraw-Hill.</li> <li>3. Varma M L, International Trade, New Delhi: Vikas Publications.</li> <li>4. Taggart, The Essence of International Business, New Delhi: PHI.</li> <li>5. Bhalla V.K, International Business, New Delhi : S.Chand and company.</li> <li>6. Daniels, International Business, New Delhi : Pearson Education.</li> <li>7. Paul J, International Business, New Delhi : Prentice Hall.</li> <li>8. Rao, P. Subba; International Business, New Delhi: Himalaya Publishing House.</li> </ol> <p><b>*Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> BBAI502	<b>Discipline Specific Elective-2</b>	<b>L-4</b>
	<b>International Business</b>	<b>T-0</b>
	<b>BBA -Semester-V</b>	<b>P-0</b>
	<b>Export Import Policy and Documentation</b>	<b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the process of export procedures & documentation.	
<b>CO2.</b>	Understanding foreign trade policy.	
<b>CO3.</b>	Applying knowledge and skills for development of marketing plans tied to global business activity and country-specific business conditions.	
<b>CO4.</b>	Developing communication skills and effectively using basic international business vocabulary for international trade and import / export operations	
<b>CO5.</b>	Analyzing export opportunities and undertaking export marketing in countries offering export potential for wide ranging products of Indian origin.	
<b>CO6.</b>	Analyzing the various terms and conditions of export and import finance.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Export Management:</b> Introduction, Definition of Export, Features of export management, Process of export management, Functions of an export manager. Benefits arising from Export, Export Prospect for Small Firms, Importance of Exports to India.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Formalities of Registration:</b> Naming the Enterprise, form of Ownership, Organization structure of an export firm Opening a Bank Account, General Registrations, Registration with Licensing Authorities, Registration with Appropriate EPC's /CB's.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Product Selection &amp; International Channels of Distribution:</b> Criteria for selection of products for exports, Steps in new product development process, identifying foreign markets for export of products, Product Life Cycle, Product mix, Branding, Packaging and labeling. Modes of entry in foreign markets, International Channels Distribution.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Export Finance and Pricing:</b> Export Finance – Types of export finance, Pre-shipment Finance,	<b>8 Hours</b>

	Post-shipment Finance, Special Financial Facilities, Export Import Bank of India, E.C.G.C, Export Pricing.	
<b>Unit-5:</b>	<b>Export Documentation:</b> Main Commercial Documents, Additional Commercial Documents, and Statutory Documents for Export's Country, Statutory Documents for Imports Country and Documents for Claiming Export Benefits.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	<ol style="list-style-type: none"> <li>1. Khurana P.K., Export management, New Delhi: Cyber Tech Publication.</li> <li>2. Cherunilam F., International Trade and Export Management, New Delhi: Himalaya Publication House.</li> </ol>	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Varshney R.L., Bhattacharya B, International Marketing Management, New Delhi: S. Chand.</li> <li>2. Black J., International Business Environment, New Delhi: Prentice Hall.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p> <p>-</p>	

<b><u>Course Code:</u></b> <b>BBAI503</b>	<b>Discipline Specific Elective-3</b>	<b>L-4</b>
	<b>International Business</b>	<b>T-0</b>
	<b>BBA -Semester-V</b>	<b>P-0</b>
	<b>International Marketing Management</b>	<b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts, nature, growth and major issues related to international marketing.	
<b>CO2.</b>	Understanding the role of marketing as a fundamental organizational policy process.	
<b>CO3.</b>	Developing skills in research and analysis trends in global markets and in modern marketing practice.	
<b>CO4.</b>	Assessing an organization's ability to enter and compete in international markets.	
<b>CO5.</b>	Analysing and evaluating data, information, and evidence related to international marketing opportunities and threats relevant in the current world	
<b>CO6.</b>	Developing creative international market entry strategies.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Evolution of International Marketing:</b> Meaning, Nature, Importance and Scope of International Marketing; International market orientation and EPRG framework; International Market Entry Strategies.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>International Marketing Environment and market selection:</b> International Marketing Environment; International Market Segmentation, Positioning and targeting.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>International Product and Pricing Strategies:</b> Product mix, branding, Managing Product Line, International Trade Product Life Cycle, New Product Development; Pricing for International Markets and pricing strategies. Process of price determination.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Managing International Distribution and Promotion:</b> International Distribution Channels-Types, Role and Functions, International Distribution Logistics decisions; International Promotion Mix – Advertising, Trade fairs and Exhibitions.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Consumer behavior &amp; Marketing research:</b> Factors Influencing Consumer Behavior, Marketing Research for Identifying Opportunities in International Markets. Role and	<b>8 Hours</b>

	functions of WTO and IMF.	
<b><u>Text Books:</u></b>	<ol style="list-style-type: none"> <li>1. Cateora, Philip C., Gilly, Mary C. and Graham, John L. International Marketing, New Delhi: McGraw-Hill.</li> <li>2. R.L. Varshney &amp; Bhattacharya: International Marketing Management, New Delhi: Sultan Chand.</li> </ol>	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Keegan Warren J. Global Marketing Management, New Delhi: Pearson Education.</li> <li>2. Kotabe Masaaki &amp; Helsen Kristiaan, Global Marketing Management, New Delhi: John Wiley &amp; Sons Asia.</li> <li>3. Onkvisit, Sak &amp; Shaw, John J., International Marketing: Analysis and Strategy, New Delhi: Prentice Hall.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b><u>Course Code:</u></b> <b>BBAI601</b>	<b>Discipline Specific Elective-4</b>	<b>L-4</b>
	<b>International Business</b>	<b>T-0</b>
	<b>BBA -Semester-VI</b>	<b>P-0</b>
	<b>Forex Management</b>	<b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the forex market and the underlying macroeconomic fundamentals concepts that drive the financial markets.	
<b>CO2.</b>	Understanding the various financial institutions involved in Foreign Exchange Market.	
<b>CO3.</b>	Developing numerical skills to be able to forecast future trends.	
<b>CO4.</b>	Analyzing various management situations in a comparative manner.	
<b>CO5.</b>	Developing knowledge of forex markets and interest rates.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction and Evolution of Forex Management :</b> Meaning of the term “Foreign Exchange”, Exchange Market, Statutory basis of Foreign Exchange, Evolution of Exchange Control, Outline of Exchange Rate and Types, Import Export Overview	<b>8 Hours</b>
<b>Unit-2:</b>	<b>India’s Forex Scenario:</b> Balance Of Payment (BOP) crisis of 1990, LOERMS, Convertibility, External commercial Borrowings.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Introduction to International Monetary Developments:</b> Gold standard, Bretton Woods’s system, Fixed-Flexible Exchange Rate Systems, Euro market. Finance Function: Financial Institutions in International Trade.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Methods of IN Trade Settlement:</b> Open Account, Clean Advance, Documentary Credit, Documentary Collection. Documentary Credits (Letter of Credit): Types of LC – Parties, INCOTERMS: C.I.F., F.O.B., C.I.P.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Introduction to Exchange Rate Mechanism:</b> Spot- Forward Rate, Exchange Arithmetic. Deriving the Actual Exchange Rate: Forwards, Swaps, Futures and Options. Guarantees in Trade: Performance, Bid Bond etc.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Fabozzi, Foundations of Financial Markets and Institutions, New Delhi: Pearson Education,	
<b><u>Reference Books:</u></b>	1. Bhole L.M., Financial Institutions and Markets, New Delhi: McGraw-Hill. 2. Srivastava, R.M & Nigam Divya, Management of Financial Institutions, New Delhi: Himalaya.	

	<p>3. Khan M.Y., Financial Services, New Delhi: Mc Graw Hill.</p> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	
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<b><u>Course Code:</u></b> <b>BBAI602</b>	<b>Discipline Specific Elective-5</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
	<b>International Business</b>	
	<b>BBA -Semester-VI</b>	
	<b>International Business Environment</b>	
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding various concepts and strategies of International business, trade theories, trade blocks and international economic institutions.	
<b>CO2.</b>	Applying the environmental analysis techniques to evaluate the global business environment in terms of economic, social and legal aspects.	
<b>CO3.</b>	Analyzing the international business concepts with functioning of global trade.	
<b>CO4.</b>	Understanding the impact of regional trade blocks, foreign exchange & interest rates and International economic institutions & agreements on the operation of a multinational corporation.	
<b>CO5.</b>	Analyzing the international business and strategies adopted by firms to expand globally.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Evolution of International Business:</b> Framework for analyzing international business environment – Domestic, foreign and global environments and their impact on international business decisions. Global Trading Environment.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>International Financial Environment:</b> Foreign investments -Pattern, Structure and effects; Movements in foreign exchange and interest rates.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>International Economic Institutions and Agreements:</b> WTO, IMF, World Bank UNCTAD, International commodity trading and agreements.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Multinational Corporations and their involvement in International Business:</b> Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances.	<b>8 Hours</b>

<b>Unit-5:</b>	<b>Regional Economic Groupings in Practice:</b> Regionalism vs. multilateralism, Structure and functioning of EC and NAFTA; Regional economic cooperation. Emerging Developments and Other Issues: Growing concern for ecology.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Bennet, Roger, International Business, Financial Times, London: Pitman Publishing, London.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Danoes, John D. and Radebaugh, Lee H., International Business: Environment and Operations, New Delhi: Addison Wesley, Readings.</li> <li>2. Griffin, Ricky W. and Pustay, Michael W., International Business: A Managerial Perspective, New Delhi: Addison Wesley, Readings.</li> <li>3. Hill, Charles W. L., International Business, New York: McGraw Hill. Bhattacharya, B., Going International: Response Strategies of the Indian Sector, New Delhi: Wheeler Publishing.</li> <li>4. Czinkota, Michael R., et. al., International Business, New Delhi: the Dryden Press, Fortworth.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	


<b><u>Course Code:</u></b> <b>BBAI603</b>	<b>Discipline Specific Elective Course-6</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
	<b>International Business</b>	
	<b>BBA -Semester-VI</b>	
	<b>International Trade Practices and Procedures</b>	
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concept of international business environment and its impact on businesses.	
<b>CO2.</b>	Developing international business plans.	
<b>CO3.</b>	Applying export compliance policies and procedures by way of company-wide training programs.	
<b>CO4.</b>	Understanding logistics engineering and customer service staff on customs export compliance requirements.	
<b>CO5.</b>	Developing techniques for negotiating effectively within various cultural environments to increase market access for exports	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Evolution of International Trade:</b>  EXIM Operations and Documentation: Trade operations and documentation; Documentation areas and dimensions; Nature and characteristic features of Exim documents; EDI and documentation.	<b>8 Hours</b>
<b>Unit-2:</b>	EXIM Policy Framework: Legal framework, Objective of EXIM policy; Policy overview – Facilities and restrictions; Getting started in export business.	<b>8 Hours</b>
<b>Unit-3:</b>	International Trade Terms: Trade contract and trade terms; Trade terms and need for standardization; INCO terms.	<b>8 Hours</b>
<b>Unit-4:</b>	Export Payment Terms: Credit risk management and payment terms; Main features of payment terms -Advance payment, open account, documentary collection, documentary credit Documentary collection –DP and DA process and operation; Letter of credit and parties involved; Process of opening and advising LC, Types of LC; Process and operation; UCPDC -Major clauses; Consignment sale.	<b>8 Hours</b>
<b>Unit-5:</b>	Transit Risk Management: Nature of transit risk; Contract of cargo insurance Parties involved – Insurer/assured, Indemnity and insurable value; Perils and losses; Insurance policy and certificate;	<b>8 Hours</b>

	Cargo loss claims – Procedure and documentation. Credit Risk Management: Export credit insurance – Concept and importance; Role of Export Credit Guarantee Corporation (ECGC); Covers issued by ECGC.	
<b><u>Text Books:</u></b>	1. Khurana P.K., Export management, New Delhi: Cyber Tech Publication.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Varshney R.L., Bhattacharya B, International Marketing Management, New Delhi: S. Chand.</li> <li>2. Daniels, International Business, New Delhi: Pearson Education.</li> <li>3. Export-Import Policy; Ministry of Commerce, Government of India, New Delhi.</li> <li>4. Gupta Parul, Export Import management, New Delhi: Mc Draw Hill.</li> <li>5. Cherunilam F., International Trade and Export Management, New Delhi: Himalaya Publication House.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

## **Viva Voce**

<b>Course Code:</b> <b>BBAVV551</b>	<b>Viva- Voce</b> <b>BBA- Semester-V</b> <b>Summer Internship Report</b>	<b>L-0</b> <b>T-0</b> <b>P-8</b> <b>C-4</b>
<b><u>Objectives:</u></b>	<p>This course intends to familiarize and develop understanding of the students about the organizational set up, know about the functioning of various sections/departments of an organization/company in general and gain hand-on experience of a specific job function of the chosen organization. The main aim is to acquaint the student with the practical day-to-day functioning of an organization with a motive to facilitate training in a specific skill/area of that organization.</p> <p>Students will undergo summer training at the end of IV semester. The duration of training will be 45 to 60 days.</p>	
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the departments, sections of an organization, staffing and different levels of an organization.	
<b>CO2.</b>	Applying internship site terminology appropriately.	
<b>CO3.</b>	Demonstrating effective communication skills, participate well as a team member and build professional network.	
<b>CO4.</b>	Demonstrating the ability to prepare and assess a report.	
<b>CO5.</b>	Developing the values and behaviors necessary for professional and ethical practice.	
<b><u>Course Content:</u></b>	<ol style="list-style-type: none"> <li>1. A brief introduction is given by the host organization on its various departments and administrative functions.</li> <li>2. Students will visit various departments and will observe the physical layout, working conditions and managerial practices under the supervisor of the Company.</li> <li>3. Students will write notes on the salient features of activities of different departments.</li> <li>4. Each student shall prepare a structured report after the successful completion internship.</li> <li>5. The report of visit shall be compiled and presented in a major project report form.</li> <li>6. Students with help of faculty guide will carry out analysis of the visit reports.</li> <li>7. Students will give a formal presentation of the report before the jury comprising of minimum two internal faculty members to be appointed by the Director/ Principal of the college.</li> <li>8. The assessment will be out of 100 marks (External Marks-50, Internal Marks-50).</li> </ol>	

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|  | <p>9. The report (based on general training or the problem centric training) prepared by the student will be termed as Summer Training Report. The report should ordinarily be based on primary data. It should reflect in depth learning during summer training. The average size of Report ordinarily will be 30 to 60 typed pages in Times New Roman font size (12) and double spacing. Three neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper</p> |
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<b>Format for Summer Training Report</b>		
<b>1.</b>	<b>Cover / Title Page</b>	<b>1 page</b>
<p align="center"> <b>Training Report ..... (Topic/Department/Area)</b>  <b>At</b>  <b>(Name of the Organisation/Company)</b>  <b>In partial fulfillment for the award of the degree of BBA</b> </p> <div align="center">  </div> <p align="center"> <b>Teerthanker Mahaveer Institute of Management and Technology (TMIMT)</b>  <b>Teerthanker Mahaveer University, Moradabad. Uttar Pradesh</b> </p> <p> <b>Submitted</b> <span style="float: right;"><b>by:</b></span>  <b>Submitted to</b>  <b>Student Name</b> <span style="float: right;"><b>Internal</b></span>  <b>Guide Name</b>  <b>V</b> <span style="float: right;"><b>Semester</b></span>  <b>Designation</b>  <b>Year</b> <span style="float: right;"><b>TMIMT,</b></span>  <b>TMU</b> </p> <p align="center"> <b>Under Supervision of</b>  <b>External Guide Name</b>  <b>Designation</b> </p>		
<b>2</b>	<b>Table of content (Index) –with page numbers clearly identified</b>	<b>1page</b>
<b>3</b>	<b>Declaration by the student.</b>	<b>1page</b>



4	Certificate (from the Company / Organization)				1page
5	Acknowledgement				1page
6	Organization/Company Profile (Background, History, Founder, Vision, Mission, Competitors, Organization Structure, Products, Milestones, Achievements, Address)				5-8 pages
7	Objectives of training.				1page
8	<b>Student has to finalize topic from general training or problem centric training as per the consultation or guidance by the internal faculty and company supervisor. The details of both the trainings are given below:-</b>				
<b>S. No.</b>	<b>General Training</b>	<b>Pages</b>	<b>S. No.</b>	<b>Problem Centered Training</b>	<b>Pages</b>
<b>8a</b>	Introduction (department/s or the area assigned)	1-2	<b>8a</b>	Introduction to the topic	1-2
<b>8b</b>	Intern role during internship	1	<b>8b</b>	Research Objectives	1
<b>8c</b>	Role of (department/s or the area assigned) in the organization	2-3	<b>8c</b>	Research methodology	1-2
<b>8d</b>	Observations (including explanation of Processes)	6-8 (as per numbers of weeks training done)	<b>8d</b>	Data analysis & interpretation	5-8
<b>8e</b>	Key learning's	1-2	<b>8e</b>	Results & Findings	1-2
<b>8f</b>	Recommendations (if any)	1	<b>8f</b>	Recommendations & Suggestions	1
<b>8g</b>	Conclusion	1	<b>8g</b>	Limitations	1
			<b>8h</b>	Conclusion	1

			<b>8i</b>	References/ Bibliography	1
		➤	<b>8j</b>	Appendices, viz., ➤ Questionnaire ➤ Checklist ➤ Tables etc.	1-3
Plagiarism check will be done from point no.7 onwards. Plagiarism check will be done as per norms provided by the Examination Division of the University					
<b>Evaluation Scheme</b>					
<b>Detail</b>	<b>Report Quality (Structuring, Formatting, Clarity in presenting data &amp; facts)</b>	<b>Presentation</b>	<b>Assessors Evaluation as per Summer Internship Record Book</b>	<b>Viva Voce</b>	<b>Total</b>
<b>Internal</b>	<b>30</b>	<b>20</b>	<b>NA</b>	<b>NA</b>	<b>50</b>
<b>External</b>	<b>15</b>	<b>NA</b>	<b>15</b>	<b>20</b>	<b>50</b>

<b><u>Course Code:</u></b> <b>BBAVV651</b>	<b>Viva – Voce – 2</b> <b>BBA- Semester-VI</b> <b>Dissertation Report</b> <b>(Based on Field Work/ MSR)</b>	<b>L-0</b> <b>T-0</b> <b>P-8</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the meaning, objectives and principles of market survey.	
<b>CO2.</b>	Understanding the steps in preparing a written survey report.	
<b>CO3.</b>	Developing an appropriate research design and skills to collect data.	

<b>CO4.</b>	Analyzing data to draw meaningful information.	
<b>CO5.</b>	Demonstrating the ability to prepare and present a report.	
<b><u>Guidelines:</u></b>	<p>At the end of fifth semester examination, every student will prepare the report based on field work. The guidelines of report will be provided in the starting of sixth semester classes.</p> <p>During the course of training, the college will assign a problem/project to the student. The student, after the completion of analysis will submit a report to the College/Institute, which will be the part of sixth semester examination.</p> <p>The report will be evaluated by internal and external examiner. It will carry total of 100 marks divided into written report of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.</p> <p>The external marks will be awarded by the external examiner who will be appointed by the examination division.</p>	

**Format for Dissertation Report**


<b>1.</b>	<b>Cover / Title Page</b>	<b>1 page</b>
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**Training Report .....(Topic/Department/Area)**

**At**

**(Name of the Organization/Company)**

**In partial fulfillment for the award of the degree of BBA**



**Teerthanker Mahaveer Institute of Management and Technology (TMIMT)**

**Teerthanker Mahaveer University, Moradabad. Uttar Pradesh**

**Submitted**

**Submitted to**

**Student Name**

**VI**

**Designation**

**Year**

**TMU**

**by:**

**Guide Name**

**Semester**

**TMIMT,**

2	Table of content (Index) –with page numbers clearly identified				1page
3	Declaration by the student.				1page
4	Certificate (from the Company / Organization)				1page
5	Acknowledgement				1page
6	Organization/Company Profile (Background, History, Founder, Vision, Mission, Competitors, Organization Structure, Products, Milestones, Achievements, Address)				5-8 pages
7	Objectives of training.				1page
8	<b>Student has to finalize topic from general training or problem centric training as per the consultation or guidance by the internal faculty Guide. The details of both the trainings are given below:-</b>				
<b>S. No.</b>	<b>General Training</b>	<b>Pages</b>	<b>S. No.</b>	<b>Problem Centered Training</b>	<b>Pages</b>
<b>8a</b>	Introduction (department/s or the area assigned)	1-2	<b>8a</b>	Introduction to the topic	1-2
<b>8b</b>	Intern role during internship	1	<b>8b</b>	Research Objectives	1
<b>8c</b>	Role of (department/s or the area assigned) in the organization	2-3	<b>8c</b>	Research methodology	1-2
<b>8d</b>	Observations (including explanation of Processes)	6-8 (as per numbers of weeks training done)	<b>8d</b>	Data analysis & interpretation	5-8
<b>8e</b>	Key learning's	1-2	<b>8e</b>	Results & Findings	1-2
<b>8f</b>	Recommendations (if any)	1	<b>8f</b>	Recommendations& Suggestions	1
<b>8g</b>	Conclusion	1	<b>8g</b>	Limitations	1

			<b>8h</b>	Conclusion	1
			<b>8i</b>	References/ Bibliography	1
		➤	<b>8j</b>	Appendices, viz., <ul style="list-style-type: none"> <li>➤ Questionnaire</li> <li>➤ Checklist</li> <li>➤ Tables etc.</li> </ul>	1-3
Plagiarism check will be done from point no.7 onwards. Plagiarism check will be done as per norms provided by the Examination Division of the University					
<b>Evaluation Scheme</b>					
<b>Detail</b>	<b>Report Quality (Structuring, Formatting, Clarity in presenting data &amp; facts)</b>	<b>Presentation</b>	<b>Assessors Evaluation as per Summer Internship Record Book</b>	<b>Viva Voce</b>	<b>Total</b>
<b>Internal</b>	30	20	NA	NA	50
<b>External</b>	15	NA	15	20	50

### 5.3 Duration of the programme

<b><u>Study Scheme</u></b>	
<b><u>SUMMARY</u></b>	
<b>Institute Name</b>	Teerthanker Mahaveer Institute of Management & Technology (TMIMT), Delhi Road, Moradabad
<b>Programme</b>	<b>BBA</b>
<b>Duration</b>	Three Years full time (Distance and Online Mode) (Six Semesters)
<b>Medium</b>	English
<b>Minimum Required Attendance</b>	75%
<b><u>Credits</u></b>	
<b>Minimum Credits Required for Degree</b>	132
<b>Eligibility for the program</b>	10+2 system of education in any stream from UGC recognized University with minimum 50% aggregate marks.

### 5.4 Faculty and support staff requirement

<b>Academic Staff</b>	<b>Number available to meet the required delivery norms</b>
Programme Coordinator	1 member
Course Coordinator	1 member
Course Mentor	1 member per batch of 250 students

### 5.5 Instructional delivery mechanisms

The Directorate of Distance and Online Learning of TMU comprises of faculty members and staff who are well versed in Distance Education and Online delivery.

An Academic calendar depicting dates for all major events during each semester will be prepared by faculty members and shared with students through LMS, at the beginning of each academic session.

Apart from providing content in the form of Self Learning Material, enough e-learning resources in the form of audio and video content will be provided to students. Regular engagement of students will be ensured through the following means:

- Conduct of Webinars/live lectures/online lectures/Virtual Class
- By encouraging them to participate in mandatory Discussion Forums to stimulate their thinking, and to be able to fearlessly express their views in forums. These discussion forums will be moderated by faculty to provide equal opportunity for everyone to participate, as well as to ensure maintenance of decorum of the forum.
- Through periodic formative assessments

Regular evaluation of content learnt will be provided for, through Self-Assessment Questions within the SLM, as well as quizzes on the LMS. The quizzes can be taken any number of times, so that they reach a stage of being able to answer questions without errors, which is a reflection of their understanding of the concept.

Effort will be made to provide case studies to enhance their analytical ability and make right decisions.

Link to National Portals (SWAYAM/NPTEL) will be provided, as also link to University's digital library portal.

All links to additional reading will be provided in the LMS. Interested students can study beyond the confines of the syllabus.

### **5.6 Identification of media–print, audio or video, online, computer aided**

LMS provides for all audio video content (e-learning material, e-pubs, faculty-led video sessions, virtual classrooms and discussion boards), dashboard of their progress in learning, comparison with their peers in terms of learning, regular notifications regarding upcoming Webinars/virtual classes, Assignments, Discussion Forum participations and Examinations. It also provides an opportunity for raising queries if any, and seek answers to the same, by chat bot or course mentors.

### **5.7 Student Support Services**

The Student Support services will be facilitated by the Directorate of Distance and Online Learning, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh which includes the pre-admission student support services like counseling about the programme including curriculum design, mode of delivery, fee structure and evaluation methods. Post-admission student support services include guiding students towards accessing e-identity card, LMS portal, Academic calendar and academic delivery. Examinations support staff shall answer queries pertaining to conduct of end-semester examinations, evaluation and issue of certificates.



## **6. Procedure for Admission, Curriculum Transaction and Evaluation**

The purpose of Distance and Online education by Teerthanker Mahaveer University, Moradabad, Uttar Pradesh is to provide flexible learning opportunities to students to attain qualification, wherever learners are not able to attend the regular classroom teaching. Academic programmes offered for such candidates under Distance and Online Learning mode will be conducted by Directorate of Distance and Online Learning- Teerthanker Mahaveer University, Moradabad, Uttar Pradesh with support of the various University schools. The programmes/courses may be termed Distance and Online mode for award of Degree. Eligibility criteria, programme/course structure, curriculum, evaluation criteria and duration of programme shall be approved by Board of Studies and Academic Council which are based on UGC guidelines.

Candidates seeking admissions in any programme offered by Directorate of Distance and Online Learning- Teerthanker Mahaveer University, Moradabad, Uttar Pradesh shall fill up Distance and Online application form available on DOE- TMU website. Before applying, candidates must check eligibility criteria for programme that they are interested in. Details about Eligibility criteria, programme structure, curriculum, duration, and fee structure are available on the website.

### **6.1 Procedure for Admission:**

Minimum Eligibility Criteria for admission: 10+2 system of education in any stream from recognized board with minimum 50% aggregate marks.

#### **Important Instructions:**

All admissions shall be provisional until and unless candidates meet the eligibility criteria.

Admission will stand cancelled if a candidate does not meet eligibility criteria, or there is failure to pay programme/course fees.

Admission will stand cancelled, if candidate does not submit proof of eligibility within stipulated time given by Directorate of Distance and Online Education- Teerthanker Mahaveer University, Moradabad, Uttar Pradesh.

Directorate of Distance and Online Learning - Teerthanker Mahaveer University, Moradabad, Uttar Pradesh has the right to make necessary changes from time to time as deemed fit in Eligibility criteria, programme/course structure, curriculum, duration, fee structure and programme announcement dates. All changes will be notified on website.

Candidates should carefully read all instructions given in Programme prospectus before start of application form.

#### **Fee Structure and Financial assistance policy:**

Suggested Fee for BBA programme is INR 15300 per annum (Fifteen Thousand Three Hundred only), overseas learners need to remit equivalent of INR 20700 per annum in USD to University

A scholarship as per Teerthanker Mahaveer University norm on tuition fees will be provided to eligible students.

## 6.2 Curriculum Transactions:

### Programme Delivery:

Teerthanker Mahaveer University, Moradabad, Uttar Pradesh has state-of-the-art mechanism for Distance and Online mode of academic delivery to ensure quality education. Faculty members at TMU offer expert guidance and support for holistic development of the students. Faculty members are not mere facilitators of knowledge but they also mentor students to make learning more engaging and maintain high retention level. The programme will be delivered with an aim to provide expertise and ensure that students excel in their domains. The features of programme delivery are:

- Distance and Online Mode of Academic Delivery
- Periodic review of Curriculum and Study material
- Live Interactive lectures from faculty / Course coordinators
- Continuous Academic and Technical support
- Guidance from Course Coordinators
- Learning and delivery support from Course Mentors

### Norms for Delivery of Courses in Distance and Online Mode:

S. No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counseling /Webinars/ Interactive Live Lectures (1 hour per week)	Discussion Forum/ a synchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1.	1 Credits	3 weeks	3 hours	6 hours	5	5	11	30
2.	2 Credits	6 weeks	6 hours	12 hours	10	10	22	60
3.	3 Credits	9 weeks	9 hours	18 hours	15	15	33	90
4.	4 Credits	12 weeks	12 hours	24 hours	20	20	44	120
5.	6 Credits	18 weeks	18 hours	36 hours	30	30	66	180

### Learning Management System (LMS) to support Distance and Online mode of Course delivery:

LMS Platform has been built to help learners reach their potential in their chosen programme. It is a secure, reliable learning experience tool that works consistently on Web and Mobile devices. Its

simple interface makes it easy for instructors to design courses, create content and grade assignments. It provides a great mobile experience due to the responsive design which is paired with purpose-built native apps. It provides seamless accessibility to ensure all tools are standards-compliant and easy for students to navigate using assistive technologies. It provides 24 X7 learning experience to facilitate learning as per the pace chosen by learners. Digital portfolio functionality allows students to document and share their learning journey as it happens, on both web and mobile platforms.

### Course Design:

The Course content is designed as per the SWAYAM guidelines using 4-quadrant approach as detailed below to facilitate seamless delivery and learning experience

- **Quadrant-I** i.e. e-Tutorial, that contains – Faculty led Video and Audio Contents, Simulations, video demonstrations, Virtual Labs, etc, along with the transcription of the video.
- **Quadrant-II** i.e. e-Content that contains –Self Instructional Materials (Digital self-Learning Material), Case Studies, Presentation etc. and also contains web resources such as further references, Related links, Open source content on internet, research papers and journals Portable Document Format or e-Books or Illustration, video demonstrations, Historical development of the subject, Article, etc.
- **Quadrant-III** i.e. Discussion forums to raise and clarify doubts on real time basis by the Course Coordinator and his team.
- **Quadrant-IV** i.e. Self-Assessment, that contains MCQs, Problems, Quizzes, Fill in the blanks, Assignments with solutions and Discussion forum topics.

### 6.3 Distance and Online Evaluation

Distance and Online Evaluation:					
Assessment			Internal	External	Total
Theory			30	70	100
Practical/ Dissertations/ Project Reports			50	50	100
Class Test-1	Class Test-2	Class Test-3	Assignment(s)	Attendance	Total
Best two out of three					
10	10	10	10	10	40
Duration of Examination			External	Internal	
			3 Hours	1.5 Hours	
To qualify the course a student is required to secure a minimum of 45% marks in aggregate including the semester end examination and teachers continuous evaluation.(i.e. both internal and external).A candidate who secures less than 45% of marks in a course shall be deemed to have failed in that course. The student should have at least 45% marks in aggregate to qualify the program.					

### Question Paper Structure

<b>1</b>	<i>The question paper shall have two section – <b>Section A and Section B</b>. The examiner shall set questions specific to respective sections. Section wise details are as under mentioned:</i>
<b>2</b>	<i><b>Section A:</b> It shall consist of short answer type questions (approx. 50 words). This section will essentially assess CO's related to lower order thinking skills (Remembering &amp; Understanding). It will contain five questions with at least one question from each unit with internal choice having "or" option with optional question from the same unit. Each question shall have equal weightage of two marks and total weightage of this section shall be ten marks.</i>
<b>3</b>	<i><b>Section B</b> shall comprise of Long answer type questions (approx. 350 – 400 words). This section shall specify the higher order thinking as well as lower order thinking skills (Analyzing, Applying, Evaluating &amp; Creating or Remembering &amp; Understanding) to be assessed and mapped with the course outcomes stated. It shall contain five questions with at least one question from each unit with an internal choice having "or" option with optional question from the same unit. Each question shall have equal weightage of ten marks and total weightage of ten marks and total weightage of this section shall be fifty marks.</i>
<b>4</b>	<i><b>Note:</b> In case where the course content does not have the scope of assessing higher order thinking skills, questions may be framed to assess the lower order thinking skills as per the course outcomes stated.</i>
<b>IMPORTANT NOTES:</b>	
<b>1</b>	<i>The purpose of examination will be to assess the Course Outcomes (CO) that will ultimately lead to assessment of attainment of Programme Specific Outcomes (PSO). A question paper must assess the following aspects of learning: Remembering, Understanding, Applying, Analyzing, and Evaluating &amp; Creating (reference to Bloom's Taxonomy).</i>
<b>2</b>	<i>Case Study is essential in every question paper (wherever it is being taught as a part of pedagogy) for evaluating higher-order learning. Not all the courses might have case teaching method used as pedagogy.</i>
<b>3</b>	<i>There shall be continuous evaluation of the student and there will be a provision of fortnight progress report.</i>

## 7. Requirement of the Laboratory Support and Library Resources:

### Laboratory Support

No lab based courses are offered in this program.

### Library Resources

Directorate of Distance and Online Learning, Teerthanker Mahaveer University, Moradabad, Uttar Pradesh has excellent Library facility with adequate number of copies of books in relevant titles for BBA programme. The Central Library of University is also having good source of reference books. The books available at both the libraries are only for reference purpose and lending services. In addition, reference books as prescribed will be procured. The Digital library access will also be made available to students who are enrolled into Distance and Online mode of education. In addition, the university membership on Swayam/ NPTEL/ edX will also be made available to students. Complete e-Learning resources to course would be made available on Learning Management System for learning along with e-tutorial lectures. Further, expert lectures/workshops/ webinars by industry experts would also be conducted for the students.

## 8. Cost Estimate of the Programme and the Provisions

Sl. No.	Expenditure Heads	Approx. Amount
1	Programme Development (Single Time Investment)	1,00,00,000 INR
2	Programme Delivery (Per Year)	12,00,000 INR
3	Programme Maintenance (Per Year)	50,00,000 INR

## 9. Quality assurance mechanism and expected programme outcomes

The quality of the programme depends on scientific construction of the curriculum, strong-enough syllabi, sincere efforts leading to skilful execution of the course of the study. The ultimate achievement of BBA programme of study may reflect the gaining of knowledge and skill in management area. Gaining of knowledge and skills in management may help the students to get new job opportunities, upgrading their position not only in employment, but also in the society.

The benchmark qualities of the programme may be reviewed based on the performance of students in their end semester examinations. Also, the feedback from the alumni, students, parents and employers will be received and analyzed for further improvement of the quality of the programme.

Teerthanker Mahaveer University has constituted Internal Quality Assurance Cell (IQAC), which will assist Director, Directorate of Distance and Online Learning to conduct periodic review and assessments

and assist the Directorate to implement necessary quality measures and effectiveness in programme delivery. IQAC is constantly involved in reviewing all materials prepared by DOE, including syllabus, SLMs and e-learning content. IQAC will be involved in conducting studies to measure effectiveness of methods adopted for learning. As we proceed further, IQAC will involve in benchmarking quality of academic delivery, and perform various analyses, and guide all stakeholders towards upgrading quality constantly.

Internal Quality Assurance Cell (IQAC) chaired by the Vice Chancellor consisting of internal and external experts oversees the functioning of Internal Quality Assurance Cell and approve the reports generated by Internal Quality Assurance Cell on the effectiveness of quality assurance systems and processes.

The guidelines on quality monitoring mechanism prescribed by the UGC have been adopted by the Internal Quality Assurance Cell for conducting institutional quality audits, to promote quality assurance and enhance as well as spread best-in-class practices of quality assurance. University has setup an effective system for collecting feedback from the stakeholders regularly to improve its programmes. The University will conduct self- assessments regularly and use the results to improve its systems, processes etc. and finally quality of programmes.