

### THIRD SEMESTER

#### BBA 201: ENGLISH AND BUSINESS COMMUNICATION SKILLS

- (i) There will be one paper of 45 marks. 5 marks are reserved for the Internal Assessment . Total is 50.
- (ii) The paper shall consist of Two Units. Unit I will be text specific and Unit II shall deal with different aspects of communication and language learning skills.
- (iii) For Unit I, the prescribed text is **Ten Mighty Pens**, ed., K.A. Kalia (Oxford University Press), The relevant sections, however, are as follows:
  - I. The Model Millionaire : *Oscar Wilde*
  - II. The Gift of the Magi : *O. Henry*
  - III. The Judgement-seat of Vikramaditya : *Sister Nivedita*
  - IV. Fur : *Saki*
- (iv) For Unit II, there is no prescribed text, only suggested reading, listed towards the end. Unit II shall consist of the following sub-units:

*Business Communication:* It shall focus on different aspects of communication in general and business communication in particular, communication within organizations, types of communication, obstacles in communication.

*Writing Skills:* All types of Business letters, tender notices, auction notices, public notices; memos and advertisements relating to sales/marketing.

#### Testing Scheme:

The examination paper shall be divided into two sections, corresponding to two units already proposed in the syllabus. The distribution of questions and marks in Section I shall be as follows:

Q. 1.	It shall consist of 4 question/answers (not exceeding 100-120 words) out of which a student will be expected to attempt any 2. This question shall be based upon the prescribed text <b>Ten Mighty Pens</b> .	5 marks
Q. 2.	It shall consist of two long question/answers (not exceeding 300-350 words) out of which a student will be expected to attempt only one. This question shall have internal choice and will be based upon the prescribed text <b>Ten Mighty Pens</b> .	10 Marks
<b>Note:</b> The questions 1& 2 should be so designed as to cover all the chapters prescribed.		
Q. 3.	It shall consist of an Unseen Passage for Comprehension (not more than 300 words), with minimum five questions at the end. These questions should be	5 Marks

	designed in such a way that we are able to test a student's comprehension ability, language/ presentation skills and vocabulary etc.	
Q. 4.	It shall exclusively be a test of vocabulary, but designed strictly on the lines of various exercises given at the end of each chapter in the prescribed text. The candidate shall be given six words in one column and asked to match them with words/meanings in the next column.	5 Marks
<b>Section II</b> ( <i>Based upon Unit II</i> )		
Q. 5.	This question shall test a students' ability to write business letter of various kinds (in not more than 250 words). There will be Internal Choice in the question.	5 Marks
Q. 6.	This question shall be on Memos, Tender Notices/Auction Notices/Public Notices/ Advertisements. ( have to attempt four, each part of 2 ½ marks)	10 marks
Q.7.	Two short questions to test the students' understanding of various aspects of business communication.	5 Marks

### **Suggested Reading:**

1. *Business Communication*, Ed., Om P. Juneja & Aarti Mujumdar, Hyderabad: Orient Blackswan.
2. *Textbook of Business Communication*, Anjali Kalkar, R.B. Suryawanshi, Amlanjyoti Sengupta,, Hyderabad: Orient Blackswan.
3. *50 Ways to Improve Your Business English...without too much effort*, Ken Taylor, Hyderabad: Orient Blackswan.

## **BBA 202: OPERATION RESEARCH**

**Objective:** To make the students to understand the concept of operations Research and its applications in managerial decisions.

### **UNIT-I**

Operations Research: Meaning, Significance and Scope.

Introduction to Linear Programming, Formulation of Linear Programming Problems, Graphical Method, Simplex Method.

Transportation Problem, Assignment Problem.

### **UNIT-II**

Queuing Theory: Introduction, Arrival System, Queue Discipline, M/M/I Single Channel, M/M/I and M/M/S Model

Game Theory: Two Persons Zero Sum Games, Pure Strategies, Mixed Strategies, Dominance, Introduction to Frequency Problems, Classification of Sequencing Problems, Processing in Job through Two Machines.

### **Practical Work :**

Project Report in following Areas: Use of linear Programming in Industry. Use of Queuing Theory in Banks and Service Centers.

### **Suggested Readings:**

1. Operations Research for Management: M.P. Gupta & J. K. Sharma, Mayoor Paperbacks, Delhi
2. Operations Research : P.K. Gupta & D.S. Hira, S. Chand & Co. Ltd., New Delhi
3. Operations Research : H.A. Taha, Prentice Hall of India, New Delhi
4. Operations Research : C.K. Mustafi, New Age International Pvt. Ltd., New Delhi

Frederick Hiller, Gerald Lieberman

5. Introduction To Operations Research: Concepts and Cases, Frederick Hillier, Gerald Lieberman , Tata McGraw, Hill Delhi

## **BBA 203: MARKETING MANAGEMENT**

**Objective:** The paper aims at making students to understand basic concepts, philosophies, process and techniques of marketing.

### **UNIT – I**

Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Philosophies, Marketing Process, Marketing Mix.

Marketing Research: Meaning, Importance, Marketing Research Process.

Consumer Buying Behaviour: Factors influencing Buying Behaviour, Buying Decision Process.

Market Segmentation: Levels and Patterns of Market Segmentation, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning.

Product Planning and Market Strategies: Product Life Cycle, New Product Development Process, Product Classification, Concept of Branding, Packaging and Labeling.

### **UNIT – II**

Pricing Decision: Pricing Policies and Strategies.

Distribution Decisions: Channel Design Decisions, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution.

Promotion Decisions: Communication Process. Promotion Tools: Advertising, Sales Promotions, Public Relations, Personal Selling.

Emerging Trends and Issues in Marketing: Concepts of Direct Marketing, On-line Marketing, Green Marketing, Retail Marketing and Customer Relationship Marketing.

#### **Suggested Readings:**

1. Czinkota, M.R. and Kotabe.M., *Marketing Management*, Vikas Publishing, New Delhi.
2. Kotler, P., *Marketing Management: Analysis, Planning, Implementation & Control*, Prentice Hall of India, New Delhi.
3. Perreault, W.D. and Jerome, E.M., *Basic Marketing*, Tata McGraw Hill, New Delh.
4. Ramaswamy, V.S. and Namakumari, S., *Marketing Management: Planning, Control*, MacMillan Press, New Delhi.
5. Zikmund, A., *Marketing*, Thomson Learning, Mumbai.

## **BBA 204: ECONOMICS OF MONEY & BANKING**

**Objective:** The paper aims at making students to understand basic concepts of economics of money and banking.

### **UNIT- I**

Money: Introduction, Functions & Types of Money. Theoretical and Empirical Methods to Distinguish Money from Near Money Assets. Types of Monetary System and Qualities of Good Monetary System. Demand for Money: Classical and Keynesian Approach, Baumol and Tobin Inventory Theoretic Approach, Freedman's Theory. Supply of Money: Measures of Money Supply and Money Multiplier.

Monetary Policy: Targets, Goals and Trade off among Alternate Goals. Transmission Mechanism ó Classical Model, Keynesian Model and Monetarist Model. Supply of Money, Theories of Money Supply.

### **UNIT- II**

Banking: Meaning, Types and Functions of Banks, Management and Organisational Set Up of Commercial Banks. Central Banking: Origin & Evolution; Main Functions, Monetary Management.

Risk Management: Types of Risk, Management, Asset/Liabilities Management, Major Developments in Commercial Banking in India since Independence, Banking Sector Reforms, International Monetary Fund (IMF) and International Liquidity. WTO and GATT: Implications for India. Introduction to E-Banking and Electronic Fund Transfer (RTGS & NEFT), Cheque Truncation System (CTS).

#### **Suggested readings**

1. Baye, Jansen : Money Banking & Financial Mkts. An Economics approach AITBs Publisher, New Delhi.
2. Bhalla, V.K.: Investment Management ó Security Analysis & portfolio Management. S Chand & Co. Ltd.
3. Khanna, Perminder : Advanced Study in Money and Banking; Theory & Policy, Relevance in Indian Economy, Atlantic Publisher, New Delhi.
4. Kulkarni, G : Modern Monetary theory Macmillan, New Delhi.

## **BBA 205: REGULATORY FRAMEWORK FOR COMPANIES**

**Objective:** The objective of the paper is to impart basic knowledge of the provisions of the Companies Act 2013 with relevant case laws.

### **UNIT- I**

Company: Meaning and Definition, Characteristics. Concept of Lifting of Corporate Veil, Kinds of Companies - Private, Public, One Person Company, LLP, Government Companies, Statutory Companies, Registered, Limited and Unlimited.

Formation of Company: Promotion, Incorporation, Capital Subscription, Commencement of Business, Pre-Incorporation Contract and Provisional Contracts.

Memorandum of Association- Definition, Clauses and Procedure for Alteration, Doctrine of Ultra -Vires. Articles of Association ó Definition, Contents, Procedure for Alteration. Doctrine of Indoor Management, Constructive Notice, Distinction between Memorandum and Articles of Association Prospectus ó Contents, Statement in Lieu of Prospectus, Types, Liabilities for Misstatement.

### **UNIT II**

Shares: Classes of Shares, Preference and Equity Shares, Public Issue of Shares, SEBI Guidelines, Employees Stock Option Scheme, Book Building Process, Allotment of Shares, Irregular Allotment, Issue of Shares. Listing of Shares, Sweat Equity Shares, Right Shares, Bonus Shares, Shares with Differential Rights, Share Certificate and Share Warrant, Calls, Forfeiture, Lien, Surrender of Shares, Membership of Companies.

Company Management: Directors, Managing Director, Appointment, Qualification, Rights, Responsibilities and Liabilities, Disqualification of Directors.

Meetings: Requisites, Statutory, Annual, Extra ordinary and Board Meetings, Resolutions, Types.

Emerging Issues in Company Law: Securities and Exchange Board of India Act 1992. Introduction, Objectives, Establishment and Management of SEBI. Functions and Powers of SEBI, Securities Appellate Tribunal (SAT)

#### **Suggested Readings:**

1. Kannal, S., & V.S. Sowrirajan, *“Company Law Procedure”*, Taxman& Allied Services (P) Ltd., New Delhi,.
2. Kapoor, G.K., *“Corporate Laws & Secretarial Practice”*, Premier Book Company, New Delhi.
3. Datey, V.S., *“Students Guide to Corporate Laws”*, Taxman& Allied Services (P), Ltd., New Delhi.
4. *“Mannual of Companies Act, Corporate Laws and SEBI Guidelines”*, Bharat Law House, New Delhi.
5. *“Bharat& Companies Actö*, Bharat Law House, New Delhi.
6. *“Bharat& Company Rule and Formsö*, Bharat Law House, New Delhi..
7. Singh, Avtar., *“Company Law”*, Eastern Book Company Luchnow.
8. Kuchhal, M.C., *“Modern Indian Company Law”*, Shree Mahavir Book Depot, Delhi. or latest edition.

## **BBA 206: DIRECT TAX LAWS**

**Objective:** The objective of the paper is to impart basic knowledge of the provisions of direct tax laws in India.

### **UNIT – I**

Introduction, Definitions: Assessee, Concept of Income, Types of Income, Assessment Year & Previous Year, Agricultural Income & its Assessment. Residential Status & Tax Liability (Basis of Charge), Exempted Incomes.

Income from Salaries and House Property.

### **UNIT – II**

Income from Profits and Gains of Business and Profession including Depreciation, Capital Gains, Income from other Sources.

Deemed Incomes and Clubbing of Incomes (Aggregation of Incomes), Set-Off and Carry Forward of Losses, Deductions to be made in Computing the Gross Total Income, Assessment of Individual.

**Note:** The paper setter will consider the changes up to 30<sup>th</sup> September of relevant year.

### **Practical Work:**

1. Preparation of Form 16 and 16A
2. Different types of ITR Forms
3. Filing of Return by an Individual
4. PAN Form

### **Suggested Readings:**

1. Income Tax Law and Practice - Dr. Vinod K. Singhania & Dr. Monica Singhania. (Taxmann Publications, New Delhi)
2. Income Tax Law and Accounts ó Dr. H. C. Mehrotra & Dr. S.P. Goyal (Sahitya Bhawan Publications, Agra)
3. Income Tax ó Dr. Garish Ahuja & Dr. Ravi Gupta (Bharat Publications, New Delhi)