

### **III. SYLLABUS WITH SUGGESTED READINGS OF BBA**

**Course Number: BBW101, Course Title: INT. TO COMPUTERS& OPERATING SYSTEMS** Class: B.B.A., Status of Course: WORK EXPERIENCE, Approved since session: 2009-10 Total Credits: 2,

Unit 1: Familiarization with PC Hardware and Software: Various kinds of Hardware and Software being used in Business and their suitability for specific needs.

Unit 2: Operating System Concepts: Types and functions of Operating systems and comparison of popular Operating Systems

Unit 3: Graphical User Interface (GUI) Concepts: Need & advantages of GUI and features available.

Unit 4: Networking Applications: Importance of various network applications in business

Unit 5: Computer Threats and Security; Data backup: Tools techniques and approaches to secured systems.

SUGGESTED READINGS: Hunt & Shelly: Computers and Commonsense Reference Manual/User's Guide/Training Guide: Ms-Dos; Ms-Windows; UNIX

**Course Number: BBM101, Course Title: FINANCIAL ACCOUNTING** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2009-10 Total Credits: 3,

UNIT 1 Accounting: Definition, Object, Concept, conventions, Role of Accounting in Modern Business, Double Entry System, Journal.

UNIT 2 Ledger, Trial Balance, Errors and their rectification, Final Accounts of sole traders and Partnership Firm, Adjustments at the end of financial year.

UNIT 3 Final Accounts of Non-Profit Organisation, Bank Reconciliation Statement, Company Accounts-Issue and forfeiture of shares.

UNIT 4 Preparation of Financial Statements of Joint Stock Companies-Profit & Loss Accounts and Balance Sheet.

UNIT 5 Goodwill and depreciation accounting.

Suggested Readings: Maheshwari SN: Advanced Accountancy Grawal & Sukla: Advanced Accountancy Gupta RL& Radhaswamy M: Advanced Accountancy Jain & Narang: Fundamental Of Accounting Shukla Sm: Advanced Accountancy Ken & Gupta: An Introduction To Accounting Kapoor Nd: Principles & Practice Of Accounting Chaturvedi & Agrawal: Book Keeping & Accountancy

**Course Number: BBM102, Course Title: BUSINESS ORGANISATION** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2008-09 Total Credits: 3,

UNIT 1: INTRODUCTION TO BUSINESS SYSTEM (a) Nature and Scope of Business, Industry, Trade and Commerce (b) Evolution of Business and its objectives.

UNIT 2: ORGANIZING A BUSINESS (a) Form of Business Ownership- Sole Proprietorship and Partnership (b) Joint Stock Company and Co-operative Organization.

UNIT 3: EMERGING HORIZONS IN BUSINESS Public Enterprises, Globalisation.

UNIT 4: MARKETING DIMENSIONS (a) Traditional Models, Emerging Marketing Models (b) Direct, Online and Multilevel.

UNIT 5: FINANCIAL FUNCTIONS AND INSTITUTIONS (a) Sources of Finance, Financial Functions (b) Financial Institutions- Indian and Foreign like World Bank, IMF, IFC etc.

Suggested Readings: V K Bhushan: Fundamentals Of Business Organization and Management Singh & Chhabra: An Introduction To Business Organization And Management RP Maheshwari: Principles And Practice Of Commerce Sharlaker: Business Organization & Management

**Course Number: BBM103, Course Title: BUSINESS COMMUNICATION I** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2013-14 Total Credits: 3,

Unit 1 Common Errors Related to Various Parts of Speech (Noun, Pronoun, Adjective, Adverbs, Preposition, Conjunction, Articles)

Unit 2 Verbs and Verbals

Unit 3 Time and Tense and Tense Sequence, Conditionals

Unit 4 Phrases, Clauses and Sentences

Unit 5 Expression of Various Concepts (Atleast 10 Concepts to be covered)

SUGGESTED READINGS: F.T. Wood – A Remedial English Grammar for Foreign Students W. Stannard Allen – Living English Structure W.J. Smart – A Handbook of Effective English A.S. Hornby – A Guide to pattern and Usage in English A.E. Augustine and K.V. Joseph – Macmillan Grammar – A Handbook Macmillan Randolph Quirk and Sidney Greenbaum: A University Grammar of English

**Course Number: BBM104, Course Title: BASIC MATHEMATICS** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2017-18 Total Credits: 3

UNIT 1: DISCRETE MATHEMATICS (a) Mathematical logic, connectives (b) Set theory: Notation, inclusion and equality of sets. Operations on sets, set identities, ordered pairs, Cartesian product of sets. (c) Binomial theorem, Permutation and Combination.

UNIT 2: RELATIONS AND FUNCTIONS Relations, Properties of Binary Relations on a set. Equivalence Relation. Functions. Graphical Representations.

UNIT 3: ALGEBRA Indices. Surds. Arithmetical. Geometric and Harmonic progressions. Logarithm. Exponential and logarithmic series.

UNIT 4: MATRICES AND DETERMINANTS Matrices, special types of matrices, addition and multiplication of matrices, multiplication by a scalar, Determinants-minors and cofactors, properties of determinants, product of two determinants, inverse of a matrix, application of matrices.

UNIT 5: LINEAR & QUADRATIC EQUATIONS AND APPLIED BASIC MATHEMATICS (a) System of linear equations, quadratic equations, solutions of inequalities (b) Basic concepts of Types of Interest, Compounding, Discounting, Annuity.

SUGGESTED READING: Business Mathematics Zameeruddin Q, Vikas Publishing House Pvt ltd Business Mathematics V K Kapoor: Sultan Chand and Sons

**Course Number: BBM105, Course Title: PRINCIPLES OF MANAGEMENT** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2012-13 Total Credits: 3,

UNIT 1- Management Science, Theory and Practice, Social Responsibility & Ethics, International Management.

UNIT 2- Essentials of Planning and MBO, Strategies, Policies and Planning Premises, The Nature of Organizing, Organization Structure.

UNIT 3 Human Resource Management and Selection, Performance Appraisal and Career Strategy.

UNIT 4 Human Factors & Motivation, Leadership, Communication.

UNIT 5 System and Process of Controlling, Controlling Techniques, Coordination.

SUGGESTED READINGS: Koontz & Weihrich: ESSENTIALS OF MANAGEMENT

**Course Number: BBM106, Course Title: SEMINAR & GROUP DISCUSSION** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2001-02 Total Credits: 2 It comprises topics of BBM101, BBM102, BBM103, BBM104 and BBM105 courses for Seminar and Group Discussion.

**Course Number: BBC201, Course Title: PRACTICAL TRAINING** Class: B.B.A., Status of Course: CORE COURSE, Approved since session: 2001-02 Total Credits: 2 Continuous Training on 10 Saturdays.

**Course Number: BBW201, Course Title: OFFICE MANAGEMENT SOFTWARE** Class: B.B.A., Status of Course: WORK EXPERIENCE, Approved since session: 2013-14 Total Credits: 2

UNIT 1: WORD PROCESSOR Introduction, Features, Word Screen and its components, file management, Professional Document creation, paragraph, formatting, page formatting, and Word Tools, Word Processing and Type-Master packages.

UNIT 2: CREATING PROFESSIONAL PRESENTATIONS Introduction, features, presentation basics, Creating a Presentation, Formatting Presentation, file management, PowerPoint presentation views, Creating professional presentations, Basics of a good presentation.

UNIT 3: INTRODUCTION TO SPREADSHEET SOFTWARE Introduction to spreadsheet software - Introduction, Features, Workbook Basics, Types of Excel Data, File Management, Editing and Formatting, Formula and Functions, Navigation in Excel, Managing Lists in Excel, Chart and Graphs.

UNIT 4: INTEGRATION OF WORD PROCESSING, SPREAD SHEET AND PRESENTATION DOCUMENTS Inserting Graphics, Inserting Objects, Creating Links, Embedding Objects, OLE Basics.

UNIT 5: CREATING WEB DOCUMENTS Creating Web Documents using Publisher/ Front Page / HTML.

SUGGESTED READINGS: Reference Manual / User's Guide / Training Guide: MS-Word, MS-Power Point, MS-Excel Person: Using Ms Word Bott: Using Ms Office

**Course Number: BBM201, Course Title: COST ANALYSIS & CONTROL** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2013-14 Total Credits: 3

UNIT 1 Nature of Cost Accounting; Elements of Cost; Classification of Costs- Meaning, objectives, significance and the difference between Cost and Financial Accounting and output costing.

UNIT 2 Cost Accumulation System-Contract & Job costing; Process costing (excluding equivalent production).

UNIT 3 Cost volume profit Relationship as a tool of profit planning; Break even point-Algebraic & Graphic methods; Single product Firm & Multi product Firm.

UNIT 4 Marginal costing & Absorption costing System Income determinations, usefulness of marginal costing as tool of decision making. Differential Costing/ incremental analysis as tool of Decision making, Concepts of Incremental cost, sunk costs; relevant and irrelevant costs etc.

UNIT 5 Standard costing and variance analysis as tool of cost centre (Material and Labour variances).

Suggested Readings: Khan & Jain: Management Accounting MN Arora: Cost Accounting Agrawal MN: Cost Accounting Narang & Jain: Cost Accounting Maheshwari SN: Cost Accounting Shukla M & Grewal Ts: Cost Accounting Deanken & Mahar: Cost Accounting Horngren: Cost Accounting

**Course Number: BBM202, Course Title: ECONOMIC ANALYSIS** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2009-10 Total Credits: 3,

UNIT 1: BASIC CONCEPTS (a) Definitions and Scope of Economics (b) Inductive and Deductive Methods of Study (c) Wants and Consumption (d) Economic Laws (e) Utility Analysis (f) Indifference Curve Analysis.

UNIT 2: DEMAND & SUPPLY ANALYSIS Demand concept (b) Demand Types, schedules and curve (c) law of demand, elasticity of demand, demand forecasting (d) Supply: concept, types (e) law of supply, price elasticity of supply.

UNIT 3: THEORY OF PRICING (a) Cost and Revenue Analysis (c) Price Equilibrium (d) Pricing in Imperfect Competition-monopoly, oligopoly, duopoly (e) Price discrimination and Pricing of Inter related produced.

UNIT 4: THEORY OF PRODUCTION (a) Factors of Production (b) Production Functions (c) Scales of Production Economies and Diseconomies of Scale (d) Law of return (e) Localization of Industries.

UNIT 5: THEORY OF DISTRIBUTION (a) Marginal Productivity and Modern Theories of Distribution (b) Rent Theories (c) Interest Theories (d) Profit Theories.

Suggested Readings: DM Mithani: Modern Economic Analysis Hirshlefer: Price Theory And Applications W Stonier: A Text Book Of Economic MI Seth: Principles Of Economics KP Jain: Principles Of Economics Kk Dwett: Advance Economics Theory R.G.Lipsey & K.A. Chrystal (2007) Economics

**Course Number: BBM203, Course Title: BUSINESS COMMUNICATION II** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2013-14 Total Credits: 3

UNIT 1 Production of Speech and Pronouncing Individual Sounds

UNIT 2 Marking Stress and Acquiring the Right Intonation

UNIT 3 Use of Contracted Forms, Speech Delivery (Use of Breath Groups and Sense Groups)

UNIT 4 Organization of Speech and Developing Conversational Ability, the Process of Listening

UNIT 5 Discussion Skills, Interviews, Extempore Speeches, Debates.

SUGGESTED READINGS: A.C. Gibson – An Introduction to the pronunciation of English T. Balasubramaniam – English Phonetics for Foreign Students T. Balasubramaniam – A Textbook of English Phonetics for Foreign Students N.C.E.R.T, Knowing about English – A Handbook of Grammar and Phonology Krishna Mohan and N.P. Singh – Speaking English Effectively Macmillan

**Course Number: BBM204, Course Title: BUSINESS MATHEMATICS** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2017-18 Total Credits: 3

UNIT 1: INTRODUCTION OF DIFFERENTIAL CALCULUS Introduction, limit and continuity of functions, slope and derivatives, rules for differentiation of functions of one variables, applications, maxima and minima, preliminary considerations of optimization. Geometric interpretation of a derivative, introduction to Rolle's theorem and Mean Value Theorem.

UNIT 2: MULTIVARIATE FUNCTIONS Derivatives of multi-variate functions, applications of functions of several variables, conditions for optimizing multivariate functions and applications.

UNIT 3: INTEGRAL CALCULUS Introduction, Methods of Integration: Substitution Method; Integration by Parts.

UNIT 4: APPLICATIONS OF INTEGRATION CALCULUS Introduction to definite integrals, applications of integration to business.

UNIT 5: INTRODUCTION TO PROBABILITY Sample space, equally likely, mutually exclusive outcomes, definition, odds, practical, probabilities, combined probabilities, total probabilities, addition rule and joint probabilities multiplication rule, independent events; Bayes rule.

Suggested Readings: Frank S Budnick: Applied Mathematics For Business, Economics And Social Sciences Gc Chaddha: Integral Calculus Freund: Probability And Statistics

**Course Number: BBM205, Course Title: MANAGEMENT THOUGHTS & PHILOSOPHY** Class: BBA, Status of Course; Major Course, Approved Since session 2012-13 Total Credits: 3,

Unit 1: INTRODUCTION Management as a Discipline, Values in Management, Managerial roles.

Unit 2: SCHOOLS OF MANAGEMENT THOUGHTS I The Management Process School, The Empirical School, The Human Behaviour School.

Unit 3: SCHOOLS OF MANAGEMENT THOUGHTS II The Social System School, Decision Theory School, The System School

Unit 4: MANAGEMENT THINKERS- CLASSICAL F.W. Taylor, Henry Fayol, George Elton Mayo, A.H. Maslow, Douglas McGregor

Unit 5: MANAGEMENT THINKERS- CONTEMPORARY Peter F. Drucker, Michael Porter, C.K. Prahalad, Indian ethos in management

Suggested Readings: Koontz O'donnel: Management Maheshwari: Management By Objectives Iswar Dayal: New Concepts In Managements Terry Gr: Principles Of Management Singh Rn: Management Thoughts & Thinkers Mathur Naveen: Management Thought Shrivastav Pk: New Horizons In Management Thripathi Pc: Principles Of Management

**Course Number: BBM206, Course Title: SEMINAR & GROUP DISCUSSION** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2001-02 Total Credits:2, Periods(55 mts. each)/week: 3(L-0+T-0+P/S-3),Min.pds./sem.:39 It comprises topics of BBM201, BBM202, BBM203, BBM204 and BBM205 courses for Seminar and Group Discussion

**Course Number: BBW301, Course Title: COMPUTER PROGRAMMING** Class: B.B.A., Status of Course: CORE COURSE, Approved since session: 2009-10 Total Credits: 2

UNIT 1: Fundamentals of computer programming, Examples.

UNIT 2: Concepts of GUI programming: Fundamentals of graphical user interface (GUI)

UNIT 3: Program Control, branching and looping, Use in computer programming

UNIT 4: Functions and sub-routines, Use in computer programming

UNIT 5: File handling: Applications and examples

SUGGESTED READINGS: Kernighan And Ritchie: C Programming Holzer And Norton; C Programming Perry: Absolute Beginner's Guide.

**Course Number: BBM301, Course Title: MANAGEMENT ACCOUNTING** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2013-14 Total Credits: 3

UNIT 1: INTRODUCTION Definition, scope, functions, importance and limitations of management accounting, Distinction between Management accounting, Financial Accounting and Cost Accounting, role and responsibilities of Management Accountant.

UNIT 2: FUND FLOW ANALYSIS Fund flow statement – meaning, objective, users and limitations.

UNIT 3: CASH FLOW ANALYSIS Cash Flow Statement– Meaning, Objective, users and limitations of Cash flow statement, Problems in Cash Flow analysis.

Unit 4: ANALYSIS OF FINANCIAL STATEMENTS Meaning, significance, limitations, types, measurement and interpretation. Common size statements, Trend analysis and Ratio Analysis.

UNIT 5: BUDGET AND BUDGETARY CONTROL Meaning, Functions, objectives of Budgets, budget and Forecasting, types of budget, preparation of Cash, fixed and flexible budgets, elements of Budgetary Control system.

Suggested Readings: Khan And Jain: Management Accounting Anthony Rn : Management Accounting Anthony And Reece: Management Accounting Gupta Sp: Management Accounting Sharma Dc: Management Accounting Vinayakam N: Management Accounting Hingorani & Grewal: Management Accounting

**Course Number: BBM302, Course Title: BUSINESS LAW** Class: B.B.M., Status of Course: MAJOR COURSE, Approved since session: 2009-10 Total Credits: 3

UNIT 1: INDIAN CONTRACT ACT I Introduction, Nature of Contract, Offer & Acceptance, Consideration, Capacity to Contract, Free Consent. Validity of Object, Agreements Expressly Declared, Contingent Contract, Performance of Contract, Discharge of Contract, Quasi Contract.

UNIT 2: INDIAN CONTRACT ACT II Lien, Hypothecation, Pledge, Equitable Mortgage, Legal Mortgage, Registration of Charge with ROC, etc.

UNIT 3: THE SALE OF GOODS ACT Nature of Contract of Sale, Conditions & Warranties, Transfer of Ownership, performance of Contract of Sale, Right of an Unpaid Seller, Remedies for Breach of Contract of Sale, Auction Sale,

UNIT 4: THE INDIAN PARTNERSHIP ACT Nature of Partnership, Registrations of Firms, Rights & Liabilities of Partner, Dissolution of Firms. UNIT 5: NEGOTIABLE INSTRUMENT ACT Introduction, Parties to Negotiable Instrument Presentment of a Negotiable Instrument, Negotiation, Discharge of Parties , Liabilities of Banker.

SUGGESTED READING Shukla, MC: A Manual Of Mercantile Law Kuchhal, Mc: Mercantile Law Kappor, Nd: Commercial Law Agarwal, Bk: Commercial Law Sethi, Mk: Commercial Law Mehrotra & Tewari: Commercial Law Shukla & Naryan: Mercantile Law Googna, Pp: Mercantile Law Mittal, Lc: Mercantile Law

**Course Number: BBM303, Course Title: BUSINESS COMMUNICATION III** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2013-14 Total Credits: 3,

UNIT 1 Vocabulary Building- Word- Formation, One Word Substitutions, Antonyms and Synonyms

UNIT 2 Reading Comprehensions

UNIT 3 Precis –Writing and Expansion

UNIT 4 Business Correspondence (Letters & Memos) UNIT 5 Writing of Advertisement, Manuals and Handbooks

SUGGESTED READINGS: Indrajit Bhattacharya, An Approach to Communication Skills, Dhanpat Rai & Co. Pvt. Ltd. New Delhi. Sharma, R.C. & Krishna Mohan, Business Correspondence & Report Writing. New Delhi: Tata McGraw Hill Publishing Co. Ltd. Pal. Rajendra and J.S. Korlahalli. Essentias of Business Communication. New Delhi: Sultan Chand and Sons. Murphey, Herta A. Effective Business Communication. New Delhi: Tata McGraw Hill Publishing Co. Ltd. Raman, Meenakshi and Prakash Singh. Business Communication. New Delhi: OUP.

**Course Number: BBM304, Course Title: MACRO ECONOMIC ANALYSIS** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2009-10 Total Credits:3

Unit 1: INTRODUCTION Economics Managing in a world of Scarcity (b) Macro Economics- Concepts, Scope and Distinction between Macro & Micro Economics (c) India's Macro Economic performance-output, Unemployment, Money Supply and Inflation/Stagflation.

Unit 2: MEASUREMENT OF NATIONAL INCOME (a) GDP, National Income, National Income Accounts, Personal Disposable Income (b) Measuring Price Change, Real v/s Nominal Gross Domestic Product (c) The Consumer and Producer price Index Number.

Unit 3: INCOME DETERMINATION IN GOODS MARKET Aggregate Demand and Supply- Components of Aggregate Demand in Closed and Open Economy; (b) Aggregate Supply in Classical and Keynesian Models; (c) Income Equilibrium in Goods Markets Multiplier.

Unit 4: INCOME DETERMINATION IN GOODS AND MONEY MARKET Determinants of Money Demand and Supply; (b) Equilibrium in Money Market; (c) Interactions between money and goods Markets;(d) Effectiveness of Monetary and Fiscal Policy.

Unit 5: INFLATION AND UNEMPLOYMENT Inflation and Deflation concept; (b) Causes (Demand pull, Cost Push);(c) Remedies; (d) Inflation and unemployment Tradeoff in short run and Long run.

SUGGESTED READINGS: Eric, J. Pente Cost: Macro Economics-Open Economy Approach, Macmillan Press Ltd. Richard, T. Foryen: Theories And Policies, Pearson Education Press E. Marsfield: Essentials Of Macro Economics, Ww Norfan & Company, New Delhi Edward Shapiro: Macro Economic Analysis, Galgotia Publication. C Rangarajan: Macro Economics R.G. Lipsey And K.A. Chrystal (2007)

**Course Number: BBM305, Course Title: PRINCIPLES OF MARKETING I** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2008-09 Total Credits: 3

UNIT 1: INTRODUCTION Marketing in a Changing World, Strategic Planning and Marketing Process.

UNIT 2: MARKETING ENVIRONMENT AND ANALYSIS.the Marketing Environment, Marketing Research & Information Systems.

UNIT 3: UNDERSTANDING CONSUMERS Consumer Markets and Buying Behaviour, Business Markets and Business Buyer Behaviour Market Segmentation, Targeting and Positioning for Competitive Advantage.

UNIT 4: PRODUCT STRATEGY Product & Service Strategy, New Product Development, Product Life Cycle Strategies.

UNIT 5: PRICING STRATEGY Pricing Products, Pricing Considerations & Approaches, Pricing Strategies.

Suggested Readings: Kotler & Armstrong: Principles Of Marketing William J Stanton, Michael J Ethol & Bruce J Walker: Fundamentals Of Marketing E Jerome Mc Carthy, Wiilliam D Perreault JR. : Essentials Of Marketing

**Course Number: BBM306, Course Title: RURAL MANAGEMENT** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2012-13 Total Credits:3, Periods(55 mts. each)/week:4(L-4+T-0+P/S-0),Min.pds./sem.:52

UNIT 1: INTRODUCTION (a) Definition, Scope & Importance of Rural Management (b) Agriculture and Non-Agriculture Section of Economy (c) Rural Development Problems & Remedies.

UNIT 2: BASICS OF FARM PRODUCTION DECISION (a) Meaning, nature and scope (b) Factor-product, factor & product, product relationship (c) Farm labour, management (d) Productivity- Meaning, Measurement and Ways to Increase Productivity.

UNIT 3: RURAL FINANCE (a) Rural Financial Environment (b) Organization of Rural Credit supply, Credit Planning and Implementation of Credit Programs for Rural Development (c) Savings and Deposits Mobilization in Rural India (d) Challenges of Agricultural & Rural Finance (e) Financing of Working Capital and Fixed Capital (f) Monitoring, Control and Recovery of Rural Credit (g) Micro-Finance.

UNIT 4: RURAL MARKETING (a) Marketing-Meaning, Principles & Practice (b) Rural Marketing-Seed, Fertilizers, Pesticides, Machinery and other inputs of Rural Industry (c) Management of Inputs Distribution Channels (d) Basic concepts product promotion, Advertising, Inventory Management (e) Development of Management Strategy.

UNIT 5: CO-OPERATIVE MANAGEMENT (a) Cooperation-Meaning, Objective & Scope (b) Development of Cooperatives in Rural Area (c) Co-operative Credit Societies (d) Cooperative Marketing (e) Some successful Cooperative Organizations.

Suggested Readings: Joshi & Kapoor: Farm Management Pradeep Kumar: Elements Of Financial Management Philip Kotler: Principles Of Marketing CB Memoria: Agricultural Problem Of India.

**Course Number: BBM307, Course Title: SEMINAR & GROUP DISCUSSION** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2002-2003 Total Credits: 2.It comprises topics of BBM301, BBM302, BBM303, BBM304, BBM305 and BBM306 courses for Seminar and Group Discussion.

**Course Number: BBW401, Course Title: DATABASE MANAGEMENT SYSTEMS** Class: B.B.A., Status of Course: WORK EXPERIENCE, Approved since session: 2009-10 Total Credits: 2

UNIT 1: Introduction to DBMS, data processing, records and files, data collection, preparation and verification, editing and checking.

UNIT 2 Introduction to RDBMS software, data modeling.

UNIT 3: Building queries in database management.

UNIT 4: Creating database and forms.

UNIT 5: Creating Reports.

SUGGESTED READINGS: Hansen And Hansen: Database Management And Design Reference Manual/ User's Guide/ Training Guide: Ms-Access Cj Date: An Introduction To Databse Systems

**Course Number: BBM401, Course Title: PRINCIPLES OF MARKETING II** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2008-09 Total Credits:3

UNIT 1: DISTRIBUTION STRATEGY Distribution Channels & Logistics Management, Retailing & Wholesaling.

UNIT 2: COMMUNICATION STRATEGY Integrated Marketing Communication, Advertising, Sales Promotion and Public Relations.

UNIT 3: SELLING STRATEGY Personal Selling and Sales Management, Direct and Online Marketing.

UNIT 4: COMPETITIVE STRATEGY Competitive Strategies-Attracting, Retaining and Growing Customers, The Global Marketplace

UNIT 5: EMERGING ISSUES IN MARKETING Marketing and Society, Social Responsibility, Marketing Ethics, CRM (Customer Relationship Management).

Suggested Readings: Kotler & Amstrong: Principles Of Marketing William J Stanton, Michael J Ethol & Bruce J Walker: Fundamentals Of Marketing E Jerome Mc Carthy, Wiilliam D Perreault Jr. : Essentials Of Marketing

**Course Number: BBM402, Course Title: INTRODUCTION TO FINANCIAL MNGT.** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2009-10 Total Credits: 3

UNIT 1 Nature and scope of financial management; Profit Vs Wealth maximization; role, responsibilities and functions of finance managers.

UNIT 2 Concept of time value of money: compounding and discounting techniques; present value tables and their applications.

UNIT 3 Long term Investment decisions: Methods of appraisal; traditional and Discounted Cash flow techniques; Discount rate/ required rate of return.

UNIT 4 Sources of raising Finance: Long term sources and short term sources, Concept of working capital. Sources & Cost of raising funds.

UNIT 5 Operating and financial leverage; EBIT – EPS Analysis: financial decisions and designing of capital structure.

SUGGESTED READINGS: Pandey Im: Financial Management Khan And Jain: Financial Management Vanhome: Financial Management Myers Financial Management Gitman Lj: Financial Management Kukarni Pv: Financial Management Khuchhal Sc: Financial Management Prasanna Chandra: Financial Management

**Course Number: BBM403, Course Title: BUSINESS COMMUNICATION IV** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2013-14 Total Credits: 3

UNIT 1 Writing of Business Reports

UNIT 2 Meeting Skills-I (Notice, Agenda, Minutes)

UNIT 3 Meeting Skills-II (Conduct of meetings, Conferences, Seminars) UNIT 4 Note Making and Note taking and Feed Back Skills

UNIT 5 Presentation and ICT Skills. (PPP, OHP, E-mail, SMS, Cell Phone, Voice Mail, Fax,etc)

SUGGESTED READINGS: K.K. Sinha. Business Communication. Galgotia Publishing Co. New Delhi Rajendra Pal and J.S. Korihalli – Essentials of Business Communication. Sultan Chand and Sons Ltd. Raymond Losikar and John Pettit – Business Communication – Theory and Application Sharon Gerson – Technical Writing- Process and Product M. Balasubramaniam – Vani Educational books – Business Communication

**Course Number: BBM404, Course Title: QUANT. TECHN. FOR DECISION MAKING I** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2012-13 Total Credits:3,

UNIT 1: INTRODUCTION Meaning, Scope and limitations of Statistics the Role of Statistics in Managerial Decision-Making, Types Business Data Collection, Classification and Numerical Representation of Business Data, Graphical Methods of Describing Qualitative data Bar Chart, Pie Histogram Frequency Polygons, Frequency Curves, Cumulative Frequency Curve.

UNIT 2: MEASURES OF CENTRAL TENDENCY, POSITION, DISPERSION AND SYMMETRY Means, Median, Mode, Percentiles, Quartiles, Range, Mean Deviation, Variance, Standard Deviation, Coefficient of Skewness, Kurtosis.

UNIT 3: PROBABILITY DISTRIBUTION Two Types of Random Variables, probability Distribution of Discrete Random, Variable, Binomial and Poisson Distribution, Prob. distribution of Continuous Random Variable, Uniform and Normal Distribution Approximating a Binomial with a Normal Distribution

UNIT 4: CORRELATION & REGRESSION Scatter Diagram, Karl Pearson's Coefficient of Correlation, Rank Correlation Coefficient, Determination of Simple Linear Regression Method of least Square, Two Coefficients of Regression and their Applications of Regression.

UNIT 5: INDEX NUMBERS Price indexes, aggregate price relative indices, fixed and chain based index numbers, composite index numbers, Paashe and Fisher's index numbers.

Suggested Readings: Statistics Of Business And Economics: James T Mcclave & P George Benson Statistics For Modern Business Decisions: Lawrence L Lapin Statistical Method: SP Gupta Statistics For Business & Economics: Anderson, Sweeney & Williams Statistics: Myers & Walpole

**Course Number: BBM405, Course Title: HUMAN RESOURCE MANAGEMENT** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2008-09 Total Credits: 3

UNIT 1: INTRODUCTION (a) HRM objective and functions (b) Difference between HRM and Personnel Management.

UNIT 2: HR PLANNING (a) HR Planning process (b) Job analysis and enrichment.

UNIT 3: HR PROCESS (a) Recruitment (b) Selection procedure and types & techniques of interview (c) Placement, Induction and Separation.

UNIT 4: HRD (a) Training and development methods (b) Emerging issues in HRD (c) Appraisals.

UNIT 5: COMPENSATION (a) Components of Pay (b) Incentives and Benefits.

Suggested Readings: Dessler Gary: Human Resource Management Flippo Edwin: Personal Management Beardwell & Holden: Human Resource Management

**Course Number: BBM406, Course Title: SEMINAR & GROUP DISCUSSION** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2002-2003 Total Credits: 2

It comprises of topics of BBM401, BBM402, BBM403, BBM404, and BBM405 courses for Seminar & group discussion.



**Course Number: BBC501, Course Title: PRACTICAL TRAINING**

Class: B.B.A., Status of Course: CORE COURSE, Approved since session: 2002-2003. Total Credits: 2 Four weeks' training during Summer vacation after fourth semester.

**Course Number: BBW501, Course Title: THE INTERNET & E-COMMERCE** Class: B.B.M., Status of Course: Work Experience, Approved since session: 2009-10 Total Credits: 2

UNIT 1: Basics of computer networks.

UNIT 2: The Internet and Intranet.

UNIT 3: Value chain, Front-end/Back-end processes, Web based business models

UNIT 4: E-commerce, B to C and B to B applications

UNIT 5: Electronic Payments, Legal and Ethical issues in E-commerce.

Suggested Readings: Tanenbaum: Computer Networks Jeason Rich: Starting An E-Commerce Business Rayment Greenlaw & Eleen Hepp: Fundamentals Of The Internet

**Course Number: BBM501, Course Title: OPERATIONS RESEARCH** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2012-13 Total Credits: 4

UNIT 1: INTRODUCTION Introduction to O.R. Origin and Historical Development, Nature and Characteristics of O.R., General Solution Methods of O.R., Phases of O.R. Study, Introduction to LP: The LP Model, Assumptions of LP, Formulation of LP.

UNIT 2: SIMPLEX METHOD AND DUALITY Graphical Solution Method, Simplex Algorithm, Solution of Maximization and Minimization Problems, Big-M Method, Essence of Duality Theory, Primal Dual Relationships, Applications of LP in Management.

UNIT 3: TRANSPORTATION PROBLEM AND ASSIGNMENT PROBLEM Transportation Problem: Mathematical Formulation, Methods for finding Optimal Solution, Degeneracy Assignment Problem: Mathematical Formulation, Hungarian Method.

UNIT 4: GAME THEORY AND QUEUING THEORY Game Theory: Introduction, Two-Person Zero-Sum Game, Pure and Mixed Strategies, Applications Queuing Theory: Basic Structure of Queuing Model, Kendall's Notation, Queuing Model: M/M/I infinite and finite queues.

UNIT 5: NETWORK ANALYSIS Introduction, Components of a Network, Constructing a Project network diagram using Activities-on-Arrow (AOA) notation, Critical Path Method, PERT (Programme Evaluation and Review Technique), Application in Management.

Suggested Readings: Hiller FS And Lieberman GJ: Operation Research Taha Ha: Operation Research An Introduction Wagner HM: Principles Of Operation Research With Application To Managerial Decisions Budnick FS & Wojena R: Principles Of Operations Research For Management Buffa Es & Dyer JS: Essentials Of Management Science/Operation Research Actoff RI & Sasieni Mw: Fundamentals Of Operations Research

**Course Number: BBM502, Course Title: RESEARCH METHODOLOGY** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2008-09 Total Credits:4

UNIT 1: INTRODUCTION: Introduction to Research Methodology, importance, defining the Research Problem, and Formulation of Hypothesis.

UNIT 2: DATA COLLECTION AND MEASUREMENT Methods and techniques of data collection, sampling and research designs, scaling techniques.

UNIT 3: DATA PRESENTATION AND ANALYSIS Data processing, statistical analysis and interpretation of data.

UNIT 4: REPORTS AND MANAGEMENT PERCEPTION OF BUSINESS RESEARCH Types of reports, layout of research report, presentation and submission of reports, Research in managerial functions, research for decision makers.

UNIT 5: RESEARCH ETHICS: Ethics in research, Issues in research ethics, Code ethics, Resolution of ethical issues in research.

Suggested Readings Young RY & Gudder: Research Methodology Karlinger B: Research Methodology Tandon BC: Research Methodology In Social Sciences Wilkinson & Bhanderkar: Research Methodology In Social Science Bajpai KS: Research Methodology

**Course Number: BBM503, Course Title: INDUSTRIAL LAW** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2008-09 Total Credits: 4

UNIT 1: THE FACTORIES ACT 1948 Scope Definitions, Approval of Licensing and Registration of Factories, the Inspection Staff, Health Safety, Welfare, Working Hours of Adults, Employment of Women and Young persons, Leave with Wages, Penalties and Procedure.

UNIT 2: INDUSTRIAL DISPUTES Meaning, causes, types & remedial actions, Grievance procedure, Collective bargaining, Settlement machinery, Industrial Disputes Act.

UNIT 3: EMPLOYEE REMUNERATION Payment of wages act, Employees compensation act, Object, definitions, amount of compensation, appeals.

UNIT 4: INDUSTRIAL RELATIONS Definition and Approaches of Industrial Relations, Industrial Conflicts, Industrial Relation Policy.

UNIT 5: TRADE UNION MOVEMENT Meaning, Functions of Trade Union Movement, Trade Union Act.

Suggested Readings: Mehrotra SN: Labour Law In India Pant SC: Indian Labour Problems Saxena RC: Labour Problems And Social Welfare Iyenger SP: Industrial Law Mamoria & Mamoria: Dynamics Of Industrial Relations In India Monappa A: Industrial Relation Bhagoliwal TN: Industrial Relation Dunlop JT: Industrial Relation

**Course Number: BBM504, Title: QUANT. TECHN. FOR DECISION MAKING II** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2009-10 Total Credits: 4

UNIT 1: BASIC CONCEPT OF DECISION THEORY Three types of decision problems, Decision making under certainty basic concept, Two ways of expressing outcomes pay of and opportunity losses, solving the decision problem using expected pay of criterion, Maximax and Minimax criterion, expected utility criterion.

UNIT 2: SAMPLING Need for Sampling, Bias and error in Sampling, Types of sampling, the statistic and the sample frequency distributions, the sampling distribution of means when (a) Population is normal (b) Population is not normal (c) Population is small.

UNIT 3: TEST OF HYPOTHESIS Null and alternative hypothesis, two types of errors one tailed and two tailed tests, levels of significance, testing the population mean when sigma (S) is known (for large and small samples), Two sample hypothesis tests comparing two population means (proportions) for large and small samples, test of significance of two population variances, hypothesis testing of simple regression.

UNIT 4: TIME SERIES ANALYSIS FORECASTING Time series components the classical time series model analysis of secular trend determining linear trend using least square, exponential trend curve, analysis of seasonal fluctuations forecasting with seasonal index, cyclical movement isolating by residual method.

UNIT 5: THEORY OF ATTRIBUTES Chi Square Test: Introduction, conditions, the independence between two attributes, homogeneity, goodness of fit and test for population variance.

Suggested Readings: David F Groebner, Parrick W Shomon: Business Statistics-A Decision Making Approach Richard P Runyan, Audrey Haber: Business Statistics John E Freund, Frank J Williams: Elementary Business Statistics & The Modern Approach RC Gulzian: Statistics For Decision Making Lawrence L Lapin: Quantitative Methods For Business Decisions

**Course Number: BBM505, Course Title: BUSINESS ENVIRONMENT** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2009-10 Total Credits:4

UNIT 1: INTRODUCTION Business environment, Economic system, Environmental Scanning, Introduction to Public Private Partnership (PPP), Working of Economy in India.

UNIT 2: LEGAL ENVIRONMENT OF BUSINESS Economic implications of Indian Constitution, Competition Act. UNIT 3: SOCIAL AND POLITICAL ENVIRONMENT Social Environment, Social Responsibility, Consumerism as an Emerging Environmental Forces, Governmental Steps for Protection of Consumers, Political Factors.

UNIT 4: ECONOMIC ENVIRONMENT Foreign Direct Investment, Multinational Corporations.

UNIT 5: TECHNOLOGICAL AND NATURAL ENVIRONMENT Technological changes, Acquisition modes, Climatic Environmental Aspects of Business, Pollution related aspects.

Suggested Readings: Dunkel and Wilson: The Business Environment Of Seventies Tandan Bc: Environment & Entrepreneur M Adhikary: Economics Environment Of Business Trivedi MI: Government & Business Cherunilam F: Business Environment

**Course Number: BBM506, Course Title: SEMINAR & GROUP DISCUSSION** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2002-2003 Total Credits: 2, It comprises topics of BBM501, BBM502, BBM503, BBM504 and BBM505 courses for Seminar and Group Discussion.

**Course Number: BBW601, Course Title: MANAGEMENT INFORMATION SYSTEM** Class: B.B.M., Status of Course: Work Exp., Approved since session: 2013-14 Total Credits: 2,

UNIT 1 Definition, MIS as an involving concept, The MIS professional, Review of information systems technology, Impact of computers in managing information, operating system.

UNIT 2 System Concept, System concepts applied to MIS, Distinction between physical system. and conceptual information system, introduction to system design.

UNIT 3 Knowledge Management- Introduction, concept, Basic concepts of Information and Value of information, IT-based Knowledge Management Systems.

UNIT 4 MIS Support for decision making, MIS structure, functional unit, introduction to development stage of information systems.

UNIT 5 Design, development and implementation of Information system, Introduction to Decision support systems. Case studies on the above topics.

Suggested Readings: GB Cavis & H Oison: Management Information Systems Murdick RG & Ross JE: Introduction To Management Information Systems O'brien J: MIS Concepts Techniques And Application Rajanman V: Design And Analysis Of Information Systems

**Course Number: BBM601, Course Title: OPERATIONS MANAGEMENT** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2009-10 Total Credits: 4,

UNIT 1: INTRODUCTION (a) Operation and operation managers (b) Production and production system (c) Productivity: concept and measurement (d) Management technique of improving productivity.

UNIT 2: FACILITY LAYOUT AND LOCATION (a) Product selection (b) Process selection (c) Facility layout and material handling (d) Capacity planning (e) Facility location.

UNIT 3: SUPPLY CHAIN MANAGEMENT (a) value chains, supply chains, demand chains, the need for supply chain management, benefits of effective supply chain management, managing the supply chain (b) Introduction to ERP, e-business and e-operations strategies (c) Just-in-time system– What is JIT? JIT goals, requirements of JIT system, advantages and disadvantages of JIT; JIT in services, JIT purchasing, MRP

UNIT 4: INVENTORY CONTROL AND PLANNING (a) Types, objectives and function of inventory (b) Inventory accounting system (c) Classification system (d) Economic order quantity models (e) Reorder point.

UNIT 5: QUALITY ASSURANCE (a) Quality assurance system and certification- objectives and control (b) Different types of statistical control models (c) Process control charts, types of control chart.

Suggested Readings: Operations Management: Gaither and Frazier, Thomson Learning; Operations Management: Strategy And Analysis By L. J. Krajewski And L. P. Ritzman, Pearson Education; Operations Management: William J. Stevenson, Mcgraw-Hill; Production And Operations Management: Manufacturing And Services By Chase, Aquilano, Jacobs, Tmh; Production And Operations Management: By Martinich, J W &Co. Supply Chain Management: Chopra & Meindell Advanced Scm: Simchi Levi

**Course Number: BBM602, Course Title: INTERNATIONAL BUSINESS MANAGEMENT** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2009-10 Total Credits: 4

UNIT 1: INTRODUCTION Meaning, Growth, Significance, Dimensions, Multinational Corporation.

UNIT 2: ENVIRONMENT OF INTERNATIONAL BUSINESS Environmental Factors-Economic Environment, Financial Environment, Political Environment, Legal Environment, Cultural Environment, Technological Environment.

UNIT 3: INTERNATIONAL BUSINESS STRATEGY Domestic to International Strategy, Management Philosophy and Strategy, International Operations Strategy, International Personnel Strategy.

UNIT 4: INTERNATIONAL BUSINESS IN THE FUTURE The future of the Multinational Corporations, Determinants of Competition, Opportunities for India.

UNIT 5: GLOBALISATION OF BUSINESS India in the Global Setting, Globalisation of Indian Business obstacles to Globalisation, Factors Favouring Globalisation.

Suggested Readings: Francis Cherunilam: International Business James H Taggart & Michael CMC Dermoll: The Essence Of International Business Trilok N Sindhwana: The Global Business Game (A Strategic Perspective) Ds Arora: International Business (Issues, Opportunities, Techniques, Cases) VK Bhalla: International Business Environment & Management VD Vaouja: International Business Environment RM Joshi: International Marketing

**Course Number: BBM603, Course Title: MODERN BANKING SYSTEMS** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2005-06 Total Credits: 4

UNIT 1: BANKING SYSTEM - AN INTRODUCTION (a) Banking System-Emerging Role (b) Basic Credit Creation Mechanism (c) Indigenous Bankers & NBFCs-Recent Legislation (d) Indian Money Markets-An introduction.

UNIT 2: CENTRAL BANKING (a) Roll of Central Banking in changing scenario (with special reference to Financing Trends of Government (b) Functions of Reserve Bank of India (c) Central Banking System in other countries [Europe & USA] (d) Application of theories of money in Central Banking.

UNIT 3: FUNCTIONING OF COMMERCIAL BANKS IN INDIA (a) Interest rates and money markets (b) Specialized areas of business in modern banking (c) Merchant Banking in India & UK (d) E-Banking (e) Elements of Banking Law.

UNIT 4: INTERNATIONAL MONETARY RELATION (a) International Liquidity (b) Foreign Exchange Markets (c) International Transactions (settlement) Balance of Payment (d) Valuation of Currencies.

UNIT 5: INTERNATIONAL BANKING INSTITUTION (a) IMF (b) IBRD (c) ADB (d) Foreign Banks in India.

**Course Number: BBM604, Course Title: ORGANISATIONAL BEHAVIOUR** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2008-09 Total Credits: 4

UNIT 1: INTRODUCTION Contribution Disciplines to Organisational Behaviour, Challenges to Globalisation, Organisation Structure and Design.

UNIT 2: BEHAVIOURAL DYNAMICS Individual Behaviour- Personality, Perception; Group Dynamics and Teams.

UNIT 3: ORGANISATIONAL CULTURE AND CLIMATE (a) Organisation Culture and Climate in Indian context (b) Motivation and Theories of Motivation (c) Stress Management.

UNIT 4: ORGANISATIONAL PROCESSES Leadership Styles and Theories, Communication, Behavioural Research.

UNIT 5: ORGANISATIONAL DEVELOPMENT & CHANGE (a) Organisation Development and Interventions (b) Managing Change.

Suggested Readings: Davis, Keith: Human Behaviour At Work Luthans Fred: Organisational Behaviour Robbins, Stephen A: Organisational Behaviour Hersey, Paul & Blanchard, Kenneth H: Management Of Organisational Behaviour Utilising Human Resources Fincham Robin & Rhodes Peter: Principles Of Organisational Behaviour

**Course Number: BBM605, Course Title: PROJECT** Class: B.B.A., Status of Course: MAJOR COURSE, Approved since session: 2003-04 Total Credits: 8 Project work based on the given title. \*\*\*\*\*