

**Bachelor of Business Administration (BBA)
Three-Year Full Time (Six Semesters) Programme**

Ordinances

1. The Bachelor degree in Business Administration (BBA) of Mahatma Gandhi Kashi Vidyapith shall be conferred on 10+2 Students who have completed prescribed course of study for not less then three years spread over three academic year and have passed the examination as prescribed under the relevant ordinances.
2. The method of teaching adopted shall be combination of lectures and seminars by the faculty and guest speakers, case discussions, students presentation, use of audio-visual devices, computers etc.

The minimum qualification for admission shall be a 10+ 2 from any School/ College in India or abroad recognized or equivalent thereto.

3. Under this scheme there 60(Sixty) seats out of which seats are reserved as follows:

SC candidates	21%
ST candidates	2%
OBC candidates	27%

Necessary reservation will be given to the wards of employees and teachers of the university as per university rule. 25% seats of available seats shall be reserved for girl students on vertical reservation basis.

4. The admission shall be made through Written test or on Merit basis as decided by the University from time to time. The written test (if conducted) will be objective in nature, The questions shall be based on various papers of commerce studies by students in their 10+ 2 level.
5. The schedule of fee to be paid in each semester by the students shall be as per University Rules formulated from time to time. In the addition to the above, semester examination fee will be payable separately as per university rules.
6. No student will be permitted to pursue any other course of study or take up an employment during the tenure of this programme.
7. No candidate shall be allowed to appear in the semester examination unless he/she has attended at least 75% of the lectures in each paper and appeared in sessional tests as conducted by the Institute of Management Studies.
8. The evaluation of the students shall be done on the basis of internal assessment and at the end of the written semester examination having a relative weightage of 30 & 70 in each paper.

A- a .The marks of internal assessment will be awarded on the following basis:

(i) Marks of the sessional test	20 marks
(ii) Class participation/ attendance and general discipline	10 marks
TOTAL	<u>30 marks</u>

Marks obtained in the “Internal Assessment” as regular student by the candidates of all categories shall remain unchanged and shall be counted in the computation of annual examination result. If a student fails to appear in the sessional tests he will be treated as fail in the semester examination result. However, he/ she will be eligible to appear in the eligible to appear in the sessional test of next semester.

A- b Duration of semester written examination carrying 70 marks in each paper shall be of three hours.

B. A candidate will be declared to have passed the semester examination if she/ he secures passing marks as prescribed by the university.

C. The final result of the candidates shall be declared on the basis of combined results of all the semester examination.

A candidate securing 75% or more marks or above will be awarded first division and candidates securing 50% more but less than 60% marks in the aggregate will be placed in II division.

9. Students shall be eligible for the facility of improvement/ back paper as per university rules.

10. A candidate who fails in a semester examination or fails to clear back paper, shall be permitted to appear in the semester examination as casual student only on the completion of his/her prescribed course of study. Such students shall be treated as parripassue with regular students of the concerned semesters.

11. The Bachelors Degree in Business Administration shall consist of the course structure and detailed syllabus prescribed in the Annexure 1.

12. After the fourth semester examination, students will have to go for a summer training of 8 to 10 weeks, so as to gain practical exposure. After the fifth semester examination students will have to conduct a survey in any financial, banking, manufacturing concerns and submit the survey report.

13. The students are required to submit three copies of survey report/ / summer training report for evaluation al least two months before the commencement of respective Semester written examination.

B.B.A Programme Full Time (VI Semester)

B.B.A I Semester

		Semester Examination	Internal Examination	Total
101	Business &Industrial Organisation	70 Marks	30Marks	100 Marks
102	Principles of Economics	70 Marks	30 Marks	100 Marks
103	Business Mathematics	70 Marks	30 Marks	100 Marks
104	Financial Accounting	70 Marks	30 Marks	100 Marks
105	Business Environment	70 Marks	30 Marks	100 Marks
106	Financial Institutions and Markets	70 Marks	30 Marks	100 Marks

Code: BA 101 BUSINESS & INDUSTRIALORGANSATION

Objective: This course familiarizes the students with the basics and principles of management.

Unit-I

Introduction: Concept, Nature, Process and Significance of Management; Managerial roles (Mintzberg); An overview of functional areas of Management; Development of management thought; Classical and Neo-classical System, Contingency approach.

Unit-II

Planning: Concept, Process and Types, Decision making concept and process, Management by objectives, Organising Concept, Nature, process and significance, Authority and Responsibility relationships, Centralization and Decentralization, Departmentation: Organisation Structure-Forms.

Unit-III

Direction: Concept and Techniques, Managerial Control- Concept and Process, Effective Control System, Techniques of control; Motivation – Concept, Theories – Maslow, Herzberg, and McGregor, Financial and Non-financial incentives, Coordination, Leadership –Concept and Leadership style.

Unit-IV

Communication- Nature, Process, Networks and Barriers, Effective Communication, Management of Change: Concept, Nature and Process of Planned Change, Resistance to change, Emerging Horizons of Management in a changing environment.

References:

- | | |
|--------------------------------|---|
| 1. Aswathappa & Yadumurthy | :Business Organisation & Management |
| 2. Arunachalam,P. | : Business Organisation & Management |
| 3.Gupta,N.S. | : Organization Theory and Behaviour |
| 4. Jha, Bishwambhar | : Fundamentals of Industrial Organisation and Management |
| 5. Stoner & Freeman | : Management |
| 6. Singh, B.P. & Chhabra, T.N. | : An Introduction to Business organization and Management |

Code: BA 102

PRINCIPLES OF ECONOMICS

Objective: This course is meant to acquaint the students with the principles of Business Economics as are Applicable in Business.

Unit-I

Introduction: Meaning, Nature, and scope of Business Economics, Utility, Meaning, Types, and measurement, Law of Demand, Elasticity of Demands, Concept and measurement of Elasticity of Demand –Price, Income, and Cross Elasticity, Average Revenue, Marginal Revenue and Elasticity of Demand, Determinants of Elasticity of demand, Importance of elasticity of demand.

Unit-II

Theory of Costs: Short run & Long run Cost Curve – Traditional and Modern approaches. Production Function: Law of Variable Proportions; Isoquants; Economic regions and Optimum factor Combination; Expansion Path; Returns to scale; Internal and External economies and diseconomies, Ridge lines.

Unit-III

Price-Output decisions under different market conditions –Perfect and Imperfect Competition, Monopoly, Monopolistic competition, Oligopoly, Non-price competition, Price discrimination, and Product differentiation.

Unit-IV

Factor pricing: Marginal Productivity theory and Demand for factors: Nature of supply of factors inputs; Determination of wage range under perfect competition and monopoly, Exploitation of Labour; Rent concept; Ricardian and Modern Theories of Rent; Quasi rent. Interest – Concept and Theories Interest. Profit – Nature, Concept, and Theories of Profit.

References:

- | | |
|--|--------------------------------------|
| 1.Ahuja,M.L. | : Business Economics |
| 2.John,P.,Gould Jr. & Edward P. Lajear | : Micro-Economic theory |
| 3.Jain,K.P. | : Principles of Economics |
| 4.Koutsoyianni,A. | : Modern Micro economics |
| 5.Mishra & Puri | : Business Economics |
| 6.Mithani & Murthi | : Fundamentals of Business Economics |

Code: BA 103

BUSINESS MATHEMATICS

Objective: The objective of this course is to enable the student to have the required knowledge of Mathematics to business and economics situation.

Unit-I

Matrices and Determinants: Definition of Matrices: Types of matrices, Algebra of matrices; Properties of Determinants; Calculation of Values of Determinants upto third order; Adjoint of Matrices, Elementary row or column operations, Finding inverse of a Matrices through adjoint and elementary row or column operations; Solution of system of linear equations having unique solution and involving not more than three variables.

Unit-II

Compound Interest and Annuities; Different types of interest rates; Concept of present value and amount of a sum; Types of annuities, Present value and amount of an annuity including the case of continuous compounding; Valuation of simple loans and debentures; Problems relating to sinking funds

Unit-III

Calculus (Problem and Theorems Involving trigonometrically ratios are not to be done). Differentiation: Partial derivatives upto second order; Homogeneity of Functions and Euler's theorem; Total differentials; Differentiation of implicit function with the help of total differentials. Maxima and Minima: Cases of one variable involving second or higher order derivatives, Cases of two variables involving not more than one constraints. Integration: Integration as anti-derivative process; Standard form; Methods of Integration; Finding areas of Simple cases; consumer and producers surplus; Nature; Commodities Learning curve; Leontiff Input-Output Model.

Unit-IV

Linear Programming: Formulation of L.P.P.: Graphical method of solution; Problems relating to two variables including the case of mixed constraints; Cases having no solution, multiple solutions; Unbounded solution and redundant constraints.

Simplex Method: Solution of Problems upto three variables, including cases of mixed constraints; Duality; Transportation Problems.

References:

1. Agrawal, R.S. : Mathematics
- Kapoor, V.K. : Business Mathematics
3. Ranganath, Sampanji, R. & Rajaram : A text book of Business Mathematics
4. Soni, R.S. : Business Mathematics
5. Vohra, N.D. : Quantitative techniques in Management
6. Zameeruddin, Khanka, & Bhambri : Business Mathematics.

Code : BA 104

FINANCIAL ACCOUNTING

Objective: To impart basic accounting knowledge as applicable to business.

Unit-I

Nature and Scope of Accounting: External and Internal Users of Accounting Information, Accounting Concepts and Conventions, Indian and International Accounting Standards, (only outlines), Accounting Mechanics; Double Entry system, preparation of Journal, Ledger and Trial Balance, Capital and Revenue Items.

Unit-II

Depreciation Accounting and Policy, Accounting Concept of Income and Its measurements, Preparation of Final statement, Relationship between Profit and Loss Account and Balance Sheet, Valuation of Unsold stock; Consignment and Joint Venture Accounting.

Unit-III

Royalty Account, Hire Purchase and Installment Payment System, Branch Account and Department Account.

Unit-IV

Partnership Account: Essential characteristics of Partnership, Partnership deed, Final Accounts; Adjustments after closing the accounts; Fixed and fluctuating capital; Goodwill, Joint Life Policy; Change in Profit Sharing Ratio.

Reconstruction of partnership firms: Admission of a Partner; Retirement of a partner, Death of a partner; Amalgamation of Partnership Firms; Dissolution of a Partnership firm.

References:

1. Agrawala, A.N. & Agrawala : Higher Sciences of Accounting
2. Chaturvedi, C.L. : Advanced Accounting
3. Gupta, R.K. : Vittiya Lekhankan (Hindi)
4. Gupta, R.L. : Advanced Accounting
5. Gupta, R.L. & Radhasawamy, M. : Financial Accounting
6. Monga, J.R., Ahuja, Girish & Sehgal, Ashok : Financial Accounting
7. Shukla, M.B. : Uchchar Lekhankan (Hindi)
8. Shukla, M.C., Grewal T.S. & Gupta, S.C. : Advanced Accounts
9. Shukla, Meharchand : Advanced Accountancy
10. Shukla S.M. : Advanced Accounts

Code: BA 105

BUSINESS ENVIRONMENT

Unit-I

Underdevelopment: Meaning, Magnitude, Characteristics, Development, Definition, Indications, Process, Strategies of development, Economic Transformation in India.

Unit-II

National Income Estimates in India, Personal Income Distribution in India, Interstate Variation of National Income, Capital Formation and Economic Development.

Unit-III

Physical features of India, Nature resources and economic development, Natural resources (renewable and exhaustible) of India Human Resources of India and economic development , demographic development Features of Indian Population.

Unit-IV

Indian Planning: Planning Commission, Features, Objectives, and Strategies of Various Plans, Resources Mobilization in Plan Period, Industrial Policy and Industrial Licensing, Monetary policy, Fiscal Policy, Export and Import Policy and Administration Control.,

References:

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|--------------------------------|--|
| 1.Agarawal,A.N. | : Indian Economy |
| 2.Dutta, R. & Sunderam, K.P.M. | : Indian Economy |
| 3.Khan, Farooq A. | : Business and Society |
| 4.Mishra,S.K. and Puri, V.K. | : Indian Economy |
| 5. Sunderam & black | : The International Business Environment |

Objective: This course aims at providing students with an understanding of the structure, organization and working of financial markets and institutions in India.

Unit-I

Nature and role of Financial System; Financial System and financial markets, Financial System and Economic Development, Indian Financial System – an Overview.

Financial Markets: Money and Capital Markets; Money Market –Meaning, Constituents, Functions of Money Market; Money Market Instruments – Call Money, Treasury Bills, Certificates of Deposits, Commercial Bills, Trade Bills; Recent Trends in Indian Money Market; Capital Market – Primary and Secondary Markets.

Unit-II

Depository System; Government Securities Markets, Role of SEBI – An overview; Recent Developments.

Commercial Banks: Meaning, Functions, Management and Investment Policies of Commercial Banks; Present structure; e-banking and e-trading; Recent Developments in Commercial Banking.

Unit-III

Development Banks: Concept, Objectives and Functions of Development Banks. Operational and Promotional Activities of Development Banks; IFCI, ICICI, IDBI, IRBI, SIDBI, State Developments Banks, State Financial Corporations

Non-Banking Financial Institutions: Concepts, Role, Functions, Sources of finance; Investment policies of Non -Banking Financial Institutions in India.

Unit IV

Insurance Sector: Objectives, Role, Fundamentals and Principles of Life Insurance/Marine/Fire/Medical/General Insurance. Mutual Funds: Concept, and Nature, SEBI guidelines relating to mutual fund; Designing and Marketing of Mutual Funds Schemes; Latest Mutual Funds Schemes in India.

Unit Trust of India: Objectives, Functions and Various Schemes of UTI. Foreign Investments: Types, Trends and Implications; Regulatory Framework for Foreign Investment in India.

Suggested Readings:

- | | |
|----------------------|---|
| 1.Avdhani,V.A. | : Investment and Securities Markets in India. |
| 2.Averbach, Robert D | : Money, Banking, and Financial Markets. |
| 3.Bhole, L.M. | : Financial Markets an Institutions |
| 4. Ghosh,D | : Banking Policy in India |
| 5.Giddy,I.H. | : Global Financial Markets |
| 6.Khan,M. Y. | : Indian Financial System |
| 7.Srivastava, R.M. | : Management of Indian Financial Institutions |
| 8.Varshney,P.N. | : Indian Financial System |

BBA II SEMESTER

		Semester Examination	Internal Examination	Total
201	Management Concepts & Practices	70 Marks	30 Marks	100 Marks
202	Introductions to Computers	70 Marks	30 Marks	100 Marks
203	Business Statistics	70 Marks	30 Marks	100 Marks
204	Business Law	70 Marks	30 Marks	100 Marks
205	Business Communication	70 Marks	30 Marks	100 Marks
206	Business Research Methodology	70 Marks	30 Marks	100 Marks

Code: BA 201 MANAGEMENT CONCEPT AND PRACTICE

Objective: To acquaint students with the management concept and practices.

Unit-I

Management: Meaning, Nature, Functions, Process, Importance, Evaluation of Management Thought, Planning: Meaning, Objectives, Nature, Policies and Procedures, Importance and limitations. Decision – Making: Meaning and importance. Forms of Decision Making. Techniques of Decision-Making, Decision-Making Process.

Unit-II

Organisation: Meaning, Nature, Objectives, Importance and Principles. Organisation Structure, Various types of Organisation, Authority and Responsibility, Delegation of Authority, Centralization and Decentralization.

Unit-III

Direction: Meaning and Principles, Techniques of Direction, Leadership- Meaning and Importance, Barriers in Communication Leadership. Motivation – Meaning. Nature, and Principles, Theories of Maslow and Herzberg.

Unit-IV

Control: Meaning, Needs, Principles, Process and Techniques, Coordination: Meaning, Types and Principles, Communication: Meaning , Types and Features.

Suggested Readings:

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|--------------------------------|--|
| 1.Arnold,H.J. & Fieldman, D.C. | : Organizational Behaviour |
| 2.Dayal, Ishwar | : Organizational Development |
| 3.Drucker, Peter F | : Principles of Management |
| 4.Dwivedi, R.S. | : Management – An Integrated Approach |
| 5.Koontz, O.Donnell | :Principles of Management |
| 6.Luthans, F. | : Organizational Development |
| 7.Massie, Joseph | : Principles of Management |
| 8.Narayan & Rao | : Principles and Practices of Management |
| 9. Prasad,L.M | : Organizational Theory and Behaviour |
| 10.Shekharan, Uma | : Organizational Behaviour: Text and Practice. |

Code: BA 202 INTRODUCTION TO COMPUTER APPLICATIONS

Objective: To enable students acquire expertise in computer applications.

Unit- I

Fundamentals of Computers; Introduction to computer Types (analog, Digital and Hybrid); Characteristics of Computers; evaluation of Computers (History, Generation); Basic Components of a computer; Their functions and interrelation; Stores Programme Concept, RAM, ROM: Computer Hardware and Software and Firmware; computer Concept, RAM, ROM: Computer Hardware and Software and Firmware; Computer Programme, Batch , Time – sharing and Multi- programming; Computer uses, Applications and capabilities: Concepts of Data Communication and Networking, Types of computer Systems: Personal – Micro, Mini, Mainframe and Super computer; differences and capabilities; range of application.

Unit- II

Data representations: Number System (Binary, Octal and Hexadecimal) and their interconversions; Binary Arithmetic; Internal data representations: Organization of Memories. Data Storage: Primary Storage: Addressing and Capacity; Types of Secondary Storage- Magnetic tapes, disks, organization methods (Sequential and Direct); Floppy disk optical disk; CD – Rom.

Input / Output Devices: Tape/ Disks / Diskettes, Lightpen, mouse and Joysticks, Character readers, VDU ; Serial, Line – Printer Plotters.

Unit- III

Operating System: Introduction to operating system; Types of operating systems with main emphasis on Disk operating system (DOS), Details of Basic system Configuration; Important terms like Directory File, Volume , Label, Drive name , etc. DOS Components – I/O System, BIOS, COM., IBM , DOS, IBM, DOS-COM, start up sequence, File name, Hard disk ; Use of Function keys; File Commands, Format, diskcop, Back, Restore, Chkdsk. Batch Files; Editor: Creating and editing files, Commands and special editing keys: Setting up MS- DOS: Config. System and autoexec.bat files; Use of Wild Cards; Redirecting Commands; I/P, O/P Fitters, Pipes.

Unit- IV

Introduction to next processing via word processor; Introduction to spread sheet, its types and applications.

Suggested Readings:

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|--------------------|-------------------------------------|
| 1. David, Van Over | : Foundations of Business Systems. |
| 2. Jain , Satish | : Computer fundamentals. |
| 3. Laudon & Laudon | : Working Information System. |
| 4. Mansfield, Ron | : Working in Microsoft Office. |
| 5. Malhatra | : Computer in Management. |
| 6. Raja Raman, V. | : Computer Fundamentals. |
| 7. Sinha, P.K. | : Computer Fundamentals. |
| 8. Taxali | : PC Software made easy. |
| 9. Waswani, Kakar | : Fundamentals of computer Science. |
| 10. Zxvier, C. | : Introduction to Computers. |

Code: BA 203

BUSINESS STATISTICS

Objective: To acquaint the students with the business statistics practices.

Unit- I

Definition, Scope, Importance and Limitations of Statistics, Method of Collection and Tabulation of Data, Measures of Central Tendency : Mean , Median , Mode, Geometric and Harmonic Mean, Measure of Dispersion – Range , Quartile , Deviation , Mean Deviation, Standard Deviation, Skewness , Moments and Kurtosis.

Unit- II

Simple Correlation and Regression, Partial and multiple Correlation and Regression. Standard Error of estimates. Application of Correlation and Regression on analysis.

Probability – Definition, objection and Subjective, Addition and Multiplication. Theorem of Profitability, Conditional Probability. Bay's Theorem. Probability Distribution, Binomial, Poisson and Normal.

Unit- III

Sampling and Sampling Distributions. Methods of Sampling, Sampling and Non-Sampling Errors, Central Limits Theorem. Sampling Distribution of the Mean, Distribution of the Mean, Distribution of the difference of the two Proportions.

Unit- IV

Time Series Analysis and Forecasting Components of Time Series, Measurement of Trend and Forecasting by Graphical moving average and Least square methods, Index Numbers.

Suggested Readings:

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|---------------------------|-------------------------------------|
| 1. Chikodi & Satya Prasad | : Business Statistics |
| 2. Gupta & Gupta | : Business Statistics |
| 3. Gupta, B.N. | : Sankhyiki |
| 4. Hooda, R.P. | : Statistics for Business Economics |
| 5. Paul, Joseph & Raphael | : Business Statistics |
| 6. Puri, V.K. | : Elements of Business Statistics |

Code 204

BUSINESS LAWS

Objectives: To acquaint the students with the business laws prevailing in our country.

Unit- I

Indian Contract Act: Definition and Essentials of a Contract, Agreement, Proposals and Acceptance, Consideration, Capacity of Parties , Free Consent , Reasonable Consideration and Objectives, Performance of a Contract, Termination of a Contract, Consequences and Remedies of Contract Terminal.

Unit- II

Contingent Contract : Implied or Quasi Contract, Indemnity, Guarantee , Bailment, Lien , Pledge and Agency.

Sale of Goods Act: Sale Contract , Definition, Features , Formation of Contract , Contents of sale Contract, Goods, Price , Conditions and Warranty , Ownership of Goods and its Transfer , Performance of Sale Contract , Delivery , Rights of Unpaid Seller, Auction Sale.

Unit- III

Indian Partnership Act: Definition and Nature of Partnership Deed, Mutual and Third Parties relation of Partners, Registration of Partnership, Dissolution of Partnership.

Unit- IV

Negotiable Instrument Act: Definition, Features , Types, Recognition and Endorsement of Negotiation Instrument , Public Carriers Act: Classification of Public Carriers , Right and Duties of Public Carrier, Limitations of Public Carrier.

Suggested Readings :

- | | |
|---------------------|--|
| 1. Basu, D.D. | : Introduction to Constitution of India. |
| 2. Batra& Kalra | : Mercantile law. |
| 3. Chawla & Garg | : Mercantile law |
| 4. Chandha, P.R. | : Business law. |
| 5. Kapoor, N.D. | : Business law. |
| 6 Krishnamurthy, S. | : Economic Legislation |
| 7. Kuchhal, M.C. | : Business law. |
| 8. Singh, Avtar | : Mercantile law. |
| 9. Singh, Avtar | : Company law. |
| 10. Taxmann | : Mercantile laws. |

Code: BA 205

BUSINESS COMMUNICATION

Objective: The objective of this course is to develop effective business communication skills among the students.

Unit- I

Introducing Business Communication: Basic forms of Communicating Communication Models and processes; Principles of effective Communication; Theories of Communication; Self Development and Communication: Development of Positive Personal Attitudes; SWOT Analysis.

Unit- II

Corporate Communication, Formal and Informal Communication Networks; Grapevine; Barriers in Communication; Improving Communication. Practices in Business Communication; Group discussions ; Mock Interviews; Seminars ; Effective Listening Exercises ; Individual and Group Presentations.

Unit- III

Writing skills: planning business messages; Rewriting and Editing Business letters and memo formats; Appearance request letters, Good news and Bad news letter; Persuasive letters; sales letters; Collection letters; Office Memorandum, Report writing. Oral Presentation: Principles of Oral Presentations, Factors affecting Presentation, Conducting Surveys, Speeches to Motivate, Effective Presentation Skills.

Unit- IV

Non- verbal aspects of Communication: Body language; Kinesics, Proxemics, Para language, Effective listening, Principles of effective listening , Principles of effective listening , Factors affecting listening exercises; Interviewing Skills; Appearing in Interviews, conducting Interviews and Writing resumes.

Modern forms of Communication: Fax, E- mail, and Video Conferencing etc.

Suggested Readings:

1. Arora, V.N.& Chandra,Lakshmi : Improve your writing
2. Boyee& Shill : Business Communications Today
3. Kaul : Business communication
4. Kaul : Effective Business communication
5. Marphy& peek : Effective Business communication
6. Paul, Rajelra& Korlahali, J.S. : Essentials Business communication
7. Ronald, Dule & Fielder, John S. : Principles of Business communication
8. Sharma, R.C.& Krisna Mohan : Business Correspondence and Report Writing

Code: BA 206

BUSINESS RESEARCH METHODOLOGY

Objective: To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decisions-making.

Unit- I

Nature and Scope of Research Methodology, Formulation of Research Problem, Statement of Research Objectives.

Unit- II

Research Process, Research Design- Exploratory, Descriptive and Experimental Research Design; Sampling Design.

Unit- III

Methods of data collection; Observation Design, Interviewing for Research and Formulation of Questionnaire, Scaling Techniques and Techniques of Data Analysis

Unit- IV

Awareness of Software Packages Relevant to Management Research, Interpretation of Data and Drawing Inferences, Research Report Writing, Research Publication.

Suggested Readings:

- | | |
|--|---|
| 1. Andrews, F.M. & Withey, S.B. | : Social Indicators of Well being |
| 2. Bennet, Roger | : Management Research |
| 3. Bapat and Datar | : A textbook of Business Correspondence |
| 4. Bhende, D.S. | : Business Communication |
| 5. Bowman, Joel, P. & Branchaw
to Product”. | : “Business Communication: From Process |
| 6. Fowler, Floyd, J. JR. | : Survey Methods |
| 7. Gupta, S.P. | : Statistical Methods |
| 8. Hatch, Richard | : Communication in Business |
| 9. Kothari, C.R. | : Research Methodology |

BBA III SEMESTER

		Semester Examination	Internal Examination	Total
301	Corporate Management	70 Marks	30 Marks	100 Marks
302	Computer Application in Management	70 Marks	30 Marks	100 Marks
303	Advanced Accounting	70 Marks	30 Marks	100 Marks
304	Company Law	70 Marks	30 Marks	100 Marks
305	Business Economics	70 Marks	30 Marks	100 Marks
306	Auditing	70 Marks	30 Marks	100 Marks

Code: BA 301

CORPORATE MANAGEMENT

Objective: To equip the students with the skills for decision making at top level of management.

Unit- I

Nature of Company, Nature of Management and Control, Company Management and Control- Legal Provisions, Managerial Remuneration, Role of Management and Control in Corporate Sector.

Specialized Financial Institutions in India- Meaning , Background and Needs, Contribution of Financial Institutions; Economic development, Shareholding and Control, Control on Management, Mergers and Takeovers- Meanings, Needs and Importance, Present Position of Mergers and Takeovers in India.

Unit- II

Industrial sickness in Corporate Sector- Meaning, Nature Reasons Impact, Legal Provisions with regard to Industrial Sickness, Board for Industrial and Financial Reconstruction. Operating Agency, Appellate Authority, Critical evaluation, Professional Management- Meaning, Nature, Professional Management Education in India. Role of Professional Management in Corporate Sector.

Unit- III

Board of Directors- Meaning, Nature Functions, Importance , Types, size, Representation of Interested parties in Board of Directors, Environmental Management - Meaning, Nature, Need for maintaining environment, Legal background and Structure, Remedial arrangement, Present Position of Environment Pollution Control regulation in Corporate Sector.

UNIT – IV

Corporate Restructuring : Nature , Need and Importance , Restructuring Programme in Corporate Sector, Meaning of Corrective Strategy, Need and Importance, Multi-National Corporations- Meanings, Nature, Needs, Legal Provisions, Role of Multinational; Corporation in India- Critical evaluation.

Suggested Readings:

1. Prakash, Jagdish& Shukla, M.B. : Administration of Public Enterprises.
2. Shukla, M.B. & Gupta Ranjita. : Corporate Management: Principles and Practice.

Code: BA 302 COMPUTER APPLICATION IN MANAGEMENT

Objective: To acquaint the students with the basics of computer application and management practices.

Unit- I

Concept of database Merits and Demerits of database, Package available for database, Categorization of DBMS Hierarchical, Network and Relational Database.
RDBMS- Why to use them and where, data description language, data manipulation language, data control language, performance improvement in database.

Unit- II

Introduction to dbase, using dbase III + , Creating database file, viewing and editing data, modifying file structure and utilities , Creating and Printing using database.

Unit- III

Introduction to Fox pro, Introduction to Oracle.

Unit- IV

Overview of MS-Office, Menu Commands, overview of PageMaker. Overview of CorelDraw, introduction to Windows.

Code: BA 303

ADVANCED ACCOUNTING

Objective: To Impart basic accounting knowledge as applicable to business.

Unit- I

Company Accounts: Introductory Analysis, Issues of Equity Shares, Preference Shares Debentures, Redemption of Preference Shares and Debentures.

Unit- II

Underwriting and Commission, Accounting for Managerial Remuneration, Final Statements of Companies.

Unit- III

Purchase of Business Amalgamation, Absorption and Reconstruction.

Unit- IV

Holding Company Liquidation of Companies, Valuation of Shares, Government Accounting for Public Utilities (Electricity Companies)

Suggested Readings:

1. Anthony , Robert : Management Accounting
2. Bilram, Haral jr.
Dyckman, Thoas, R : Management Cost Accounting
3. Khan, M.Y. : Management Accounting
4. Khan & Jain : Management Accounting
5. Kulshreshtha : Management Accounting Concepts & Cases
6. Lall, B.M.&
Jain, I.C. : Cost Accounting: Principles and practice
7. Maheshwari, S.N. : Management Accounting
8. Pandey, I.M. : Management Accounting
9. Sharma, R.K. : Management accounting
10. Shukla, M.B. : Prabhandhakiya Lekhankan (Hindi)

Code: BA 304

COMPANY LAW

Objective: The objectives of this course is to provide basic knowledge of the provision of the Companies Act, 1956 along with relevant cases.

Unit- I

Definition, Characteristics and Types of Company, Exemptions and Facilities to Private Companies and Conversion of Private Company into Public Limited Company. Different Stage of Companies Incorporation- Promotion, Incorporation and Commencement of Business, Legal Position of Company Promotion, Registration Certificates for the Commencement of Business. Legal Liability of Company with regard to profit before Incorporation of Business.

Unit- II

Memorandum of Association: Meaning , Nature, Importance , Contents, Change in Memorandum of Association, Doctrine of ultra-virus, Articles of Association- Meaning, Nature, Importance and Contents, Constructive notice of Memorandum and Articles of Association- Doctrine of Indoor management.

Unit- III

Prospectus: Meaning, Importance, Contents, Statement in lieu of Prospectus -, Viability for Misstatements or Omission in a Prospectus, Underwriting Commission.

Unit- IV

Register of Member and Shareholders, Share capital Shares, Borrowings Powers, Directors, Types of Meetings, Accounts, Audit and Investigation.

Company Management, Board of Directors- Appointment, Rights, Duties and Powers, Company Winding up: Modes of Winding up, Consequences of Winding up.

Suggested Readings:

- | | |
|--------------------|---|
| 1. Bagrail, A.K. | : Company Law |
| 2. Chawla & Garg | : Company Law |
| 3. Grower., L.C.B. | : Principles of Modern Company Law |
| 4. Kapoor, N.D. | : Company law – Incorporating the provisions of the Companies Amendment Act, 2000 |
| 5. Kuchhal, M.C. | : Modern India Company law. |
| 6. Ramaiya, A. | : Guide to the Companies Act |
| 7. Singh, Avtar | : Company law. |
| 8. Taxmann | : Company laws. |

Code: BA 305

BUSINESS ECONOMICS

Objective: This course is meant to acquaint the students with the principles of business economics as are applicable in business.

Unit- I

Concept and Scope of Macro Economics, Classical, Neoclassical and Keynesian. National Income: Concept (G.N.P., N.NP. G.D.P., N.D.P.), Measurement of National Income Methods and Problems.

Unit- II

Income Consumption Relationship: Classical and Keynesian Views; Post Keynesian Developments. Reconciliation of Short and Long Period Consumption functions.

Unit- III

Theory of Income and Employment Traditional and Modern Approaches; Trade Cycles.

Value of Money: Quantity theory of Money (Cash Transactions and cash balance approach), Keynesian Income Theory; Changes in value of money, Inflation, Deflation, Reflation, Stagflation.

Unit- IV

Theory of Economic Growth: Classical theory, Keynesian theory, Postow's stages of economic growth, Modern Approaches to Economic Growth.

Suggested Readings:

- | | |
|--------------------------------------|--------------------------------------|
| 1. Ahuja, M.L. | : Business Economics |
| 2. Bansal, S.N. | : Uccha Aarthik Siddhant |
| 3. John,P.Gould jr. & Edwardp.Lajear | : Micro- Economic Theory |
| 4. Jhingan, M.L. | : Samashti Arthashastra |
| 5. Jhingan, M.L. | : Vyashti Arthashastra |
| 6. Jain , K.P. | : Principles of Economics |
| 7. Koutsoyuianni, A. | : Modern Micro economics |
| 8. Mishra, J.P. | : Vyashthi Arthashastra |
| 9. Mishra& Puri | : Business Economics |
| 10. Mithani& Murthi | : Fundamentals of Business Economics |
| 11. Rai, M.M. | : Arthashastra Ke Siddhant |
| 12. Saini, Harishahandra | : Vyavasaya Arthashastra |
| 13. Sharma, M.L. | : Prabandhakiya Arthashastra |

Code: BA 306

AUDITING

Objective: This course aims at imparting knowledge about the principles and methods of auditing and their applications.

Unit- I

Evolution of Auditing, Major Influences on Auditing, Nature and Objectives of Auditing, Planning an Audit, Concept of Materiality, Working Papers, Procedures and Techniques of Auditing – Surprise Checks.

Unit- II

Nature of Internal Control, Evaluation of Internal Control, Formulation of Internal Control Schemes, Internal Control on Various Accounting Functions.

Unit- III

Need for Selective Vouching and Verification, Risk in Selecting Vouching and Verification , Auditing in Depth, Test Checking, Vouching of Major Payments, Verification of Fixed Assets, Investments, Inventories, Debtors, Loans& Advances.

Unit-IV

Features of Company Audit, Appointment Remuneration, Removal, Rights, Powers, Duties of Auditors, Auditor, and Audit Report

Cost Audit, Tax Audit of E.D.P. based Accounts, Management Audit. Government Audit, Investigations.

Suggested Readings:

- | | |
|---------------------------------------|--|
| 1. Attwood, frank A. & Stein, Neil D. | : Depaul's Auditing |
| 2. Choudhari, Roy A.B. | : Modern internal Auditing |
| 3. Chatlia, S.V. | : Spicer and Pegler's Practical Auditing |
| 4. Dinkar, Pagare | : Principles and Practices of Auditing |
| 5. Dinkar, Pagare | : Principles and Practices of Auditing |
| 6. Gupta & Bhatnagar | : Ankekshan |
| 7. Kumar, Raj& Kanodia | : Ankekshan |
| 8. Moutz, R.K. | : Fundamentals of Auditing |
| 9. Pratt, Michael, J. | : Auditing principles and practice |
| 10. Sharma, T.R. | : Auditing principles and practice |
| 11. Sharma, T.R. | : Ankekshan |
| 12. Tandon, B.N. | : Principles of Auditing |
| 13. Woolf, Emile | : Auditing Today |

BBA IV SEMESTER

		Semester Examination	Internal Examination	Total
401	Management Information System	70 Marks	30 Marks	100 Marks
402	Business Finance	70 Marks	30 Marks	100 Marks
403	Cost Management	70 Marks	30 Marks	100 Marks
404	Money, Banking & Foreign Exchange	70 Marks	30 Marks	100 Marks
405	Income Tax Laws & Practice	70 Marks	30 Marks	100 Marks
406	General & Corporate Laws	70 Marks	30 Marks	100 Marks

Code BA 401

MANAGEMENT INFORMATION SYSTEM

Objective: To impart the concept of information system among the students.

Unit- I

Concept of Information, Types of Information, Management Structure, Management Information Requirements, Qualities of Information, Various Functions of Organizations, Database Information. Role of Information system.

Unit- II

Management Information System- Meaning , Nature, Need, Importance, Evolution of MIS Management levels and MIS Organizations for MIS, System and User Training.

System Development Cycle, System Investigation, System Analysis, System Design, System Implementation and Maintenance, System Developments Tools

Unit- III

Scope of Development Activities- Identification, Evaluation and Modification of MIS, Methodology and Tools/ Techniques for the conduct of Development Process. Other Issues – Decentralization of MIS Efforts, Relative roles of Analyst/ Users and Automation in Context of MIS.

Unit- IV

Major Information System, Financial MIS, Budgetary Control, Capital Budgeting, Responsibility Accounting, Profitability Accounting, Production MIS Inventory Management and Control, Network Planning, Statistical Quality Control etc. Personnel MIS Manpower Power Planning. Inventory of existing Manpower etc.

Suggested Readings:

- | | |
|------------------------------|---|
| 1. Bentley, Trevoi | : Management Information System and Data Process. |
| 2. Brain, James O. | : Computers in Business Management: An Introduction |
| 3. Gordon & Davis | : Management System, Conceptual Foundation Structure of Development |
| 4. Jain, Satish | : Fundamentals of Computer |
| 5. Jawedekar, W.S. | : Management Information System |
| 6. Kanter, Jerome | : Management Oriented Management Information System |
| 7. Murdic, Robert G, Goel E. | |
| Ross Clagget James, R. | : Management System for Modern Management |
| 8. Schultheisis | : Management Information System |
| 9. Subranmaniam, N. | : Introduction to Computers |
| 10. Sinha, P.K. | : Computer Fundamentals |

Code BA 402

BUSINESS FINANCE

Objectives: The objective of this course is to help students to understand the conceptual framework of business finance

Unit- I

Meaning, Nature and Importance of Business Finance, Finance Function- Meaning and Scope, Objectives of Business Finance.

Unit- II

Capital Structure, Financial Structure and Capitalization, Optimum Capital Structure, Under Capitalization, Over Capitalization, Working Capital.
Short term finance- Nature and Sources, Short term Finance and Commercial Banks, Financing of Working Capital Criteria.

Unit- III

Medium and Long Term Sources of Fund- Specialized Financial Institutions- Industrial Development Bank of India, Industrial Credit and Investment Corporation of India, Industrial Finance Corporation of India, Unit Trust of India.

Unit- IV

Underwriting of Securities, Marketing and Distribution of securities, Securities and Exchange Board of India, Stock Exchange, National Stock Exchange, Over the Counter Exchange of India.

Suggested Readings:

- | | |
|---|--|
| 1.Avadhani,V.A. | : Financial System |
| 2.Bhalla,V.K. | : Modern Working Capital Management |
| 3.Brigham,E.F.Gapenski,L.C.
&Ehrhardt,M.C. | : Financial Management-Theory& Practice |
| 4.Chandra, Prasanna | : Financial Management Theory and Practice |
| 5.Khan,M.Y. & Jain,P.K. | : Financial Management Text and Problems |
| 6.Mclaney,E.J. | : Financial Services, Business Finance theory and practice |
| 7.Shukla,M.B. | :Vyavasaya Vitta (Hindi) |
| 8.Shukla,M.B. & Gupta, Ranjita | : Financial Services in India |
| 9.Van Horne,J.C. | : Financial Management and policy |

Code: BA 403

COST MANAGEMENT

Objective: This course exposes the students to the basic concept and tools use in cost management

Unit- I

Cost Accounting: Meaning, Characteristics, Objectives, Importance and Limitations, Features of Ideal Cost Accounting, Cost Accounting and Financial Accounting, Elements of Cost, Expense items not include in cost, difference between direct cost and indirect cost.

Unit- II

Accumulation and Ascertainment of Costs , Cost units and Cost Centres, Accounting and Control of Materials , Labour and Overhead- Classification, Allocation, Absorption and Apportionment

Unit- III

Methods of Costing: Unit Costing, Job and Contract Costing, Integral Costing.

Unit- IV

Process Costing, Operating Costing and Uniform Costing

Preparation of Cost Sheet, Profit and loss Account and reconciliation with Financial Profit and loss Account, Cost Control and Cost Reduction programme.

Suggested Readings:

- | | |
|-----------------------------|--|
| 1.Arora,M.N. | : Cost Accounting-Principles & Practice |
| 2.Bansal,M.R. & Saxena,V.M. | : Lagat Lekhankan |
| 3.Gupta,R.K. | : Lagat Lekhankan |
| 4.Gupta,L.B. | : Lagat Lekha |
| 5.Jain,S.P. & Narang,K.L. | : Cost Accounting |
| 6.Khan,M.Y. & Jain,P.K. | : Management Accounting |
| 7.Maheshwari,S.N. | : Advanced Problems and Solutions in Cost Accounting |
| 8.Prakash, Jagdish | : Lagat Lekhankan |
| 9.Shukla,M.B. | :Lagat Lekha |
| 10.Tulasian,P.C. | : Practical Costing |

Code: BA 404

MONEY BANKING AND FOREIGN EXCHANGE

Objective: This course exposes the student to the working of money and financial system prevailing in India.

Unit I

Banker, Definition, Scope and Functions of Money, Role of Money in Capitalist and Socialist Economics, Kinds of Money, Metallic Money – Merits and Demerits, Types of Issue of Paper Money , Monetary Standard- Meaning, Types, Gold Standard- Types, Merits and Demerits, Silver Standard- Types, Merits and Demerits

Unit- II

Value of Money: Meaning and Determination – Quantitative Theory of Money, Income, Savings and Investment Theory, Change in value of money, Inflation and Deflation – Meaning, Causes, Impact and Remedies.

Unit- III

Commercial banks: Functions, Types and Importance, Banks Nationalization, Investment Policy of Commercial Banks, Credit Creation, Functions of Central Banks, Methods of Credit Control and Objectives, Role of Reserve Bank of India in Credit Control and Monetary Policy.

Unit- IV

Meaning and Problems of Foreign Exchange , Period of International Payment, Determination of Exchange Rate , Purchasing Power Parity Theory, Balance of Payment Theory, Fluctuation of Exchange Rates, Exchange Control- Meanings, Objectives , Forms, Merits and Demerits, Foreign Exchange Control in India.

International Trade: Theory of Comparative Cost. Terms of Trade and Balance of Payment, International Monetary Fund and International Reconstruction and Development Bank objectives, Organization, Function and Achievements.

Suggested Readings:

- 1.Chandler,L.V.& Goldfield,S.M. : The Economics of Money & Banking
- 2.Gupta,S.B. : Monetary Planning of India
- 3.Khan,M. Y. : Indian Financial Systems Theory & Practice
- 4.Khubchandani : Practice and Law of Banking
- 5.Panchmakhi,V.R., Rajpuria,K.M. : Money & Finance in World Economic Order
& Tandon, R.
- 6.Sengupta,A.K. & Agrawal,N.K. : Money Market Operations in India
7. Vinayankan,N. : Banking by 2000 A.D
8. Banking Commission Report (s)
9. Report on Currency and Finance
10. Reserve Bank of India Bulletin, Annual Report

Code: BA 405

INCOME TAX LAWS AND PRACTICE

Objective: It enables the students to know the basics of Income tax act and its implications.

Unit- I

Income tax: Meaning, Nature and Importance, Finance Act, Definitions of Important Terminologies : Agricultural Income , Partly Agricultural Income, Income, Gross Income, Total Taxable income Previous Year, Assessment Year and Concept of Tax Payee.

Unit- II

Residence of Tax Payee and Tax Liability, Tax Free Income, Determination of Taxable Income under Salary Head.

Unit- III

Determination of Taxable Income of House Property, Determination of Taxable Income under Business and Profession.

Unit- IV

Determination of Taxable Income under the Head of Capital Gains and Other Sources, Depreciation and Development rebate, Carry forward and Set off losses, Aggregation of Income.

Determination of Total Income of Individual, Methods of Income Tax Determination and Income Tax Administration.

Suggested Readings:

- 1.Ahuja,Giri & Gupta, Ravi : Systematic Approach to Income Tax
- 2.Agrawal,B.K. : Income Tax Laws and Practice
3. Agrawal,B.K. : Ayakar Vidhan Avam Lekhe
- 4.Chandra, Mahesh & Shukla,D.C. : Income Tax Law and Practice
- 5.Chandra, Girish : Income Tax
- 6.Income Tax Act and Rules BARE Act
- 7.Journal of Taxmann
- 8.Jain, Gaur & Narang :Ayakar
- 9.Mehrotra,H.C. : Income Tax Law and Practice
10. Mehrotra,H.C. : Ayakar Vidhan Avam Lekhe (Kar Niyojan Sahit)

Code: BA 406

GENERAL AND CORPORATE LAWS

Objective: To acquaint students with the general and corporate law practices

Unit- I

Fundamental Right and Directive Principles for State Policy, Salient Features of Transfer of Property Act and Law of Litigation.

Unit- II

Industrial (Development and Regulation) Act, sick Industries Companies Act.

Unit- III

Monopolistic and Restrictive Practice Act, Foreign Exchange Management Act.

UNIT- IV

Environment Protection Act, Securities Exchange Board of India Act.
Essential Commodities Act, Consumer Protection Act.

Suggested Readings:

- | | |
|----------------------|---|
| 1. Basu, D.D. | : Introduction to the Constitution of India |
| 2. Batra & Kalra | : Mercantile law. |
| 3. Chawla & Garg | : Mercantile law |
| 4. Chandha, P.R. | : Business law. |
| 5. Kapoor, N.D. | : Business law. |
| 6. Krishnamurthy, S. | : Economic Legislation |
| 7. Kuchhal, M.C. | : Business law. |
| 8. Singh, Avtar | : Mercantile law. |
| 9. Singh, Avtar | : Company law. |
| 10. Taxmann | : Mercantile laws. |

BBA V SEMESTER

		Semester Examination	Internal Examination	Total
501	Tax Laws	70 Marks	30Marks	100 Marks
502	Corporate Policies and Strategies	70 Marks	30 Marks	100 Marks
503	Financial Management	70 Marks	30 Marks	100 Marks
504	Marketing Management	70 Marks	30 Marks	100 Marks
505	Management Accounting	70 Marks	30 Marks	100 Marks
506	Entrepreneurship and Small Business Management	70 Marks	30 Marks	100 Marks
507	Training Report	----	----	50 Marks

Code: BA 501

TAX LAWS

Objective: This course aims at imparting basic knowledge about major tax laws.

Unit-I

Wealth Tax Act: Silent features, Assessment of Tax Liability and Procedures.

Unit-II

Gift Tax Act: Silent features and Assessment of tax Liability and Procedure.

Unit-III

U.P. Trade Tax Act and Central Sales tax Act: Silent features and Assessment of Tax Liability and Procedures.

Unit-IV

Central Excise Duty- Silent Features, Assessment of Tax Liability and Procedures.

Custom Duty – Silent features, Assessment of Tax Liability and Procedure.

Suggested Readings:

1. Ahuja, Grish & Gupta Ravi : Practical Approaches to Income Tax, Wealth Tax and Central Sales Tax
2. Datey, V.S. : Indirect Taxes
3. Central Excise Act
4. Customs Act
5. Central Sales Tax Act

Code: BA 502

CORPORATE POLICY AND STRATEGIES

Objective: To impart corporate policies and strategies to be adopted by budding managers.

Unit-I

Corporate policy as a field of study: Objectives, Knowledge, Attitude and Skills, General Management: Board of Directors, CEO, Business level Strategies, Mission and objectives formulations, Charge and Specialty.

Unit-II

Concept of Strategy, Analyzing the environment-techniques and role of Strategies. Diagnosis of the environment, Environment industry interface, The Industry environment, the international environment-opportunity for activities and threat from activities, Focusing the diagnosis. The environment threat and opportunity profile.

Unit-III

Internal factors, Marketing and distribution R & D and engineering Production and operation management, Corporate resources and personnel, finance, and Accounting, Analyzing strengths and weakness. Strategic alternatives and performance.

Unit-IV

Internal and External alternatives, Related and unrelated alternatives, Horizontal and Vertical alternatives, Active and passive alternatives, International Strategy Variations, New Market/New Product/Functions/Sequential Combinations, Diversification, Mergers. Strategic choice Process, Prescriptions for strategic choice, Descriptions of Managerial choice factors, Time dimensions, Integrating description and prescription, contingency strategies, choosing International Strategies.

Code:BA 503

FINANCIAL MANAGEMENT

Objectives: The objective of the course is to help students to understand the conceptual framework of financial management and its applications under various environmental constraints.

Unit-I

Nature, Scope, Functions, and Significance of Financial Management, goals of Financial Management, Relation of Finance to other business functions, Finance functions-Scope and Classification

Unit-II

Investment Decision: Methods of Capital Budgeting Cost of Capital, Portfolio Management.

Unit-III

Financing Decision: Capital Structure Theories, Planning and Policy, Leverage Analysis, Lease Financing.

Unit-IV

Dividend Decision: Dividend Theories, Dividend Policy, Profit Surplus and Reserves, Analysis of retained Earnings.

Working Capital Management: Concept, Need and Determinants of Working Capital, Cash Management, Receivable Management, Inventory Management.

Suggested Readings:

- | | |
|---------------------------------|-------------------------|
| 1.Chandra, Prasanna | : Financial Management |
| 2.Khan,M.Y. & Jain, P.K. | : Financial Management |
| 3.Kuchhal, S.C. | : Financial Management |
| 4.Pandey,I.M. | : Financial Management |
| 5.Shukla,M.B. | : Financial Management |
| 6. Shukla,M.B | :Business Finance |
| 7.Sharma,R.K. & Shashi K. Gupta | : Management Accounting |
| 8.Srivastava,R.M. | : Financial Management |

Code: BA 504

MARKETING MANAGEMENT

Objectives: The objective of this course is to facilitate understanding of the conceptual framework of marketing and environmental constraints

Unit-I

Introduction, Concept, Difference between Selling and Marketing, Marketing Mix, Market Segmentation.

Unit-II

Marketing Planning and Product Development: Theory and Practice of Marketing Planning, Marketing Strategy approach to successful Marketing Planning, Annual and Long Range Plans, Product Development, Branding and Packaging.

Unit-III

Product Planning and Channels of Distribution: Economic Concept of Pricing; Price Policy Considerations; Objectives and distribution available, Choice of channels, Logistics of Distribution.

Sales Management and Advertising: Sales as part of Marketing effort, patterns of Sales Management. Sales Promotions Programmes, Advertising various types of Goods.

Unit-IV

Advertising Planning and Strategy, Advertising Budget, Choice of Media, Measuring advertising effectiveness.

Market Research and Consumer Behaviour: Meaning and scope of Marketing research, the process of research, various areas of market research – Sales forecasting Product, Pricing Channels etc. Market Research and decision-making; the usefulness of market information, System of obtaining market information understanding the consumer behaviour, Factors influencing the consumer behaviour.

Suggested Readings:

- | | |
|-------------------------------|---|
| 1.Kotlar, Philip & Armstrong. | : Principles of Marketing |
| 2.Mishra,M.N. | : Modern Marketing Management |
| 3.Neelinegham,S. | : Marketing on India:Cases and Readings |
| 4.Prem K. Srivastava | :Vipanan Prabandh. (Hindi) |
| 5.Sherlekar,S.A. | : Marketing Management |
| 6.Sontakki,C.M. | : Marketing Management |
| 7.Saxena, Rajan | : Marketing Management |

Code: BA 505

MANAGEMENT ACCOUNTING

Objective: The objective of this course is to acquaint students with the accounting concepts, tools, and techniques for managerial decisions.

Unit-I

Definition, Objectives, Scope and functions of Management Accounting, Management Accounting and Financial Accounting, Analysis and Interpretation of Financial Statement, Ratio Analysis.

Unit-II

Fund Flow Analysis and cash flow analysis.

Unit-III

Budgeting and Budgetary Control, Cost Volume Profit Analysis, Marginal Costing

Unit-IV

Standard Costing, Variance Analysis Inflation Accounting.

Responsibility accounting; Managerial Reporting: Nature, Scope, Objectives and Types of Managerial Reporting; Modes of Reporting, Internal and External Reporting: Use of reports to Management.

Suggested Readings:

- | | |
|---|--|
| 1. Anthony, Robert | : Management Accounting |
| 2. Bilrman, Haral Jr.
Dyckman, Thoas, R. | : Management Cost Accounting |
| 3. Khan, M. Y. | : Management Accounting |
| 4. Khan & Jain | : Management Accounting |
| 5. Kulshreshtha | : Management Accounting Concepts and Cases |
| 6. Lall, B.M. &
Jain, I.C. | : Cost Accounting: Principles & Practice |
| 7. Maheshwari, S.N. | : Management Accounting |
| 8. Pandey, I.M. | : Management Accounting |
| 9. Sharma, R.K. | : Management Accounting |
| 10. Shukla, M.B. | : Prabandhakiya Lekhankan (Hindi) |

Code: BA 506

**ENTREPRENEURSHIP AND SMALL BUSINESS
MANAGEMENT**

Objective: To provide exposures to the students to the entrepreneurial culture and industrial growth so as to preparing them to set up and manage their own small units.

Unit-I

Nature, Functions, Types, Characteristics, Importance, and Scope of Entrepreneurship, Economic Development and Entrepreneurship; Entrepreneurship and Psychological Factors, Definition, Qualities and features of Entrepreneurs. Theories of Entrepreneurship.

Unit-II

Environmental Factors affecting Entrepreneurship, Institutional Finance and Entrepreneurship; Government Assistance and Incentives; Infra structural facilities. Assurances and incentives; Infra structural facilities. Assistance extended by Technical consultancy Organizations, Local mobility of Entrepreneurship.

Unit-III

Different aspects of entrepreneurial Organizations, Performance of entrepreneurial skill; Effectiveness of Entrepreneurship; Identification of Business Opportunities; Selection of Product; Size of unit; Technology and Plant Location; Project formulation and report.

Unit-IV

Entrepreneurship and Management; Training and Development Programme; Evaluation of Entrepreneurship development; Development of support system; Business Promotion form of Business, Organisation, Need of License, Capital Issues and Legal environment of Business.

Entrepreneurial Planning and Monitoring, Entrepreneurship Development during Pre independence period; Entrepreneurship Development during planned economy.

Suggested Readings:

- 1.Desai. Vasant :Entrepreneurship Development
- 2.Desai. Vasant :Dynamics of Entrepreneurial Development and Management
- 3.Desai. A.N. : Entrepreneurship and Environment
4. Desai. Vasant :Organisation and Management of small scale industry
5. Drucker. Peter.F : Innovation and Entrepreneurship.
6. Gupta. C.B. : Entrepreneurship Development.
7. Kenneth.P. & Van Voorthin : Entrepreneurship and Small Business Management
8. Pareek. Udai & Venkateswara. Rao. T. : Developing Entrepreneurship – A hand book on learning system
9. Shukla. M.B. : Entrepreneurship and Small Business Management

BBA VI SEMESTER

		Semester Examination	Internal Examination	Total
601	Organizational Behaviour	70 Marks	30 Marks	100 Marks
602	Management Control System	70 Marks	30 Marks	100 Marks
603	Operations Management	70 Marks	30 Marks	100 Marks
604	Personnel Management	70 Marks	30 Marks	100 Marks
605	Management of International Business	70 Marks	30 Marks	100 Marks
606	Corporate Tax Planning	70 Marks	30 Marks	100 Marks
607	Survey Report	--	--	50 Marks

Code: BA 601

ORGANIZATIONAL BEHAVIOUR

Objective: The objective of this Course is to help students understand the conceptual framework of management and organizational behaviour

Unit- I

Organizational Behaviour: Meaning and Scope of Organization Behaviour, Role of Organizational Behaviour in organizational effectiveness. The Economic, social and Psychological Foundations of Organizational Behaviour.

Unit- II

Individual Difference- Nature of Individual Differences, Factors Leading to Individual Differences, Contribution of Heredity and Environment in Individual differences. Interpersonal effectiveness, Increasing Inter- Personal Awareness, Skill of solving inter-personal problems: Group Dynamics, Transactional Analysis.

Unit- III

Monotony- Concept, Determining factors, Effects and elimination of monotony. Fatigue- Meaning of Industrial Fatigue, Causes, Measurement of Fatigue, Methods of elimination fatigue. Industrial stress and Tension: Causes and Remedies of Industrial stress and Tension.

Unit- IV

Motivation – Nature and Significance, Financial and Non- Financial Motivation, Theories of Motivation, Communication: Role of Communication in Managing organizational Behaviour. Barriers of Effective communication. Leadership: Functions and Importance of Leader, Leadership Styles.

Organizational Development- Role of Communication and Training, Organizational Development, Process of Organizational development, Management of Change: Challenges of Change; Over coming resistance to Change. Conflict Management: Causes of Conflict, Resolving Conflict.

Suggested Readings:

1. Arnold, H.J. & Fieldman D.C : Organisational Behaviour
2. Davis, K. : Human Behaviour at Work; Organization Development
3. Dwivedi, R.S. : Human Relations and Organizational Behaviour
4. Dayal, Ishwar : Organizational Development
5. French, W.L. & Bell, C.H. : Organizational Development
6. Luthans, F. : Organizational Behaviour
7. Prasad L.M. : Organisational Theory & Behaviour
8. Robbins, S.P. : Organizational Behaviour
9. Rao, V.S.P & Narayana , P.S. : Organisational Theory & Behaviour
10. Shekharan , Uma : Organisational Behaviour: Text and Practice.

Code: BA 602

MANAGEMENT CONTROL SYSTEM

Objectives: To acquaint students with the management control system.

Unit- I

Control system: Meaning, Characteristic, framework of Planning and Control, Types of Control, Management Control Process.

Unit- II

Goals and Objectives as Boundary Constraints, Strategies as Constraints on Control System, Managerial Behaviour and control Process. M.B.O as an aid to control Process.

Unit- III

Responsibility Centres and Control Centres. Standard Business unit, Game of Standard Setting: Key variables as Control Indicators- Input variables, Production variables, Marketing variables.

Unit- IV

The Concept of MIS, Information Theory, Value of Information and its Characteristics, Implementation of MIS.

Transfer Pricing as a tool for Management Control, Budget as an Instrument of Control, Analysis of Budget Variances for Control Action.

Code: BA 603

OPERATIONS MANAGEMENT

Objective: To acquaint the students with the operation management

Unit- I

Meaning, Nature, Significance, Scope and Functions of Production management, Historical evaluation, Relationship with other Management functions. Different types of Production System- Continuous/ mass production, intermittent/ batch/ job- shop productions.

Unit- II

Plant Location, Plant Layout, Material Handling, Product design, Process design, Job design and evaluation. Capacity Planning. Special consideration in context of Continuous/ mass production. Batch production and job- shop production System.

Unit- III

Aggregate Planning scheduling and sequencing of operations, line balancing, demand Forecasting, Purchase System and Procedure, Inventory Management, Stores Management, Standardization, Codification and variety reduction, Waste Management.

Unit- IV

Quality Control and Quality Assurance. Project scheduling by PERT-CPM: Introduction. Historical Development. Applications, Basic Steps, Net Work Diagram Representation, Determination of the critical path.

Code: BA 604

PERSONNEL MANAGEMENT

Objectives: To sensitize students to the various facts of managing people of managing people and to create an understanding of the various policies and practices of personnel management.

Unit- I

Nature of Personnel Management: Definition and objectives. Functions of Personnel Management. The Modern Philosophy of personnel management.

Unit- II

Manpower's planning: Determination of manpower needs, job analysis recruitment, selection placement and induction.

Unit- III

Development and Training: Need for training and Development methods of training, executive development need, principles and techniques.

Unit- IV

Performance Appraisal: Concept, need, principles and methods of performance appraisal: Promotion policy. Personnel Audit personnel, Research and Personnel records.

Suggested Readings:

- | | |
|-----------------------------------|---|
| 1. Agrawl, R.D. | : Dynamics of Personnel Management |
| 2. Ahuja, R.K. | : Personnel Management |
| 3. Flippo, E.D. | : Principles of Personnel Management |
| 4. Mamoria, C.B. | : Personnel Management |
| 5. Monappa, A. & Saiyyadain, M.S. | : Personnel Management |
| 6. Rao, Silvetia | : HRD in the New Economic Environment |
| 7. Stone, Lioyed Leslie, W. Rue | : Human Resource and Personnel |
| 8. Strauss, G., & Sayles, L.R. | : Personnel- The Human Problems and Management |
| 9. Yoder, Dale | : Personnel Management and Industrial Relations |
| 10. Mamoria, C.B. | : Sevi Vargiya Prabandha |

Code: BA 605

MANAGEMENT OF INTERNATIONAL BUSINESS

Objectives: To acquaint the students with the International trade scenario.

Unit- I

Characteristics of International Trade, Inter regional and international Trade, Problems of international Trade, free Trade, Protection, Tariffs, Types, effects of Tariffs, International Trade, Import Quotas, most Favoured Nation clause Subsidies, Preferences Dumping.

Unit- II

Balance of Trade and Balance of Payments. Disequilibrium in Balance of Payments. Mechanism of Adjustment, Importance of foreign exchange in International trade. Determination of exchange rate. Exchange Control – its purpose, Methods and problems.

Unit- III

Exchange Rate Quotations, Spot and Forward Deals for the purpose and sale of foreign currencies- Sections and Calculation- on of buying and selling rates.

Unit- IV

Planning and Development of Logistic System. Physical movement and Storage of Products. Provisions of Adequate inventories. Determination of freight rates. Export Procedures, Customs Clearance Procedure, Quality Control and Preshipment impaction, Export Documentation. Institutional setups for Export Promotion in India, Programme and policies in respect of foreign trade.

Suggested Readings:

- | | |
|------------------------------|---|
| 1. Bhalla, V.K. | : International Business Environment and Management |
| 2. Raymond Vernon | : The Economic Environment of Business |
| 3. Henning Rigott and Scottt | : International Finance |
| 4. P.T. Ellishort | : International Economics |
| 5. Cheurnilam, Francis | : International Business |
| 6. Aswathapp. K. | : International Business |

Code: BA 606

CORPORATE TAX PANNING

Objective: To acquaint the students with the corporate tax planning practices.

Unit- I

Nature and Scope of Corporate management, Organizational problems of tax management. Tax obligation of trading, Investment and industrial Companies, Tax Laws.

Unit- II

Implications of tax concession and Incentives for corporate decisions or Diversification Investment etc. capital structure of company and Dividend Policy etc. and tax implication.

Unit – III

Corporate Tax Management through managerial decision. Make or Buy Repair or renewals Export or domestic sale, Renew agreement or cantrouts etc. Invest or Disinvest own or Lease.

Unit- IV

Tax management of amalgamations mergers of Companies, Treatment of losses and unabsorbed items, foreign collaboration and incidence of tax.

Suggested Readings:

- | | |
|-------------------------------------|---------------------------------------|
| 1.Acharya,Swachandra | : Tax Planning Under Tax |
| 2.Ahuja,G.K. & Gupta , Ravi | : Systematic Approaches to Income Tax |
| 3.Basu,S.N. & Basu,S. | : Income Tax Simplified |
| 4.Iyengar,A.C. Sampat | : Law of Income Tax |
| 5.Kanga,J.B. & Palkhivalas,N.A. | : Income Tax |
| 6.Lakhotia,R.N. & Lakhotia, Subhash | : Corporate Taxation |
| 7.Prasad, Bhagwati | : Law & Practice of Tax in India |
| 8.Raina,H.P. | : Corporate Tax |
| 9.Srinivas,E.A. | : Handbook of Corporate Tax Planning |
| 10.Singhanian,V.A. | : Direct Taxes |