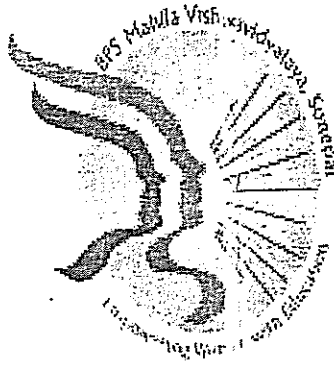


SCHEME OF EXAMINATION  
&  
SYLLABUS  
of  
BACHELOR OF BUSINESS ADMINISTRATION  
(Choice Based Credit System)  
FROM THE ACADEMIC SESSION 2017-18



Department of Management Studies  
BHAGAT PHOOL SINGH MAHILA VISHWAVIDYALAYA,  
KHANPUR KALAN  
SONIPAT

B. P. S. Mahila Vishwavidyalaya, Khanpur Kalan  
Department of Management Studies

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

Prof. (Dr.) SANKET VIJ  
14/8/17

**CURRICULUM & SCHEME OF EXAMINATIONS FOR BBA (As per CBCS)**  
(W.E.F. July 2017-18)

First Semester									
S.No.	Course Code	Course Title	Workload			No. of Credit	Division of Marks		
			L	P	T		Internal Marks	External Marks	Total Marks
1	BBL-101	Business Ethics	4	0	1	5 Credits	20	80	100
2	BBL-103	Business Organisation	4	0	1	5 Credits	20	80	100
3	BBL-105	Fundamentals of Accounting	4	0	1	5 Credits	20	80	100
4	BBL-107	Micro-Economics for Business Decisions	4	0	1	5 Credits	20	80	100
<b>Practical/Lab Papers :</b>									
5	BBP-109	Business Communication	4	2	0	5 Credits	20	40(Practical) 40 (Theory)	100
6	BBP-111	Computer Fundamentals and Applications	4	2	0	5 Credits	20	40(Practical) 40 (Theory)	100
<b>Total Hours/Credit</b>			<b>24</b>	<b>4</b>	<b>4</b>	<b>30</b>	<b>120</b>	<b>480</b>	<b>600</b>

Note: All the courses are core courses.

Second Semester									
Sr. No	Course Code	Course Title	Workload			No. of Credit	Division of Marks		
			L	P	T		Internal Marks	External Marks	Total Marks
1	BBL-102	Principles of Management	4	0	1	5 Credits	20	80	100
2	BBL-104	Proficiency in English	4	0	1	5Credits	20	80	100
3	BBL-106	Macro-Economics for Business Decisions	4	0	1	5 Credits	20	80	100
4	BBL-108	Business Statistics-I	4	0	1	5 Credits	20	80	100
5	BBL-110	Business Laws	4	0	1	5 Credits	20	80	100
6	BBL-112	Understanding Human Behaviour	4	0	1	5 Credits	20	80	100
7	BBL-114	Current Issues and Societal Development -I (Qualifying Paper)	2	0	0	Non Credit	10	40	50
<b>Total Hours/Credit</b>			<b>24</b>	<b>0</b>	<b>6</b>	<b>30</b>	<b>120</b>	<b>480</b>	<b>600</b>

Note: All the courses are core courses except Current Issues and Societal Development-I which is compulsory foundation course.

\*40% marks are required to qualify the Qualifying subject.

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## Third Semester

S. No.	Code	Paper Title	Hours per Week			Total Credits	Max Marks		
			L	P	T		Internal Marks	External Marks	Total Marks
Theory Papers :									
1	BBL-203	Financial Accounting & Auditing	4	0	1	5 Credits	20	80	100
2	BBL-205	Business Environment	4	0	1	5 Credits	20	80	100
3	BBL-207	Company Law	4	0	1	5 Credits	20	80	100
4	BBL-209	Human Resource Management	4	0	1	5 Credits	20	80	100
5	BBL-211	Principles of Banking & Insurance	4	0	1	5 Credits	20	80	100
6	BBL-213	Current Issues and Societal Development - II (Qualifying Paper)	2	0	0	Non Credit	10	40	50
Practical/Lab Papers :									
7	BBP-201	Personality & Soft Skills Development	4	2	0	5 Credits	20	40(P) 40 (Theory)	100
Total Contact Hours/Credits			24	2	5	30	120	480	600

## Forth Semester


S. No.	Code	Paper Title	Hours per Week			Total Credits	Max Marks		
			L	P	T		Internal Marks	External Marks	Total Marks
Theory Papers :									
1	BBL-202	Management Accounting and Financial Analysis	4	0	1	5 Credits	20	80	100
2	BBL-204	Management Information System	4	0	1	5 Credits	20	80	100
3	BBL-206	Money & Banking	4	0	1	5 Credits	20	80	100
4	BBL-208	Marketing Management	4	0	1	5 Credits	20	80	100
5	BBL-210	Taxation Laws	4	0	1	5 Credits	20	80	100
6	BBL-212	MSME Management	4	0	1	5 Credits	20	80	100
Total Contact Hours/Credits			24		6	30	120	480	600

Note: \*All the courses are core courses except Current Issues and Societal Development-II which is compulsory foundation course.

\*\*"Open elective under CBCS" means students will opt one course as an open elective from the pool of open elective courses to be decided by the university CBCS Board.

\*40% marks are required to qualify the Qualifying subject.

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D-19

## Fifth Semester


S. No.	Code	Paper Title	Hours per Week			Total Credits	Max Marks		
			L	P	T		Internal Marks	External Marks	Total Marks
Theory Papers :									
1	BBL-301	Indian Management	4	0	1	5 Credits	20	80	100
2	BBL-303	International Business	4	0	1	5 Credits	20	80	100
3	BBL-305	Indian Economy: Growth & Management	4	0	1	5 Credits	20	80	100
4	BBL-307	Financial Management	4	0	0	4 Credits	20	80	100
5	BBL-309	Basics of Cost Accounting	4	0	1	5 Credits	20	80	100
6	BBL-311	Open elective under CBCS	4	0	1	5 Credits	20	80	100
Practical/Lab Papers :									
7	BBP-313	Viva-Voce of Summer Training Report				2 Credits	10 (Presentation)	20(Viva) 20(Project Report)	50
Total Contact Hours/Credits			24	0	5	31	130	520	650

## Sixth Semester

S. No.	Code	Paper Title	Hours per Week			Total Credits	Max Marks		
			L	P	T		Internal Marks	External Marks	Total Marks
Theory Papers :									
1	BBL-302	Business Statistics-II	4	0	1	5 Credits	20	80	100
2	BBL-304	Consumer Behaviour	4	0	1	5 Credits	20	80	100
3	BBL-306	Entrepreneurship Development	4	0	0	4 Credits	20	80	100
4	BBL-308	E-Commerce	4	0	1	5 Credits	20	80	100
5	BBL-310	Open Elective Course	4	0	1	5 Credits	20	80	100
Practical/Lab Papers :									
6	BBP-312	Quantitative Techniques and Accounting through Computers	4	2	0	5 Credits	20	40(Practical) 40 (Theory)	100
Total Contact Hours/Credits			24	2	4	29	120	480	600

Note: All the courses are core courses.


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Consolidate Detail of BBA Programme			
S. No.	Semester	Total Credits	Total Marks
1	I	30Credits	600
2	II	30 Credits	600
3	III	30 Credits	600
4	IV	30 Credits	600
5	V	31 Credits	650
6	VI	29 Credits	600
Total Credits/Marks		180	3650

BBP-313 (Summer Training): Every student of BBA shall be required to undergo a practical training in a corporate organization approved by the Institute for four weeks, normally in the Summer Vacation, after the end of the fourth semester examinations. The candidates shall be required to undergo training in the various areas of the organization concerned. The organization may assign a specific project to the candidate, which will be completed by her during the period of training. The work done by the candidate during the training period shall be submitted in the typed form three copies of a training report as per the guidelines provided by the Department of Management Studies. The last date for the receipt of training report in the office of the Controller of Examinations shall be one month after the date of completion of training.

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340  
D-17

1118  
D-18

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs.

## BUSINESS ETHICS

PAPER CODE: BBL-101

### Course Objective:

The main objective of this course is to inculcate the ethical values and principles related to business.

### Unit-I

Business ethics: Concept, Principles of Personal Ethics, Principles of Professional Ethics, Role and importance of Business Ethics, Evolution of Business Ethics, Benefits from Managing Ethics in Workplace, Characteristics of Ethical Organization, Values and Ethics in Business, Code of Conduct and Ethics for Managers, Walton's Six Models of Business Conduct, Why should Businesses act Ethically.

### Unit-II

Concepts and Theories of Business Ethics : Normative Theories, Egoism, Utilitarianism, Kantian Ethics, Stockholder Theory, Stakeholder Theory, Social Contract Theory; Creating an Ethical Organization, Social Audit; Ethics and Teachings of Religion; Indian Ethical Traditions; Gandhian Principles of Trusteeship, Righteousness as the Way in the Gita, Business and Islam.

### Unit-III

Ethical Decision-making - Ethical Models for Decision Making, Personal/ Corporate Values and Ethical Decision Making, Ethical Decisions Making Process; Ethical Dilemma – Concept, Structure, Effect on Stakeholders, Corporate Dilemma Over Ethics, Sources of Ethical Problems, resolving ethical Dilemma; Ethics Observing Methods, Code of Personal Ethics for Employees, steps to create Ethical Working Environment, Establishing Ethical Standards

### Unit-IV

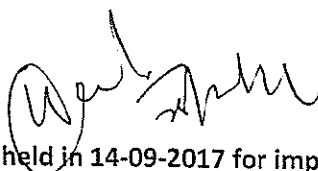
Globalization and Business Ethics - Caux Round Table (CRT) General Principles towards Business, Stakeholders, Employees, Owners / Investors, Suppliers, Community; Environmental Ethics, Ethics of Consumer Protection, Marketing Ethic, Ethical Issues in Human Resource Management.

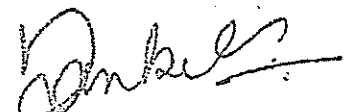
### Recommended Readings:

1. A. C. Fernando, *Business Ethics 2e*, Pearson

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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250  
7-17

419  
7-18

External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

**BUSINESS ORGANIZATION**  
Paper Code: BBL-103

**Course Objective:** This Paper is designed to aware the students about various aspects of business organization.

**UNIT-I**

Business-Concept, nature and scope, business as a system, business objectives, business and environment interface, distinction between business, commerce and trade

**UNIT-II**

Forms of business organization - Sole proprietorship, partnership, joint stock company, types of company co-operative societies; multinational corporations

**UNIT-III**

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

**UNIT-IV**


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

**SUGGESTED READINGS:**

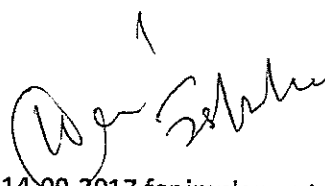
1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelman J., Business Organisational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organisation, Pearson Education, New Delhi

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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35  
17420  
7-18

External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

**FUNDAMENTALS OF ACCOUNTING**  
Paper Code: BBL-105

**Course Objective:**

This Paper is framed to give knowledge about the basic aspects of accounting followed in Indian Organizations.

**Unit-I**

Accounting: Nature, Scope, Functions and Limitations, Types of Accounting and Accounting System, Accounting Concepts and Conventions, Accounting Equation

**Unit-II**

Accounting Process: Journal and Ledger, Trial Balance including Rectification of Errors, Subsidiary Books.

**Unit-III**

Capital and Revenue, Classification of Income, Expenditure and Receipts. Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet (with adjustments)

**Unit-IV**

Depreciation: Concept, Causes, Features, Objectives and Methods. Valuation of Stock, Bank Reconciliation Statement. Computer and Accounting: Role of Computer in Accounting.

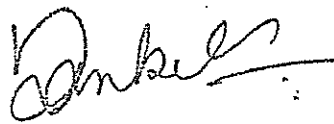
**Suggested Readings:**

1. Khan, M.Y. and Jain: Financial Management, 5th ed., Tata McGraw Hills Publishing Company Ltd., New Delhi
2. Goyal, V. K.: Financial Accounting, 3rd ed., Excel Books, 2009.
3. Hingorani, N. L. and Ramanathan, A. R.: Management Accounting, 5th ed., Sultan Chand & Sons, New Delhi, 2012.
4. Bhattacharya's. K. and dearden J.: Accounting for Management - Text And Cases, Vikas Publishing House, New Delhi,
5. Jawahar Lal: Cost Accounting, Vikas Publishing House, New Delhi.
6. Gupta, R. L. and Ramaswamy: Advanced Accounting, Vol. I & 2, Sultan Chand & Sons, New Delhi

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

**MICRO ECONOMICS FOR BUSINESS DECISION**  
Paper Code: BBL-107

**Course Objective:** This Paper provides an introduction of micro economic tools and techniques to study the business.

**Unit-I**

The concept of demand and the elasticity of demand and supply: Demand curves: individual's curve, market demand curve. Movements along versus shifts in the demand curve. Elasticity of demand: price, income and cross. Concept of revenue; Marginal and Average; Revenue and elasticity of demand.

**Unit-II**

Consumer Behaviour: Notion of indifference and preference. Indifference curve analysis of consumer behavior; Consumer's equilibrium (necessary and sufficient conditions). Price elasticity and price consumption curve, income consumption curve and Engel curve, price change and income and substitution effects.

**Unit-III**

Consumer surplus; Indifference curves as an analytical tool (cash subsidy Vs kind subsidy). Revealed Preference.

**Unit-IV**

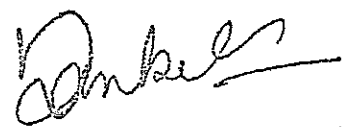
Production: Fixed and variable inputs, production function, total, average and marginal products, law of variable proportions. Linear homogeneous production function. Production isoquants, marginal rate of technical substitution, economic region of production, optimal combination of resources, the expansion path, isoclines, return to scale.

**Suggested Readings:**

1. Dr.Raj Kumar, Prof. Kuldip Gupta, Business Economics, UDH, Publishing & Distributors P. Ltd, New Delhi.
2. Uddipto Roy, Managerial Economics, Asian Book Private Ltd., New Delhi.
3. R.L.Varshney, K.L.Maheshwari, Managerial Economics, Sultan Chand & Sons.
4. M.L.Trivedi, Managerial Economics, Tata Mcgraw Hill

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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External Marks:  
Theory- 40  
Practical-40  
Internal Marks: 20  
Time: 3 Hrs

**BUSINESS COMMUNICATION**  
Paper Code: BBP-109

**Course Objective:**

The course is aimed at equipping the students with the necessary techniques and skills of communication and develops their personality.

**UNIT-I**

Purpose and process of communication; myths and realities of communication; paths of communication; oral communication: noise, barriers to communication; listening- listening process, types of listening, deterrents to listening process, essentials of good listening; telephonic communication.

**UNIT-II**

Presentation skills: prerequisites of effective presentation; Assertiveness- indicators of assertive behaviour, strategies of assertive behaviour; communication skills for group discussion and interviews.

**UNIT-III**

Non verbal communication: gestures, handshakes, gazes, smiles, hand movement, styles of working, voices modulations, body sport for interviews; business etiquettes: business dining, business manners of people of different cultures, managing customer care.

**UNIT-IV**


Written communication: mechanics of writing ,report writing, circulars, notices, memos, agenda and minutes; business correspondence- business letter format, styles of letter arrangement, types of letters, telex manages, facsimiles, electronic mail; dairy writing; developing resumes.

**Suggested Reading:**

1. Kaul,Asha, Business Communication, PHI, New Delhi
2. Kaul,Asha, Effective Business Communication, PHI, New Delhi
3. Chaturvedi,P.D., and Mukesh Chaturvedi, Business Communication, Pearson Education
4. McGrath,E.H., Basic Managerial Skills for A.II, PHI, New Delhi

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 2 mark each out of which 4 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 8 marks each. The students will be required to attempt four question (one question from each unit)

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External Marks:  
Theory- 40  
Practical-40  
Internal Marks: 20  
Time: 3 Hrs

COMPUTER FUNDAMENTALS & APPLICATIONS  
Paper Code: BBP-111

Course Objective:

This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields

UNIT-I

Computer Organisation: Introduction, components, classification, capabilities characteristics & limitation. Operating System ; Storage devices: Application of Computer in Business, Computer Languages.

UNIT-II

Use of MS-Office: Basics of MS-Word. MS-Excel and MS- Power Point; Applications in documentation preparation and making reports; preparation of questionnaires, presentation, tables and graphs.

UNIT-III

Internet: Internetworking, concepts, Internet Protocol Addresses, WWW Pages & Browsing, Security, Internet Applications, Analog & Digital Signals, Bandwidth, Network Topology, Packet Transmission, Long Distance communication, Network Application. E-mail.

UNIT-IV

Introduction to database: Concept, Characteristics, Objectives, Advantage & limitations, entity, attribute, schema, subschema.

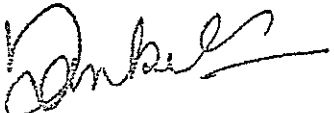
Lab: Operating Systems Commands, Internet Surfing, MS Office, MS Word, MS Excel, MS Power point.

Suggested Readings:

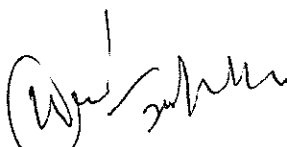
1. Leon & Leon, Introduction to Computers, Vikas Publishing House, New Delhi.
2. Junne Jamrich Parsons, Computer Concepts 7<sup>th</sup> Edition, Thomson Learning, Bombay.
3. Comer 4e, Computer networks and Internet, Pearson Education
4. White, Data Communications & Computer Networks, Thomson Learning, Bombay.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 2 mark each out of which 4 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 8 marks each. The students will be required to attempt four question (one question from each unit)

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External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

PRINCIPLES OF MANAGEMENT  
Paper Code: BBL-102

**Course Objective:** The objective of this paper is to familiarize the students with basic management concepts and behavioural processes in the organization.

**Unit-I:**

Nature, Scope and Significance of Management; Process of Management; Management as an Art, Science and Profession; Management and Administration; Role of Managers; Principles of Management; Levels of Management

**Unit-II**

Planning : Meaning and Importance of Planning; Planning Process; Making Planning Effective; Types of Plans; Decision Making : Concept, Nature, Types of Decision, Process and Techniques, Creativity in Decision Making . Management by Objectives

**Unit-III**

Organizing-Nature, Importance, Process and Principles of Organizing Departmentation, Decentralization, Centralization, Delegation, Authority and Responsibility Relationship - Line, Staff and Functional; Formal vs. Informal Organizations. Directing: Concept, Nature and Importance

**Unit-IV**

Leadership: Meaning, Importance and Characteristics of a Good Leader, Trait Theories, Managerial Grid, Robert House theory, Path Goal theory, Blake & Mouton theory. Control: Nature, Process and Significance, Control Methods: Pre-action Control, Steering Control and Post-action Control, Control Techniques.

**Suggested Readings:**

1. Koontz, H. and Wehrich, H.: Management, 10<sup>th</sup> ed , McGraw - Hill, New York
2. Robbins, S.P. : Management, 5<sup>th</sup> ed., Englewood Cliffs, Prentice Hall Inc., New Jersey,
3. Stoner, J. etc: Management, 6<sup>th</sup> ed., Prentice Hall of India, New Delhi
4. Luthans, F.: Organizational Behaviour, 7<sup>th</sup> ed., Mc Graw Hill, New York.
5. Rao, V. S. P.: Management, Excel Books, New Delhi, 2012.
6. Prasad L.M.: Principles of Management

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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11/09/17

1330  
M-182037  
M-19External Marks: 80  
Internal Marks: 20  
Time: 3 HrsPROFICIENCY IN ENGLISH  
Paper Code: BBL-104

**Course Objective:** The objective of the course is make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

**Objective:** The objective of the course is to make the students proficient in reading, writing, comprehension & speaking skills.

**Unit I**

Communication: Language and communication, differences between speech and writing, distinct features of speech, distinct features of writing.

**Unit II**

Writing Skills; Introduction and importance of Writing Skills; Selection of topic; Paragraph development: basic structure of paragraph; linguistic unity; coherence and cohesion; Use of figurative language; Types of Writing: descriptive, narrative, expository and argumentative writing.

**Unit III**

Creative and professional Writing: Newsletters & Magazine Writing, Web-content Writing, Book reviews, Project Report Writing, Business Letters, Business messages etc.

**Unit IV**

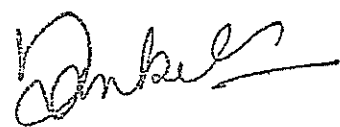
Oral Communication: Principles of oral presentation, Non-verbal communication, Listening Skills, Interviewing Skills, International Communication – Cultural context, Negotiation Skills.

**Suggested Reading:**

1. M. Frank. Writing as thinking: A guided process approach, Englewood Cliffs, Prentice Hall Regents.
2. L. Hamp-Lyons and B. Heasley: Study Writing; A course in written English. For academic and professional purposes, Cambridge Univ. Press.
3. R. Quirk, S. Greenbaum, G. Leech and J. Svartik: A comprehensive grammar of the English language, Longman, London.
4. Daniel G. Riordan & Steven A. Panley: "Technical Report Writing Today" - Biztaantra.
5. Goatly, Andrew. *An Introductory Coursebook: Critical Reading and Writing*. London: Routledge, 2000.

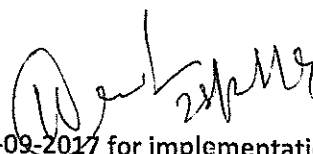
**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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✓  
1331  
17-182038  
17-19External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs**MACRO ECONOMICS FOR BUSINESS DECISIONS**  
Paper Code: BBL-106**Course Objective:**

The objectives of this course are to acquaint the students with concepts and techniques used in macro— Economic Theory and to enable them to apply this knowledge in business decision- making.

**Unit-I**

Cost of Production: Social and private costs of production, difference between economic and accounting costs; long run and short run costs of production. Economies and diseconomies of scale and the shape of the long run average cost. Learning curve.

**Unit-II**

Perfect Competition: Assumptions, price and output decisions. Equilibrium of the firm and the industry in the short and the long runs, including industry's long run supply, difference between accounting and economic profits, producer surplus.

**Unit-III**

Stability analysis – Walrasian and Marshallian. Demand – supply analysis. Other Monopoly and Monopolistic Competition and price determination therein.

**Unit-IV**

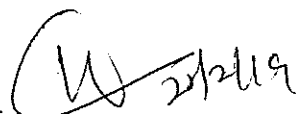

Factors in economic-Development: Physical and Capital Formation, role of Technology; Sustainability Institutional factors / variables in development.

**Suggested Readings:**

1. Dr.Raj Kumar, Prof. Kuldip Gupta, Business Economics, UDH, Publishing & Distributors P. Ltd, New Delhi.
2. Uddipto Roy, Managerial Economics, Asian Book Private Ltd., New Delhi.
3. R.L.Varshney, K.L.Maheshwari, Managerial Economics, Sultan Chand & Sons.
4. M.L.Trivedi, Managerial Economics, Tata Mcgraw Hill.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017


  
Prof. (Dr.) SANKET VIJ

1339  
M-182039  
M-18External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs**BUSINESS STATISTICS -I**  
Paper Code: BBL-108

**Course Objective:** This Paper provides an introduction to theoretical and applied statistics for business and economics. The main objective is to stress the importance of applying statistical analysis to the solution of common business problems

**Unit-I**

Statistics: Meaning, Scope, Significance, Functions, and Limitations; Collection of Data: Types of Data, Methods of Collecting Primary Data; Sources of Secondary Data; classification and Tabulation of Data; Organizing Numerical Data: Ordered Array, and Frequency Distribution; Cumulative and, Percentage Frequency Distributions; Bi-variate Frequency Distributions; Diagrammatic and Graphic Presentation of Data.

**Unit-II**

Measures of Central Tendency: Mean Median, Mode, Geometric Mean, and Harmonic Mean; Partition Values - Quartiles, Deciles, and Percentiles. Measures of Dispersion: Range, Mean Deviation, Standard Deviation and Variance, Coefficient of Variation; Measures of Skewness; and Kurtosis.

**Unit-III**

Correlation Analysis: Concept, Types and Significance; Karl Pearson's and Spearman's Coefficients of Correlation. Regression Analysis: Concept, and Significance, Two Lines of Regression.

**Unit-IV**


Multiple Correlation and Regression Analysis: Estimation of Multiple Regression Equation; Calculation of Multiple Correlation Coefficient; Time Series Analysis: Meaning, Components and Trend Analysis; Seasonal Variations.

**Suggested Readings:**

1. Gupta, B. N.: Statistics (Theory & Practice); Sahitya Bhawan Publishers and Distributors (P) Ltd., Agra.
2. Beri, G. C.: Statistics for Management; Tata McGraw Hill Publishing Company Ltd., New Delhi.
3. Hooda, R. P. : Statistics for Business and Economics; MacMillan India Ltd., New Delhi.
4. Gupta, S. P. and Gupta M. P.: Business Statistics; Sultan Chand and Sons, New Delhi.
5. Gupta, S. P.: Statistical Methods; Sultan Chand and Sons New Delhi.
6. Sharma, J. K.: Business Statistics; Prentice Hall of India, New Delhi, 2012

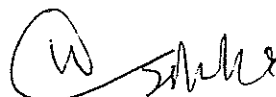
**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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1333  
11-18

2040  
11-19

**BUSINESS LAWS**  
Paper Code: BBL-110

External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

### Course Objective:

The Paper is designed to provide an understanding of legal processes involved in management of an organization. The main focus is on understanding basic laws affecting the operation of a Business Enterprise.

#### Unit-I

Indian Contract Act 1872: Meaning and Essentials of a Valid Contract, Void Agreements, Capacity to Contract, Free Consent Quasi Contracts.

#### Unit-II

Performance of Contract, Breach of Contract and its Remedies, Contracts of Indemnity, Guarantee, Bailment, Pledge. Consumer Protection Amendment Act, 2002, Intellectual Property Rights, Right to Information Act.

#### Unit-III

Law of Agency: Meaning and Essentials of a Contract of Sale, Conditions and Warranties, Transfer of Property, Unpaid Seller and his Rights.

#### Unit-IV

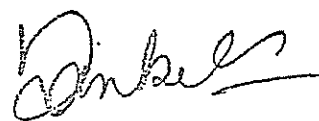
The Negotiable Instruments Act 1881: Meaning, Characteristics and Types of Negotiable Instruments; Holder and Holder-in-due-course; Negotiation by Endorsements; Crossing of a Cheque and Dishonour of Cheque. Indian Partnership Act 1932.

#### Suggested Readings:

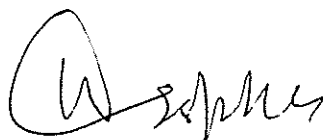
1. Aggarwal, S. K., Singhal, K., *Business Laws*, Galgotia Publications, New Delhi, 2012
2. Datey, V. S., *Business and Corporate Laws*, Taxmann Allied Services (P) Ltd., New Delhi.
3. Gulshan, S. S., *Business Law*, New Age International Publication, New Delhi.
4. Kapoor, N. D., *Elements of Mercantile Law*, Sultan Chand & Sons, New Delhi, 2012.
5. Kuchhal and Prakash, *Business Legislation for Management*, Vikas Publishing House Pvt. Ltd., New Delhi, 2012.
6. Maheshwari, S. N. and Maheshwari, S. K., *A Manual of Business Law*, 2<sup>nd</sup> Edition, Himalaya Publishing House, New Delhi.
7. Tulsian P. C., *Business Law*, Tata McGraw Hill, 2<sup>nd</sup> Edition, New Delhi

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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1330  
13-182041  
11-19External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs**UNDERSTANDING HUMAN BEHAVIOUR**  
Paper Code: BBL-112**Course Objective:**

The objectives of the paper are to familiarize the students with basic human behaviour.

**Unit I**

Understanding Human Behaviour: Nature, Meaning; Approaches for studying Human Behaviour: Behavioural Approach, Cognitive Approach, Psychoanalytic Approach; Need to understand human behaviour;

**Unit II**

Individual & Interpersonal Behaviour: Biographical Characteristics; Values; Attitudes Formation, Theories, Organisation related attitude, Relationship between attitude and behavior; Transactional Analysis – ego states, types of transactions, life positions, applications of T.A.

**Unit III**

Emotions-Nature and Meaning, Physiological responses in emotions, Theories of emotions.

**Unit IV**


Learning-Nature and Meaning, Theories of learning-Classical conditioning, Operant conditioning. Personality-Nature and Meaning, Theories of personality- Trait Theory, Psychoanalytic Theory, Social learning Theory.

**Suggested Readings:**

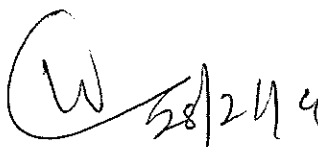
1. Davis, K.: Human Behaviour at Work, Organizational Behaviour, Tata McGraw Hill Publishing Co., New Delhi.
2. Luthans, F. : Organizational Behaviour, McGraw-Hill Book Company.
3. Robbins, S.P. : Organizational Behaviour, Prentice Hall of India, New Delhi.
4. Dwivedi, R.S. : Human Relations and Organizational Behaviour,

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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40  
External Marks: 25  
Internal Marks: 25  
Time: 3 Hrs

CURRENT ISSUES & SOCIETAL DEVELOPMENT  
Paper Code: BBL-114

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426  
7-18

External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

**FINANCIAL ACCOUNTING AND AUDITING**  
Paper Code: BBL-203

**Course Objective:** The objective of the course is to provide advanced knowledge of accounting along with auditing procedures of corporate.

**Unit-I**

Concept of Partnership Firm; Partnership Deed, Accounting for partnership; Admission of new partner; Valuation of Goodwill, Sacrifice ratio, Retirement and death of a partner, Dissolution of firm.

**Unit-II**

Meaning, formation and types of companies; Company Accounts- Accounting for issue, forfeiture and reissue of shares. Debenture-Meaning and types of debentures, Issue of debentures, purpose of issue, Accounting for issue and redemption of debentures.

**Unit-III**

Final Accounts of a company- Profit and Loss Account, Balance Sheet, Managerial Remuneration, Valuation of shares.

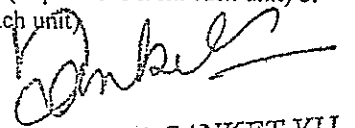
**Unit-IV**

Amalgamation, Absorption and Reconstruction- Nature of purchase, purchase consideration, Accounting in the books of transferor and Transferee Company. Inter company holdings. Auditing-concept, functions of an Auditor, procedure of auditing, internal control and audit, qualifications of company auditor, Auditor's report.

**Suggested Readings:**

1. Rajesh Kothari, 'Management Accounting- Concepts and Applications, MacMillan India Ltd., 2012
2. S.N.Maheshwari, S.K.Mahaeshwari, : Accounting for Management, Vikas Publishing House Pvt. Ltd., 2012
3. M.A.Sahaf, : Management Accounting- Principles and Practice, Vikas Publishing House Pvt. Ltd., 2011
4. M.N.Arora, 'Cost and Management Accounting' Vikas Publishing House Pvt. Ltd.
5. Ambrish Gupta, : Financial Accounting for Management, Dorling Kindersley (India) Pvt. Ltd., 2012

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)  
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427  
D-18

External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

**BUSINESS ENVIRONMENT**  
Paper Code: BBL-205

**Course Objective:** The purpose of this Paper is to sensitize the students towards the overall business environment within which organisation has to function and to provide insight to students of its implication for decision making in business organisation.

**Unit-I**

Concept of a Welfare State. Directive Principles under the Constitution of India relating to Welfare State. Rights of a citizen in a Modern Welfare State and Liberalized Economic Environment. Fundamental Duties of Citizens.

**Unit-II**

Preamble to the Constitution of India; Fundamental Rights in India ; Economic Roles of Government - Planning, Entrepreneurial, Regulatory & Promotion, Major Problems of Indian Economy - Economic Growth, Poverty, Population and Unemployment. Role of Economic Planning, India Economic Planning.

**Unit-III**

Business Environment: Various Components; New Economic Policy & Economic Reforms; Recent Industrial Policy, Monetary Policy

**Unit-IV**

Union Budget and Fiscal Policy; Role of Public Sector Enterprises in Indian Economy, Concepts of Liberalization, Privatization, Globalization Disinvestment, CSR and MNC's. Foreign Trade Policy (EXIM Policy) Role of WTO, IMF & World Bank, Balance of Payment, Foreign Exchange Management Act.


**Suggested Readings:**

1. Cherunilam, Francis: Business Environment, Himalaya Publishing House.
2. Joshi, Rosy & Kapoor Sangam: Business Environment, Kalyani Publishers, 2009.
3. Aswathappa, K.: Essentials of Business Environment, 7<sup>th</sup> ed., Himalaya Publishing House.
4. Mishra, S.K. & Puri, V.K.: Economic Environment of business, Himalaya Publishing House.
5. Frank, T. Paine & William Naumes: Organizational Strategy & Policy, The Dreyden press, Chicago.
6. Glueck, William: Business Policy & Strategic Management, McGraw Hill International Book Co., Auckland.

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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14/8/2017

1128  
D-18

External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

**COMPANY LAWS**  
Paper Code: BBA-207

**Course Objective:**

The course is designed to provide an understanding of legal processes involved in management of an organization

**Unit-I**

Nature and Administration of the Companies Act, 1956 ; Company : Meaning, Salient Features, Types of Companies ; Difference between a Company and Partnership Firm.

**Unit-II**

Formation of Company : Promotion, Registration of Companies, Floatation & Commencement of Business. Memorandum of Association: Meaning, Contents and its Alteration. Doctrine of Ultra vires. Articles of Association: Meaning, Contents, and its Alteration. Principle of Constructive Notice.

**Unit-III**

Prospectus and its Contents. Liability for Mis-statement. Shares and Share Capital. Members and Shareholders

**Unit-IV**


Company Meetings and Proceedings. Managerial Remuneration. Power, Duties, Liabilities and Meetings of Directors. Winding of a Company; Company Secretary: Definition, Qualifications and Statutory Liabilities, Corporate Governance.

**Suggested Readings:**

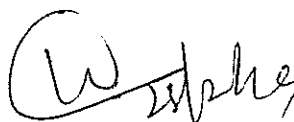
1. Kuchal M.C. Modern Indian Company Law Shri Mahavir Books, Noida.
2. Kapoor N.D. Company Law incorporating the provisions of the companies Amendment Act.
3. Singh Avtar Company Law Eastern Book Company, Lucknow.
4. Ashok K. Bagrail: Company Law, Vikas Publications New Delhi, 2012

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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11/29  
D-18

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs

## HUMAN RESOURCE MANAGEMENT

PAPER CODE: BBL-209

### Course Objective:

Objective of this course is to aware the students about Human Resource Management practices and principles.

### Unit –I

Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM, Strategic Planning and HRM (SHRM): Meaning, Features, Differences between SHRM and HRM. Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.

### Unit- II

Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis. Recruitment and Selection: Meaning and Factors governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection. Job Evaluation: Meaning, Process and Methods of Job Evaluation.

### Unit -III

Employee Retention: Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies. HR Training and Development: Concept, Need, Process of Training and Development Programme; Methods of Training Programme and Levels of Training Evaluation, Impediments to Effective Training.

### Unit- IV

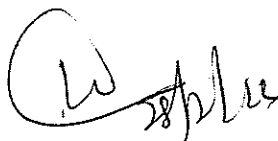
Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal. Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration. Incentives: Concept, Importance and Process of Incentives. Fringe Benefits: Meaning, Forms and Administration of Benefits.


### Recommended Readings:

1. Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia.
2. Durai, Pravin, "Human Resource Management," New Delhi, Pearson.
3. Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., "Human Resource Management: Gaining a Competitive Advantage," New Delhi, McGraw-Hill.
4. Mathis, Robert L. and Jackson, John H., "Human Resource Management," New Delhi, Thomson.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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14/09/17

430  
D-18

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs

## PRINCIPLES OF BANKING & INSURANCE

PAPER CODE: BBL-211

**Course Objective:** The objective of this subject is to acquaint students with the contemporary issues in the banking and insurance sectors. It also imbibes knowledge of managerial issues related to life insurance and general insurance.

### Unit-I

Insurance-Concept, Nature, Classification-Life & Non-life, Functions, Importance and Principles of Insurance; IRDA Act 1999 - Organization, guidelines for life & Non-life insurance.

### Unit-II

Life Insurance -Concept; Public & Pvt. Sector companies in India - their products, schemes & plans; LIC Act 1956-An overview.

### Unit-III

General Insurance - Concept, Types; Public & Pvt. Sector companies in India - their products, schemes & plans.

### Unit-IV

Bank - Concept, Classification their objectives & functions. Bank Management - Concept, Functions, Importance. Legal framework of regulation of banks: Banking Regulation Act 1949 and main amendments, RBI Act 1934 and main amendments. Banking forms - Corporate Banking, Rural Banking, Retail Banking, International Banking, e-banking. Banker-customer relationship: Payment and collection of cheques; special services rendered by banks to customer. Reforms in banking after 1991.


### Suggested Readings:

1. Nalini Prave Tripathy, Prabir Pal, 'Insurance theory and practice' TMH 2007.
2. Justin Paul and Padmalatha Suresh, 'Management of Banking and financial services'. TMH 2009.
3. M. Ravathy Sriram and P.K. Bamanan, 'Core banking solution' PHI 2008
4. Jyotsna Sethi and Nishevan Bhatia, 'Elements of Banking and Insurance' PHI 2008.
5. Vijayaragavan Iyengar, 'Introduction to Banking' Excel Books Pvt. Ltd. 2007.
6. Viganim, BML, 'Banking, law and practice' Konak Publication 2005
7. K.C. Shekhar, Lakshmy Shekhar, 'Banking, theory and practice' Pearson publications, 2009.

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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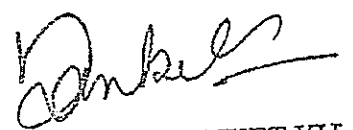
  
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132  
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External Marks: 40  
Internal Marks: 10

**CURRENT ISSUES & SOCIETAL DEVELOPMENT-II**  
Paper Code: BBL-213

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External Marks:  
Theory- 40  
Practical-40  
Internal Marks: 20  
Time: 3 Hrs

431  
D-18

## PERSONALITY & SOFT SKILLS DEVELOPMENT

Paper Code: BBP-201

**Course Objective:** The aim of this course is to familiarize the students about various aspect and theories of human personality and take them on the path of personality & soft skill development.

### UNIT-I

Introduction-concept of personality, personality consciousness, personality patterns, personality syndrome; symbols of self; clothing names and nicknames, speech, age, success, reputation, modeling the personality pattern, persistence and change.

### UNIT-II

Personality determinates- physical determinants, intellectual determinants, emotional determinants, social determinants, aspiration and achievement, educational determinants, family determinants.

### UNIT-III

Personality development- Healthy personalities, developing self awareness, managing personal stress, solving problems analytically and creatively; grooming-appearance, dress sense, personal hygiene, etiquettes and body language; time management, public speaking.

### UNIT-IV

Interpersonal and group skills- Building positive relationship, strategies for gaining power and influence, fostering motivational environment, building effective teams, interviewing skills, conducting meetings.


### SUGGESTED READINGS:

1. Hurlock, Elizabeth B, Personality Development, Tata McGraw Hill, New Delhi.
2. McGrath, E.H. Basic Managerial Skills for All, Prentice Hall of India P.Ltd., New Delhi.
3. Wehtten, David A and Kim S Cameron, Developing Personality .

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 2 marks each out of which 4 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 8 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

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2046  
M-19

1336  
M-18

1347  
M-18

External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

**MANAGEMENT ACCOUNTING AND FINANCIAL ANALYSIS**  
Paper Code: BBL-202

**Course Objective:** The objective of this paper is to make the students capable in understanding and analyzing the financial statements so as to facilitate in managerial decision-making

**Unit-I**

Management Accounting: Nature, scope, functions and significance. Distinction between Financial Accounting and Management Accounting, Responsibility Accounting.

**Unit-II**

Budgeting Process; Performance Budgeting, Zero base budgeting, Programme budgeting and Activity based budgeting. Budgetary control: Nature, objectives and significance. Types of Budgets: Operational Budgets, Financial budgets and Master Budget.

**Unit-III**

Marginal Costing: Nature, Significance and Limitations, CVP Analysis and Break even analysis. Distinction between Marginal Costing and Standard Costing.

**Unit-IV**

Financial Analysis: Nature and tools; Ratio Analysis: Meaning and Significance, Types- Profitability ratios, Efficiency ratios, Liquidity ratios, Solvency ratios and Risk ratios; Common Size Statements and Comparative statements. Cash flow statements; Management reporting: Meaning and significance, Types of reports, Principles of reporting.

**SUGGESTED READINGS:**

1. Rajesh Kothari, 'Management Accounting- concepts and applications, MacMillan India Ltd., 2012.
2. S.N.Maheshwari, S.K.Mahaeshwari, 'Accounting for Management, Vikas Publishing House Pvt. Ltd., 2012.
3. M.A.Sahaf, 'Management Accounting- Principles and Practice' Vikas Publishing House Pvt. Ltd., 2012.
4. M.N.Arora, 'Cost and Management Accounting' Vikas Publishing House Pvt. Ltd., 2012.
5. Ambrish Gupta, 'Financial Accounting for Management' Dorling Kindersley (India) Pvt. Ltd., 2012

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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1337  
12-18

2047  
12-18

## MANAGEMENT INFORMATION SYSTEM

PAPER CODE: BBL-204

External Marks: 80

Internal Marks: 20

Time: 3 hrs

### Course Objectives:

The objective of this course is to acquaint the students about the concept of information system in business organizations, and also the management control systems.

### UNIT-I

An Overview: MIS – Meaning of Management, Information and System, Meaning, Objectives and Classification of MIS, Framework for MIS organization and management, Information needs and its economics, System approach, MIS and levels of Management, MIS design, Implementation of MIS, Approaches of MIS development and Limitations of MIS.

### UNIT-II:

Information Systems for Decision Making: Transaction processing system, Decision support systems, Executive information system, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc. Relevance of choice of System in MIS, Integration of Organization Systems and Information Systems, System Development Life Cycle, System Analysis, Design and Implementation, MIS Applications in Business.

### UNIT-III

Information Technology: Recent Developments in the Field of Information Technology: Multimedia Approach to Information Processing. Decision of Appropriate Information Technology for proper MIS. Choice of appropriate IT Systems – Database, Data warehousing & Datamining Concepts, Centralised and Distributed Processing.

### UNIT-IV

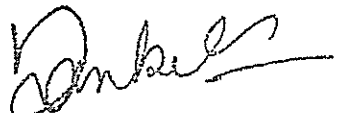
Strategic Management Information System: Meaning, Characteristics of SMIS, Strategic planning for MIS, Development of SMIS, MIS strategy implementation and Barriers to development of SMIS.

#### Reference Books:

1. Javadekar, W.S.; Management Information System, Tata MacGraw Hill Publication, 2012.
1. Information Systems for Managers Arora, Ashok and Akshaya Bhatia, Excel Books, New Delhi.
2. Management Information Systems Basandra, Suresh K. Wheeler Publishing, New Delhi.
3. System Analysis and design Awad.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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1738  
12-182048  
12-19External Marks: 80  
Internal Marks: 20  
Time: 3 hrs**MONEY AND BANKING**

PAPER CODE: BBL-206

**Course Objective :**

The objective of this Paper is to familiarise the students with regard to structure, organization and working of financial system in India

**Unit I**

Money: Functions, Classification and Significance; Money Supply: Determinants, Alternative Measures of Money Supply in India (concepts only); Money and Capital Market: Structure, Instruments, Role; Developed and Under-Developed Money Markets.

**Unit II**

Banking: Commercial Banks- Functions and Importance, Process of Credit Creation; The Reserve Banking of India: Functions and Instruments of credit control, Recent Monetary Policy of RBI.

**Unit III**

Financial sector: Money and Capital Markets in India: Structure, Functions and Significance; SEBI: Powers and Functions; Non-Bank Financial Intermediaries- Role and Significance; Recent Financial Sector Reforms in India.

**Unit IV**

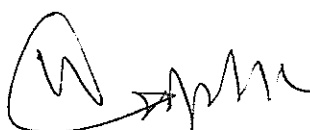
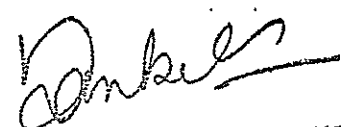
Exchange Rate Determination: Fixed and Flexible, Theories of Exchange Rate: Mint Par, Purchasing Power Parity, Balance of Payments Theory.

**Suggested Reading:**

1. Bailey Roy (2005) The Economics of Financial Markets
2. D.M. Mithani: Money, Banking and Public Finance
3. Suraj.B.Gupta: Monetary Economics - Institutions, Theory & Policy; S Chand publications
4. Suraj.B.Gupta: Monetary Planning for India
5. Khan, M.Y.: Indian Financial System; Tata-McGrawhill
6. M.K. Lewis (2000), *Monetary Economics*, OUP
7. R.R. Paul "Monetary Economics"
8. R.B.I. *Bulletin, Annual Report; Report on Currency and Finance*
9. R.B.I. - Report of the Committee on the Financial System (Narasimham)

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

Prof. (Dr.) SANKET VIJ

14/8/2017

✓  
1339  
M-18

2049  
M-19

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs

## MARKETING MANAGEMENT

PAPER CODE: BBL-208

**Course objectives:** To acquaint the students with the marketing principles and practices, and, to understand the process of marketing in a business firm.

### Unit I

Marketing: nature and scope of marketing; marketing concepts- traditional and modern; selling and marketing; marketing mix; marketing environment; service marketing- characteristics of service.

### Unit II

Consumer behavior and market segmentation: nature, scope and significance of consumer behavior; market segmentation- concept and importance; bases for market segmentation.

### Unit III

Product: concept of product; consumer and industrial goods; product planning and development; packaging- role and functions; branding: brand name and trade mark; product life cycle; after sales service. Price: importance of price in marketing mix; factors affecting price; discounts and rebates; pricing strategies.

### Unit IV

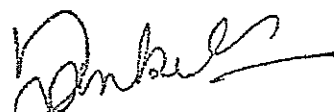
Promotion: promotion mix; methods of promotion; advertising; personal selling; selling as a career; functions of a salesman; characteristics of a good salesman; approach and presentation to a customer; objection handling; closing sale and follow up; publicity and public relations.

### Suggested Readings:

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Condiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hal of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.
4. Rorsiter Johan R, Percy Larry: Advertising and Promotion Management
5. Aaker, David and Myers Johan G, et. al.; Advertising Management; Prentice Hall of India; New Delhi.

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

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Prof. (Dr.) SANKET VIJ

14/8/2017

13110  
M-182050  
M-18External Marks: 80  
Internal Marks: 20  
Time: 3 hrs**TAXATION LAWS****PAPER CODE: BBL-210**

**Course Objective:** This paper is aimed at making the students to learn direct tax laws which in turn would help them in assessing tax liability of different entities.

**Unit I**

Income Tax Act 1961 -Basic Concepts: Assessment Year, Previous Year, Person, Assessee, Income under Income Tax Act 1961, Agricultural Income, Capital Expenditure & Revenue, Residential Status, Incidence of Tax, Income Exempted from Tax.

**Unit II**

Heads Classification & Computation of Income Tax : Salaries, Income from House Property.

**Unit III**

Heads Classification & Computation of Income Tax: Income from Business or Profession, Capital Gains & Income from Other Sources, Aggregation of Income, Set Off & Carry Forward of Losses.

**Unit IV**


Deductions from Gross Total Income & Tax Liability. Rebates from Income Tax, Assessment of Individual Income Tax, Assessment of Company's Income Tax, TDS. An Overview of Income Tax Authorities of India, Tax Planning and Tax Management, Money Laundering, An Introduction to Service Tax, CENVAT, VAT & GST.

**Suggested Readings:**

1. Lal, B. B. & Vashisht Nitin: Income Tax & Central Sales Tax- Law & Practice, Pearson Education.
2. Singhanian, Vinod K. & Singhanian Monica: Students Guide to Income tax, Taxman.
3. Mehrotra: Indian Taxation Laws, Sahitya Bahvan.
4. Ahuja, G. K. & Ravi Gupta: Systematic Approach to income Tax
5. Lokhotia, R.N.: Corporate Tax Planning, Latest Edition, (Vision Publications, Delhi)
6. Singhanian, V.K.: Direct Tax Planning & Management, (Taxman Publication, Delhi).
7. K.C. Jain & V.K. Gaur: Taxation - Law & Practice (Kalyani Publications).

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

  
Prof. (Dr.) SANKET VLV

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21/2/17

17/11  
M-18

9051  
M-18

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs

## MSME MANAGEMENT

PAPER CODE: BBL-212

### Course Objective:

The objective of this course is to familiarize the students about the working and govt support for MSME sector.

### Unit I

Introduction; The Entrepreneur Definition and concept-Entrepreneur Vs Professional Managers- Nature and Significance of SME's; Institution in Aid of Entrepreneurship Development; Women Entrepreneurs; Problems of Entrepreneurship; Sickness in Small Scale Industries; Reasons and Remedies, problems of SME's

### Unit II

Setting up of a SME: Project: Concept and Classification – Generation of Business Idea – Project Design and Appraisal. Location of an Enterprise- Steps for Starting A Small Enterprise- Selection of Types of Ownership Organization- Statutory compliance of SME's- Registration- Permission from Pollution Board-Labour Office - Income tax Department etc.- Patents, Designs, Trademarks.

### Unit III

Supporting Institutions and Schemes for Promoting SME-Ministry of Micro Small and Medium Enterprises- SME Chamber of India- Assistance and Support Services within India and Foreign SME Sector, NSIC-National Small Industries Corporation - Khadi and Village Industries Corporation- Coir Board Scheme-Office of Development Commission—Small Industry Service Institute - District Industries Centres- PMRY Scheme and its application process, district level & state level industrial associations.

### Unit IV

Financial Institutions providing assistance to SME: SFC-State Finance Corporations - Small Industries Development Bank of India - Industrial Development Bank of India, ICICI, UTI, SBI. Risk Management in SMEs.

### Suggested Readings:

1. Vasant Desai, *The Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House, 2009.
2. Saghir Ahmad Ansari, *Financial Intermediaries and Industrial Development*, APH Publishing Corporation, New Delhi.
3. Matthias Fink, Sascha Kraus, *The Management of Small and Medium Enterprises*, Routledge Studies in Small Business, 2009.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

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Prof. (Dr.) SANJAY

14/8/2017

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs

## INDIAN MANAGEMENT

PAPER CODE: BBL-301

**Course Objective:** The objective of this course is to familiarize the students with the Indian psycho-philosophic thoughts and practices and how they are relevant for contemporary management systems.

### Unit I

Concept of Indian culture, Rationale for Indian management, Arthashastra as an ancient source of Indian Management system, insights on leadership, decision making, wages and salary administration, competency enhancement, conflict resolution, communication, accounting practices, consumer protection in Arthashastra.

### Unit II

Management ideas in Indian thought, Leadership, duties of leader, insights in Indian psycho-philosophy. Gandhian thought for management of Indian organizations - trusteeship, swadeshi, creative leadership. Vivekananda and his concept of work as worship, Viveknanda's practical Vedanta.

### Unit III

New Models in Indian Management, Theory I management and its application, theory 'k' management and its implication for management, OSHA, Nurturant-Task leadership style, pioneer innovative management.

### Unit IV

Towards convergence between Eastern and Western Management, Punchmukhi Vikas, Development Matrix for social management. Wisdom worker, Doctrine of Karma, Motivation-Indian insights, value system of individual, Stress Management.

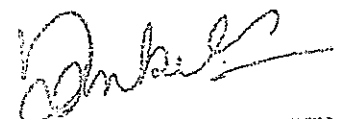
### Suggested Readings:

1. Siddharth Shastri : 'Indian Management for Nation Building : New Ideas for the New Millennium, WISDOM, Banasthali Vidyapith, 2002.
2. Ipshita Bansal : Management Concepts in Ancient Indian Psycho-Philosophic Thought and their Significance for Present Day Organization, WISDOM, Banasthali Vidyapith.
3. Jai B.P. Sinha : The cultural context of leadership and Power, Sage Publications.
4. Subhash Sharma : Management in New Age : Western Windows, Eastern Doors, New Age International Pub. 1996.
5. S.K. Chkraborty : Managerial effectiveness and quality of work life : Indian in sights, Tata Mcgraw Hill 1996.
6. Arindam Chaudhary : Count your chickens Before they hatch, Vikas Pub. 2001.

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017



  
Prof. (Dr.) SANKET VJ

14/8/2017



External Marks: 80  
Internal Marks: 20  
Time: 3 hrs

**INTERNATIONAL BUSINESS**  
**PAPER CODE: BBL-303**

**Course Objective :**

The aim of this course is to introduce the understanding of international Business among students.

**Unit- I**

Recent global trends in international trade and finance; dimensions and modes of IB; structure of IB environment; risk in IB; motives for internalization of firms; organizational structure for IB; world trading system and impact of WTO; exchange rate systems; global financial system; barriers to IB; international business information and communication.

**Unit- II**

Foreign market entry strategies; country evaluation and selection; factors affecting foreign investment decisions; impact of FDI on home and host countries; types and motives for foreign collaboration; control mechanisms in IB.

**Unit- III**

Decisions concerning global manufacturing and material management; outsourcing factors; managing global supply chain; product and branding decisions; managing distribution channels; international promotion mix and pricing decisions; counter trade practices; mechanism of international trade transactions.

**Unit- IV**

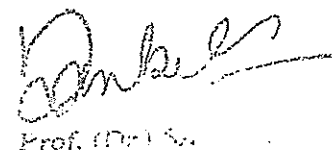
Harmonizing accounting difference across countries; currency translation methods for consolidating financial statements; the LESSARD-LORANGE Model; cross cultural challenges in IB; international staffing decisions; compensation and performance appraisal of expatriate staff; ethical dilemmas and social responsibility issues.

**Recommended Readings:**

1. Daniels, J.D. and H. LEE Radesbaugh, International Business-Environment and Operations (New Delhi; Pearson Education).
2. Hill, Charles W.L., International Business-competency in the Global Marketplace (New Delhi: Tata McGraw Hill).
3. Sundaram, Anant K and Steward J. Black, The International Business Environment: Text and Cases (New Delhi: Prentice Hall of India).

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

Prof. (Dr.) S. S. Dandekar

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs

## INDIAN ECONOMY: GROWTH AND MANAGEMENT

PAPER CODE: BBL-305

### Course Objective:

The main objective of this course to introduce the students about status and structure of Indian Economy.

### Unit-1

Basic Issues of Indian economy, Poverty and inequality. Basic Concepts of Economic Development: Economic growth and Development, concept of underdevelopment and Basic Characteristics; Determinants & Measurement of economic development, Sustainable economic development, Historical experience of development.

### Unit-II

Approaches to Development, Sectoral Aspects of Development, Trade Theory and Development Experience.

### Unit-III

Macroeconomic Policies and Development, Economic Development and Institutions, Regional Issues in India's Economic Development, Economic Reforms in India.

### Unit -IV

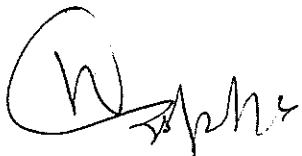
Overview and Contemporary Issues; Globalisation and Development, Macroeconomic Policies and Development, Economic Planning and Policy: Development Planning.

### Suggested Readings:

1. Datt, Rudar & K.P. Sundaram, "Indian Economy" S. Chand & Company (Latest Ed.).
2. Mishra S. K. & V. K. Puri, "Indian Economy", Himalya Publishing House (Latest Ed.).
3. Sen, A. (1992), Inequality Reexamined, Oxford University Press, Oxford.
4. Todaro, M.P. and S.C. Smith (2003), (8th Edition), Economic Development, Pearson Education, Delhi.
7. Meier, G.M. and J.E. Rauch (2005), Leading Issues in Economics Development, (8th Edition), Oxford University Press, New Delhi.

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

  
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14/8/2017

External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

## FINANCIAL MANAGEMENT

PAPER CODE: BBL-307

### Course Objectives:

The purpose of this course is to acquaint the students with the broad framework of financial decision-making in business.

### Unit I

Financial management: nature, scope and objectives; time value of money; concept of risk and return; valuation of securities: bonds and equities; functions of financial management in modern age.

### Unit II

Long term investment decision: concept and principles of capital budgeting; methods of capital budgeting: payback method, Accounting rate of return, NPV method, Net Terminal Value, IRR method, Profitability index.

### Unit III

Working capital- meaning, need, determinants; estimation of working capital need; management of cash, management of accounts receivables.

### Unit IV

Capitalisation: Capital structure, factors effecting the pattern of capital structure; basic assumptions and theory of capital structure; Equity capital and external and internal retained earnings; Debt and preference capital; WACC; Sources of long-term finance.

### Suggested Readings:

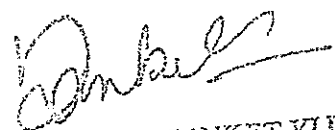
1. V. Sharan, Essentials of Financial Management, PHI, New delhi.
2. Khan, M.Y and Jain, P.K. Financial Management, McGraw Hill, 2001.
3. Prasanna Chandra, Fundamentals of Financial Management, Tata McGraw Hill.
4. Pandey, I.M. Financial Management, Vjkas Publication House, 9<sup>th</sup> Edition.
5. Van Horne. James C. Financial Management Policy. 12th. ed., New Delhi, Prentice Hall of India.
6. Winger, Bernard and Mohan, Nancy. Principles of Financial Management. New York. Macmillan Publishing Company,
7. Kishore, Ravi M., Financial Management, Taxmann Publishers, New Delhi.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Instruction for Paper Setter: The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017



  
Prof. (Dr.) SANKET VLI  
14/8/2017

1343  
17-18

9055  
17-19

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs

## BUSINESS STATISTICS- II

PAPER CODE: BBL-302

**Course Objective:** The objective of this course is to acquaint the students with inferential statistical techniques and their applications to business problems.

### Unit-I

Probability Theory: Basic Concepts and Approaches; Addition and Multiplication Rules; Bayes' Theorem. Probability Distribution: Meaning and Types; Characteristics and Applications of Binomial, Poisson and Normal Distributions.

### Unit-II-

Sampling: Need, Significance and Methods of Sampling; Sampling and Non-sampling Errors; Law of Large Numbers; Central Limit Theorem; Large and Small Sampling Distributions.

### Unit- III

Statistical Estimation: Estimates and Estimators, Point and Interval Estimation of Population Mean, Proportion, and Variance. Statistical Testing: Hypotheses and Errors, Large and Small Sample Tests -  $z$  test,  $t$ -test, and  $F$  test.

### Unit- IV

Non-Parametric Tests: Chi-square Tests of Goodness of Fit, Independence and Homogeneity, Tests of Equality of several Population Proportions; Sign Test, Wilcoxon Signed-Rank Test, Wald-Wolfowitz Test, Kruskal-Wallis H Test.

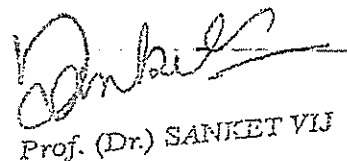
### Suggested Readings:

1. Aczel Amir D. and J. Sounderpandian: Business Statistics; Tata McGraw Hill Publishing Company Limited, New Delhi.
2. Hooda, R.P.: Statistics for Business and Economics; MacMillan India Limited, New Delhi.
3. Levin Richard I. and David S. Rubin: Statistics for Management; Prentice Hall of India Private Limited, New Delhi.
4. Kohlar Heinz & Harper Collins: Statistics for Business and Economics, New York.
5. Gupta, S. P. and Gupta M. P.: Business Statistics; Sultan Chand and Sons, New Delhi.
6. Sharma, J. K.: Business Statistics; Prentice Hall of India, New Delhi, 2012

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017



  
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2056  
M-19External Marks: 80  
Internal Marks: 20  
Time: 3 hrs**CONSUMER BEHAVIOUR****PAPER CODE: BBL-304**

**Course Objective:** The objective of this course is to impart the knowledge to students regarding consumer's behaviour and its implications for marketers.

**Unit-I**

Consumer Behaviour: Meaning, Nature, Scope and Historical Development; Consumer Behaviour as a Discipline: Contribution of Other Disciplines in the Formation of Consumer Behaviour Theories and Models; Consumer Research: Meaning, Process; Factors Influencing Consumer Behavior- An Overview.

**Unit-II**

Psychological Factors Affecting Consumer Behaviour: A Study of Concepts of Motivation, Personality, Perception and their Marketing Implications.

**Unit-III**

Psychological Factors Affecting Consumer Behavior: Learning, Self- Concept and Attitude Formation and Change and their Marketing Implications. Cultural Influences on Consumer Behavior: Cultural Influences; a Study of Culture, Subculture and Social Class; Social and Economic Influences on Consumer Behavior.

**Unit-IV**

Social Influences: A Detailed Study of Reference Groups and Family Influences, Consumer Influence & The Diffusion of Innovation: Meaning of Innovation and Factors Affecting its Diffusion. Adopter Categories; Concept of Opinion Leadership Consumer decision making: Levels, Process and Marketing Implications. Various Decision Making Models: Nicosia Model, Howard- Sheth Model, Blackwell Model. Consumerism: Meaning & Implications for India, Cross Cultural Consumer Behavioral Perspective & Implications

**Suggested Readings:**

1. Schiffman L.G. & Kanuk, L.L.: Consumer Behaviour, PHI, New Delhi.
2. Stuart Henderson, Britt: Consumer Behaviour in Theory and in Action.
3. Benett Peter D. & Kassarjan, Harold H.: Consumer Behaviour, PHI, New Delhi.
4. Engel, James, Kollat, DT & Miniard, PW: Consumer Behaviour, Silligrade Dryden
5. David L. Loudon: Consumer Behaviour, Tata McGraw Hill, New Delhi.
6. Del L. Hawkins: Consumer Behaviour, Tata McGraw Hill, New Delhi.

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

  
Prof. (Dr.) SANKET VIJ

14/8/2017

1345  
17-18

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

## ENTREPRENEURSHIP DEVELOPMENT

PAPER CODE: BBL-306

**Course Objective:** This course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business enterprise.

### Unit-I

Entrepreneurship: Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; the changing role of entrepreneurs.

### Unit-II

Starting the venture: generating business idea - sources of new ideas, methods of generating ideas, ~~creative problem solving, opportunity recognition, environmental scanning, competitor and industry analysis;~~ feasibility study - market feasibility, technical/operational feasibility, financial feasibility: drawing business plan; preparing project report; presenting business plan to investors

### Unit-III

Functional plans: marketing plan - marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan - form of ownership, designing organization structure, job design, manpower planning; Financial plan - cash budget, working capital, proforma income statement, proforma cash flow, proforma balance sheet, break even analysis

### Unit-IV

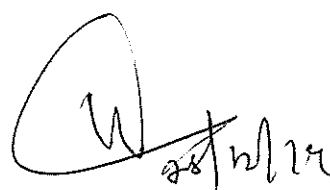
Sources of finance: debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues - intellectual property rights patents, trademarks, copy rights, trade secrets.

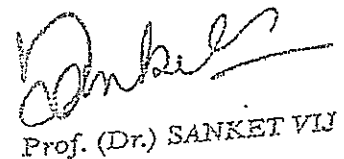
### Suggested Readings:

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, **Entrepreneurship**, Tata McGraw Hill, New Delhi
2. Barringer, Brace R., and R. Duane Ireland, **Entrepreneurship**, Pearson Prentice Hall, New Jersey (USA)
3. Lall, Madhurima, and Shikha Sahai, **Entrepreneurship** Excel Books, New Delhi
4. Charantimath, Poornima, **Entrepreneurship Development and Small Business Enterprises**, Pearson Education, New Delhi.
5. Khanka, S.S., **Entrepreneurial Development**, S.Chand, New Delhi.
6. Desai, Vasant, **Dynamics of Entrepreneurial Development and Management**, Himalaya Publishing House.

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

  
28/8/17

  
Prof. (Dr.) SANKET VIJ

13016  
 11-18

External Marks: 80  
 Internal Marks: 20  
 Time: 3 hrs

## E-COMMERCE

PAPER CODE: BBL-308

**Course Objective:** The objective of the course is to learn types, process of e-commerce, the tools, channels and the related issues in implementing the e-commerce practices.

### Unit-I

Introduction to Electronic Commerce: origin and need; Framework, applications; network infrastructure of e-commerce (including internet), internet commercialization; factors affecting e-commerce; business and technological dimensions of e-commerce;

### Unit-II

Electronic payment system, inter-organizational commerce & intra-organizational commerce, EDI (Electronic Data Interchange), value-added network; digital library; smart card, credit card and emerging financial instruments.

### Unit-III

B2B e-commerce; supply-chain coordination; on-line research; organizing for online marketing. Internet retailing; multi channel retailing, channel design; selling through online intermediaries. Mobile and wireless commerce: Introduction to mobile commerce; benefits of mobile commerce; mobile commerce framework; Internet advertising;

### Unit-IV

Issues and Challenges of e-business; advertising & marketing on the internet, introduction to CRM, consumer search & resource discovery, computer based education & training, digital copyrights. Search engines & directory services; Software Agents in electronic commerce

**Lab:** Internet Surfing of E-Commerce Sites.

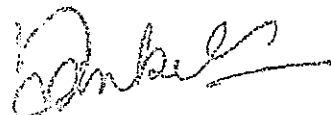
### Suggested Readings:

1. Schneider P. Gary, Perry T.James, E-Commerce, Thomson Learning, Bombay.
2. Hanson & Kalyanam, Internet Marketing & e-commerce, Thomson Learning, Bombay.
3. Bharat Bhasker, Electronic Commerce, TMH, N Delhi.
4. Kosiur, Understanding E-Commerce, Prentice Hall of India, Delhi.
5. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.
6. Shurety, E-business with Net Commerce (with CD), Addison Wesley.
7. Napier, Creating a winning E-business, Vikas Publishing House, New Delhi

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

10  
 21/2/17

  
 Prof. (Dr.) SANKET YAT

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs

## BASICS OF COST ACCOUNTING

PAPER CODE: BBL-309

### Course Objective:

To familiarise students with the various concepts and element of cost and create cost consciousness among the students.

### Unit-I

Cost Accounting: Meaning, nature, scope and limitations; Concept of cost- elements and types; Cost of Material, inventory control techniques. Pricing of issue of inventory/material.

### Unit-II

Labour Cost: Idle time, Overtime, Labour turnover, Labour cost control, incentive wage plans. Overheads: Meaning, Classification, Allocation, Apportionment and Absorption of overheads.

### Unit-III

Unit Costing; Operating costing; Reconciliation of cost and Financial Accounts.

### Unit-IV


Contract Costing and Process costing excluding equivalent production.

### Suggested Reading:


1. Iyenger S.P. *Cost Accounting* Sultan Chand & Sons, New Delhi.
2. Maheshwari S.N. & Mittal S.N. *Cost Accounting* Shree Mahavir Book Depot, Delhi.
3. Jain S.P. & Narang K.L. *Cost Accounting-Principles & Practice* Kalyani publishers

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

  
Prof. (Dr.) SANKET VLF

14/8/2017

  
25/2/19



1307  
12-18

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

## ENTREPRENEURSHIP DEVELOPMENT (CBCS)

PAPER CODE: BBL-310

**Course Objective:** This course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand, and internalize the process of setting up a business enterprise.

### Unit-I

Entrepreneurship; Concept, knowledge and skills requirement; characteristics of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; the changing role of entrepreneurs.

### Unit-II

Starting the venture: generating business idea - sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study - market feasibility, technical/operational feasibility, financial feasibility: drawing business plan; preparing project report; presenting business plan to investors

### Unit-III

Functional plans: marketing plan - marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan - form of ownership, designing organization structure, job design, manpower planning; Financial plan - cash budget, working capital, proforma income statement, proforma cash flow, proforma balance sheet, break even analysis

### Unit-IV

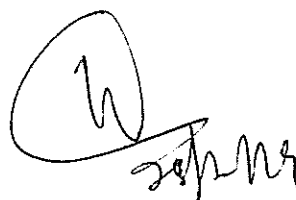
Sources of finance: debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues - intellectual property rights patents, trademarks, copy rights, trade secrets.

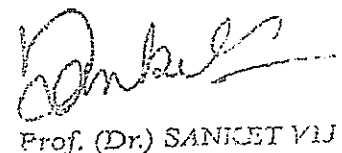
### Suggested Readings:

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, *Entrepreneurship*, Tata McGraw Hill, New Delhi
2. Barringer, Brace R., and R. Duane Ireland, *Entrepreneurship*, Pearson Prentice Hall, New Jersey (USA)
3. Lall, Madhurima, and Shikha Sahai, *Entrepreneurship* Excel Books, New Delhi
4. Charantimath, Poomima, *Entrepreneurship Development and Small Business Enterprises*, Pearson Education, New Delhi.
5. Khanka, S.S., *Entrepreneurial Development*, S.Chand, New Delhi.
6. Desai, Vasant, *Dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House.

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small questions of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 questions (2 questions from each unit) of 15 marks each. The students will be required to attempt four questions (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017



  
Prof. (Dr.) SANKET YU

14/8/2017

2

- Trafficking in human Being- Human Trafficking and Sexual exploitation, United Nations Global Initiative to Fight Human Trafficking, Forced Labor and Human Trafficking.

**Suggested Readings:-**

- Towards Legal Literacy : An Introduction to Law in India, Kamala, sanakaran & Ujjwal Kumar Singh ISBN: 9780195692228
- Creating Lagal Awareness, edited by Kamala Sankaran and Ujjwal Singh(Delhi: OUP, 2007)
- Multiple Action Research Group, Our Laws Vols 1-10, Delhi. Available in Hindi also.
- Indian Social Institute, New Delhi, Legal Literacy Serials Booklets. Available in Hindi also.
- S.P. Sathe, TOWARDS Gender Justice, Research Centre for Women's Studies, SND Women's University, Bombay, 1993.

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017

External Marks: 80  
Internal Marks: 20  
Time: 3 Hrs

**PRINCIPLES OF MANAGEMENT (CBCS)**  
Paper Code: BBL-311

**Course Objective:** The objective of this paper is to familiarize the students with basic management concepts and behavioural processes in the organization.

**Unit-I:**

Nature, Scope and Significance of Management; Process of Management; Management as an Art, Science and Profession; Management and Administration; Role of Managers; Principles of Management; Levels of Management

**Unit-II**

Planning : Meaning and Importance of Planning; Planning Process; Making Planning Effective; Types of Plans; Decision Making : Concept, Nature, Types of Decision, Process and Techniques. Creativity in Decision Making . Management by Objectives

**Unit-III**

Organizing-Nature, Importance, Process and Principles of Organizing Departmentation, Decentralization, Centralization, Delegation, Authority and Responsibility Relationship - Line, Staff and Functional; Formal vs. Informal Organizations, Directing: Concept, Nature and Importance

**Unit-IV**

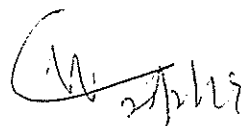
Leadership: Meaning, Importance and Characteristics of a Good Leader, Trait Theories, Managerial Grid, Robert House theory, Path Goal theory, Blake & Mouton theory. Control: Nature, Process and Significance. Control Methods: Pre-action Control, Steering Control and Post-action Control, Control Techniques.

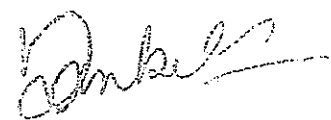
**Suggested Readings:**

1. Koontz, H. and Wehrich, H.: Management, 10<sup>th</sup> ed., McGraw - Hill, New York
2. Robbins, S.P. : Management, 5<sup>th</sup> ed., Englewood Cliffs, Prentice Hall Inc., New Jersey.
3. Stoner, J. etc: Management, 6<sup>th</sup> ed., Prentice Hall of India, New Delhi
4. Luthans, F.: Organizational Behaviour, 7<sup>th</sup> ed., Mc Graw Hill, New York.
5. Rao, V. S. P.: Management, Excel Books, New Delhi, 2012.
6. Prasad L.M.: Principles of Management

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017



  
SANKU VET

14/8/2017

1312  
M-18

External Marks:  
Theory- 40  
Practical-40  
Internal Marks: 20  
Time: 3 Hrs

**QUANTITATIVE TECHNIQUES AND  
ACCOUNTING THROUGH COMPUTERS**

**PAPER CODE: BBP-312**

**Course Objective:** The purpose of the Paper is to acquainting the students with Quantitative Techniques and Accounting through Computers for decision making process.

**Unit-I**

Introduction to SPSS and Excel Types of variables, Master Data Chart, data entry, importing files from other software's; Commands insert variables, insert cases, value labels, sort, split cases, select cases, transport data, data editing, Data Entry, Data Screening, Transformation.

**Unit-II**

Introduction to analytical techniques- univariate, bivariate Descriptive Statistics, Mean, Median, Mode through SPSS, Cross Tabulation Correlation.

**Unit-III**

Introduction to Tally, Journal Entry, Ledger posting and Trial Balance through Tally.

**Unit-IV**

Preparation of Final Accounts through Tally.

**Suggested Readings:**

1. Donald Cooper and Pamela Schindler, Business Research Methods, Tata McGraw Hill.
2. Gujarati D N and Sangeetha, Basic Econometrics, Tata McGraw Hill.
3. Marketing Research, Rajendra Nargundagkar, Tata McGraw Hill.

**Instruction for Paper Setter:** The question paper will have two sections. Section 'A' shall comprise of 5 small question of 4 marks each out of which 5 questions are compulsory. Section 'B' will contain 8 question (2 questions from each unit) of 15 marks each. The students will be required to attempt four question (one question from each unit)

Syllabus (BBA) w.e.f. academic session 2017-18 dated 10<sup>th</sup> August, 2017



  
Prof. (Dr.) SANKET V. V.

14/8/2017

1342  
11-18

2042  
11-19

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External Marks: 40  
Internal Marks: 10  
Time: 3 Hrs

**CURRENT ISSUES & SOCIETAL DEVELOPMENT**  
Paper Code: BBL-114

**CURRENT ISSUES & SOCIETAL DEVELOPMENT - I (CSD 001)**

Max Marks = 50  
External Marks 40 and Internal Marks 10

NO Credits  
L-2 T-0 P-0  
Time: 3 Hrs.

Note: The Examiner shall set nine Questions in all covering the Whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 8 small questions of two marks each. The rest of the eight questions will be set from all the four units. The students will be required to attempt four questions (at least one question from each unit).

**Course Objectives:** Have a brief knowledge of laws of India and an understanding of the formal dispute redressal mechanisms that exist in India.

**Unit - I**

- Law relating to Hindu Marriage- Conditions of valid marriage, Prohibited degree, grounds of divorce, Rights of wife.
- Dowry- Definition, outlines of law relating to dowry.
- Sexual Harassment of Women – Guidelines by Supreme Court in Vishaka and other V. State of Rajasthan and others.
- Consumer Protection Act, 2000- meaning of consumer, Rights of consumer, Remedies available in the Act, Consumer Forums.

**Unit - II**

- Fundamental Rights of citizens- meaning, types & enforcement of fundamental rights.
- Rights in relation to police- rights in relation to arrest, bail, search & seizure and rights of women against police.
- Right to information- meaning, how we can ask for information, which information can be denied, remedies for not furnishing the information.
- Lokayukt – object, function, powers and duties.
- Right of Children to Fee and Compulsory Education Act, 2009- Object, Scope and main features.

**Unit - III**

- Property Rights- Women's property right of inheritance, stridhan,
- Human rights- What is human rights, international conventions on human rights.
- Right to Maintenance- Maintenances under Hindu Law. Under Section 125 of Criminal Procedure Code.
- Object and Scope of Motor Vehicle Claim Tribunals, Procedure of obtaining Driving License.

**Unit - IV**

- Environment and Pollution- The Environment (Protection) Act, 1986- What is environment, Outlines of different Indian laws on Environment.
- Labor Law- Object and scope of Workmen Compensation Act, Trade Union Act, Payment of Wages Act, Minimum Wages Act, Equal; Remuneration Act, Maternity Benefit Act.

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