

**STAREX UNIVERSITY  
GURUGRAM**



**SCHOOL OF COMMERCE & MANAGEMENT  
Bachelor of Business Administration**

**Ordinance, Scheme of Examination and Syllabi  
(2017 Onwards)**

*(Approved by AC, BOM & Governing Body in its meetings held on 28-08-2017 & 29-8-2017)*

**Ordinance, Scheme of Examination and Syllabi**  
**BBA**

**Saved as provided in the First Ordinance of the University, this Ordinance shall contain the following;**

**1. Title and Commencement**

This Ordinance shall be called the Ordinance of Starex University and shall be effective from the Academic Session 2017-18.

**2. Duration of the Course**

The duration of BBA Degree Course shall be of three academic years. Each year shall be divided in two Semesters i.e. semester-1, semester-2. Accordingly, the three years shall consist in six Semesters. However, a student is required to pass out the said Course within a maximum period of 5 years from the date of admission to 1<sup>st</sup> Semester where after he/she shall stand unfit for the course.

**3. Admission and Eligibility**

- a) Candidate should have passed Senior Secondary Examination (10+2) with 45% marks from Board of School Education, Haryana or equivalent recognized Board/University.
- b) Candidate who has been placed under compartment in one subject only at 10+2 Exams; may be allowed to admit provisionally in BBA Part-1 at his/her own risk/responsibility subject to passing their compartmental subject before commencement of the examination of 1<sup>st</sup> semester of the year. The candidate should submit an affidavit in this regard, if such a candidate fails to clear the compartmental subject in the stipulated period, his/her provisional admission of BBA part-1 shall be cancelled by the university ab-initio.

Candidate should note that for admission to Post Graduate Course must have earned minimum 24 credits at UG level in relevant subject.

**4. Admission Schedule, Submission of Examination Forms and Fee**

The admission schedule along with the last date for submission of admission forms and fee shall be fixed by the Vice-Chancellor from time to time and displayed by the University. Date of Examination and fee shall be fixed by the Vice-Chancellor and notified by the Controller of Examinations.

**5. Change of Branch/ Discipline**

A student will be entitled to change/switch over Branch/Discipline within 15 days after the commencement of Academic Session where after no change will be allowed. Such a student must be eligible for admission to the Branch/Discipline intended to be admitted to.

**6. Promotion to Higher Semester(s)**

The student shall be promoted to 2<sup>nd</sup>, 4<sup>th</sup> and 6<sup>th</sup> Semester automatically without any condition of passing minimum number of papers. For promotion from 2<sup>nd</sup> to 3<sup>rd</sup> Semester, the student shall have to clear at least 50% paper of 1<sup>st</sup> and 2<sup>nd</sup> Semester taken together. For promotion from 4<sup>th</sup> to 5<sup>th</sup> Semester, the student shall have to clear at least 50% papers of 3<sup>rd</sup> and 4<sup>th</sup> Semester taken together.

**7. Reappear Examinations**

Re-appear examinations for odd semesters will be held along with the regular semester examinations of these semesters in December and those of even semesters along with the regular examinations of these semesters in May. However, the re-appear examination of 6<sup>th</sup> semester may be held in December along with the odd semester examinations.

**8. Medium of Instruction and Examination**

The medium of instructions and writing question papers shall be both English and Hindi.

## 9. Types of Courses/Subjects Offered

### a) Core Courses/Subjects (To be studied in 1<sup>st</sup> to 6<sup>th</sup> Semester)

The Course which is to be studied compulsorily as a core requirement is a Core Course as depicted in Annexure 01.

### b) Elective Course (To be studied in 3<sup>rd</sup> to 6<sup>th</sup> Semester)

A Course to be chosen from a prescribed pool of course is an Elective Course as depicted in Annexure 01.

### c) Discipline Specific Elective Course (DSE) (To be studied in 5<sup>th</sup> & 6<sup>th</sup> Semesters )

The elective Courses to be offered by the main Discipline/Subject of study is referred as the Discipline Specific Elective Course as depicted in Annexure 01.

### d) Generic Elective Course (GE) (To be studied in 1<sup>st</sup> to 4<sup>th</sup> Semester)

An elective Course chosen from an unrelated Discipline/Subject, with an intention to seek exposure, is called a Generic Elective as depicted in Annexure 01.

### e) Ability Enhancement Course (AEC)

i) Ability Enhancement Compulsory Course (AECC) (To be studied in 1<sup>st</sup> and 2<sup>nd</sup> Semester)

ii) Skill Enhancement Course (SEC) (To be studied in 3<sup>rd</sup> & 4<sup>th</sup> Semester)

## 10. Type of Examinations

Wherever not otherwise provided in any Course Ordinance there will be two types of Examinations.

(a) **End term:** End term Examination shall be held at the end of each Semester and will cover the entire syllabus for that Semester. First, Third and Fifth Semester Examinations shall ordinarily be held in the month of December and Second, Fourth and Sixth Semester Examinations in the month of May.

(b) **Internal Test:** There may be one/two Internal Assessment test(s) in each Semester. Each Internal Assessment test will cover the syllabus taught up to the date of test.

## 11. Scheme of Examinations

25% marks of the total marks of the concerned subject shall be earmarked for Internal Assessment.

### a) Distribution of Marks

i) Theory 75

ii) Internal Assessment 25

iii) Practical

(Wherever provided)

### b) Pass Percentage

#### Theory:

i) 40% marks in written paper.

ii) 40% marks in written paper and Internal Assessment taken together

#### Practical: (Wherever provided)

i) 40% marks in written paper.

ii) 40% marks in written paper and Internal Assessment taken together

#### Viva-Voce: (Wherever provided).

i) 40% marks in Viva-Voce separately.

#### Note:

i) In case, a student fails to secure 25% marks in Internal Assessment in Theory of a particular subject, he/she shall be detained from appearing in the Theory paper examination of that Subject and so for Practical exam (Wherever provided).

ii) A list of detained students and the students detained due to shortage of attendance shall be forwarded to the Examination Branch by the School/Faculty before a week from the

date of commencement of examination.

**c) Components of Internal Assessment**

The Internal Assessment marks shall comprise the following;

- i) Attendance 10 Marks
- ii) Internal Test 10 Marks
- iii) Assignment/Seminar/Presentation etc. 05 Marks

**NB.**

- i) In case, a student is detained from appearing in the Examination of Theory and/or Practical having failed to secure 25% marks in Internal Assessment, he/she may improve the same for appearing in the relevant subsequent Examination. In all other cases, the marks of Internal Assessment shall be carried forward for the subsequent examination.
- ii) The concerned teacher shall preserve the records of the Internal Assessment and shall make the same available as and when required.
- iii) The concerned School/Faculty shall display the marks of Internal Assessment on the Notice Board for information of the students.

**12. Eligibility to appear in the Examination**

The Student should fulfill the following criteria to be eligible for appearing in the end term examination;

- i) He/she should bear a good moral character.
- ii) He/she should be on the rolls of the University during the Semester.
- iii) He/she should have not less than 75% of the attendance during the respective Semester. In case, a student fails to secure the prescribed percentage of lectures either in Theory or Practical, he/she shall be detained from appearing in the said part of examination (Theory or practical or both, as the case may be).
- iv) He/she should not be a defaulter of payment of tuition fee or any other dues of the University and no disciplinary action should be pending against the him/her.

**Note:**

In case, a student fails to secure 75% attendance in Theory or Practical or both, he/she will be detained from appearing in Theory or Practical or both examinations, as the cases may be.

**13. Exemption from Attendance/Condonation of Shortage of Attendance**

The shortage of attendance can be condoned/relaxed as under;

S.No.	Category for Exemption/Condonation of lectures/attendance	Ground for Exemption/Condonation	Competent Authority
1	All periods of the day of Blood donation	Voluntarily blood donation to the blood bank	Dean of the School/Faculty
2	All periods of the day of Examination	For appearing in the supplementary Examinations (Th./Pr./Vive-Voce)	-do-
3	10 Days attendance during a Semester	For participation in University or Inter University/College Sports Tournaments / Youth Festivals, NCC/NSS camps/ University Educational Excursions	-do-
4	Condonation /Relaxation up to 5% during a Semester	Genuine reason such as illness, transfer of parents, sudden death in blood relation, on production of proof.	1. The concerned Dean of his own or on the recommendation of HOD 2. Vice-Chancellor of his own or on the recommendation of Concerned Dean

\*Provided that: 1. He/she has obtained prior approval of the Dean of School/faculty. 2. Credit may be given only for the days on which lectures were delivered

or tutorials or practical work done during the period of participation in the aforesaid events.

**14. Setting of Question Papers and Re-Checking, Evaluation/Re-evaluation of Answer book(s)**

As per provisions in the First Ordinance and rules and regulations of the University.

**15. Grace Marks**

As per provisions in the First Ordinance of the University.

**16. Improvement of Examination Result**

A student may be permitted to improve his/her result subject to the following:

- i) The student will be permitted to appear in improvement examination as an ex-student with regular batches for the purpose of improvement of CGPA/Division.
- ii) Only one chance for improvement for a Semester will be given. The chance must be availed within a period of 1 year from passing the final examination.
- iii) In case the nature of result does not improve i.e. up to CGPA 5, 6, 7, 8 and 9, his/her improvement result shall be declared as “**PRS**” (Previous Result Stands).
- iv) There will be no separate examination for improvement i.e. the student intending to improve his/her result shall appear along with the regular batches in accordance with the syllabus prescribed for the regular batches.

**17. Issuance of DGS, Award of Degree**

A student shall be issued Detailed Grade Statement for each examination and shall be awarded Degree on successful completion of the course. The division and performance shall be indicated in the Degree as depicted in **Grading Method** against **Clause No. 20**.

**18. Inter University Migration**

- a) A student of this University may seek Migration as per provision in the First Ordinance of the University.
- b) Any student intending to seek Migration to this University may do so subject to the following;
  - i) The Migration cannot be claimed as a matter of right and shall subject to the availability of seat.
  - ii) The Migration shall be allowed only in 2<sup>nd</sup> year (3<sup>rd</sup> semester).
  - iii) The student must have pursued the pervious exam(s) under semester system.
  - iv) At least 50% papers, of the papers passed by him/her in the previous Institute/University must have matched with the papers prescribed by this University.
  - v) Rest of the unmatched Subjects/Papers will be required to be passed by him/her from this University as Deficient Subjects/Papers.

**19. Choice Based Credit System**

**Definitions of Key Words**

1. **Academic Year:** Two consecutive (one odd + one even) semesters constitute one academic year.
2. **Choice Based Credit System (CBCS):** The CBCS provides choice for students to select from the prescribed Courses (Core, Elective or minor or soft skill Courses).
3. **Course:** Usually referred to, as ‘papers’ is a component of a programme. All Courses need not carry the same weight. The Courses should define learning objectives and learning outcomes. A course may be designed to comprise lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study etc. or a combination of some of these.
4. **Credit Based Semester System (CBSS):** Under the CBSS, the requirement for awarding a degree or diploma or certificate is prescribed in terms of number of credits to be completed by the students.
5. **Credit Point:** It is the product of grade point and number of credits for a Course.

- 6. Credit:** A unit by which the Course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.
- 7. Cumulative Grade Point Average (CGPA):** It is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.
- 8. Grade Point:** It is a numerical weight allotted to each letter grade on a 10-point scale.
- 9. Letter Grade:** It is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P and F.
- 10. Programme:** An educational programme leading to award of a Degree, Diploma or certificate.
- 11. Semester Grade Point Average (SGPA):** It is a measure of performance of work done in a semester. It is ratio of total credit points secured by a students in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.
- 12. Semester:** Each semester will consist of 15-18 weeks of academic work equivalent to 90 actual teaching days. The odd semester may be scheduled from July to December and even semester from January to May/June.
- 13. Transcript and Detailed Grade Certificate/Statement (DGS):** Based on the earned credit points, a detailed grade certificate/statement (DGS) shall be issued to all the registered students after every semester. The grade certificate/statement will display the course details (course code, its nomenclature, total credit points and letter grade) along with SGPA of that semester and CGPA in the final semester.

## **20. Grading Method**

The grading method for evaluating students' performance involves award, of grade according to the range of total marks in the course. The grade will be awarded based on marks out of 100, as depicted below:-

### Formula for Computation of SGPA & CGPA

- i. The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e

$$SGPA (S_i) = \sum (C_i \times G_i) / \sum C_i$$

Where  $C_i$  is the number of credits of the  $i$ th course and  $G_i$  is the grade point scored by the student in the  $i$ th course.

- ii. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

Range of Percentage of Marks	Letter Grade	Grade Points	Range of Grade Points	Classification
90 and above	O (Outstanding)	10	9-10	Outstanding
80 & above but less than 90	A+ (Excellent)	9	8 < 9	Excellent
70 & above but less than 80	A (Very Good)	8	7 < 8	1 <sup>st</sup> Div. with Distinction
60 & above but less than 70	B+ (Good)	7	6 < 7	1 <sup>st</sup> Division
50 & above but less than 60	B (Above Average)	6	5 < 6	2 <sup>nd</sup> Division
Above 40 but less than 50	C (Pass-Average)	5	Above 4 < 5	3 <sup>rd</sup> Division
35 To 40	P (Pass)	4	3.5 To 4	Pass
Below minimum pass marks	F (Fail)	0	-	-

CGPA =  $\frac{\sum (C_i \times S_i)}{\sum C_i}$   
Where  $S_i$  is the SGPA of the  $i$ th semester and  $C_i$  is the total number of credits in that

semester.

- iii. The SGPA and CGPA shall be worked up to 2 decimal points and mentioned in the DGS and transcripts.

- iv). Formula for calculation of aggregate pass percentage CGPA x 10

#### Example

Course	Credit	Grade Letter	Grade Point Block	Range of Grade Points (Actual Grade Value as per marks obtd.)	Earned Credit Points (Credit × Actual Grade Value)
Course 1	3	O	10	9.2	3×9.2=27.6
Course 2	3	A+	9	8.2	3×8.2=24.6
Course 3	4	A	8	7	4×7=28
Course 4	3	B+	7	6.7	3×6.7=20.1
Course 5	3	B	6	5.6	3×5.6=16.8
Course 6	4	C	5	4.7	4×4.7=18.8
	20				135.9

Thus, **SGPA** = 135.9/20 = 6.79

Similarly, suppose SGPA for 2<sup>nd</sup> , 3<sup>rd</sup> , and 4<sup>th</sup> semester are 7.85, 5.6 and 6.0 with credits 22, 24 and 22 respectively than for a two year programme, the CGPA will be computed as follows

$$\text{CGPA} = 20 \times 6.79 + 22 \times 7.85 + 24 \times 5.6 + 22 \times 6.0 / 88 = 6.53$$

Formula for calculating percentage of marks

$$\text{CGPA} \times 10 \text{ e.g. } 6.53 \times 10 = 65.3$$

## **21. Other Provisions**

- i) Nothing in this Ordinance shall debar the University from amending the Ordinance and the same shall be applicable to all the students whether old or new.
- ii) Any other provision not contained in the Ordinance shall be governed by the rule and regulations framed by the University from time to time.
- iii) All disputes shall Subject to Gurugram court Jurisdiction.

## **22. Semester wise Scheme of Courses (Annexure 01)**



**Scheme of Examination and Syllabi**  
Draft Subject to approval

SEMESTER-WISE SCHEME OF EXAMINATIONS & COURSE-CREDIT MATRIX (BBA)									
	S. No.	Nomenclature of paper/course	Paper code	Course type	Scheme				Credits C(L-T-P)
					T	I	P	TM	
					SEMESTER-1	1.	Environmental Studies	0201191	
2.	Business Mathematics	0201101	DSC	75		25	-	100	4(3-1-0)
3.	Financial Accounting	0201102	DSC	75		25	-	100	4(3-1-0)
4.	Business Organisation	0201103	DSC	75		25	-	100	4(4-0-0)
5.	Fundamentals of Management	0201104	DSC	75		25	-	100	4(4-0-0)
6.	Ability Enhancement Elective Course (Opt any one)			50		-	50	100	4(2-0-4)
	A. Information Technology for Business		0201105		AEEC (SEC)				
	B. Computer Networks & Internet		0201106						
SEMESTER-2	S. No.	Nomenclature of paper/course	Paper code	Course type	Scheme				Credits C(L-T-P)
					T	I	P	TM	
	1.	English Communication Skills	0201296	AECC	40	10	-	50	2(2-0-0)
	2.	Business Statistics	0201201	DSC	75	25	-	100	4(3-1-0)
	3.	Micro Economics	0201202	DSC	75	25	-	100	4(4-0-0)
	4.	Cost Accounting	0201203	DSC	75	25	-	100	4(3-1-0)
	5.	Organizational Behaviour	0201204	DSC	75	25	-	100	4(4-0-0)
6.	Ability Enhancement Elective Course (Opt any one)			75	25	-	100	4(4-0-0)	
	A. Soft Skills		0201205						AEEC (SEC)
	B. Management Skills		0201206						
SEMESTER-3	S. No.	Nomenclature of paper/course	Paper code	Course type	Scheme				Credits C(L-T-P)
					T	I	P	TM	
	1.	Management Accounting	201301	DSC	75	25	-	100	4 (3-1-0)
	2.	Business Environment	201302	DSC	75	25	-	100	4(4-0-0)
	3.	Research Methodology	201303	DSC	75	25	-	100	4(4-0-0)
	4.	Macro Economics	201304	DSC	75	25	-	100	4(3-1-0)
	5.	Business Laws	201305	DSC	75	25	-	100	4(3-1-0)
6.	Ability Enhancement Elective Course (Opt any one)			75	-	25	100	4(3-1-0)	
	A. Disaster Management		201306						AEEC (SEC)
	B. Presentation/Seminar Skills		201307						
SEMESTER-4	S. No.	Nomenclature of paper/course	Paper code	Course type	Scheme				Credits C(L-T-P)
					T	I	P	TM	
	1.	Marketing Management	201401	DSC	75	25	-	100	4(4-0-0)
	2.	Financial Management	201402	DSC	75	25	-	100	4(3-1-0)
	3.	Income Tax Laws & Practices	201403	DSC	75	25	-	100	4(4-0-0)
	4.	E-Commerce	201404	DSC	75	25	-	100	4(4-0-0)
	5.	Operations & Supply Chain Management	201405	DSC	75	25	-	100	4(4-0-0)
6.	Ability Enhancement Elective Course (Opt any one)			75	25	-	100	4(3-1-0)	
	A. Marketing Research		201406						AEEC (SEC)
	B. Interdisciplinary Research		201407						
SEMESTER-5	S. No.	Nomenclature of paper/course	Paper code	Course type	Scheme				Credits C(L-T-P)
					T	I	P	TM	
	1.	Human Resource Management	201501	DSC	75	25	-	100	4(4-0-0)
	2.	GST Laws & Procedures	201502	DSC	75	25	-	100	4(3-1-0)
	3.	Marketing of Services (DSE-A1)	201503	DSE	75	25	-	100	4(4-0-0)
	4.	Training and Development (DSE-B1)	201504	DSE	75	25	-	100	4(4-0-0)
	5.	Ethics and Corporate Social Responsibility (Generic Elective-1)	201505	GE	75	25	-	100	4(4-0-0)
6.	Summer Training Report Evaluation	201506	STR	-	-	-	100	4(0-0-8)	
SEMESTER-6	S. No.	Nomenclature of paper/course	Paper code	Course type	Scheme				Credits C(L-T-P)
					T	I	P	TM	
	1.	Entrepreneurship	201601	DSC	75	25	-	100	4(4-0-0)
	2.	Strategic Management	201602	DSC	75	25	-	100	4(3-1-0)
	3.	Retail Management (DSE-A2)	201603	DSE	75	25	-	100	4(3-1-0)
	4.	Talent & Knowledge management (DSE-B2)	201604	DSE	75	25	-	100	4(4-0-0)
	5.	India's diversity & Business (Generic Elective-2)	201605	GE	75	25	-	100	4(4-0-0)
6.	Comprehensive viva voce	201606	FPR	-	-	-	100	4(0-0-4)	

## COURSE SYLLABUS

### B.B.A.1<sup>st</sup>Semester

#### ENVIRONMENTAL STUDIES

Course/Paper Code: 0201191

Course Type: AECC

Credit: 2 (2-0-0)

Max. Marks: 50

Exam Duration: 03 Hrs

External Marks: 40

Internal Marks: 10

#### COURSE OBJECTIVES

The course aims at nurturing and developing the understanding the Multidisciplinary nature of environmental studies and further fostering awareness about role of Individuals in conservation of natural resources.

#### COURSE CONTENTS

S.No.	Details	Digital Self learning	Digital aided learning	Digital and classroom learning	Classroom and lab learning
	<b>Section A</b>	<ol style="list-style-type: none"> <li>1. Scope and importance of Environmental Sciences.</li> <li>2. Need for Public Awareness for Environmental Science</li> </ol>	Food Chain and Food Web	<ol style="list-style-type: none"> <li>1. Ecosystem, its structure and function</li> <li>2. Types of Ecosystems</li> <li>3. Ecological Succession</li> </ol>	NIL
	<b>Section B</b>	<ol style="list-style-type: none"> <li>1. Alternate sources of energy</li> <li>2. Renewable and Non-Renewable sources of energy</li> </ol>	<ol style="list-style-type: none"> <li>1. Deforestation, its causes and impacts</li> <li>2. Over-exploitation of surface and ground water and droughts</li> </ol>	<ol style="list-style-type: none"> <li>1. Land resources and Land use change, Land degradation</li> <li>2. Soil erosion and Desertification</li> <li>3. Levels of Biodiversity</li> <li>4. Patterns of Biodiversity</li> <li>5. Hots spots of biodiversity</li> <li>6. Threat to biodiversity</li> <li>7. Conservation to biodiversity</li> <li>8. Endangered and Endemic Species</li> </ol>	Biogeographic Zones of India
	<b>Section C</b>	<ol style="list-style-type: none"> <li>1. Environmental Pollution: types, causes, effects and control; air, water, soil and noise</li> </ol>	<ol style="list-style-type: none"> <li>1. Environmental legalization and implementation in India</li> <li>2. Environmental Laws</li> </ol>	<ol style="list-style-type: none"> <li>1. nuclear hazards and human health risks</li> <li>2. solid waste management</li> <li>3. sustainability and sustainable development</li> <li>4. climate change, global warming, ozone depletion, aid rain and impacts on human health</li> </ol>	NIL
	<b>Section D</b>	<ol style="list-style-type: none"> <li>1. Disaster Management: floods, earthquake, cyclones and landslides</li> </ol>	<ol style="list-style-type: none"> <li>1. Environmental Ethics: role of Indian and their religions and cultures in environmental conservation</li> </ol>	<ol style="list-style-type: none"> <li>1. Human Population growth: Impacts on Environment, Human health and welfare.</li> <li>2. Environmental</li> </ol>	NIL

				movements: Chipko, silent valley and Bishnoi's of Rajasthan	
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**COURSE SYLLABUS**  
**B. B. A. - 1st Semester**  
**BUSINESS MATHEMATICS**  
**Course/Paper Code: 0201101**  
**Course Type -DSC**

Credit: 4(3-1-0)  
Max. Marks: 100  
Exam Duration: 03 Hrs  
External Marks: 75  
Internal Marks: 25

**COURSE OBJECTIVES**

This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

**COURSE SYLLABUS**  
**B. B. A. - 1st Semester**  
**BUSINESS MATHEMATICS**  
**Course/Paper Code: 0201101**  
**Course Type -DSC**

**COURSE OBJECTIVES**

This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

**COURSE CONTENTS**

**S.L;SELF LEARNING:**

Sets, Venn diagram and its applications,

**G.S.L;GUIDED SELF LEARNING:**

Operations on sets, Cartesian product of sets

Matrices & Determinants: Definition, Types of Matrix,

**BL; BLENDING LEARNING**

Algebra of Matrix, Transpose of Matrix, Adjoint of Matrix, Inverse of Matrix; Determinants; Solution of system of equations using Cramer's Rule; Differentiation: Limits & Continuity;

**CL;CLASS ROOM OF TEACHING**

Differentiation of sums, products & Quotients, Chain rule, Composite Differentiation; Application of Differentiation in business;

Integration: Indefinite Integral, Method of Integration by substitution, by parts, by partial fraction; Simple application of integration in business; Nature of Quadratic equations; Simple AP/GP problems;

**Suggested Readings:**

1. Comprehensive Mathematics: D. R. Aggarwal; Vrinda Publications, NewDelhi
2. Business Mathematics For B.B.A: JanardianDinodia&Dalip Kumar; JeevansonsPublications
3. Business Mathematics: Zameeruddin, Q; Vikash Publishing House Pvt.Ltd.
4. Mathematics-Volume II: R. D. Sharma; Dhanpat RaiPublications
5. Business Mathematics: Trivedi, K; Pearson EducationIndia

Note:

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks(15).

## COURSE CONTENTS

Suggested Readings:

1. Comprehensive Mathematics: D. R. Aggarwal; Vrinda Publications, New Delhi
2. Business Mathematics For B.B.A: Janardian Dinodia & Dalip Kumar; Jeevansons Publications
3. Business Mathematics: Zameeruddin, Q; Vikash Publishing House Pvt. Ltd.
4. Mathematics-Volume II: R. D. Sharma; Dhanpat Rai Publications
5. Business Mathematics: Trivedi, K; Pearson Education India

Note:

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).

COURSE SYLLABUS  
 B. B. A. - 1st Semester  
 FINANCIAL ACCOUNTING  
 Course/Paper Code: 0201102  
 Course Type: DSC

Credit: 4(3-1-0)  
 Max. Marks: 100  
 Exam Duration: 03 Hrs  
 External Marks: 75  
 Internal Marks: 25

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

1. There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.
2. Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

**Objective:** The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

**Unit 1- Accounting**

S.N.	Topic	Identification of the Topic in Blended mode
1	<b>Accounting:</b> Concept, Nature, Objectives, Need/Role, Scope/Branches, Systems, Advantages/Limitations of accounting; Differentiate Book keeping, accounting & accountancy; Users of accounting information. Basis term of accounting	Digital and Classroom learning
2	<b>GAAP:</b> classifications, need, Accounting conservatism & limitations of accounting, Accounting Standards Governing Financial Statements;	Digital and Classroom learning
3	<b>Accounting Policies, IFRS</b>	Digital Self learning
4	<b>Double entry Principles</b>	Digital and Classroom learning

**Unit 2: Nature & types of Account & final account**

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Nature &amp; Types of accounts:</b> accounting cycle, classification, rules of debit & credit, journal entry	Digital and Classroom learning
2.	<b>Ledger Account &amp; trial balance:</b> utility, relationship B/W journal & ledger, difference B/W journal & ledger, format of ledger, need & importance, rules of posting, trial balance importance, methods, format of trail balance	Digital & Classroom learning
3.	<b>Accounting equation and Rules of debit &amp; credit</b>	Digital & Classroom learning
4.	<b>Nature &amp; Types of Subsidiary Books</b>	Digital & Classroom learning
5.	<b>Preparation of financial statements &amp; Balance Sheet;</b> format of Profit & loss, balance sheet & income statements	Digital & Classroom learning
6.	<b>Final accounts:</b> trading Account, profit & loss account & balance sheet format & questions	Digital & Classroom learning
7.	<b>Capital and revenue expenditures &amp; receipts</b>	Digital Self learning
8	<b>Rectifications errors</b>	Digital & Classroom learning
9.	<b>Depreciation accounting:</b> different methods of Depreciation accounting, straights line methods, written down value methods & annuity methods questions	Digital & Classroom learning

**Unit 3: Final accounts: with adjustments**

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Final accounts:</b> trading Account, profit & loss account & balance sheet format & Important Adjustments in final accounts	Classroom learning
2.	<b>Accounts from Incomplete Records:</b> Average due Date and Account Current	Digital Self learning

COURSE SYLLABUS  
B. B. A. - 1st Semester

**Unit 4: Tally Lab Work:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Accounting (Tally Lab Work):</b> accounting software packages; Practical considerations about computerized accounting system using Tally accounting software package	Digital and Classroom learning

**Suggested Readings**

1. Financial Accounting: Rajasekaran, V. V.; Pearson Education
2. Financial Accounting: Tripathi, P.C; Pearson Education
3. Financial Accounting for BBA: S N Maheshwari & S. K. Maheshwari; Vikas Publishing
4. Essentials of Financial Accounting: Bhattacharyya, A.K; PHI Learning Pvt. Ltd.
5. Financial Accounting and Auditing: Monga, J.R; Scholar Tech Press
6. Financial Accounting: Goel, D.K.; Avichal Publication Company

Note:

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).

COURSE SYLLABUS  
B. B. A. - 1st Semester

BUSINESS ORGANISATION  
Course/Paper Code: 0201103  
Course Code: DSC

Credit: 4(0-0-0)  
Max. Marks: 100  
Exam Duration: 03 Hrs  
External Marks: 75  
Internal Marks: 25

**Subject- Business Organisation**  
**(Paper Code- 0201103)**

**Max. Marks: 100 (75+25)**

**Credits: 4(0-0-0)**

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

3. There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.
4. Internal evaluation is to be made on the basis of the parameters are to be decided by the University.
- 5.

**Objective:** The course aims to provide basic concepts and knowledge with regard to a business enterprise and its various functional areas.

**Unit 1- Business**

S.N.	Topic	Identification of the Topic in Blended mode
1	<b>Business:</b> Nature and Scope of Business, Business, profession and employment - Concept and their distinctive features; Objectives of business	Digital and Classroom learning
2	<b>business activities:</b> Industry and Commerce; Role of Business in Socio-Economic Development	Digital and Classroom learning
3	<b>Business Risks:</b> Nature & types of Business Risks; Responsibilities & Relevance of Business	Digital and Classroom learning
4	<b>Business Values &amp; Ethics:</b>	Digital and Classroom learning

**Unit 2: Forms of business organizations**

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Proprietorship: concept:</b> natures, advantages & disadvantages, , suitability,	Digital and Classroom learning
2.	<b>Partnership &amp; Hindu Undivided Family Business:</b> concept, natures, advantages & disadvantages, partnership deed, suitability, minor as a partner,	Digital Self learning
3.	<b>Cooperative society:</b> natures, advantages & disadvantages, ,suitability,	Digital Self learning
4.	<b>Company:</b> natures, advantages & disadvantages, , suitability, types of company, private & public company	Digital & Classroom learning
5.	<b>Choice of suitable form of Business Organization:</b> Business Enterprises' based on Scale of Operations & Investment: Cottage Enterprises, Small Scale Industries, Medium and large Scale Enterprises;	Digital and Classroom learning
7.	<b>Traditional &amp; Emerging Business Models</b>	Digital Self learning

**Unit 3: Entrepreneurship & Entrepreneur**

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Entrepreneurship &amp; Entrepreneur;</b> Entrepreneurship: concepts, natures, difference, process for launching a new business enterprise, Generating Business Ideas and recognizing business opportunity;	Digital and Classroom learning
2.	<b>7M' Resources Framework of Business;</b> Functional/Operational Aspects of Business; Financing the Business;	Digital and Classroom learning



COURSE SYLLABUS  
B. B. A. - 1st Semester

**Unit 4: Business Environment**

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Business Environment:</b> Understanding Business system & Business Environment: Micro and Macro Environment, Elements of Micro & Macro Environment; Indian Business environment and Global business environment;	Digital and Classroom learning
2.	<b>LPG framework:</b> Policy of Liberalization, Privatization, and Globalization;	Digital and Classroom learning

**Suggested Readings:**

1. Business Organization: Vasisht, Neeru; Taxmann, New Delhi
2. Business Organization and Management Talloo: Thelma J.; TMH, New Delhi
3. Business Organization: Tulsian, P.C.; Pearson Education, New Delhi
4. Handbook of Business Studies: Arihant; Arihant Publications
5. Business Organization and Management: C. B. Gupta
6. Business Organisation: R.K. Singla; VK Publications

**Note:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).

COURSE SYLLABUS

B. B. A. - 1st Semester

FUNDAMENTALS OF MANAGEMENT

Course/Paper Code: 0201104

Course Type: DSC

Credit: 4(0-0-0)

Max. Marks: 100

Exam Duration: 03 Hrs

External Marks: 75

Internal Marks: 25

1. There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.

2. Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

**Objective:** The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

**Unit 1- Management:**

S.N.	Topic	Identification of the Topic in Blended mode
1	<b>Management:</b> Concept, Nature and Importance; Management: Art and Science; levels of Management; Process & Functions of Management	Digital and Classroom learning
2	<b>Managers:</b> Concept, Knowledge, and traits to be a good manager, Managerial skills & Role of Managers;	Digital and Classroom learning
3	<b>Management thoughts:</b> Evolution & development of Management thoughts; General principles of Management- Henry Fayol, FW Taylor	Digital and Classroom learning

**Unit 2: Planning, organization & staffing**

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Planning:</b> nature, objectives, importance, scope and process of planning; types of plans; Operational and strategic planning – an overview;	Digital and Classroom learning
2.	<b>Concept &amp; nature of MBO</b>	Digital Self learning
3.	<b>decision-making:</b> Nature Function of organizing: Concept, Process & models of decision-making	Digital Self learning
4.	<b>Company:</b> natures, advantages & disadvantages, suitability, types of company, private & public company	Digital & Classroom learning
5.	<b>Organizing:</b> Nature, Process of organizing; Organizational structure & Basic issues in organizing;	Digital and Classroom learning
7.	<b>Staffing:</b> HR planning & staffing: Nature, Importance; Elements of staffing;	Digital Self learning

**Unit 3: Directing & Leadership;**

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Directing:</b> Concept & nature of direction and supervision; Sub-functions- Communication, Motivation,	Digital and Classroom learning
2.	<b>Leadership:</b> Nature, purpose, process & Approaches of Communication; Nature, purpose, process & methods of Motivation; Nature, purpose & process of leadership; Personal characteristics of effective leaders; Understanding Leadership styles.	Digital and Classroom learning

**Unit 4- Control function**

S.N.	Topic	Identification of the Topic in Blended mode
1	<b>Control function:</b> Concept and process, overview of control techniques, effective control system;	Digital and Classroom learning

COURSE SYLLABUS  
B. B. A. - 1st Semester

2	<b>Managerial performance:</b> Understanding Values for managerial performance, Managerial ethics	Digital and Classroom learning
3	<b>Corporate Social Responsibility</b>	Digital and Classroom learning

**Suggested Readings:**

1. Principles management for BBA: Garg, R.K; Jeevansons Publications
2. Fundamentals of Management: Robbins, S.P. and Decenzo, D.A.; Pearson Education Asia
3. Fundamentals of Management: Chhabra, T.N; Sun India Publications
4. Management: Koontz, H and Wechrich, H; Tata McGraw Hill
5. Management: Stoner, J et. Al; New Delhi, PHI, New Delhi
6. Management: Robbins & Coulter; PHI, New Delhi

**Note:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).

<b>Assessment</b>			
<b>External Assessment Marks</b>	<b>Evaluation</b>		<b>Total Marks</b>
<b>50</b>	<b>End Term Marks: 50</b>	<b>Time : 2 Hours</b>	<b>100</b>

<b>Course Objective</b>
This is a basic paper for Business Administration students to familiarize with computers, Information & Communication Technology and it's applications in the relevant fields and exposes them to other related papers of ICT.

<b>Syllabus</b>		
<b>Sr. No</b>	<b>Mode of Learning</b>	<b>Topics</b>
<b>1.</b>	<b>Self Learning Topics</b>	Introduction to IT in business; IT and business value; IT infrastructure in organizations; Role & Relevance of IT in Business Process Management, Computer Virus: Definition, types of viruses, Characteristics of viruses, anti-virus software, Computer software: Conceptual frame, Systems software and Application software, internet and World Wide Web; Overview of Business software Packages.
<b>2.</b>	<b>Guided Topics</b>	Computer Hardware & Devices: Input and output devices, Memory: Concept of primary & secondary memory, RAM, ROM, types of ROM, Cache Memory, and flash memory; Secondary storage devices: Sequential & direct access devices viz. magnetic tape, magnetic disk, optical disks i.e. CD, DVD, and virtual memory; Computer Networks: LAN, MAN, WAN, router, switch, hub, repeater, bridge, gateway, modem;
<b>3.</b>	<b>Blended Topics</b>	Architecture & Block Diagram of Computer System; Classification and types of computers, Overview of operating system: Definition, functions of operating system, types of operating system: multiprogramming, multitasking, multithreading, multiprocessing, time-sharing, real time, single-user & multi-user operating system
<b>4.</b>	<b>Lab Topics</b>	Computer Lab work- MS Word: Getting Started Working with Microsoft Office 2010; Understanding Word Basics; Understanding MS-Excel Basics; Worksheet, Workbooks, formulas and Functions; Working with Charts; Understanding PowerPoint Basics; Formatting and Modifying Presentations, Enhancing the Presentation;

**Suggested Readings:**

1. Fundamentals of Computers –P. K. Sinha; BPB Publication
2. Fundamentals of computers –V Rajaraman; Prentice Hall of India
3. Introduction to Information Technology: Leon and Leon; Leon Tech World
4. Information Technology in Business Management: Mukesh Dhunna & J. B. Dixit; Laxmi Publications, ND
5. Computer Applications in Business Management: Versha Mehta, N. Kumar; Anmol Publications

**COURSE SYLLABUS**

B. B. A. - 1st Semester

**COMPUTER NETWORKS & INTERNET**

Course/Paper Code: 0201106

Course Type: AEEC(SEC)

Credit: 4 (2-0-4)

Max. Marks: 100

Exam Duration: 02 Hrs

External Marks: 50

Practical Marks: 50

**Course Objective**

This is a basic paper for Business Administration students to familiarize with computers, Information & Communication Technology and its applications in the relevant fields and exposes them to other related papers of ICT.

**Syllabus**

<b>Sr. No</b>	<b>Mode of Learning</b>	<b>Topics</b>
<b>1.</b>	<b>Self Learning Topics</b>	Introduction to Internet & Networking: Definition of networks, Overview of Internet works, Internet and Extranets, Client server networks, Inter-organizational Networks. Overview of Internet, Architecture and Functioning of Internet, concepts of web page, website and web searching (browsing), Concepts of data transmission: Half-duplex transmission, modems, Privacy and ethical issues in networked economy; treats to privacy, protecting privacy, ethical issues in networked economy, social and economic issues in networked economy, health issues in networked economy, future of the networked economy, applications in banking, e-governance, ticket reservation etc.
<b>2.</b>	<b>Guided Topics</b>	Basic services over Internet -WWW, FTP, Telnet, Gopher, IP addresses, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail, Web browsing, searching, downloading and uploading from Internet; Intranet – Introduction, concepts, applications of Intranet, Business value of Intranets, Office automation system; Intra business applications, server computing, Introduction to OSI, TCP/IP reference models, ; Hardware, Software,

		sharing information and resources through networks
3.	<b>Blended Topics</b>	Networked economy: Impact of computer networks on business, elements of networked economy, using IS functions to deal with business risks. Infrastructure of networked economy, LAN WAN, and wireless networks,
4.	<b>Lab Topics</b>	HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, home page. Applications of networks in information sharing and dissemination. Web Designing in HTML, Internet Surfing.

### Suggested Readings:

1. Fundamentals of Computers –P. K. Sinha; BPB Publication
2. Computer Networks and Internet 4e – Comer, E. Douglas; Pearson Education, Delhi
3. Introduction to Information Technology: Leon and Leon; Leon Tech World
4. Computer Networks: Tannenbaum; PHI, Delhi.
5. Computer Applications in Business Management: Versha Mehta, N. Kumar; Anmol Publications

**COURSE SYLLABUS**  
**B. B. A. – 2nd Semester**  
**ENGLISH COMMUNICATION SKILLS**  
**Course/Paper Code: 0201296**  
**Course type: AECC**

Credit: 2 (2-0-0)  
Max. Marks: 50  
Exam Duration: 03 Hrs  
External Marks: 40  
Internal Marks: 10

### COURSE OBJECTIVES

The course aims at nurturing and developing the communication and behavioral skills relating to business, to gain knowledge of media of communication, to improve command over spoken and written English

### COURSE CONTENTS

#### Unit-1:

Introduction: Theory of communication, types and modes of communication; Language and Communication: Verbal and Non-verbal (Spoken and Written); Personal, Social and Business; Barriers and Strategies; Intra-personal, Inter-personal and Group communication

#### Unit-2:

Speaking Skills: Monologue Dialogue; Group Discussion; Effective communication/Mis-communication; Interview; Public Speech

#### Unit-3:

Reading and Understanding: Close reading; Comprehension; Summary Paraphrasing; Analysis and Interpretation; Translation (from Indian language to English and vice-versa); Literary/Knowledge Texts

#### Unit-4:

Writing Skills: Documenting; Report Writing; Making Notes; Letter Writing

### Suggested Readings:

1. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas
2. Fluency in English, Part II Oxford University Press 2006
3. Business English, Pearson, 2008
4. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
5. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.

6. Essentials of Business Communication - Rajendra Pal & J. S. Korlhalli - Sultan Chand & Sons, ND
7. Business Communication (Principles, Methods and Techniques) Nirmal Singh-Deep & Deep Publications
8. Business Communication, S.V. Kadvekar, C. N. Rawal and Ravindra Kothavade, Diamond Publications, Pune

Note:

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 03 short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (06 Marks)

**B.B.A.-**  
**2ndSemester**  
**BUSINESS STATISTICS**  
**Course/Paper Code:**  
**0201201**  
**Course type: DSC**

Credit: 4(3-1-0)  
Max. Marks: 100  
Exam Duration: 03 Hrs  
External Marks: 75  
Internal Marks: 25

**COURSE OBJECTIVES**

The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

**COURSE CONTENTS**

**Unit-1:**

Basic Ideas in Statistics: Definition, Function & Scope of Statistics. Collection and Presentation of Data; Classification, Frequency Distribution, Diagrammatic and Graphic Presentation of Data; Measures of Central Tendency: Arithmetic Mean, Weighted A.M., Median, Mode, Geometric and Harmonic Means and their Merits and Demerits;

**Unit-2:**

Correlation Analysis: Methods of Studying Correlation for Grouped and Ungrouped Frequency Distribution;

**Unit-3:**

Regression Analysis: Equation of Regression Lines for Grouped and Ungrouped Frequency Distribution, Standard Error Estimate;

**Unit-4:**

Index Numbers: Types of Index Numbers and Methods of their Construction, Tests for Perfection Base Shifting; Introduction to Time Series Analysis;

Note : The treatment of the subject matter is to be application oriented; The proof of theorem and derivation of formulae is not required.

**Suggested Readings:**

1. Comprehensive Statistics: D. R. Aggarwal; Vrinda Publications, New Delhi
2. Business Statistics: Levine, D.M; Pearson Education
3. Business Statistics: T. R. Jain; Laxmi Publications
4. Business Statistics: S. C. Gupta
5. Introduction to Statistics: Hooda, R.P.; Macmillan India Ltd.

**Note:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).



COURSE SYLLABUS  
 B. B. A. – 2nd Semester  
**MICRO ECONOMICS**  
 Course/Paper Code: 0201202  
 Course Type: DSC

Credit: 4(4-0-0)  
 Max. Marks: 100  
 Exam Duration: 03 Hrs  
 External Marks: 75  
 Internal Marks: 25

**Note for Examiners and Students:**

1. There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.
2. Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

**Objective:** The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions. This course intends to develop the concepts on Microeconomic variables, working of an economy at the micro level, and how business decisions are affected with the influence of micro variables in business.

**Unit 1:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Introduction to Economics; Scope & Subject Matter of economics	Digital and Classroom learning
2.	Understanding Micro & Macro economics	Digital Self learning
3.	Economic Laws; Nature & Scope of Business (Managerial) Economics	Digital and Classroom learning
4.	Basic economic concepts & principles	Digital and Classroom learning
5.	Significance & Role of business economics in decision making	Digital and Classroom learning
6.	Concept, nature & types of Economy	Digital and Classroom learning
7.	Concept of economic problem, Analysis of central problems of an economy	Digital Self learning

**Unit 2:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Demand Analysis for business decisions: Concept, definitions, essential elements and nature of demand	Digital and Classroom learning
2.	Determinants or factors affecting demand, concept of demand function; Types of Demand; Concept & explanation of the Law of Demand	Digital Self learning
3.	Nature, importance of Elasticity of Demand	Digital and Classroom learning
4.	Consumer Behavior: Analyzing Consumer equilibrium	Digital and Classroom learning
5.	Theory of Supply & Law of Supply	Digital and Classroom learning

**Unit 3:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Theory of Production: Concept of production and factors of production	Digital and Classroom learning
2.	production function-concept, Type of input-output relations in production function	Digital Self learning

3.	Explanations of the laws of production, Nature and significance of economies and Diseconomies of scale	Digital and Classroom learning
4.	Properties of Isoquants	Digital and Classroom learning

#### Unit 4:

S.N.	Topic	Identification of the Topic in Blended mode
1.	Theory of Cost & cost curves	Digital and Classroom learning
2.	Types of costs and costs classifications; Cost function; Role and Significance of Revenue in price analysis	Digital Self learning
3.	Nature & types of Market, Break-even analysis	Digital and Classroom learning
4.	Price and Pricing; Pricing Decisions under different market conditions	Digital and Classroom learning

#### Suggested Readings:

1. Business Economics: Lekhi, R.S; Kalyani Publishers
2. Business Economics: Ahuja, H.L.; S.Chand & company pvt.ltd
3. Business Economics application & Analysis: Kumar Raj; UDH Publishers & Distributors
4. Managerial economics: Dwivedi, D.N; Vikash Publishing House Pvt. Ltd.
5. Microeconomics for management : Dholakia, Ravindera H; Oxford University Press

#### Note:

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed more than 50 words.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting g one question from each unit.
3. All questions will carry equal marks (15).

**Note: Latest edition of text books may be used.**

COURSE SYLLABUS  
B. B. A. – 2nd Semester

COST ACCOUNTING  
Course/Paper Code: 0201203  
Course type: DSC

**Paper : Cost Accounting**  
**(Paper Code- 201203 )**  
**Credits: 4 ( 3-0-1)**  
**Exam Duration :03 Hrs**  
**Max. Marks: 100**  
**External Marks:75**  
**Internal Marks :25**

**Objective:** The course objective of this course is to impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet and to provide basic knowledge of important Methods & Techniques of costing.

**Unit 1- Introduction**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Introduction: Concept of cost, costing, cost Accounting & Cost Accountancy	Classroom learning
2.	Limitations of Financial Accounting	Digital Self learning
3.	Origin and objectives of cost Accounting	Digital and Classroom learning
4.	Advantages and Limitations of Cost Accounting	Digital and Classroom learning
5.	Difference between Financial and Cost Accounting	Digital Self learning
6.	Cost Unit & Cost Centre	Classroom learning

**Unit 2: Elements of Cost & Methods of Costing**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Elements of cost: Material, Labor and other Expenses Classification of cost & Types of Costs, Preparation of Cost Sheet;	Classroom learning
2.	Methods of Costing (Theory Only)	Digital and Classroom learning
3.	Job Costing – Meaning, Features, Advantages and Limitation	Digital Self learning
4.	Contract Costing – Basic Concepts	Classroom learning
5.	Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains;	Classroom learning
6.	Operating Costing – Meaning, Features & Objectives Techniques of Costing	Digital and Classroom learning

**Unit 3: Budget & Budgetary Control**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Budget and Budgetary Control- Definition, Meaning and objectives of Budgetary control	Digital and Classroom learning
2.	Advantages and disadvantages of Budgetary Control	Digital Self learning
3.	Types of Budget	Classroom learning

**Unit 4: Methods of Costing**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Marginal Costing – Meaning and Various Concepts - Fixed Cost, Variable Cost.	Classroom learning
2.	Contribution, P/V Ratio, Break Even Point, Margin of Safety	Classroom learning
3.	Standard Costing: - Definition and Meaning of Various Concepts; Advantages and Limitations of Standard Costing	Digital & Classroom Learning

**COURSE SYLLABUS**

B. B. A. – 2nd Semester

4.	Advantages and Limitations of Standard Costing	Digital Self learning
5.	Variance Analysis – Material and labor Variances only	Digital & Classroom Learning

**Suggested Readings:**

1. Cost & Management Accounting: S.N.Maheshwari, Sultan Chand & Sons, NewDelhi
2. Cost Accounting: M.Y. Khan,P.K. Jain; Tata McGraw-HillEducation
3. Cost Accounting: P.V. Rathnam, KitabMahal
4. Cost Accounting: Bhatta HSM,HimalayaPublication
5. Cost Accounting: Prabhu Dev , HimalayaPublication
6. Advanced Cost Accounting: Made Gowda,HimalayaPublication

**Note:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from eachunit.
3. All questions will carry equal marks(15).

**COURSE SYLLABUS**

B. B. A. – 2nd Semester

**ORGANIZATIONAL BEHAVIOR**

Course/Paper Code: 0201204

Course type: DSC

Credit: 4(4-0-0)

Max. Marks: 100

Exam Duration: 03 Hrs

External Marks: 75

Internal Marks: 25

**COURSE OBJECTIVES**

The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario.

**Objective:** The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario.

**Unit 1 Introduction of organization behaviour**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Understanding Organizational Behavior: The Concept, Nature and Significance of Human Behavior	Digital and Classroom learning
2.	Foundation and background of O B; Emergence & OB as a Discipline; Levels and Reasons for Studying OB; contemporary challenges before Managers;	Digital Self learning

**Unit 2 Individual Behaviour**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Individual behavior and processes: individual differences – values and attitudes, Workplace Attitudes; Perception- concept, process and applications	Digital and Classroom learning
2.	Personality- concept, determinants and theories; Nature & significance of Learning, Reinforcement and Stress;	Digital Self learning

**Unit 3 Interpersonal Behaviour**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Interpersonal Behavior: Interpersonal Dimensions of Behavior; Organizational communication & Transactional Analysis.	Digital and Classroom learning
2.	Group and Team processes: group behavior, group development, group dynamics, social loafing; Developing Teams, Team building.	Digital and Classroom learning
3.	Nature & significance of Empowerment, Conflict, Power & Politics	Digital and Classroom learning

**Unit 4 Organizational Leadership and Organization Culture**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Organizational Leadership: Leadership: Nature and significance of Leadership,	Digital and Classroom learning
2.	Leadership styles; Role & significance of Organizational Structure	Digital and Classroom learning
3.	Organizational Change; Organizational Climate & Culture	Digital aided learning

**Suggested Readings:**

1. Organisational Behaviour: S. S. Khanka; S. Chand Publishing
2. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, N. Delhi
3. Robbins, S.P., Organisational Behaviour, Prentice Hall of India, New Delhi
4. Organizational Behaviour Made Simple: Rumi Das Gupta; Notion Press
5. Organisation Behaviour: Upendra Rai; VK Global Publications
6. Luthans, Fred, Organisational Behaviour, McGraw Hill, New York

Note:

COURSE SYLLABUS

B. B. A. – 2nd Semester

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).

COURSE SYLLABUS  
 B. B. A. – 2nd Semester  
 SOFT SKILLS  
 Course/Paper Code: 0201205  
 Course type: AEEC(SEC)

Credit: 4(4-0-0)  
 Max. Marks: 100  
 Exam Duration: 03 Hrs  
 External Marks: 75  
 Internal Marks: 25

COURSE OBJECTIVES

The course objective is to enhance holistic development of students and improve their employability skills.

COURSE CONTENTS

Unit 1-

S.N.	Topic	Identification of the Topic in Blended mode
1.	Conceptual framework: Introduction to Soft Skills, Nature, need and relevance of Soft skills training & development;	Digital and Classroom learning
2.	Overview of important Soft skills essential to a career success	Digital Self learning
3.	Self Analysis: Self- Analyzing & Understanding self Personality; Self-Assessment & SWOT Analysis; Understanding IQ, EQ, SQ	Digital and Classroom learning
4.	Overview of Creativity & Out of box thinking, Attitude change & Development, Social & Business Etiquettes, Adaptability skills;	Digital and Classroom learning
5.	Soft skills required for competitive examinations;	Digital Self learning

Unit 2:

S.N.	Topic	Identification of the Topic in Blended mode
1.	People Skills: Interpersonal Skills & significance of Gratitude, Assessing Interpersonal Skills	Digital and Classroom learning
2.	Professional interpersonal Communication Skills	Digital and Classroom learning
3.	Developing Teamwork skills, Skills in dealing with difficult personalities	Digital and Classroom learning
4.	Skills in dealing with difficult/unexpected situations	Digital Self learning
5.	Conflict Resolution: Conflicts in Human Relations – Reasons Case Studies	Digital and Classroom learning
6.	Approaches to conflict resolution;	Digital Self learning

Unit 3:

S.N.	Topic	Identification of the Topic in Blended mode
1.	Leadership Skills for a good Leader, Assessment of Leadership Skills	Digital and Classroom learning
2.	Understanding the relationship between Leadership, Networking & Team work; Decision Making: Importance and necessity of Decision Making, Process and practical way of Decision Making, Weighing Positives & Negatives	Digital and Classroom learning
3.	Professional Skills: Developing Professionalism; Professional attitude; Professional Dressing sense, Professional sense of Humour; Developing Time Management skills	Digital and Classroom learning

COURSE SYLLABUS  
B. B. A. – 2nd Semester

4.	Meeting management skills – Dealing with Meetings, Writing Minutes, Sending Memos;	Digital Self learning
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**Unit 4:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Conducting Workshops on: Effective Communication and Presentation Skills	Digital and Classroom learning
2.	mastering inter -personal skills	Digital and Classroom learning
3.	team management and Negotiation skills	Digital and Classroom learning
4.	Management Competencies (any six)	Digital Self learning

**Suggested Readings:**

1. Soft Skill Business and Professional Communication: Sutapa Banerjee; I. K. International PvtLtd
2. Soft Skills for Managers; T. KalyanaChakravarthi, T. LathaChakravarthi; Wiley India Pvt.Limited
3. Personality Development and Soft Skills: Barun Mitra; Oxford UniversityPress
4. Soft Skills Training: A Workbook to Develop Skills for Employment; Frederick H. Wentz; Createspace IndependentPublications5.
5. Personality Development and Soft Skills: Shalini Verma; Goyal BrothersPrakashan

**Suggested Readings:**

1. Soft Skill Business and Professional Communication: Sutapa Banerjee; I. K. International Pvt Ltd
2. Soft Skills for Managers; T. Kalyana Chakravarthi, T. Latha Chakravarthi; Wiley India Pvt. Limited
3. Personality Development and Soft Skills: Barun Mitra; Oxford University Press
4. Soft Skills Training: A Workbook to Develop Skills for Employment; Frederick H. Wentz; Createspace Independent Publications
5. Personality Development and Soft Skills: Shalini Verma; Goyal Brothers Prakashan

**Note:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).



COURSE SYLLABUS  
 B. B. A. – 2nd Semester  
 MANAGEMENT SKILLS  
 Course/Paper Code: 0201206  
 Course type: AEEC(SEC)

Credit: 4(4-0-0)  
 Max. Marks: 100  
 Exam Duration: 03 Hrs  
 External Marks: 75  
 Internal Marks: 25

**COURSE OBJECTIVES**

This course focuses on specific concepts and critical skills that individuals need to know and have in order to work more effectively with others in organizations, work well in teams, and lead teams, organizations successfully, Apply core management behaviors and techniques to deliver results and Develop a management vision for success.

**Note for Examiners and Students:**

1. There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.
2. Internal evaluation is to be made on the basis of the parameters are to be decided by the University.
- 3.

**Objective:** This course focuses on specific concepts and critical skills that individuals need to know and have in order to work more effectively with others in organizations, work well in teams, and lead teams, organizations successfully, Apply core management behaviors and techniques to deliver results and Develop a management vision for success.

**Unit 1-**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Introduction to Managerial skills & Personal skills; Importance of competent managers, skills of effective managers; Applying Your Management Style, Crafting your personal approach to management; Management by Objectives, Managing by walking around, Management by exceptions	Digital and Classroom learning
2.	Managing with Emotional Intelligence (EI): Five characteristics of the effective manager- Knowing yourself: developing three key intrapersonal skills	Digital Self learning
3.	Working with others: applying integral interpersonal skills	Digital and Classroom learning
4.	Applying emotional intelligence day to day- Responding appropriately in key situations;	Digital and Classroom learning
5.	Using emotional intelligence to lead by example;	Digital Self learning

**Unit 2:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving	Digital and Classroom learning
2.	impediments of creativity, multiple approaches to creativity, conceptual blocks	Digital and Classroom learning
3.	conceptual block bursting; Skills development and application for above areas;	Digital and Classroom learning
4.	Building relationship Skills for developing positive interpersonal communication	Digital Self learning
5.	importance of supportive communication	Digital and Classroom learning
6.	coaching and counseling	Digital and Classroom learning
7.	Skill analysis and application on above areas;	Digital Self learning

**Unit 3:**

S.N.	Topic	Identification of the Topic in Blended mode
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COURSE SYLLABUS  
B. B. A. – 2nd Semester

1.	Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment	Digital and Classroom learning
2.	The Art of Delegation: delegating works; Skills development and skill application on above areas; Fostering commitment through effective delegation- Creating a spirit of partnership	Digital and Classroom learning
3.	Establishing a common understanding of success; Applying a proven step-by-step process for delegation; Getting the job done: task and process- Determining individual strengths	Digital and Classroom learning
4.	Building on natural talents; Collaborating for successful outcomes;	Digital Self learning

**Unit 4:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Achieving Goals through People and Team building: Developing teams and team work	Digital and Classroom learning
2.	Establishing shared purpose and mutual accountability; Amplifying individual contributions through synergistic teamwork; The importance of team dynamics and diversity	Digital and Classroom learning
3.	Advantages of team, leading team, team membership; Motivating Individuals for Performance: Recognizing key motivators- Avoiding the top demotivators	Digital and Classroom learning
4.	Leveraging motivators that work for everyone; Developing and applying a motivational strategy	Digital Self learning

**Suggested Readings:**

1. Management Skills: Baldwin; Tata McGraw-Hill Education
2. Soft Skills for Managers; T. Kalyana Chakravarthi, T. Latha Chakravarthi; Wiley India Pvt. Limited
3. Mastering Management Skills: A Manager's Toolkit; Ramon J. Aldag, Loren W. Kuzuhara; Thomson/South-Western Publication
4. Soft Skills Training: A Workbook to Develop Skills for Employment; Frederick H. Wentz; Createspace Independent Publications
5. Personality Development and Soft Skills: Shalini Verma; Goyal Brothers Prakashan

**Note:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).

**COURSE SYLLABUS**  
**B. B. A. – 3rd Semester**  
**MANAGEMENT ACCOUNTING**  
**Course/Paper Code: 201301**  
**Course type: DSC**

Credit: 4(3-1-0)  
 Max. Marks: 100  
 Exam Duration: 03 Hrs  
 External Marks: 75  
 Internal Marks: 25

**COURSE OBJECTIVES**

A course in Management Accounting tends to expose the students to the applied aspect of accounting and making them familiar with the techniques of using Accounting information for decision making. The objective of this course is to help students acquire the competency to understand accounting language and to make effective use of accounting information in resolving the problems, which they may face as managers.

**Unit 1- Introduction**

S.N.	Topic	Identification of the Topic in Blended mode
7.	The Role of Accounting in the Basic Management Process; Fundamentals of Managerial Accounting: Meaning and Significance.	Classroom learning
8.	Financial, Cost and Management Accounting, need for management accounting	Digital and Classroom learning
9.	characteristics of financial information for operational, managerial and strategic levels within organisations	Digital Self learning
10.	Recognizing Financial Transactions and role of the management accountant;	Digital and Classroom learning
11.	Relationships between the management accountant and the organization's managers;	Digital Self learning
12.		

**Unit 2: Cash Flow & Financial Statement Analysis**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Cash Flow & Financial Statement Analysis: Cash Flow Statement, Fund Flow Statement, Cases on preparation and Interpretation of Cash Flow Statement	Classroom learning
2.	Interpretation and analysis of Accounts: Vertical and Horizontal Analysis, Interpretation and analysis of Accounts; Analyzing Comparative Financial Statements	Digital and Classroom learning
3.	Trend Analysis of Financial Statements, Common-Size Financial Statements.	Digital Self learning
4.	Ratio Analysis of Financial Information: Conceptual frame and classification, Calculate Ratios That Analyze a Company's Short-Term Debt-Paying Ability, Ratios That Analyze a Company's Long-Term Debt Paying Ability, Ratios That Analyze a Company's Earnings Performance	Classroom learning

**Unit 3: Budget & Budgetary Control**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Capital Investment Analysis & Budgeting: Short Term Business Decisions, Accounting in the Headlines – Payback, the Capital Rationing Process,Controlling Capital Investment Expenditures	Classroom learning
2.	Introduction to Budgeting and Budgeting Processes	Digital Aided learning
3.	,Master Budgets, Operating Budgets, Manufacturing Budgets, Cash Budgets, Budgeted Balance Sheet, ,Flexible Budgets	Classroom learning
4.	Budgeting in a Merchandising Company, Other Budgeting Methods	Digital Self Learning

**Unit 4: Evaluating Performance Techniques**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Evaluating Performance Using Cost Variance Analysis: Flexible Budgets.	Classroom learning
2.	Standard Costs, Direct Materials Variance Analysis, Direct Labour Variance Analysis, Variable Manufacturing Overhead Variance Analysis, Determining Which Cost Variances to Investigate, Using Variance Analysis with	Digital & Classroom Learning

3.	Activity-Based Costing, Fixed Manufacturing Overhead Variance Analysis	Classroom Learning
4.	Cost-Volume-Profit Analysis for Decision Making: Cost-Volume-Profit Analysis for Single-Product Companies and Multiple-Product and Service Companies,	Digital & Classroom Learning
5.	Cost-Volume-Profit Models for Sensitivity Analysis.	Digital & Classroom Learning
6.	Impact of Cost Structure on Cost-Volume-Profit Analysis, Income Taxes and Cost-Volume-Profit Analysis;	Digital Self Learning

**Suggested Readings:**

1. Management Accounting; ShashiK.Gupta;KalyaniPublications
2. Management Accounting; D.K Goyal; AvichalPublication
3. Management Accounting; I.C. Jain; VikasPublication
4. Practical Problems in Management Accounting and Financial Management; R. K. Sharma, Anuj Gupta Shashi K. Gupta;KalyaniPublishers
5. Management Accounting; M.N. Arora; Himalaya Publishing House

**Note:**

4. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
5. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from eachunit.
6. All questions will carry equal marks(15).

**COURSE SYLLABUS**  
**B. B. A. – 3rd Semester**  
**BUSINESS ENVIRONMENT**  
**Course/Paper Code:201302**  
**Course type: DSC**

Credit: 4(4-0-0)  
 Max. Marks: 100  
 Exam Duration: 03 Hrs  
 External Marks: 75  
 Internal Marks: 25

**Note for Examiners and Students:**

- There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.
- Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

**Objective:** To provide knowledge of the environment in which businesses operate, the economic operational and financial Framework with particular.

**Unit 1:**

S.N.	Topic	Identification of the Topic in Blended mode
8.	Business Environment: An Introduction-Introduction, Concept of Business, Levels of the Business Environment,	Digital and Classroom learning
9.	Understanding the Environment; Economic Environment: Introduction, Economic Environment of Business,	Digital Self learning
10.	The Global Economic Environment, Economic Policies, Business and Economic Policies	Digital and Classroom learning
11.	Socio Cultural Environment: Introduction,	Digital and Classroom learning
12.	Business and Society, Business and Culture, Indian Business Culture, Culture and Organizational Behaviour	Digital and Classroom learning
13.	Political Environment: Introduction, Political Environment and the Economic system, Types of Political Systems, Indian Constitution and Business	Digital and Classroom learning
14.	Changing Profile of Indian Economy , Business Risks Posed by the Indian Political System	Digital Self learning

**Unit 2:**

S.N.	Topic	Identification of the Topic in Blended mode
6.	Economic Systems: Introduction, Capitalist Economy, Socialist Economy, Mixed Economy	Digital and Classroom learning
7.	Financial Environment: Introduction, An Overview of the Financial System, Components of Financial System, Financial Institutions and their Roles, Financial Institutions in India	Digital Self learning
8.	Role of Foreign Direct Investment	Digital and Classroom learning
9.	Legal Environment: Introduction, Legal Environment, Laws Impacting Industry in India, Intellectual Property Right s, Major Regulations Pertaining to Business	Digital and Classroom learning

**Unit 3:**

S.N.	Topic	Identification of the Topic in
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		<b>Blended mode</b>
5.	Economic Role of Government: Introduction, Regulatory Role of Government, Promotional Role of Government, Participatory Role of Government, Conciliatory and Judicial Role of Government	Digital and Classroom learning
6.	Impact of India's Industrial Policy on Economic Reforms; Privatization: Introduction, Meaning of Privatization, Objectives of Disinvestment, Privatization / Disinvestment in India, Problems with Privatization	Digital Self learning
7.	Globalization: Introduction, Meaning of Globalization, Future of Globalization, Organisations to facilitate globalization	Digital and Classroom learning

#### **Unit 4:**

<b>S.N.</b>	<b>Topic</b>	<b>Identification of the Topic in Blended mode</b>
5.	Indian Economy: Introduction, India as a Developing Economy, India as an Emerging Economy, India as a Mixed Economy	Digital and Classroom learning
6.	WTO and Trading Blocs: Introduction, Levels of Economic Integration/Trading Blocs, Effects of Economic Integration,	Digital Self learning
7.	Major Regional Trading Blocs, Commodity Agreement	Digital and Classroom learning
8.	World Trade Organization	Digital and Classroom learning
9.	WTO and India	Digital Self learning

#### **Suggested Readings:**

1. Business Environment: Text & Cases; Cherunilam, Francis; Himalaya Publishing House
2. Business Environment; Raj Agrawal; Excel Books
3. Business Environment; Pailwar, Veena Keshav; PHI India
4. Business Environment: Text & Cases; Paul, Justin; McGraw Hill Education
5. Economic Environment of Business; S. K. Misra, V.K. Puri; Himalaya Publishing House;
6. Essentials of Business Environment; K. Aswathappa; Himalaya Publishing House

#### **Note:**

4. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed more than 50 words.
5. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
6. All questions will carry equal marks (15).

**Note: Latest edition of text books may be used.**

**COURSE SYLLABUS**  
**B. B. A. – 3rd Semester**  
**RESEARCH**  
**METHODOLOGY**  
**Course/Paper Code: 201303**  
**Course type: DSC**

Credit: 4(4-0-0)  
 Max. Marks: 100  
 Exam Duration: 03 Hrs  
 External Marks: 75  
 Internal Marks: 25

**COURSE OBJECTIVES**

The primary objective of this course is to develop a research orientation among the students and to acquaint them with fundamentals of research methods. Specifically, the course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach.

**Unit 1- Business research**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Concept, nature, scope, need and managerial value of business research	Digital and Classroom learning
2.	Components of theory – definitions, concepts, constructs, variables, hypothesis	Digital Self learning
3.	Process of research and structure of research proposal	Digital and Classroom learning

**Unit 2: Research design**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Concept and types – exploratory, descriptive, diagnostic and experimental	Digital Self learning
2.	Sampling design-techniques	Digital and Classroom learning
3.	Factors influencing sample size	Digital Self learning
4.	Measurement – concept	Digital Self learning
5.	Measurement scales – types and construction of scales and reliability and validity aspects in measurement	Digital and Classroom learning

**Unit 3: Methods of data collection**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Questionnaire/schedule; questionnaire designing, interview and observational methods	Digital and Classroom learning

2.	Data analysis and interpretation; editing, coding, content analysis and tabulation	Digital and Classroom learning
3.	Hypothesis testing – an overview of parametric and non-parametric	Digital and Classroom learning

**Unit 4: Dependent and interdependent methods**

S.N.	Topic	Identification of the Topic in Blended mode
1.	An overview of dependent and interdependent methods (multiple regression, discriminant analysis, conjoint analysis, factor analysis, cluster analysis)	Classroom learning
2.	Ingredients and constructions of research report	Digital Self learning
3.	Procedure of preparation of reference and bibliography	Digital Self learning

**Suggested Readings**

1. Zikmund, Millian G., Business Research Methods, Thomson Learning, Bombay
2. Cooper, Donald R- and Pamela Schindler, Business Research Methods, Tata McGraw Hills, New Delhi
3. Geode, Millian J. & Paul K. Hatl, Methods in Research, McGraw Hills, New Delhi
4. Sekran, Uma, Business Research Method, Miley Education, Singapore
5. Kothari, C.R., Research Methodology; New Age international
6. Deepak Chawla, Neena Sondhi; Research Methodology: Concepts and Cases: Vikas Publishing House

**Note:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).



COURSE SYLLABUS  
 B. B. A. – 3rd Semester MACRO ECONOMICS  
 Course/Paper Code: 201304  
 Course type: DSC

Credit: 4(3-1-0)  
 Max. Marks: 100  
 Exam Duration: 03 Hrs  
 External Marks: 75  
 Internal Marks: 25

COURSE SYLLABUS  
 B. B. A. – 3rd Semester BUSINESS LAWS  
 Course/Paper Code: 201305

**Note for Examiners and Students:**

1. There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.
2. Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

**Objective:** The objective of this course is to deal with economic behaviour at the aggregate level. It is designed in such a way which will equip the students with broad features of the behaviour of macroeconomic situations in an economy like India.

**Unit 1:**

S.N.	Topic	Identification of the Topic in Blended mode
15	Nature and scope of macroeconomics	Digital and Classroom learning
16	circular flow of income;	Digital Self learning
17	national income – alternative concepts of income and their interrelationship, measurement of national income, stock and flow variables	Digital and Classroom learning
18	Aggregate Demand and Aggregate Supply, Macroeconomic Equilibrium	Digital and Classroom learning
19	Nature of a Trade Cycle , Causes of Booms and Recessions.	Digital and Classroom learning

**Unit 2:**

S.N.	Topic	Identification of the Topic in Blended mode
10	Macro analysis of consumer behavior	Digital and Classroom learning
11	Cyclical and Secular consumption	Digital Self learning
12	Income Consumption Relationship, absolute, relative and permanent income hypothesis,	Digital and Classroom learning
13	Simple Keynesian Model of income determination; Multiplier analysis;	Digital and Classroom learning

**Unit 3:**

S.N.	Topic	Identification of the Topic in Blended mode
8.	Nature of fiscal policy, fiscal deficits	Digital and Classroom learning
9.	fiscal policy in relation to growth and price stability,	Digital Self learning
10	Basic Issues in fiscal deficit management	Digital and Classroom learning
11	Nature and Management of Public Debt	Digital and Classroom learning
12	Business Taxes –Types, Rationale and Incidence	Digital and Classroom learning

**Unit 4:**

S.N.	Topic	Identification of the Topic in Blended mode
10	Money supply measures	Digital and Classroom learning
11	Credit creation process and money multiplier	Digital Self learning
12	Instruments of Monetary Policy	Digital and Classroom learning
13	Promotional and Regulatory role of Central Bank	Digital and Classroom learning
14	Inflation – Types, Causes, Effects and Control Measures	Digital Self learning

**Suggested Readings:**

1. Gupta, G.S., Macroeconomics – Theory and Applications, Tata McGraw Hill, New Delhi
2. Edward Shapiro, Macroeconomic Analysis, Galgotia, New Delhi
3. Gupta S.B., Monetary Economics: Theory, Policy and Institutions, S. Chand, New Delhi
4. Vaish, M.C.: Macroeconomic Theory, Vikas Publications, New Delhi
5. D’souza, Errol: Macroeconomics, Pearson Education, New Delhi

**Note:**

7. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section ‘A’ shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed more than 50 words.
8. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.

9. All questions will carry equal marks (15).

**Note: Latest edition of text books may be used.**

Credit: 4(3-1-0)  
 Max. Marks: 100  
 Exam Duration: 03 Hrs  
 External Marks: 75  
 Internal Marks: 25

**COURSE OBJECTIVES**

The course shall aim to provide an Indian and International perspective on the background understanding and overview of the nature and sources of law, and the governing legal and judicial system; and an insight into the working of the specific elements that constitute the domain of Business Law.

**Unit 1: Introduction**

Basic concepts:

S.N.	Topic	Identification of the Topic in Blended mode
13.	Law of contract: meaning and essentials of a valid contract; offer and acceptance; capacity to contract; consent and free consent; consideration; void agreements;	Digital and Classroom learning
14.	quasi contract; different mode of discharge of contract; remedies for breach of contract.	Digital Self learning

**Unit 2:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Purpose and meaning of the contract of the guarantee; kinds of guarantees; rights and obligations of creditors; rights, liabilities and discharge of surety; contract of indemnity	Digital and Classroom learning
	Definition of bailment and its kinds; duties and rights of a bailor and a bailee; rights and duties of a pledger and pledgee.	Digital and Classroom learning

**Unit 3:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Law of sale of goods – definition and essential of a contract of sale, conditions and warranties, passing of property in goods;	Digital and Classroom learning
2.	performance of contract; right of unpaid seller; remedies for breach of contract.	Digital and Classroom learning

**Unit 4:**

S.N.	Topic	Identification of the Topic in Blended mode

1.	Negotiable instrument act – Meaning and essential elements of a negotiable instruments; types of negotiable instrument; holder and holder in due course; negotiation of negotiable instruments; dishonor of negotiable instruments;	Digital and Classroom learning
2.	Meaning and scope of information technology act; digital signature; electronic governance; regulation of certifying authority; digital signature certificates; duties of subscribers;	Digital and Classroom learning
3.	penalties adjudication and offences.RTI Act 2005 : Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information	Digital Self learning

**Suggested Readings:**

1. Kapoor, N.D., Business Law, Sultan Chand & Sons
2. Gulshan, S.S., Mercantile Law, Excel Books
3. Kuchhal, M.C., Mercantile Law, Vikas Publishing Pvt. Ltd.
4. Chadha, P.R., Business Law, Galgotia Publishing
5. Aggarwal, S.K., Business Law, Galgotia Publishing Company

**Note:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).

COURSE SYLLABUS  
 B. B. A. – 3rd Semester  
 DISASTER MANAGEMENT  
 Course/Paper Code:201306  
 Course type: AEEC(SEC)

Credit: 4(3-1-0)  
 Max. Marks: 100  
 Exam Duration: 03 Hrs  
 External Marks: 75  
 Internal Marks: 25

#### COURSE OBJECTIVES

The objective of this course is to provide basic conceptual understanding of disasters and its relationships with Development. Further, this course equips the students to understand basic concepts in Disaster Management and to understand the Challenges posed by Disasters.

#### COURSE CONTENTS

##### Unit 1- Disaster Management & Atmosphere

S.N.	Topic	Identification of the Topic in Blended mode
1	<b>Disaster Management:</b> Understanding disaster: Concept of disaster, Nature and Classification of Disasters, Different approaches, Concept of Risk, Levels of disasters,	Digital Self learning
2	<b>Atmosphere:</b> Structure of the atmosphere; Pressure, temperature, precipitation, energy model and budget of the earth. Primary differentiation and formation of core, mantle, crust, atmosphere and hydrosphere;	Digital and Classroom learning
3	<b>magma generation:</b> magma generation and formation of igneous rock; weathering; erosion; transportation and deposition of earth's material by running water and formation of ox-bow lake	Digital and Classroom learning

##### Unit 2: Depletion of natural capital

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Depletion of natural capital:</b> Depletion of natural capital; development as causes of disaster, causes of depletion of natural capital:	Digital and Classroom learning
2.	<b>Population growth, environmental pollution; epidemics; industrials accidents and chemical releases;</b>	Digital and Classroom learning
3.	<b>Multipurpose project and resettlement issues; humanitarian assistance in emergencies.</b>	Digital Self learning

##### Unit 3: Floods, Landslides, Coastal hazards & Climate change

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Floods:</b> flood plains, drainage, basins, nature and frequency of flooding, flood hazards, urbanization and flooding, flood hydrographs, dams barrages and rivers diversions, creation of reservoir, influence on micro-climate, impact on flora and fauna.	Digital and Classroom learning
2.	<b>Landslides-</b> landslide analysis, determination of stability and safety factor.	Digital Self learning

3.	<b>Coastal hazards-</b> tropical cyclone, coastal erosion, sea level changes and its impact on coastal areas and coastal zone management	Digital & Classroom learning
4.	<b>Climate change-</b> Emissions and global warming, impact on sea level in south Asian region environmental disruptions and their implications	Digital and Classroom learning

**Unit 4: Earth quakes, Tsunamis & volcanoes**

S.N.	Topic	Identification of the Topic in Blended mode
1.	<b>Earth quakes:</b> preliminary concepts, seismic waves, travel-time and location of epicenter, nature of destruction, a seismic designing, quake resistant building and dams	Digital and Classroom learning
2.	<b>Tsunamis-</b> causes and location of tsunamis; disturbance in sea floor and release of energy, travel time and impact on fragile coastal environment	Digital and Classroom learning
3.	<b>volcanoes-</b> causes of volcanism, volcanism materials, geographic distribution of volcanoes	Digital Self learning

**Suggested Readings:**

1. Singh, K. S. (ed.); Disaster Management, Mittal, New Delhi.
2. Carter, W. N; Disaster Management: A Disaster Management Handbook; Asian Development Bank, Bangkok
3. Jagbir Singh; Disaster Management, APH Publishing Corporation
4. M. M. Sulphrey; Disaster Management, PHI Learning
5. Dr. S. Arulsamy, J.Jeyadevi; Disaster Management, Neelkamal
6. Disaster Management Act (2005), Ministry of Home Affairs, Government of India, New Delhi
7. Industrial Disaster Management and Emergency Response; Chakraborty, U. K., Asian Books Pvt. Ltd. ND
8. Shilpa Goel, Dolly Mangla and Luxmi Gupta. Disaster Management, Mahavir Publication

**Note:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).

**BBA 4<sup>th</sup> Semester**  
**Subject- DSC- Marketing Management**  
**(Paper Code- 201401)**

**Max. Marks: 100 (75+25)**

**Credits: 4**

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).

**Objective:** This course is designed to promote understanding of concepts, philosophies, processes and techniques of managing marketing operation and to develop a feel of the marketplace.

**Unit 1 Introduction to Marketing**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Nature and scope of marketing: corporate orientation towards marketplace; building and delivering customer value and satisfaction; retaining customers;	Digital and Classroom learning
2.	Marketing environment; marketing research and information system	Digital and Classroom learning

**Unit 2: Analysing Consumer Behaviour**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Analysing consumer markets and buyer behaviour; analysing business markets and business buying behaviour.	Digital and Classroom learning
2.	Market segmentation, positioning and targeting; tools of product differentiation.	Digital and Classroom learning
3.	Marketing strategies in the different stage of the product life cycle	Digital and Classroom learning

### Unit 3: New Product Development and Marketing Channels

S.N.	Topic	Identification of the Topic in Blended mode
1.	New product development process; product mix and product line decisions.	Digital and Classroom learning
2.	Branding and packaging decisions; pricing strategies and programmes.	Digital and Classroom learning
3.	Managing marketing channels; wholesaling and retailing	Digital Self learning

### Unit 4: Advertising and International Marketing

S.N.	Topic	Identification of the Topic in Blended mode
1.	Advertising and sales promotion; public relations; personal selling; evaluation and control of marketing effort.	Digital and Classroom learning
2.	Web marketing; green marketing; reasons for and benefits of going international; entry strategies in international marketing	Digital aided learning

### Suggested Readings

1. Kotler Philip and Keller; Marketing Management; PHI, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
5. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi

**BBA 4<sup>th</sup> Semester**  
**Paper : FINANCIAL MANAGEMENT**  
**(Paper Code- 201402)**

**Max. Marks: 100 (75+25)**

**Credits: 6**

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

1. There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.
2. Internal evaluation is to be made on the basis of the parameters are to be decided by the University.



**Objective:** To familiarize the students with the principles and practices of financial management.

**Unit 1- Introduction**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Nature & objective of Financial Management,.	Digital and Classroom learning
2.	Scope & Importance of Financial Maangement	Digital Self learning
3.	profit maximization and wealth maximization; changing role of finance managers	Digital and Classroom learning

**Unit 2: Investment Decision**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Time Value of Money; Investment decisions: Nature and importance; Capital Budgeting: Nature, methods of capital budgeting; Cost of Capital Cost of capital – basic concepts	Self learning
2.	Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model) – Cost of retained earnings - Determination of Weighted average cost of capital (WACC) and Marginal cost of capital;	Digital Aided/class room Learning

**Unit 3: : Financing Decision**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Cost of Capital and Financing Decision- Concept	Digital and Classroom learning
2.	Sources of long-term financing, Estimation of components of cost of capital	Digital Self learning
3.	Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital.	Classroom learning
4.	capital structure theories – NI, NOI and traditional approach; EPS-EBIT Analysis; Dividend Decisions	Digital and Classroom learning
5.	<b>Dividend Policies, determinants of dividend policy and dividend models -Walter, Gordon &amp; M.M. models.</b>	Digital and Classroom learning

#### Unit 4: Dividend Decisions & Working Capital Decisions

S.N.	Topic	Identification of the Topic in Blended mode
1.	Working capital management – Working Capital- meaning, need, determinants; estimation of working capital need; factors influencing working capital requirements	Digital self learning
2.	Current asset policy and current asset finance policy- Determination of operating cycle and cash cycle - Estimation of working capital requirements of a firm (Does not include Cash, Inventory & Receivables Management); management of cash, inventory and receivables.	Digital and class room learning

#### Suggested Readings:

Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi

Khan and Jain, Financial Management, Tata McGraw Hill, New Delhi

Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

**BBA IV Semester**  
**Subject- INCOME TAX LAW & PRACTICE**  
**\_(Paper Code- 201403)**

**Max. Marks: 100 (75+25)**

**Credits: 6**

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

6. There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.
7. Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

#### COURSE OBJECTIVES

The course aims at making the students understand the theory and practice of Income Tax. The purpose of this study course is to impart conceptual understanding to the students of the provisions of the Income Tax laws and Procedures.

#### Unit 1-

S.N.	Topic	Identification of the Topic in Blended mode
15.	Brief History of Income Tax in India; General introduction of Indian income tax act, 1961: Background,	Digital and Classroom learning

	Concept and Mechanism of Income Tax–Definitions, Concept of Income, Previous Year, Assessment Year, Distinction between Capital and Revenue Receipts and Expenditure	
16.	Residential Status and tax incidence –Basis of Charge and Scope of Total Income; Income exempted from tax; Incomes which do not form part of Total Income;	Digital Self learning

### Unit 2:

S.N.	Topic	Identification of the Topic in Blended mode
1.	Computation of Total Income under Various Heads: Salaries, Income from House Property, Profit and Gains of Business or Profession	Digital and Classroom learning
2.	Capital Gains, Income from Other Sources; Clubbing Of Income, Set-off and Carry-Forward of Losses and Deductions from Total Income	Digital and Classroom learning
3.	Income of Other Persons included in Assessee's Total Income	Digital and Classroom learning
4.	Aggregation of Income and Set Off or Carry Forward of Losses; Various Deductions to be made in Computing Total Income, Rebates and Relief's; Applicable; Rates of Taxes and Tax Liability; Assessment of Individual; Assessment of partnership firm;	Digital Self learning

### Unit 3:

S.N.	Topic	Identification of the Topic in Blended mode
1.	Taxation of different kinds of persons: Taxation of Individuals including Non-Residents, Hindu Undivided Family, Firms, LLP, Association of Persons, Cooperative Societies, Trusts, Charitable and Religious Institution	Digital and Classroom learning
2.	Classification and Tax Incidence on Companies: Computation of Taxable Income and Assessment of Tax Liability, Dividend Distribution Tax, Minimum Alternate;	Digital and Classroom learning
3.	Tax and Other Special Provisions Relating to Companies;	Digital Self learning

### Unit 4:

S.N.	Topic	Identification of the Topic in Blended mode
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1.	Collection and Recovery of Tax: Tax Deduction at Source, Tax Collection at Source, Recovery and Refund of Tax; Provisions of Advance Tax; Procedure for Assessment,	Digital and Classroom learning
2.	Appeals, Revisions, Settlement of Cases and Penalties & Offences:	Digital and Classroom learning
3.	Provisions concerning Procedure for Filing Returns, Signatures, E-Filing, Assessment, Reassessment and Settlement of Cases, Special Procedure for Assessment of Search Cases	Digital and Classroom learning
4.	E -Commerce Transactions, Liability in Special Cases, Refunds, Appeals and Revisions; Penalties Imposable, Offences and Prosecution;	Digital Self learning

**Suggested Readings:**

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Singhania V.K, Student Guide to Income Tax, Taxmann's Publication
3. Lal B.B., Income Tax Law and Practice

**BBA 4<sup>th</sup> Semester**  
**Subject- DSC- Operation & Supply Chain Management**  
**(Paper Code- 201405)**

**Max. Marks: 100 (75+25)**

**Credits: 6**

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

1. Instructions for External Examiner: The question paper shall be divided in two sections (A & B). Section 'A' shall comprise of 05 short answer type questions from whole of the syllabus carrying three marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks (15).

**Objective:** This course introduces the students to the basics of Operations and Supply Chain Management. The main emphasis of the course is on the basic concepts and on quantitative modelling of the various decision problems.

**Unit 1- Introduction to Operation Management**

S.N.	Topic	Identification of the Topic in Blended mode
1.	An Overview of operations Management; Operations Management and Operation strategies, Tools for	Digital and Classroom learning

	Implementation of Operations.	
2.	Decision making in operation Management; Factors affecting operation management.	Digital and Classroom learning
3.	Processes- Types & Designing of processes; Concept and Methods of Forecasting.	Digital and Classroom learning

### **Unit 2- Location Planning and Quality Management**

<b>S.N.</b>	<b>Topic</b>	<b>Identification of the Topic in Blended mode</b>
1.	Location Strategies and Location Planning Process; Facility or Layout Planning and Analysis: Classification of Facilities, Manufacturing & Operation facility layout, Types of Layouts.	Digital and Classroom learning
2.	Layout Planning; Facility Capacity; Capacity Strategies.	Digital and Classroom learning
3.	Overview of TQM, TPM, BPR, JIT, Lean Production in operations Management;	Digital and Classroom learning

### Unit 3- Supply Chain Management and Inventory Management

S.N.	Topic	Identification of the Topic in Blended mode
1.	Introduction to supply chain management: Views on Supply Chain, Collaborative Supply Chain.	Digital Self learning
2.	Inventory Management in Supply Chain, Financial Supply Chain.	Digital and Classroom learning
3.	Logistical operation in supply chain management, increasing supply chain responsiveness, Logistics; managing operation across the supply chain;	Digital and Classroom learning

### Unit 4- Procurement Process

S.N.	Topic	Identification of the Topic in Blended mode
1.	Procurement Process and sourcing decisions; E-Procurement.	Digital and Classroom learning
	Role and importance of inventory in supply chain Management.	Digital aided learning
2.	Customer value and supply chain Management; Value Engineering/Value Analysis; Providing Value to the Customers.	Digital and Classroom learning
3.	Social issues & Relationship development in S.C.M	Digital Self learning

### Suggested Readings

1. Bozarth, Cecil C. & Handfield, Robert B.; Introduction to Operations and Supply Chain Management; Pearson Education; New Delhi
2. Wisner, Joel D., Leong, G. Keong & Tan, Keah-Choon; Principles of Supply Chain Management – A balanced approach; Thomson Learning; New Delhi
3. Gaither, Norman & Frazier, Greg; Operations Management; Thomson Learning; New Delhi
4. Mahadevan, B.; Operations Management – Theory and Practice; Pearson Education; New Delhi
5. Krajewski, Lee J. & Ritzman, Larry P.; Operations Management – Processes and Value Chains; Pearson Education; New Delhi

**B. B. A. – 4th Semester**  
**MARKETING RESEARCH**  
**Course/Paper Code: 201406**

Credit: 4(3-1-0)  
External Marks: 75

Internal Marks: 25

COURSE OBJECTIVES: This course introduces the Students to the basics of marketing research.

**Unit-1 Marketing Research Dynamics**

Sr. No	Topics	Mode of Learning
1.	Marketing Research Dynamics- Introduction, Meaning of Research, Research Characteristics	Digital and Classroom Learning
2.	Various Types of Research , Marketing Research and its Management, Nature and Scope of Marketing Research , Marketing Research in the 21st Century (Indian Scenario)	Digital Self/Aided Learning
3.	Marketing Research: Value and Cost of Information, <i>Research Design</i> - Introduction, Meaning of Research Design, Types of Research Design, Choosing a Good Research Design	Digital and Classroom Learning
4.	<i>Planning the Research Process</i> - Introduction, Research Process: An Overview, Formulation of a Problem, Research Methods, Research Design, Data Collection Methods, Sample Design, Data Collection, Analysis and Interpretation	Digital and Classroom Learning

**Unit-2 Data Collection Sources and Methods**

Sr. No	Topics	Mode of Learning
1.	Data Collection Sources and Methods: Introduction, Meaning and Nature of Secondary Data, Advantages of Secondary Data, Drawbacks of Secondary Data, Types of Secondary Data Sources	Digital and Classroom Learning
2.	Primary Data and its Types, <i>Designing a Questionnaire</i> - Introduction, Questionnaire Design, Interview Method	Classroom Learning
3.	Measurement and Scaling Techniques, Importance of Measurement and Scaling in Marketing Research	Digital and Classroom Learning
4.	Sampling Theory-Design, size and Techniques.	Digital and Classroom Learning

**Unit-3 Hypothesis Testing**

Sr. No	Topics	Mode of Learning
1.	Hypothesis Testing: Introduction, Hypothesis, Steps Involved in Hypothesis Testing	Digital and Classroom Learning
2.	Data Processing and Preliminary Data Analysis: Introduction, Survey Field Work and Data Collection	Digital Self/Aided Learning
3.	Nature and Scope of Data Preparation, Editing, Coding, Data Entry, Data Cleaning	Digital and Classroom Learning
4.	<i>Data Analysis II</i> : Introduction, Descriptive Statistics, Univariate	Classroom Learning

	Analysis, Bivariate Analysis, Correlation analysis, analysis of variance and analysis of covariance, Multivariate Analysis, Conjoint analysis	
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#### Unit-4 Data Interpretation and Report Writing

Sr. No	Topics	Mode of Learning
1.	Data Interpretation and Report writing: Introduction, Data Interpretation, Research Report, Modus Operandi of Writing a Market Research Report	Digital and Classroom Learning
2.	Structure of the Report, Components of a Report, Style and Layout of a Report, Revising and Finalizing the Research Report, Quality Research Report	Digital and Classroom Learning
3.	Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research, Advertising Research, Media research, Sales Analysis and Forecasting	Classroom Learning

#### Suggested Readings:

1. Harper W. Boyd, Ralph Westfall and Stanley F. Stasch, *Marketing research: Text an Cases*, 2005.
2. Malhotra, Naresh K., *Marketing Research*, 5th Ed., Prentice Hall of India.
3. Cooper, Donald R. and Pamela S. Schindler, *Marketing Research*, Tata McGraw Hill, 2005.
4. Paul E. Green, et.al., *Research for Marketing Decisions*, Prentice-Hall of India Pvt. New Delhi.
5. Donald S. Tull and Del I. Hawkins, *Marketing Research: Measurement and Methods*, Prentice- Hall of India Pvt. Ltd. New Delhi, 1998

**BBA 5th Semester**  
**Subject- DSC- Human Resource Management**  
**(Paper Code- 0201501)**

**Max. Marks: 100 (75+25)**

**Credits: 4**

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

\*There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.

\*Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

**Objective:** The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management. The course will use and focus on Indian experiences, approaches and cases

#### Unit 1-Human Resource Management

S.N.	Topic	Identification of the Topic in Blended mode
1	Human Resource Management: Concept, Functions, roles,	Digital and Classroom learning



	skills & competencies, HRD definition, goals and challenges.	
1	The changing environment of HRM – globalization, cultural environment, technological advances, HRM support for improvement programs	Digital Self learning
1	Workforce diversity, corporate downsizing, changing skill requirement, Work life balance	Digital and Classroom learning
2	HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organizations	Digital Self learning

### Unit 2- Human Resource Planning

S.N.	Topic	Identification of the Topic in Blended mode
1.	Human Resource Planning: Process, Forecasting demand & supply, Skill inventories Human Resource Information System (HRIS) succession planning, Job analysis – Uses, methods, Job description & Job specifications. Recruitment, Selection & Orientation: internal & external sources, e-recruitment, selection process, orientation process.	Digital and Classroom learning
2.	HR accounting and Human Resource Development (HRD) audit concept.	Digital Self learning

### Unit 3- Training

S.N.	Topic	Identification of the Topic in Blended mode
1.	Training: Concept, Needs, Systematic approach to training, Methods of training	Digital and Classroom learning
2.	Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods	Digital and Classroom learning
3.	Factors that distort appraisal, appraisal interview .Career planning: career anchors, career life stages.	Digital Self learning
4.	Compensation: Steps of determining compensation, job evaluation, components of pay structure	Digital and Classroom learning
5.	Factors influencing compensation levels	Digital Self learning
6.	Wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans, Brief introduction of social security, health, retirement & other benefits	Digital and Classroom learning

### Unit 4- Industrial Relations

S.N.	Topic	Identification of the Topic in Blended mode
1.	Industrial Relations: Introduction to Industrial Relations	Digital Self learning
2.	Trade unions role, types, functions, problems	Digital and Classroom learning
3.	Industrial dispute- concept, causes & machinery for settlement of disputes, grievance, concepts, causes & grievance redressal	Digital and Classroom learning

	machinery, discipline concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process.	
4.	Problems, essentials of effective collective bargaining	Digital Self learning

### Suggested Readings

1. De Cenzo, D.A. & Robbins: Fundamentals of Human Resource Management, New York: John Wiley & Sons.
2. Dessler, G: Human Resource Management, Pearson.
3. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill.
4. Rao, V.S.P.: Human Resource Management- Text and Cases, Excel Books.
5. R. Wayne Mondy & Rober M. Noe: Human Resource Management, Pearson.

**B. B. A. – 5th Semester  
GST LAW and Procedure (GST)  
Course/Paper Code: 201502  
Course type: DSC**

Credit: 4(3-1-0)

Max. Marks: 100

Exam Duration: 03 Hrs (External Marks: 7/Internal Marks: 25)

**Objective:** To provide basic knowledge and equip students with application of principles and provisions of GST.

### Contents:

#### Unit 1- Indirect taxes

S.N.	Topic	Identification of the Topic in Blended mode
2	Meaning and Nature - Special features of Indirect Taxes	Digital and Classroom learning
2	Contribution to government revenues	Digital Self learning
2	Taxation under the Constitution - Advantages and Disadvantages of Indirect Taxes.	Digital and Classroom learning
2	Difference between tax & fee, Tax & Penalty, Objectives of Taxation, Types of Taxes	Digital and Classroom learning
2	Merits and Demerits of Direct Tax.	Digital Self learning

#### Unit 2: Good and Service Tax Introduction

S.N.	Topic	Identification of the Topic in Blended mode
1.	Meaning, Need for GST, Advantages & Benefits of GST,	Digital and Classroom learning

2.	Administration of GST in India.	Digital Self learning
3.	Power of GST officers under CGST Act, Dual concepts - SGST-CGST-IGST-UTGST, Types of Rates under GST	Digital and Classroom learning
4.	Taxes subsumed under State Goods and Services Tax Act 2017,	Digital and Classroom learning
5.	Taxes subsumed under Central Goods and Services Tax Act 2017.	Digital Self learning

**Unit 3: Levy and Collection under SGST/CGST Acts.**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Meaning of important terms: Goods, services, supplier, business, manufacture, casual taxable person, aggregate turnover, input tax and output tax.	Digital and Classroom learning
2.	Concept of supply - Composite and Mixed supplies	Digital Self learning
3.	Composition Levy - Time of supply of goods and services- Value of Taxable supply	Digital and Classroom learning
4.	Input Tax credit - Eligibility and conditions for taking input credit- Reverse charge under the GST	Digital and Classroom learning
5.	Registration procedure under GST- Filing of Returns.	Digital Self learning

**Unit 4: Levy and Collection under The Integrated Goods and Services Tax Act 2017.**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Meaning of important terms: Integrated tax, intermediary, location of the recipient and supplier of services, output tax.	Digital and Classroom learning
2.	Levy and Collection of Tax	Digital Self learning
3.	Determination of nature of Supply- Inter-State supply.	Digital and Classroom learning
4.	Intra-State Supply-Place of Supply of Goods or Services	Digital and Classroom learning
5.	zero-rated supply	Digital Self learning

### **Suggested Readings:**

1. Singhanian Vinod K. and Monica Singhanian, *Students' Guide to Indirect Taxes*, Taxmann Publications Pvt. Ltd., Delhi.
2. V.S. Datey. *Indirect Tax Law and practice*, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
3. Sanjeev Kumar. *Systematic Approach to Indirect Taxes*, Latest edition.
4. S. S. Gupta. *Service Tax –How to meet your obligation* Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
5. Grish Ahuja and Ravi Gupta, *Indirect Taxes*, Flair Publication Pvt. Ltd.

**MARKETING OF SERVICES**  
**B. B. A. – 5th Semester**  
**Paper Code: 201503, Course type: DSE**

Credit: 4(4-0-0)

Max. Marks: 100 (External Marks: 75/Internal Marks: 25)

Exam Duration: 03 Hrs

**Objective:** The course is designed to equip students with the knowledge of marketing of all types of services.

**Course Contents:**

**Unit I: Introduction**

Sno	Topic	Identification of Topic in blended mode
1	The emergence of service economy: contributory factors	Digital & class room learning
2	consumption pattern analysis	Digital self learning
3	economic transformation unique aspects of services: goods, services, products, managerial challenges	Digital Aid /class room learning

**Unit II: Marketing framework**

Sno.	Topic	Identification of Topic in blended mode
1	Marketing mix: concept of value and value drivers	Class room learning
2	Extended framework Service marketing system: production, marketing, human resources, sequential analysis	Digital aid /self-learning

**Unit III: Service System**

Sno.	Topic	Identification of Topic in
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		<b>blended mode</b>
1	Service system positioning: service delivery process, blueprinting Service buying behavior	Class room learning
2	difference in perspective, risk analysis, decision process.	Digital self learning

**Unit IV: Service marketing strategy.**

Sno.	Topic	Identification of Topic in blended mode
1	Service marketing strategy; segmentation, targeting and positioning, market innovation Competitive differentiation; competitive advantage and value chain analysis	Digital & class room learning
2	Service quality; concept, technical and functional quality, Service quality models and measurement Demand and supply imbalances management; challenges and strategies	Class room learning
3	Service culture; managing by values, recovery and empowerment; Relationship building: relationship marketing, bonding	Digital self learning
4	life time value Service industries: insurance, banking, air transportation, courier, education etc.	Digital self learning

References:

1. Fisk, R. P., Grove, S. J., & John, J.: Interactive services marketing. New York. Houghton Mifflin.
2. Glynn, W. J., & Barnes, J. G.: Understanding services management – Integrating marketing, organizational behaviour, operations and human resources management, Prentice Hall.
1. Gronroos, C.: Service Management and Marketing - A customer relationship management approach, New York: John Wiley.
2. Hoffman, K. D., & John, E. G. B.: Marketing of services: Concepts strategies and cases, Thomson-South Western.
3. Shanker, R. (2002). Services Marketing: The Indian perspective, Excel Books.

**B. B. A. – 5th Semester**  
**Training & Development**  
**Course/Paper Code: 201504, Course type: DSE**

Credit: 4(4-0-0)

Max. Marks: 100 (External Marks: 75/Internal Marks: 25)

Exam Duration: 03 Hrs

**Objective:** To familiarize the students with the concept and practice of training and development in the modern organizational setting.

**Course Contents**

**Unit I Introduction**

Sno.	Topic	Identification of Topic in blended mode
1	Organization vision & plans, assessment of training needs	Digital self learning
2	Setting training objectives, designing training programmes	Digital class room learning
3	Spiral model of training	Digital Aid learning

**Unit II Training Functions**

Sno.	Topic	Identification of Topic in blended mode
1	Tasks of the training function: Building support, overall training capacity, developing materials	Digital self learning
2	strategic planning, networking, designing training programmes	Digital & class room learning

**Unit III Training Methods**

Sno	Topic	Identification of Topic in blended mode
1	Training methods: On the job training, job instruction training, apprenticeship, coaching, job rotation, syndicate method, knowledge based methods, lecture, conferences, programmed learning	Digital & class room learning
2	Training methods: simulation methods, case study, vestibule training, laboratory training, in-basket exercise, experiential methods	Digital self learning
3	sensitivity training, e-training	Digital Aid learning

**Unit IV Management Development**

Sno	Topic	Identification of Topic in blended mode
1	Management Development Program Methods:- Understudy, Coaching, Action Learning, Role Play,	Digital self learning

	Management Games, Seminars, University related program , special projects, behavioral modeling, job rotation, case study, multiple management, sensitivity training	
2	Post training: Training evaluation, Training impact, Evaluating Programmes, Participants, Objectives.	Class room learning
3	Organizational Development (OD): Definition Foundations of OD, Managing the OD Process, Action Research and OD. OD Interventions: Overview of OD Interventions, Team Interventions Inter-group and Third-Party Peacemaking Interventions	Digital class room learning
4	Comprehensive OD Interventions, Structural Interventions and the Applicability of OD, Training Experiences	Digital & class room learning
5	Client Relationships, System Ramifications, Power, Politics and OD	Digital Aid/self learning

Readings:

1. Blanchard P. Nick & Thacker James: Effective Training, Systems, Strategies and Practices, Pearson.
2. French Wendell, Bell Cecil and Vohra Veena: Organisation Development, Behavioral Science Interventions for Organisation Improvement, Prentice Hall.
3. Lynton Rolf & Pareek Udai: Training & Development, Prentice Hall.
4. Bhatia S.K.: Training & Development, Deep & Deep Publishers.

**BBA V**  
**Subject- ETHICS & CSR**  
**(Paper Code- 0201505)**

**Max. Marks: 100 (75+25)**

**Credits: 6**

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.

Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

**Objective:** The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

**Unit 1-**

S.N.	Topic	Identification of the Topic in Blended mode
26.	Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business:	Digital and Classroom learning
27.	Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring	Digital Self learning
28.	An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and	Digital and Classroom learning

	responsibilities,	
29.	Profit maximization vs. social responsibility.	Digital Self learning

**Unit 2:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, .	Digital and Classroom learning
2.	Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading	Digital and Classroom learning
3.	The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors,	Digital and Classroom learning
4.	SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.	Digital Self learning

**Unit 3:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors.	Digital and Classroom learning
2.	Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing.	Digital and Classroom learning
3.	Discrimination, affirmative action, and reverse discrimination	Digital and Classroom learning
4.	Equal employment opportunity, Affirmative action, preferential hiring.	Digital Self learning

**Unit 4:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social	Digital and Classroom learning



	responsibility measures in annual report.	
2.	Common indicators for measuring business social performance,	Digital and Classroom learning
3.	Reporting social responsibility measures in annual report.	Digital Self learning

### Suggested Readings

#### Readings:

1. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
3. A.C. Fernando: Business Ethics Pearson Education.
4. A.C. Fernando: Corporate Governance Pearson Education.
5. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
6. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
7. Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing
8. Kevin Gibson: Ethics and Business, An Introduction, Cambridge Applied Ethics Cambridge University Press
9. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.

## B. B. A. – 6th Semester

### Entrepreneurship

**Course/Paper Code: 201601, Course type: DSC**

Credit: 4(4-0-0)

Max. Marks: 100 (External Marks: 75/Internal Marks: 25)

**Objective:** This course provides students with a solid introduction to the entrepreneurial process of creating new businesses , role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

### UNIT-1 ENTREPRENEURIAL MANAGEMENT

Sno	Topic	Identification of Topic in blended mode
1	The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship ,Idea Generation, Identifying opportunities and Evaluation; Building the Team /Leadership	Digital & class room learning
2	Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership & corporation form of ownership; advantages/disadvantages	Digital class room learning
	Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures	Digital self learning

	Managing growth; Valuation of a new company; Harvesting & Exit Strategies; Corporate Entrepreneurship	Digital class room learning
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## UNIT-2 ENTREPRENEURSHIP, CREATIVITY AND INNOVATION

Sno.	Topic	Identification of Topic in blended mode
1	Stimulating Creativity; Organisational actions that enhance/hinder creativity	Digital class room learning
2	Managerial responsibilities, Creative Teams; Sources of Innovation in Business	Digital Aid learning
3	Organizations for Innovation and Positive Creativity	Digital self learning

## UNIT-3 SOCIAL ENTREPRENEURSHIP

Sno.	Topic	Identification of Topic in blended mode
1	Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs	Digital self learning
2	Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization	Digital class room learning
3	Financing and Risks; Business Strategies and Scaling up	Digital class/aid learning

## UNIT-4 FAMILY BUSINESS AND ENTREPRENEURSHIP

Sno.	Topic	Identification of Topic in blended mode
1	The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms ; Culture and evolution of family firm; Managing Business, family and shareholder relationships Conflict and conflict resolution in family firms	Digital self learning
2	Leadership ,succession and continuity ; women's issues in the family business; Encouraging change in the family business system	Digital class room learning
3	Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium, finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.	Digital class room learning

### Readings

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey:Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., &Lansberg, I. (1997). Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.

4. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.
5. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
6. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
7. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata Mc.Graw Hill.
8. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
9. Nicholls, A. (Ed.). (2006). Social entrepreneurship new models of sustainable social change. Oxford University Press.
10. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid ,eradicating poverty through profits. Wharton school Publishing.
11. Scarborough & Zimmerer, Effective Small Business Management

**BBA VI Semester**  
**Subject- Strategic Management**  
**(Paper Code- 0201602)**

**Max. Marks: 100 (75+25)**

**Credits: 6**

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.

Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

**Objective:** The course aims to acquaint the students with knowledge and understanding of environment issues and its impact on business.

**Unit 1-**

S.N.	Topic	Identification of the Topic in Blended mode
1	Strategic Management Process: Evolution of Strategic Management, Concept of Strategy, Level at which Strategy operates, Issues in Strategic decision making, Establishment of Strategic Intent- Hierachy of Strategic Intent vision. Mission Statements – Process of envisioning, Formulation and Communication of Mission Statements- Setting of Goals and Objectives, Identification of Key Success Factors.	Digital and Classroom learning
2	Schools of thoughts of strategy formulation, Process of Strategic Management, Role of Strategists in the Process of strategic management.	Digital Self learning
3	Establishment of Strategic Intent- Hierachy of Strategic Intent vision.	Digital and Classroom learning

4	Mission Statements – Process of envisioning, Formulation and Communication of Mission Statements- .	Digital and Classroom learning
5	Setting of Goals and Objectives, Identification of Key Success Factors	Digital Self learning

**Unit 2:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Environment and Organisational Appraisal: Concept of Environment and its components, Environmental Scanning and Appraisal, Corporate Restructuring,	Digital and Classroom learning
2.	Organisational appraisal- its dynamics, Considerations, Methods and Techniques.	Digital and Classroom learning
3.	Structuring Organisational Appraisal-SWOT Analysis. Strategy Formulation: Corporate level Strategies, Grand Strategies, Stability Strategies, Expansion Strategies, Retrenchment Strategies, Combination Strategies,	Digital and Classroom learning
4.	Business level Strategies and Tactics.	Digital Self learning

**Unit 3:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Strategic Analysis and Choice: The Process of Strategic Choice, Corporate Level Strategic Analysis, Business Level Strategic Analysis, Subjective Factors in Strategic Choice, Contingency Strategy, Strategic Plan.	Digital and Classroom learning
2.	Strategy Implementation: Inter relationship between formulation and Implementation, Aspects of Strategic Implementation, Project Implementation, Procedural Implementation	Digital and Classroom learning
3.	Resource Allocation, Strategy and Structures: Structural Considerations, Structures for Strategies, Organisational Design and Change.	Digital Self learning

**Unit 4:**

S.N.	Topic	Identification of the Topic in Blended mode
1.	Behavioural Implementation: Leadership Implementation,	Digital and Classroom learning

	Corporate Culture, Corporate Politics and Use of Power, Personal values and Business Ethics. Financial Plans and Policies, Personnel Plans and Policies	
2.	Functional Implementation: Functional Strategies, Functional Plans and Policies, Marketing Plans and Policies	Digital and Classroom learning
3.	Operations Plans and Policies.	Digital and Classroom learning
4.	Strategic Evaluation and Control: Overview of Strategic Evaluation and Control, Techniques of Strategic Evaluation and Control.	Digital Self learning

### Suggested Readings

1. Bhattachary, S.K. and N. Venkataramin: Managing Business Enterprises: Strategies, Structures and Systems, Vikas Publishing House, New Delhi.
2. Budhiraja, S.B. and M.B. Athreya: Cases in Strategic Management, Tata McGraw Hill, New Delhi.
3. Christensen, C. Ronald, Kenneth R. Andrews, Joseph L. Bower, Richard G. Hamermesh, Michael E. Porter: Business Policy: Text and Cases, Richard D. Irwin, Inc., Homewood, Illinois.
4. Coulter. Mary K: Strategic Management in Action, Prentice Hall, New Jersey.

**B. B. A. – 6th Semester**  
**Retail Management**  
**Course/Paper Code: 201603**

Course type: DSE

Credit: 4(3-1-0)

Max. Marks: 100 (External Marks: 75/ Internal Marks: 25)

**Objective:** The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student's critical and creative thinking skills.

### Course Contents

#### Unit I:

Sr. No	Topics	Mode of Learning
1.	Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India	Digital and Classroom Learning
2.	Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.	Digital Self/Aided Learning
3.	Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non store Based retail mix & Nontraditional selling.	Digital and Classroom Learning

**Unit 2:**

Sr. No	Topics	Mode of Learning
1.	Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.	Digital and Classroom Learning
2.	Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing.	Digital and Classroom Learning

**Unit 3:**

Sr. No	Topics	Mode of Learning
1.	Retail Merchandising: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management.	Digital and Classroom Learning
2.	Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.	Digital and Classroom Learning

**Unit 4:**

Sr. No	Topics	Mode of Learning
1.	Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager –Responsibilities	Digital and Classroom Learning
2.	Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security	Digital and Classroom Learning

**Readings**

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA
2. Berman & Evarv: Retail Management, Perntice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.
5. Harjit Singh: Retail Management, S. Chand Publication.

**BBA 6th Semester**  
**Subject- DSE- Talent and Knowledge Management**  
**(Paper Code- 0201604)**

**Max. Marks: 100 (75+25)**

**Credits: 4**

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.

Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

**Objective:** To prepare students for talent and knowledge management efforts in organizations. It aims at enabling students to gain insights in concepts and application of talent and knowledge management in organizations. The course aims at understanding basic elements, processes, approaches and strategies of managing talent and knowledge in organizations.

### Unit 1

S.N.	Topic	Identification of the Topic in Blended mode
1	Meaning and importance of talent management, Talent management Grid, Creating talent management system, Strategies of talent management. Competency model, Competency mapping,	Digital and Classroom learning
2	Role of leaders in talent management, Talent management and competitive advantage.	Digital Self learning

### Unit 2

S.N.	Topic	Identification of the Topic in Blended mode
1.	Elements of knowledge management, Advantages of knowledge management, Types of Knowledge: Tacit and Explicit.	Digital and Classroom learning
2.	Knowledge management in learning organisations, Managing knowledge workers.	Digital Self learning

### Unit 3:

S.N.	Topic	Identification of the Topic in Blended mode
1.	Knowledge management process, Approaches to knowledge management: Knowledge management solutions, Knowledge creation, Knowledge sharing, Knowledge dissemination, Knowledge management life cycle, Nonaka's model of knowledge.	Digital and Classroom learning
2.	Knowledge capturing techniques: Brainstorming, Protocol analysis, Consensus decision making, Repertory grid, Concept mapping.	Digital Self Learning

#### Unit 4

S.N.	Topic	Identification of the Topic in Blended mode
1.	Knowledge management strategies: Aligning individual needs with organisation, Reward systems for knowledge management, Knowledge audit, Benchmarking, Balance score card, Gap analysis.	Digital and Classroom learning

#### Suggested Readings

1. Lance A. Berger, Dorothy Berger: Talent management handbook, McGraw Hill New York.
2. Cappeli Peter: Talent on Demand –Managing Talent in an age of uncertainty, Harvard Business press.
3. Awad.E.M and Ghaziri.H.M: Knowledge management, Pearson education International.
4. Stuart Barnes: Knowledge management system theory and practice, Thomson learning.
5. Donald Hislop: Knowledge management in organisations, Oxford University press.
6. Sudhir Warier: Knowledge management, Vikas publishing house.
7. T. Raman: Knowledge management –a resource book, Excel books.

**BBA VI Semester**  
**Subject- GE-2- Indian Diversity and Business**  
**(Paper Code- 0201605)**

**Max. Marks: 100 (75+25)**

**Credits: 4**

**Time Allowed: 3 Hours**

**Note for Examiners and Students:**

8. There will be eight questions covering the entire syllabus out of which any four are to be attempted by the students. Question No.1 will be compulsory 3X5=15. All questions carry equal marks.
9. Internal evaluation is to be made on the basis of the parameters are to be decided by the University.

**Objective:** The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.



**Unit 1- Recognizing, Accommodating and valuing diversity**

<b>S.N.</b>	<b>Topic</b>	<b>Identification of the Topic in Blended mode</b>
3	• Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension—immigration, competition for limited resources;	Digital Self learning
3	Regional bases of India’s diversity: regional approach to understanding diversity in terms of India’s topography, drainage, soil, climate, natural vegetation, rural and urban settlements	Digital and Classroom learning
3	Social diversity in India: Peopling , demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions	Digital and Classroom learning

**Unit 2: People, Livelihood and Occupational Diversity**

<b>S.N.</b>	<b>Topic</b>	<b>Identification of the Topic in Blended mode</b>
1.	• Traditional livelihoods and their nature - agriculture, crafts, industry and services;	Digital and Classroom learning
2.	• Region, occupation and employment	Digital Self learning

**Unit 3: Linkages between Diversity and India’s Socio-economic challenges**

<b>S.N.</b>	<b>Topic</b>	<b>Identification of the Topic in Blended mode</b>
1.	• Regional variations in terms of geographic and socio-	Digital and Classroom learning

	economic factors- trends and emerging options;	
2.	• Food insecurity, economic inequalities and poverty, environmental degradation and sustainable development;	Digital and Classroom learning

#### Unit 4: Diversity and Business

S.N.	Topic	Identification of the Topic in Blended mode
1.	Indian Consumers and marketing; Rural and Urban context	Digital and Classroom learning
2.	Diversity, manufacturing, industry and services	Digital and Classroom learning
3.	Diversity and Innovation	Digital and Classroom learning
4.	Workforce diversity and management	Digital Self learning

#### References:

- Bhatt, B. L(1980)-“ India and Indian Regions: A Critical Overview” in David E. Sopher ‘*An Exploration of India- Geographical Perspectives on Society and Culture*’. Cornell. Pages- 35-61 for Socio cultural regions.
- Bill Aitken, Seven sacred rivers, Penguin Books, 1992
- Bose NK (1969) Unity in Indian Diversity in Desai AR (1969 )*Rural Sociology in India*, reprinted 2009, Popular Prakashan, (for diversity as strength Part II chap 3 pp 134-136)
- Chakravarti AK (2004) *Regional Preferences for Food: Some Aspects of Food Habit Patterns In India* in Grover N and KN Singh (eds) 2004,*Cultural Geography: Form and Process* , Concept Publishers, Delhi ( for regional specificity of food -Chap 23 pp 355 to 375)
- Fernando Mart´ın-Alca´zar• Pedro M. Romero-Ferna´ndez• Gonzalo Sa´nchez-Gardey, Transforming Human Resource Management Systems to Cope with Diversity, **Journal of Business Ethics**, 2012, 107:511-531
- Gadgil and Guha Ecology and Equity: The use and abuse of nature in contemporary India. Penguin 1995
- Gail Robinson and Kathleen Dechant, Building a business case for diversity, *Academy of Management Executive* 1997, Vol 11, No. 3
- Kaul, Vijay Kumar, ‘Innovation Revolution: Harnessing India’s Diversity’ Yojana, November 2014, also available at SSRN ,<http://ssrn.com/abstract=2517855>
- Kaul, Vijay Kumar, INDIA’S DIVERSITY AND GLOBALISATION: UNIFYING FORCES AND INNOVATION, Working paper in Social Sciences Research Network(SSRN) ,June 2014 <http://ssrn.com/abstract=2444668>

- Kaul, Vijay Kumar, INDIA'S DIVERSITY: FROM CONFLICT TO INNOVATION, Working paper in Social Sciences Research Network(SSRN) ,June 2014 <http://ssrn.com/abstract=2444099>
- Kaul, Vijay Kumar, Managing Diversity, in **Business Organisation and Management**, chapter 35, Pearson Education, 2012.
- Nehru J (1946) The Discovery of India, OUP, chaps 4-8
- Sopher, D.E-“The Geographical Patterning of Culture of India” in David E.Sopher ‘*An Exploration of India- Geographical Perspectives on Society and Culture*’. Cornell, Pages- 289-326.
- **Thomas Kochan, KaterinaBezrukova, Robin Ely, et el**, The EFFECTS OF DIVERSITY ON BUSINESS PERFORMANCE: REPORT OF THE DIVERSITY RESEARCH NETWORK, Human Resource Management, Spring 2003, Vol 42, No.1. pp3-21