

# **HARCOURT BUTLER TECHNICAL UNIVERSITY, KANPUR**

**Department of Humanities**  
**School of Humanities and Social Sciences**

**BBA Syllabus**  
(Effective from session 2022-23)

*Approved by BoS on 22.10.2022*

*Approved by Academic Council on 22.10.2022*



# Harcourt Butler Technical University Kanpur

## BBA Programme

### Semester I

#### BBA Year: 1<sup>st</sup> Semester: I

Course Code	Subject	PERIODS			EVALUATION SCHEME						Credit
		L	T	P	SESSIONAL EXAMS				ESE	Subject Total	
					CT	TA*	Lab	TOTAL			
BBA 101	Principles and Practices of Management	3	1	0	30	20	-	50	50	100	4
BBA 103	Micro Economics	3	1	0	30	20	-	50	50	100	4
BBA 105	Business Environment	3	1	0	30	20	-	50	50	100	4
BBA 107	Accounting-1	3	1	0	30	20	-	50	50	100	4
BBA 109	Computer Applications in Management	3	0	2	15	20	15	50	50	100	4
BBA 191	Personality Development	0	0	8	50				50 <sup>#</sup>	100	4
Total										24	

\*TA = Assignment (10) + Quiz (5) + Participation in Lab / Classes (5) (Ref. 614/Academics/2022, 23/09/2022)

# End Sem Comprehensive Viva Voce

## **BBA 101 Principles and Practices of Management**

**L T P C 3 1 0 4**

**Objective:** The course aims to provide fundamental exposure and understanding of the concepts, theories and practices of management.

**Unit I:** Introduction, Nature of Management, Development of Management Thought, Schools of Management Thought, Management Process & Co-ordination, Managers need for understanding Internal and external environment.

**Unit II:** Planning, Fundamentals of planning, Objectives, Policy & Strategy, Forecasting, Decision Making, Organizing, Organization Theory, Design of organization structure, Authority & Responsibility, Line and Staff Relationships, Pattern of organizational design, Groups in organization, Dysfunctional Aspects of Organization, Organizational Change.

**Unit III:** Staffing, Fundamentals of staffing, Recruitment & Selection, Training & Development, Performance Appraisal, Directing, Fundamentals of Directing, Motivation, Concept and techniques, Leadership Approaches and Communication.

**Unit IV:** Controlling, Nature and Scope of Control, Types of Control, Control Process, Management by Exception (MBE), Effective Control System, Control Techniques - Traditional and Modern.

### **Suggested Readings:**

1. Essentials of Management: Harold Koontz, Heiriz, Weihrich.
2. Management, Tasks Responsibility and Practices: Peter F Druckers.
3. Principles and Practice of Management: L.M Prasad

### **Course Outcomes:**

1. To inculcate basic understanding and concepts of management.
2. To learn the process of planning and understand concept of organisation.
3. To develop leadership & managerial skills.
5. To familiarize students with the different aspects of control.

## **BBA 103 Micro Economics**

**L T P C 3 1 0 4**

**Objective:** This course aims to build understanding in the student about the micro economic factors related to the business.

**Unit I:** Importance of Economics. Micro and Macro Analysis, Approaches to Economic Analysis. Utility Analysis: Cardinal & Ordinal Utility Theory: Indifference Curve Analysis, Consumer Equilibrium. Consumer Surplus.

**Unit II:** Supply and Demand Analysis: Law of Demand, Movements and Shifts in Demand Curve. Elasticity of Demand,. Law of Supply, Movement and Shifts in Supply Curves. Elasticity of Supply, Determinants of Supply.

**Unit III:** Theory of Production: Concept of Production. Production Functions: Linear and Non – Linear Homogeneous Production Functions. Isoquants. Scale of Production. Returns to Scale. Law of Variable Proportions and Variable Returns to Scale. Economies of Scale and Scope.

**Unit IV:** Production Costs: Concepts and Types, Concepts of Total, Average and Marginal costs. Derivation of Long run Average and Marginal Cost Curves. Relationship between Average and Marginal Costs Curves in Short run and Long run.

### **References:**

1. M L Seth : Micro Economics
2. M L Jhingan : Micro Economics
3. H L Ahuja: : Modern Micro Economics
4. Koutsainies; : Modern Micro Economics
5. Stonier and Hague : Micro Economics

### **Course Outcomes:**

1. To develop an understanding of microeconomics and various economic principles that help to make effective economic decisions
2. To evaluate & analyse the concepts of demand & supply and apply them in various changing situations in the industry
3. To learn about the production concepts and their application in the changing economy.
4. To understand the different costs associated with the business

## **BBA 105 Business Environment**

**L T P C 3 1 0 4**

**Objective:** This course aims to familiarize the student with the Indian business environment and provide him / her an insight into the control mechanisms adopted by the government.

**Unit I:** Various types of economic systems being followed in the world, Comparison between the capitalist and socialist economies, The Indian economic system pre and post-independence, The industrial policy 1951 and 1991 (statement, functions, implication and comparison) Private, Public and Co-operative sectors: meaning, role and importance.

**Unit II:** Macro and Micro factors that affect the environment, Controllable and uncontrollable factors as regards the organization, macro and micro environment and their respective components, Environment scanning techniques: SWOT,ETOP with practical examples, Monetary, Fiscal, Exim Policies, Budget – roles and functions affecting the business environment.

**Unit III:** Globalization and Liberalization and their effect on the Indian business environment, SEZs, EPZs, Privatization: implications and effects with examples, MNCs as a source of technology, merits and demerits , Indian MNCs, Social responsibilities of business – definition , examples and affects on the business environment.

**Unit IV:** Regulatory and control mechanism such as fiscal policy ,MRTP,FEMA,IRDA,SEBI and their changing dimensions, Delicensing , Price control mechanism, functioning of bureaucratic decision making and its effect on business environment, SSI –types, role in the economy, merits and demerits, Financial institutions – structure , functions ,roles and working.

### **Suggested Readings:**

- 1 .Cherunilum, Francis, Business Environment, Himalaya Publishing House
2. Dutta and Sundaram, Indian Economy, S. Chand and Co.
3. Mamoria, C.B., Social Problems and Social Disorganization in India, Kitab Mahal
4. Mathew, M.J., Business Environment, RBSA Publishers, Jaipur, 1996.

### **Course Outcomes:**

1. To provide foundation for the understanding of the economy.
2. To imbibe practical insight of the concepts of the business environment.
3. To help understand different aspects of globalization
4. To develop understanding of regulatory mechanisms in the business environment.

## **BBA 107: Accounting - I**

**L T P C 3 1 0 4**

**Objective:** To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

**UNIT I:** Introduction to Accounting -Basic Concepts, Purpose, Importance, Scope and Limitations of Accounting Users of Accounting, Information, Generally Accepted Accounting Principles(GAAP) and Accounting Standards (AS),Introduction to International Financial Reporting Standards (IFRS) – need and significance. Ethical Issues in Accounting

**UNIT II:** Recording and Classification of transactions, Preparation of trial balance, capital and revenue expenditure Preparing final accounts for business Adjustment Entries : Inventory ,Depreciation , Provision for Bad Debts ,Accrued ,prepaid ,outstanding and unearned income and expenditure

**UNIT III:** Preparation of financial statements: Preparing Trading Account, Profit & Loss Account and balance sheet for a sole Proprietor. Understanding contents of Financial statements of Joint stock company as per companies Act 2013.Understanding the contents of a corporate Annual Report. Preparation of Cash Flow Statement as per AS-3

**UNIT IV:** Analysing Financial statements: Horizontal analysis, Vertical Analysis and Ratio analysis

### **Suggested Readings:**

1. S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
3. Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.
4. J.R. Monga, Financial Accounting: Concepts and Applications, Mayur Paperbacks.
5. T.P. Ghosh, Financial Accounting for Managers: Taxmann Allied Services Pvt. Ltd.

### **Course Outcomes:**

1. To integrate the fundamental concepts, principles and techniques of accounting.
2. To apply knowledge of various financial tools to view the financial position of the company.
3. To develop an understanding of preparation and presentation of financial statements.
4. To plan & control the procedure of the financial aspect of accounting.

## **BBA 109: Computer and Management**

**L T P C 3 0 2 4**

**Objective:** The course aims to familiarize the students with computers & its applications in the field of business.

**Unit I:** Basics of computers and their evolution- Characteristics of Computer, Application of Computer, Various fields of Computer, Classification of Computer, Generation of Computer, Types of Software, Compiler & Interpreter, Generation of Language, Data representation - Different Number Systems, Inter Conversion between Number Systems, Binary Arithmetic.

**Unit II:** Input devices: Keyboard, Point & draw devices, Data Scanning Devices, Digitizer, etc, Output Devices: Monitors, Printers, Plotters, Voice Response System, etc., Main Memory / Primary Memory: RAM, ROM, PROM, EPROM: Cache Memory, Secondary Memory, SASD, DASD Concept, Magnetic Tape, Magnetic Disk, Optical Disk, etc. Business Data Processing: File Management System, Database Management System.

**Unit III:** Operating System Concept: Introduction to Operating System, Functions of Operating System, Types of Operating System, Details of Basic System configuration. Introduction to GUI- Windows Operating System, All Directory Manipulations, File Manipulation. Introduction to Word Processor, Spread Sheets, PowerPoint.

**Unit IV:** Concept Of Data Communication & Networking: Network Concepts, Types of Network, Communication Media, Modes of Transmission, Analog & Digital Transmission, Synchronous & Asynchronous Transmission, Different Topologies, Introduction to Internet.

### **Suggested Readings**

1. Govindraju, S. - Introduction to Computer Science
2. Jain, V.K. - Computer and Beginners
3. Sinha, P.K. - Fundamentals of Computers
4. Norton, Peter - Dos 5.0/6
5. Ram, B. - Computer Fundamentals

### **Course Outcomes:**

1. To understand the basics of the computer.
2. To enhance understanding of I/O devices.
3. To integrate the knowledge of the operating system.
4. To help understand networking concepts.



## **BBA 191 Personality Development**

**L T P C 0 0 8 4**

### **Unit I : Personality – The Introduction**

**(10 Hrs)**

Personality meaning, dimensions/ determinants physical, Intellectual, emotional, linguistic cultural, Traits of Personality, importance of personality development, Personality development as a process.

### **Module 2 : Personality Development**

**(10 Hrs)**

Self Awareness, Dress code for Men and Women, Do's and Don'ts, Social etiquettes and Manners, Self-confidence – Meaning and building techniques

### **Module 3 : Self Analysis**

**(10 Hrs)**

SWOT Analysis, Who am I, Attributes, Importance of Self Confidence, Creativity out of box thinking, Lateral Thinking  
GOAL SETTING – Short Term, Long Term, Life Time Goals, (Personalized and organizational) Time Management Value of time, Diagnosing Time Management, Weekly Planner To do list, Prioritizing work.

### **Module 4 : Leadership as a process**

**(10 Hrs)**

Working in a team, management of conflict, interpersonal and interpersonal intergroup, Profiles, of great personalities, Career planning and role of career planning and role of career planning in personality development, How to face personal interview and group discussion.

### **References:**

1. Cloninger, Susan C, (2000) Theories of personality, prentice Hall London
2. Seven Habits Of Highly Effective People – Stephen Covey
3. Hurlock Elizabeth B Personality Development Tata Mcgraw Hill New Delhi

### **Course Objective:**

1. Know themselves better
2. Identify their own potentials and accept their own limitations
3. Consciously overcome their limitations and move towards self esteem
4. Maximise their own potential in enabling a holistic development

## Semester –II

**BBA Year: 1<sup>st</sup> Semester: II**

Course Code	Subject	PERIODS			EVALUATION SCHEME						Credit
					SESSIONAL EXAMS				ESE	Subject Total	
		L	T	P	CT	TA*	Lab	TOTAL			
BBA 102	Organisational Behaviour	3	1	0	30	20	-	50	50	100	4
BBA 104	Macro Economics	3	1	0	30	20	-	50	50	100	4
BBA 106	Business Communication	3	0	2	15	20	15	50	50	100	4
BBA 108	Accounting-II	3	1	0	30	20	-	50	50	100	4
BBA 110	Quantitative Techniques	3	1	0	30	20	-	50	50	100	4
BBA 192	Communication Skills-I	0	0	8	50			50 <sup>#</sup>	100	4	
Total										24	

\*TA = Assignment (10) + Quiz (5) + Participation in Lab / Classes (5) (Ref. 614/Academics/2022, 23/09/2022)

# End Sem Comprehensive Viva Voce

## **BBA 102: Organizational Behaviour**

**L T P C 3 1 0 4**

**Objective:** The course aims to provide an understanding of the basis concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels.

**Unit I:** Meaning and development of Organizational Behaviour, Need for Organizational Behaviour, Challenged and opportunities for Organizational Behaviour , Organizational Behaviour Model.

**Unit II:** Perception: Components, factors influencing perception process; Personality: Determinants, theories, measurement; Motivation: Meaning, types and theories; Learning: Meaning, models of learning.

**Unit III:** Group formation and development, inter-group conflict, Nature, process and resolution techniques; Communication process, meaning, barriers and methods to overcome barriers; Leadership: meaning, style, models of leadership.

**Unit IV:** Group Dynamics, Group Cohesiveness. Stress: Causes, Stages and effects; Organizational Culture; Organizational Change and development.

### **Suggested Readings**

1. Robins, Stephen P. - Organizational Behaviour
2. Schen - Organizational Psychology
3. Davis, K & Newstrom - Human Behaviour at Work
4. Prasad, L.M. - Organizational Behaviour

### **Course Outcomes:**

1. To understand organizational behaviour and obtain better results for attaining organizational goals.
2. Demonstrate individual behavioural dimensions, learning theories, perceptual process, & motivational techniques
3. Ascertain group, group behaviour, and group dynamics.
4. Acquire knowledge of communication & leadership in the organization.

## **BBA 104: Macroeconomics**

**L T P C 3 1 0 4**

**Objective:** This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the impact of monetary and fiscal policy on the aggregate behaviour of individuals.

### **Course Content**

**Unit I:** Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment: Quantity Theory of Money – Cambridge version, Classical aggregate demand curve, Classical theory of interest rate, effect of fiscal and monetary policy.

**Unit II:** Keynesian theory of Income and employment : simple Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier (investment, Government expenditure, lump sum tax, foreign trade), effect of fiscal and monetary policy, crowding out, composition of output and policy mix, policy mix in action; ISLM model : properties of ISLM curves, factors affecting the position and slope of ISLM curves, determination of equilibrium income and interest rates, effect of monetary and fiscal policy, relative effectiveness of monetary and fiscal policy.

**Unit III:** Money: functions of money, quantity theory of money, determination of money supply and demand, H theory of money multiplier, indicators and instruments of monetary control; Inflation: meaning, demand and supply side factors, consequences of inflation, ant inflationary policies, natural rate theory, monetary policy-output and inflation, Phillips curve (short run and long run).

**Unit IV:** Open Economy: brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy, Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate)

### **Readings:**

1. Froyen, R.P. (2011): Macroeconomics-theories and policies (8th ed.) . Pearson:
2. Dornbusch and Fischer (2010). Macroeconomics (9thed.). Tata McGraw Hill
3. N Gregory Mankiw (2010). Macroeconomics (7thed.). Worth Publishers
4. Olivier Blanchard, Macroeconomics (2009). (5thed.) Pearson

### **Course Outcomes:**

1. Understand the various macroeconomics variables and its measurement.
2. To disseminate knowledge of Keynesian theory of Income and employment
3. Learn about money & inflation and its impact on business.
4. Understand various factors of open economy, foreign exchange, monetary & fiscal policy

## **BBA 106 Business Communication**

**L T P C 3 0 2 4**

**Unit I:** Communication-Defining communication, Process of communication, Communication Model, Objectives of communication, Principles of communication, Importance of Business communication, Importance Feedback.

**Unit II:** Channels of communication, Types of communication, Dimensions of communication, Barriers to communication Verbal, Non-Verbal, Formal, Informal communication.

**Unit III:** Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter, Persuasive letter, Proposal, Report Writing.

**Unit IV:** Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing.

### **Text Books**

1. M.K. Sehgal, Managerial communication, Excel Books, 2010
2. Rohini Aggarwal, Business Communication, Organisation Management, Taxmann, 2010
3. P.D. Chaturvedi, Business Communication Concepts Cases & Applications, 1e, Pearson Education
4. Abha Sharma, Remedial English, Acme Learning.
5. Shalini Sharma, Concepts of professional Communication, Acme Learning
6. Penrose, Business Communication for Managers, 5th edition, Cengage Learning, India.

### **Course Outcomes:**

1. To understand the need for communication in businesses
2. To identify various types of communication channel used in businesses
3. To learn to draft a business letter
4. To gain knowledge of employment message

## **BBA 108 Accounting - II**

**L T P C 3 1 0 4**

**Objective:** The course aims to build the competency for preparing, analyzing and interpreting financial statements.

**Unit I:** Nature and function of financial Reporting. Accounting and accounting system, Information perception of different uses, Measures of return, Ethical issues in accounting, Basic Accounting concepts and conventions, GAAP.

**Unit II:** Source Documents, classification of accounts , Recording, posting of transactions, Preparation of trial balance for service and merchandise business, adjustment of accounts, closing of accounts, completing the accounting cycle measuring business income, Financial statements of manufacturing businesses.

**Unit III:** Meaning and reporting of assets / liabilities, Internal control systems for cash , bank reconciliation, accounting for receivables and inventories , capital and revenue expenditure, Depreciation accounting, Accounting for liabilities, Accounting for Share capital, preference share and buy back of shares.

**Unit IV:** Analysis of Accounting Information: Financial statement analysis and application, Statement of cash flow, preparation and interpretation.

### **Suggested Readings**

1. Grewal, T.S. - Double Entry Book-keeping
2. Agarwal, B.B. - Higher Accountancy
3. Shukla, M.C. - Advanced Accountancy
4. Maheshwari, S.N. - Introductions to Advanced Accountancy

### **Course Outcomes:**

1. To understand the nature of financial reporting & accounting in business.
2. To develop skills to document different kind of accounts.
3. To identify the different sources assets & liabilities.
4. To ascertain the knowledge of financial statement analysis.

## **BBA 110: Quantitative Techniques**

**L T P C 3 1 0 4**

**Objective:** The course aims to develop basic skills for quantitative application in business situations.

**Unit I:** Summation of sets, Arithmetical Progression- Sum of a series in A. P. Arithmetic Mean, Geometric Progression , Sum of a series in G.P, Geometrical Mean, Sum of an infinite geometric series, Permutation and combination, Fundamental rules of counting, Permutation of n different things, Permutation of thing not all different., Circular permutation, Combination of n different things at a time, Simple problems.

**Unit II:** Matrix Algebra- Definition, Matrix Operations- Addition, Subtraction, and Multiplication of matrices, Types of matrices- Square, Diagonal, null, Transpose of a matrix, Determinant of a Square matrix. Singular and non-singular matrix, Co- factor matrix, ad-joint of a matrix , Inverse of a matrix. Solution of simultaneous equation by using matrices.

**Unit III:** Differential Calculus : Differentiation, Differentiation of a product of two function, Differentiation of a quotient of two functions, Differentiation of a function of a function, Differentiation of a logarithmic and exponential function, Differentiation of implicit function, Maxima and Minima, Simple problems. (Trigonometrical function are excluded).

**Unit IV:** Integral Calculus, Fundamental rules of integration, Integration by substitution, integration by parts. Integration by decomposition into a sum using partial fractions (Simple Problems), Simple business applications (Trigonometrical functions are excluded)

### **Suggested Readings**

1. Mongia -Mathematics for Business and Economics
2. Zamiruddin- Business Mathematics
3. Sunderasam and Jayseelam - An Introduction to Business Mathematics
4. Raghavachari - Mathematics for Management
5. Sancheti & Kapoor - Business Mathematics

### **Course Outcomes:**

- 1.To disseminate knowledge in various quantitative tools and techniques & understand basic concepts of statistics.
- 2.To understand matrix algebra and its applications in business
- 3.To develop understanding of differential calculus and simple problems related to it
- 4.To help understand fundamental of integral calculus.

**Unit I:**

**Listening Skills:** Listening and its importance, process of listening, types of listening, Voice and Accent

Assignment and Activities: Students will listen to the audio and write the script followed by questions and quizzes

**Unit II**

Reading comprehension

Reading comprehension, Techniques, Methods

Assignments and Activities:

Students will be assigned reading passages followed by question answers, quizzes and précis of the passage

**Unit III**

Speaking Skills

Syllable and its types, Paralinguistic features of voice, Intonation and its types

Assignments and Activities

Students will discuss in pair and record their conversation

**Unit IV**

**Role Play:** Role Play, Its Importance, Types, Role of Non- Verbal communication in role play

Activities:

Different groups will perform role play by choosing different situations

**Course Outcomes:**

1. Enable participants to speak distinctly, fluently and articulate the message clearly
2. Develop reading ability in the participants
3. Listen and comprehend the messages



## Semester –III

**BBA Year: 2<sup>nd</sup> Semester: III**

Course Code	Subject	PERIODS			EVALUATION SCHEME						Credit
					SESSIONAL EXAMS				ESE	Subject Total	
		L	T	P	CT	TA*	Lab	TOTAL			
BBA 201	Finance Management	3	1	0	30	20	-	50	50	100	4
BBA 203	Marketing Management	3	1	0	30	20	-	50	50	100	4
BBA 205	Human Resource Management	3	1	0	30	20	-	50	50	100	4
BBA 207	Operations Management	3	1	0	30	20	-	50	50	100	4
BBA 209	IT Applications in Management	2	1	2	15	20	15	50	50	100	4
BBA 291	GD and Public Speaking	0	0	8	50				50 <sup>#</sup>	100	4
Total										24	

\*TA = Assignment (10) + Quiz (5) + Participation in Lab / Classes (5) (Ref. 614/Academics/2022, 23/09/2022)

# End Sem Comprehensive Viva Voce

## BBA 201 Financial Management

L T P C 3 1 0 4

**Objective:** To acquaint students with the techniques of financial management and their applications for business decision making.

**Unit I:** Nature and Scope of Financial Management: Finance and related disciplines;; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions, Objectives; Organisation of finance function; Concept of Time Value of Money, present value, future value, and annuity;

**Unit II:** Long -term investment decisions: Capital Budgeting, Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitably Index Method. Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.

**Unit III:** Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory. Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.

**Unit IV:** Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

### Readings:

1. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Pubilshlng Co. Ltd.
2. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
3. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
4. R.A. Brealey, S.C. Myers, F. Allen& P. Mohanty: Principles of Corporate Finance, McGraw Hill Higher Education
5. J.V. Horne & J.M. Wachowicz: Fundamentals of Financial Management Prentice Hall.

### Course outcome

1. To ascertain the knowledge of financial management.
- 2.To exhibit different concept of investment decisions.
3. To identify key approaches to capital structure theories.
4. To apply the procedure of working capital management.

## **BBA 203: Marketing Management**

**L T P C 3 1 0 4**

**Objective:** This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases.

### **Course Content:**

**Unit I:** Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach – Boston Consultative Group (BCG) matrix.

**Unit II:** Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning.

**Unit III:** Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).

**Unit IV:** Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers. Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps.

### **Readings:**

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D' Amico, M.: Marketing, Ohio: South-Western College Publishing.

### **Course outcome**

1. To ascertain the knowledge of financial management.
2. To exhibit different concept of investment decisions.
3. To identify key approaches to capital structure theories.
4. To apply the procedure of working capital management.

## **BBA 205: Human Resource Management**

**L T P C 3 1 0 4**

**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 I:** Human Resource Management: Concept, Functions, roles, skills & competencies, HRD definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs Work life balance, HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organisations.

**Unit II:** Human Resource Planning: Process, Forecasting demand & supply, Skill inventories Human Resource Information System (HRIS) succession planning, Job analysis – Uses, methods, Job description & Job specifications. HR accounting and Human Resource Development (HRD) audit concept. Recruitment, Selection & Orientation: internal & external sources, e- recruitment, selection process, orientation process.

**Unit III:** Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, factors that distort appraisal, appraisal interview .Career planning: career anchors, career life stages. Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. Brief introduction of social security, health, retirement & other benefits.

**Unit IV:** Industrial Relations: Introduction to Industrial Relations, Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes- grievance, concepts, causes & grievance redressal machinery, discipline concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining.

### **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.

### **Course outcome**

1. To provide knowledge of different concepts of Human resource management.
2. To analyse the process of Human resource planning
3. To demonstrate various methods of training and performance management.
4. To get an understanding of key issues of industrial relation.

## **BBA 207: Operation Management**

**L T P C 3 1 0 4**

**Objective:** The course aims to familiarize the students with the basic concepts of Operations and Production Management.

**Unit I:** Introduction: Meaning, Nature and Scope of Production and Operation Management. Objectives of Operations Management. Duties and Responsibilities of Operations Management. Production Function. Systems approach to Operations Management. Manufacturing system: Mass, Batch, Job-Shop and Project.

**Unit II:** Plant Location: Nature, Factors considered in location, Methods and Type of areas. Plant Layout: Objective of good layout, Factors influencing layout and Types of layout. Material Handling Equipment: Importance, Objective, Principles, Factors affecting selection equipment and types of handling equipment.

**Unit III:** Work Study: Method study and work measurement- Importance, Objectives, Application areas, Steps in method study and Techniques of work measurement. Production Planning and Control: Role and Scope of PPC in Operations Management, Factors influencing production planning and benefits of production control.

**Unit IV:** Inventory Management: Factors influencing and Objectives of inventory management. Techniques of inventory management. Quality Control and Materials Management.

### **Suggested Readings:**

1. Production & Operations Management, by Upendra Kachru, Excel Books.
2. Operations Now, by Byron J Finch, Tata Mc Grawhill
3. Operations Management, by Gaither & Fraizer, Thomson South Western.

### **Course outcome**

1. Develop an understanding of production and operation management.
2. Apply the knowledge of plant location and Its principles.
3. Describe the role and techniques of work measurement
4. Decipher the inventory management & its role.

## **BBA 209 IT Application In Management**

**L T P C 2 1 2 4**

**Objective:** The course aims to develop the basis understanding of the information systems and their role in business organizations.

**Unit I:** Core Concepts in Information Systems, Information Systems in Business: Framework and resources.

**Unit II:** Functional and Cross-functional Information Systems.

**Unit III:** Decision Support Systems; Executive Information Systems; Executive Support Systems; Knowledge Base Systems; Expert Systems, Trends in Information Systems.

**Unit IV:** Data Base Management Systems: Concept, Components, Centralized and Distributed Database Systems.

### **Suggested Readings:**

1. Brein James, O., Computers in Business Management : An Introduction
2. Bentley Trevoi, Management Information Systems and Data Process

### **Course outcome**

1. To provide an overview of information systems.
2. To understand the importance of functional and cross functional system
3. To explain the process of decision support system.
4. To learn concept of Data Base Management System.

## **BBA 291 Group Discussion & Public Speaking**

**L T P C 0 0 8 4**

**Unit I** - Group discussion: meaning, types of group discussion, difference between GD and Debate, Do's and Don'ts, Public Speaking **(5 hrs)**

**Unit II** - initiation techniques, Strategies of effective group discussion, Dynamics of GD, styles of communication, role of listening in GD **(5 hrs)**

**Unit III** - Importance of body language in GD, Team spirit- a requisite of Group discussion, nuances of delivery in Group discussion, Etiquettes of GD **(5 hrs)**

**Unit IV** –

GD Phases and Procedures: Panelists; Participants and Duration, Steps involved in GD: Topic Declaration, Preparation Time Allowance, Lead initiates the discussion, Summarizing the discussion, Evaluation of each participant's presentation.

Activity **(25 hrs)**

- Students will be divided in groups
- Topics assigned to the groups / Students choose topics on their own
- Group Discussion by the students

## Semester IV

### BBA Year: 2<sup>nd</sup> Semester: IV

Course Code	Subject	PERIODS			EVALUATION SCHEME						Credit
		L	T	P	SESSIONAL EXAMS				ESE	Subject Total	
					CT	TA*	Lab	TOTAL			
BBA 202	Taxation Management	3	1	0	30	20	-	50	50	100	4
BBA 204	Customer Relationship Management	3	1	0	30	20	-	50	50	100	4
BBA 206	Industrial Relations	3	1	0	30	20	-	50	50	100	4
BBA 208	Logistics and Supply Chain Management	3	1	0	30	20	-	50	50	100	4
BBA 210	Business Statistics	3	1	0	30	20	-	50	50	100	4
BBA 292	Communication Skills-II	0	0	8	50				50 <sup>#</sup>	100	4
Total										24	

\*TA = Assignment (10) + Quiz (5) + Participation in Lab / Classes (5) (Ref. 614/Academics/2022, 23/09/2022)

# End Sem Comprehensive Viva Voce



## **BBA 202: TAXATION MANAGEMENT**

**L T P C 3 1 0 4**

The objective of this course is to acquaint the students with the legal framework of taxation affecting business plans, profits and liabilities of business.

**Unit I:** Important Definitions, Concepts of Income, Exempted incomes, Residential Status and Tax Liability.

**Unit II:** Heads of Income - Income from Salaries, Income from House & Property, Profits and gains of a business or profession, Capital Gains, Income from other sources.

**Unit III:** Individual Assessment, Assessment procedure, Set off and Carry Forward of losses, Clubbing of Income, Income – Tax authorities and their powers.

**Unit IV:** Wealth Tax- exemptions, Deemed wealth, Calculation of wealth tax liability, Assessment procedure.

### **SUGGESTED READINGS**

1. Income Tax Law & Practice, by Mehrotra, H.C.
2. Direct Taxes, by Prasad, Bhagwati
3. Income Tax Guide, by Singhania, V.K.
4. Simplified Approach to Income Tax, by Girish Ahuja & Ravi Gupta

### **Course Outcome**

1. Demonstrate the knowledge of fundamentals of taxation laws.
2. Get an understanding of Heads of Income
3. Analyse and apply the concept of Individual Assessment and its procedure.
4. Describe essentials of wealth tax.

## **BBA 204: Customer Relationship Management**

**L T P C 3 1 0 4**

**Unit I:** Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points.

**Unit II:** CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and eCRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process,

**Unit III:** Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications. CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

**Unit IV:** CRM Implementation: Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Data Import; Train and Retain; Roll out and System Hand-off; Support.

Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management. Field Force Automation, CRM links in e-business

### **Suggested Readings:**

1. Paul Greenberg, CRM, 3<sup>rd</sup> edition
2. Mukerjee & Kaushik, CRM: A strategic approach to marketing, PHI

### **Course Outcome**

1. To develop an understanding of Customer Relationship Management and its component.
2. To determine the process of Customer Relationship Management and its element.
3. To elaborate the role and different means of CRM in business.
- 4.. To learn the Sales force automation and CRM link in E-business.

## **BBA 206: Industrial Relations**

**L T P C 3 1 0 4**

**Objective:** To acquaint students with concepts of Industrial Relations and various legislations related to Labour Welfare and Industrial Relations.

### **Course Contents:**

**Unit I:** Concept of industrial relations, aspects of industrial relations, conflict and cooperation, parties in industrial relations, workers employers and government, trade unions, objectives collective bargaining.

**Unit II:** Workers participation in management, levels of participation, mode of participation Works Committee, Joint Management councils, Worker Director, Grievance Procedure, Quality Circles.

**Unit III:** Trade Union Act 1926, The Industrial Employment (Standing Orders) Act 1946, The Industrial Disputes Act 1947,

**Unit IV:** The Factories Act 1948, The Payment of Wages Act 1936, The Payment of Gratuity Act 1972, The Minimum Wages Act 1948, and The Payment of Bonus Act 1965.

### **References:**

1. S C Srivastava: Industrial Relations and Labour Laws, Vikas Publishing House.
2. T N Chhabra: Industrial Relations and Labour Laws, Dhanpat Rai Publishing House.

### **Course Outcome**

1. Develop the understanding of evolution and development of Labour Legislation in India
2. To identify the significance of Workers participation in management.
3. To familiarize the students with various changing dimensions of Trade union.
3. To identify the significance of cordial industrial relation.
4. To acquaint with the provisions of selected labour laws and their relevance.

## **BBA 208: Logistics and Supply Chain Management**

**L T P C 3 1 0 4**

### **Objectives**

- To introduce process and functions of physical distribution system
- To introduce major building blocks, functions, business process, performance metrics and decision making in supply chain network, and
- To provide an insight into the role of Internet Technologies and electronic commerce in supply chain management

**Unit I:** Physical distribution: Participation in the physical distribution functions – The environment of physical distribution – Channel design strategies and structure – electing channel members – Setting distribution objectives and tasks – Target markets and channel design strategies.

**Unit II:** Managing the marketing channel – Product, Pricing and Promotion issues in channel Management and Physical Distribution – Motivating channel members – Evaluating channel member performance – Vertical marketing systems – Retail co-operatives, Franchise systems and corporate marketing systems.

**Unit III:** Supply Chain: Building Blocks of Supply Chain Network – Performance Measures in Decisions in the Supply chain World – Models for Supply Chain Decision Making.

**Unit IV:** Supply Chain Inventory Management: Economic Order quantity Models – Recorder Point Models – Multichannel Inventory systems– Supply chain Facilities Layout – Capacity Planning – Inventory optimization – Dynamic Routing and Scheduling.

Relation to ERP: E-procurement – E-Logistics – Internet Auctions– E-markets – Electronic Business Process – Optimization Business Object in SCM.

### **References**

1. D.K. Agarwal, Logistics & Supply Chain Management, Macmillan India Pvt. Ltd. New Delhi, 2008
2. N. Chandrasekaran, Supply Chain Management, Oxford University Press, 2010
3. Satish K. Kapoor & Purva Kansal, Basics of Distribution Management - A logistical approach, Prentice – Hall India, 2003.
4. Sunil chopra, Meindl & Kalra, Supply Chain Management, Pearson Education, India, 2009 Bowersox & Closs, Logistics Management, Tata McGraw Hill, New Delhi, 2008

### **COURSE OUTCOME**

1. Develop the understanding of Physical distribution and its function.
2. Assess the role of vertical marketing systems and managing the marketing channel.
3. Analyse various aspect of Supply Chain Inventory Management
4. Describe and elaborate the concept of Logistic and ERP.

## **BBA210: Business Statistics**

**L T P C 3 1 0 4**

**Objective:** To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

### **Course contents:**

**Unit I:** Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis.

**Unit II:** Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X) and Standard error of estimate.

**Unit III:** Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Parabolic trend and logarithmic trend; Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and un-weighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number.

**Unit IV:** Probability: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Random Variable- discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, and Normal distribution. Central limit theorem.

### **Readings:**

1. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
2. Richard Levin & David Rubin: Statistics for management, Prentice Hall.
3. Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western.

### **Course outcome**

1. To understand the various measures of Central Value.
2. To familiarize students with methods of correlation and regression analysis.
4. To ascertain the knowledge of analysis of time series
5. To exhibit the concept of probability and its theorem.

**Course Objectives**

- Write effective messages, emails, reports, proposals, etc. Develop presentation skills in students
- Students will be able to develop confidence to face interviews

**Unit I - Communication at the Workplace**

E-mail, Letter: types, elements, layout; business letters ; official letters; GO; DO letters, Report writing, proposal, Cover Letter and resume writing, blog writing

**Unit II**

**Effective Presentation skills**

Purpose, audience, locale, organizing content, audio visual aids, preparing presentation

**Unit III**

**Interview**

Interview, types, techniques, preparing for an interview

**Unit IV**

Feedback: need and importance

## Semester –V

BBA Year: 3 <sup>rd</sup> Semester: V												
Course Code	Subject	PERIODS				EVALUATION SCHEME						Credit
		L	T	P	CT	SESSIONAL EXAMS			ESE	Subject Total		
						TA*	Lab	TOTAL				
BBA 301	Entrepreneurship and Startup	3	1	0	30	20	-	50	50	100	4	
BBA 303	Business Policy	3	1	0	30	20	-	50	50	100	4	
BBA 305	Business Ethics and Corporate Governance	3	1	0	30	20	-	50	50	100	4	
BBA 307	Business Laws	3	1	0	30	20	-	50	50	100	4	
BBA 309/ BBA 311	Elective I	3	1	0	30	20	-	50	50	100	4	
BBA 391	Internship / Training#	0	0	8	50				50 <sup>#</sup>	100	4	
										Total	24	

\*TA = Assignment (10) + Quiz (5) + Participation in Lab / Classes (5) (Ref. 614/Academics/2022, 23/09/2022)

# Internal Evaluation Project / Presentation: 50 marks and External Evaluation / Viva Voce: 50 marks

## **BBA 301: Entrepreneurship & Start Up**

**L T P C 3 1 0 4**

**Unit I: Entrepreneurship:** Definitions and core elements, Process of Entrepreneurship, Entrepreneurial Competencies, Barriers to Entrepreneurship, Identification of business opportunities.

**Unit II:** Establishment of a new enterprise, Choice of product, Market Assessment, Selection of Technology, Selection of Site, Organizational and Ownership Structure.

**Unit III:** Preparation of Business Plan, Financing the new enterprise, Financial Management for new ventures, Source of Finance.

**Unit IV:** Marketing Management in a new enterprise, Human Resource Management in a new enterprise, Operations Management in a new enterprise.

### **Suggested Readings:**

1. Khanka, S S. 'Entrepreneurial Development', S Chand & Company Ltd. New Delhi
2. Desai, Vasant, 'Project Management and Entrepreneurship', Himalayan Publishing House, Mumbai, 2002.
3. Gupta and Srinivasan, 'Entrepreneurial Development', S Chand & Sons, New Delhi.
4. Holt, Davis, 'Entrepreneurship: New Venture Creations, PHI

### **Course Outcome:**

- To inculcate the concepts of entrepreneurship.
- To develop the understanding for establishing the enterprise and market assessment.
- To familiarize the financial concepts regarding entrepreneurship.
- To enhance the contemporary issues in entrepreneurship.



## **BBA 303: Business Policy**

**L T P C 3 1 0 4**

**Objective:** This subject aims to provide conceptual and analytical skills to the students for accessing the environmental & competitive opportunities along with fulfilling the objectives of concepts in knowledge, situations, and relevant attitudes.

**Unit I:** Strategic Management. Concept of Strategy, Dimension of strategic decision, Levels of strategy, Strategy making modes, Overview of process of strategic planning & management.

**Unit II:** Mission, vision, objective setting, Business definitions, Summary statement of strategy, Deducing strategy from action & endeavours.

**Unit III:** Formulation of strategy, Components of environment & Environmental analysis, Analysis of internal capabilities using different approaches, Strengths, Weakness, Opportunities, Threats (SWOT Analysis).

**Unit IV:** Strategic alternatives for growth, stable, combinations & international strategies. Choice of Strategy, Generic Business Strategies, Portfolio Analysis, Overview of Implementation Aspects

### **Suggested Readings:**

1. Kazmi, Azhar - Business Policy
2. Keneth, A. Andrews - Concept of Corporate Strategy
3. Igor, M. Ansoff - Business Strategy
4. Christensen - Business Policy Text and Cases
5. Gluhck, William F. - Business Policy Strategy
6. R.M. Srivastava - Corporate Strategy and Planning

### **Course Outcome:**

1. To equip with the basic understanding of business policy.
2. Explain the concept of strategic intent, leverage and fit.
3. To familiarize with the various techniques and approaches for scanning the environment.
4. To enhance the understanding towards various business strategies.

## **BBA 305: Business Ethics and Corporate Governance**

**L T P C 3 1 0 4**

**Unit I:** Business Ethics: Meaning, Principles of Business Ethics, Characteristics of Ethical Organization, Ethics, Ethics of Corporate Governance, Globalization and Business Ethics, Stakeholders' Protection, Corporate Governance and Business Ethics.

**Unit II:** Conceptual Framework of Corporate Governance: Meaning, Governance vs. Good Corporate Governance, Corporate Governance vs. Corporate Excellence, Insider Trading, Rating Agencies, Benefits of Good Corporate Governance, Corporate Governance Reforms, Initiatives in India.

**Unit III:** Regulatory Framework of Corporate Governance in India, models of corporate governance; SEBI Norms based on KM Birla Committee, Clause 49 of Listing Agreement

**Unit IV:** Corporate Social Responsibility (CSR): Meaning, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models.

### **Readings:**

1. J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
2. Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
3. D Geeta Rani & R K Mishra, Corporate Governance-Theory and Practice, Excel Books, New Delhi
4. Christine A Mallin, Corporate Governance (Indian Edition), Oxford University 46 Press, New Delhi.
5. Bob Tricker, Corporate Governance-Principles, Policies, and Practice (Indian Edition), Oxford University Press, New Delhi.
6. Andrew Crane Dirk Matten, Business Ethics (Indian Edition), Oxford University Press, New Delhi.

### **Course Outcomes:**

- To understand the role of ethics in business.
- To acquaint with application of corporate governance.
- To develop the understanding of various types of models and regulatory framework of corporate governance.
- To ascertain the knowledge of CSR and its impact on business.

## **BBA 307: Business Law**

**L T P C 3 1 0 4**

**Unit I: The Indian Contract Act 1872:** Meaning and Essentials of contract; Kinds of contract- Based on: validity, formation & performance, law relating to offer and acceptance, consideration, competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts, breach of contracts and quasi contract, Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

**Unit II: Sale of Goods Act 1930:** Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.

**Unit III: The Companies Act 2013:** Meaning and types, Incorporation, Memorandum & Articles of association, Prospectus, Issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings. The Limited Liability Partnership Act 2008: Meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

**Unit IV: Consumer Protection Act 1986:** Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers. The Right to Information Act 2005: Salient features and coverage of the act, definition of terms information, right, record, public authority; obligations of public authorities, requesting information and functions of PIO.

### **Readings:**

1. M.C.Kucchal: Business Law/Mercantile Law, Vikas Publishing.House (P) Ltd.
2. M.C.Kucchal,& Vivek Kucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.
3. Dr. G. K. Kapoor & Sanjay Dhamija: Company Law and Practice-A comprehensive textbook on Companies Act 2013, latest edition, Taxmann.
4. Avtar Singh: Principle of Mercantile Law, Eastern Book Company
5. Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers.

### **Course Outcomes:**

- To understand the fundamental legal rules regarding contractual agreements with respect to business.
- To familiarize and equip with the law relating to sales of goods.
- To enhance the students regarding the companies act.
- To assess and analyse the law relating to the consumer protection.

## **Elective – I**

### **BBA 309: Advertising Management**

**Objective:** This course aims and introduction to media involved.

**Unit I:** Definition, Nature and evolution of advertising, its functions and role, criticism, social, economic and legal aspects of advertising.

**Unit II:** Place of advertising in Marketing Mix, Indian advertising industry, copy writing: different elements of a copy and layout.

**Unit III:** Advertising budget: Objectives, preparation and methods of advertising budget; advertising agency: function, selection and compensation.

**Unit IV:** Advertising media: different types of media, function, merits and demerits of media, selection of media and its vehicles.

#### **Suggested Readings:**

1. Chunawala, Advertising, HMP
2. Sontakki, Advertising
3. Manvendra Mohan, Advertising
4. Kazmi and Batra, Advertising and Sales Management, Excel

#### **Course Outcomes:**

- To familiarize with the basic principles of advertising.
- Role of advertising in marketing mix.
- To acquaint with allocation of budget techniques for advertisement.
- To develop the understandin
- g of media in advertising.

## **Elective I:**

### **BBA 311: Consumer Behaviour**

**Unit I:** Meaning and nature of Consumer Behaviour, Factors affecting Consumer Behaviour, Consumer Involvement and decision making, Models of decision making.

**Unit II:** Consumer Perception, attitudes, changes in attitudes, Consumer motivation.

**Unit III:** Models of Consumer Behaviour, Consumer Behaviour in India, difference between consumer buying and industrial buying, nature and factors affecting industrial buying.

**Unit IV:** Factors influencing purchase decision of a consumer, Personality, Self-concept, Life-style, Psychographics, Reference group.

### **Suggested Readings**

1. Kanuk & Shiffman, Consumer Behaviour.
2. Peter & Olson, Consumer Behaviour and Marketing Strategy.
3. Peter and Donnelly, A Preface of Marketing Management.
4. Wilkie, William, Consumer Behaviour.

### **Course Outcomes:**

- To familiarize with the different facets of consumer behaviour.
- To create awareness of the theories of motivation and perception as applied in consumer behaviour.
- To acquaint with the communication and consumer decision making
- To create awareness about the application of consumer behaviour in special types of markets.

## Semester VI

**BBA Year: 3<sup>rd</sup> Semester: VI**

Course Code	Subject	PERIODS			EVALUATION SCHEME						Credit
		L	T	P	SESSIONAL EXAMS				ESE	Subject Total	
					CT	TA	Lab	TOTAL			
BBA 302	Family Business Management	3	1	0	30	20	-	50	50	100	4
BBA 304	Strategic Management	3	1	0	30	20	-	50	50	100	4
BBA 306	E-Commerce	3	1	0	30	20	-	50	50	100	4
BBA 308	MIS	3	1	0	30	20	-	50	50	100	4
BBA 310/ BBA 312	Elective II	3	1	0	30	20	-	50	50	100	4
BBA 392	Seminar / Project #	0	0	8	50				50 <sup>#</sup>	100	4
Total										24	

\*TA = Assignment (10) + Quiz (5) + Participation in Lab / Classes (5) (Ref. 614/Academics/2022, 23/09/2022)

# Internal Evaluation Project / Presentation: 50 marks and External Evaluation / Viva Voce: 50 marks

## **BBA 302: Family Business Management**

**L T P C 3 1 0 4**

**UNIT I: Introduction To Family Business** Family Business as a unique synthesis, Succession and Continuity: The three generation rule, Building Family business that last, The systems theory model of Family Business, Agency Theory of Family business, The stewardship perspective of family business, Competitive Challenges and Competitive advantages of family businesses, The role of Genograms and family messages to understand the family system. Family emotional intelligence, The ECI-U Model.

**UNIT II: Ownership Challenges and Family Governance Shareholder Priorities –** Managers vs. Owners - Responsibilities of shareholders to the company - Effective Governance of the shareholder - firm relationship – Family Governance: Structure, Challenges to family governance, Managing the challenges of succession. Enterprise Sustainability: Twelve elements of strategic –fit and its implications on family firms.

**UNIT III: Successor Development** Characteristics of next-generation leaders - Next-generation attribute interests and abilities for responsible leadership. Next-generation personalities-managing interdependence- CEO as an architect of succession and continuity - Types of CEO Spouse and the transfer of power.

**UNIT IV: The Future of Family Business** New Leaders of the Evolution - Three states of evolution-Continuity and culture - change the culture, The change formula - Organization Development approaches to change - Commitment planning - Organic competencies and business's future - Thriving through competition - Institutionalizing the change.

### **Text Books:**

1. Keep Hunt, "The Family Business", Graphic Arts Books, April, 2021.
2. Josh Baron, Rob Lachenauer, "Harvard Business Review Family Business Handbook", Harvard Business Review Press, Jan, 2021.
3. Thomas Zellweger, "Managing the family business", Edward Elgar Publishing Ltd, April, 2017.
4. Ernesto J.Poza, Mary S. Daughterty, Family Business, Cengage Learning, 3rd Edition, 2015.
5. Laura Hougaz, Entrepreneurs in Family Business Dynasties: Stories of Italian-Australian Family Businesses over 100 years, Springer, 7thEdition, 2015.

### **Course Outcomes:**

- Outline the basic concepts relating to family business in India.
- Demonstrate various factors effecting family governance.
- Summarise the concepts with respect to trans generational entrepreneurship.
- Appraise the concept of institutionalization of change through competitive forces.

## **BBA 304: Strategic Management**

**L T P C 3 1 0 4**

**Course Objective:** The basic objective of the course is, Creating and Understanding of the Environment Scanning. Creating and Understanding of the Formulation of Strategies, Implementation of Strategies and Evaluation of Strategies.

### **Unit I: Basics of Strategic Management:**

Evolution and understanding of strategic management, strategic decision making, schools of thoughts- prescriptive, descriptive and integrative, Hierarchy of strategic intent- Mission & Objectives need for explicit mission, Components of mission statement, Formulation of mission & objectives and their specificity.

### **Unit II: strategy formulation:**

Environmental appraisal. Organisational appraisal, corporate level business strategies and business level strategies, strategic analysis and choice

### **Unit III: Strategy Implementation**

Activating the strategies, structural implementation, behavioural, functional and operational implementation

### **Unit IV: Strategy Evaluation and Control Strategy Formulation:**

Strategic control, operational control, techniques for strategic evaluation and control

### **Suggested Reading:**

1. Strategic Management & Business Policy: Jouch & Gluick, (Mc Graw hill 3/e)
2. Strategic management & Business Policy: Wheelen & Hunger (Pearson Education 8/E)
3. Strategic Management AITBS. Pearce & Robinson
4. Business Policy and Strategic Management: Azhar Kazmi.

### **Course Outcomes:**

- To expose the student with the basic understanding of Strategic Management.
- Describe the concept of environment and how the competitive advantage and level of strategies are developed in organisation.
- Learn the basic to implement the strategies in organisation.
- To describe the barriers to strategic evaluation and control.



## **BBA 306: E- Commerce**

**L T P C 3 1 0 4**

**Unit I:** Framework for understanding e- business: Introduction to E- commerce, Environmental forces affecting planning and practice, Ethical, legal and social concerns.

### **Unit II: Developing e- Business Frame work**

Developing E- Business Models, Introduction to Internet, www. Concepts, Building of E-commerce websites, software hardware and tools.

### **Unit III: Planning, Implementing and Controlling of E-Business**

Creating the Marketing Mix, Organizational and Managerial issues, Financial Planning and Working with Investors, Implementation and Control of the E-Business Plan.

### **Unit IV: Understanding of Key terms of E- Commerce**

Electronic Commerce & Banking, Electronic Payment Systems, Electronic Payment Technology, On-line credit card, E- Commerce Security.

### **Suggested Readings:**

1. E-Commerce : Bharat Bhaskar
2. E-Commerce: The cutting edge of business : K. Bajaj & D. Nag
3. E-Commerce : Ritendra Goel

### **Course Outcomes:**

- To familiarize the student with the basic concept of e-commerce.
- To equip them with the framework of e-business models.
- To provide with the knowledge of planning, scheduling and controlling a successful e- business.
- To familiarize with the electronic payment system.

## **BBA 308: Management Information System**

**L T P C 3 0 2 4**

### **Unit I**

The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.

### **Unit II**

Planning, Implementation and Controlling of Management Information System, Managerial Decision Making, characteristics and components of Decision Support System

### **Unit III**

Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

### **Unit IV**

System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.

### **Suggested Readings:**

1. Jawadekar, W.S, Management Information System, TMH
2. Sadagopan, S., Management Information System, PHI

### **Course Outcomes:**

- To understand the importance of information system.
- To familiarize the planning and controlling the information system.
- To develop the understanding of data need and processing.
- To provide an overview of system design and alternatives.

## **Elective II:**

### **BBA 310: Banking Operations and Management**

#### **Unit I: Introduction**

Definition of Bank , Banking System in India-(i) Commercial Banks (ii) Private Sector Banks (iii) Public Sector Banks (iv) Foreign Banks (v) Regional Rural Banks (vi) Cooperative Banks. Reserve Bank of India, Bank Nationalization in India

#### **Unit II: Retail & Wholesale Banking**

Retail & Wholesale Banking Deposit Accounts – Savings Accounts, Current Accounts, Fixed Deposit Accounts, Opening and operation of Accounts, Nomination, KYC requirements & importance. Anti-money laundering: concept and role of banks, Banker and Customer Relationship, Priority sector customers credit ratings- CIBIL.

#### **Unit III: Treasury management, loans & advances**

Secured and Unsecured loans, Term Loans, Cash Credit, Overdraft, Collection and payment of Cheques, Liabilities of Parties, Foreign exchange, priority sector lending, EFT, NEFT, RTGS,SWIFT, Green Channel.

#### **Unit IV: Employment of Bank Funds and Digital Banking**

Liquid Assets-Cash in Hand, Cash with RBI & Cash with other Banks, Investment in securities, Advances. Introduction and importance, important decisions of BASEL accords; Digital Banking. New age payment gateways- national & International, payment clearing systems, internet banking, mobile banking; payment banks,

#### **Suggested Books:**

1. Banking Theory – Law and Practice, K.Natarajan & E.Gordon,Himalaya Publishing, 24th Revised Edition.
2. Banking Law and Practice, S.N.Maheshwari, Kalyani Publications, Latest Edition
3. Banking Law & Practice, P.N.Varshney, Sultan Chand & Sons, 2017.
3. Introduction to Banking, G.Vijayraghavan Iyengar, Excel books, 2007
4. Modern Banking- Theory & Practice, D.Muraleedharan, PHI Private Limited, Second Edition

#### **Course Outcomes**

- Understand the various concepts, terminologies and methodologies used in banking.
- Demonstrate the differences between asset and liabilities and their management by banks and the different risks undertaken by banks.
- Utilize the various laws, reforms and policy level changes in banking for better decision making for personal as well as organizational level.
- Illustrate the properties of different instruments of banking inclusive of latest technological developments in banking.
- Interpret the application of banking policy changes and new age banking and the need for continuous reforms in banking sector- nationally and internationally

## **Elective II**

### **BBA 312: Financial Services**

#### **Unit I: Introduction**

Evolution and Role of Financial Services Companies in India, Regulatory Environment of Financial Service, Trends & Developments in the area of financial services, Virtual Delivery of financial Services

#### **Unit II: Management of Capital Issues**

Pre Issue Activities, Management of Capital Issues - Post Issue Activities, Pricing and Marketing of Public Issues Factoring, Bill Discounting, Forfeiting, Credit Rating, Consumer Finance, Credit Cards, Insurance

#### **Unit III: Leasing and Securitisation**

Legal & Tax aspects leasing, Lease evaluation, International leasing, Hire Purchase and Instalment sale. Securitisation, Introduction for mutual funds

#### **Unit IV Mutual Funds and Venture Capital**

Types & classification of Mutual Fund schemes, Operations and Management of Mutual Funds in India, Venture Capital, Issues in Venture Capital Financing

#### **Suggested Readings**

1. M.Y. Khan: Financial Services, Tata Mc Graw Hill
2. Peter S. Rose & Sylvia C. Hudgins: Bank Management & Financial Services, Mc Graw Hill International Edition

#### **Course Objectives**

- To understand the nature and role of financial services.
- To know the role of finance in the development of financial markets
- To familiarize the guidelines and framework of financing.
- To know about various sources of raising finance.