<table>
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<tr>
<th>Subject Code</th>
<th>Papers</th>
<th>External Marks</th>
<th>Practical Marks</th>
<th>Internal Marks</th>
<th>Total Marks</th>
<th>Duration</th>
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<tbody>
<tr>
<td>BBA-101</td>
<td>Business Organisation</td>
<td>90</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-102</td>
<td>Business Accounting</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-103</td>
<td>Managerial Economics-I</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-104</td>
<td>Business Mathematics-I</td>
<td>90</td>
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<td>BBA-105</td>
<td>Hindi</td>
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<tr>
<td>BBA-106</td>
<td>Computer Fundamentals</td>
<td>50</td>
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<tr>
<td>BBA-107</td>
<td>Seminar</td>
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<tr>
<td>BBA-108</td>
<td>Principles of Management</td>
<td>90</td>
<td>10</td>
<td>100</td>
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<tr>
<td>BBA-109</td>
<td>Analysis of Financial Statements</td>
<td>90</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-110</td>
<td>Managerial Economics-II</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-111</td>
<td>Understanding Social Behaviour</td>
<td>90</td>
<td>10</td>
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<td>3 Hrs</td>
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<tr>
<td>BBA-112</td>
<td>Business Mathematics-II</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-113</td>
<td>Business Communication-I</td>
<td>90</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-114</td>
<td>Viva-Voce</td>
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<tr>
<td>BBA-201</td>
<td>Understanding Human Behaviour</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-202</td>
<td>Micro Business Environment</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-203</td>
<td>Business Statistics-I</td>
<td>90</td>
<td>10</td>
<td>100</td>
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<td>BBA-204</td>
<td>Management Accounting</td>
<td>90</td>
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<tr>
<td>BBA-205</td>
<td>Fundamentals of DBMS and ORACLE</td>
<td>50</td>
<td>40</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-206</td>
<td>Business Communication-II</td>
<td>90</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-207</td>
<td>Seminar</td>
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<td>Subject Code</td>
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<tr>
<td>BBA-208</td>
<td>Human Behaviour at work</td>
<td>90</td>
<td>10</td>
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<td>3 Hrs</td>
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<tr>
<td>BBA-209</td>
<td>Macro Business Environment</td>
<td>90</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-210</td>
<td>Business Statistics-II</td>
<td>90</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-211</td>
<td>Marketing Management</td>
<td>90</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-212</td>
<td>Financial Management</td>
<td>90</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-213</td>
<td>Principles of Material Management</td>
<td>90</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-214</td>
<td>Viva-Voce</td>
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</tbody>
</table>

The students are required to undergo 6 to 8 weeks training in company/ organization of high repute. The students must obtain prior approval of the Principal before going for his/ her training. On completion each students will be required to submit training report not exceeding 60 to 70 pages which shall be evaluated in the Fifth Semester. Training Report must be submitted 15 days before the start of the 5th Semester Examination.

<table>
<thead>
<tr>
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<th>Duration</th>
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<tr>
<td>BBA-301</td>
<td>Business Laws-I</td>
<td>90</td>
<td>10</td>
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<td>3 Hrs</td>
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<tr>
<td>BBA-302</td>
<td>Principles of Retailing</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-303</td>
<td>Principles of Banking</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-304</td>
<td>Fundamentals of E-Commerce</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-305</td>
<td>Export Procedure and Documentation</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-306</td>
<td>Principles of Production Management</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-307</td>
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<tr>
<td>BBA-307-A</td>
<td>Training Report</td>
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<th>Duration</th>
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<tr>
<td>BBA-308</td>
<td>Entrepreneurship Development</td>
<td>90</td>
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<td>3 Hrs</td>
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<tr>
<td>BBA-309</td>
<td>Business Laws-II</td>
<td>90</td>
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<td>3 Hrs</td>
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<tr>
<td>BBA-310</td>
<td>Logistic Management</td>
<td>90</td>
<td>10</td>
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<tr>
<td>BBA-311</td>
<td>Principles of Insurance</td>
<td>90</td>
<td>10</td>
<td>100</td>
<td>3 Hrs</td>
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<tr>
<td>BBA-312</td>
<td>Introduction to Financial Services</td>
<td>90</td>
<td>10</td>
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<td>3 Hrs</td>
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<tr>
<td>BBA-313</td>
<td>Viva –Voce</td>
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</table>
BBA COURSE STRUCTURE
SEMESTER – I

BBA-101: Business Organization

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Distinctive features of different forms of business organization; sole proprietor, partnership-characteristics, registration, partnership deed, partner’s rights, duties and liabilities, dissolution of partnership.

Joint stock company-Concept characteristics types, formation of company.

Co-operative and state ownership: forms of organization, nonprofit organizations, Forms of Business organizations in new millennium.

References

P.C. Tulsian & Vishal Pandey: Business Organization & Management
Frank R. Mason: Business Principles & Organization

BBA-102: Business Accounting

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Basic Accounting- Nature, scope and objectives of accounting; accounting as information system, users of accounting information, GAAP Vs FSAB, Accounting equation: Accounting concepts and conventions, capital and revenue expenditure; Principles of financial accounts.

Journal and Ledger: Double Entry System; Journal and recording of entries in journal
with narration; Ledger – Posting from Journal to respective ledger accounts.

Trial Balance: Need and objectives; Application of Trial Balance; Different types of errors escaped trial balance preparation; Rectification of errors.

Final Accounts: Concept of adjustment; Preparation of Trading Account and Profit and Loss Account. Preparation of Balance Sheet

References:

2. S.N. Maheshwari : An Introduction to Accountancy
3. Mukherjee & Hanif : Fundamentals of Accounting

BBA-103: Managerial Economics-I

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Managerial economics: meaning nature and scope. Objectives of firm, equilibrium, utility, opportunity cost, marginal and incremental principles.


Theory of Consumer Behavior: Cardinal Utility analysis, indifference curve analysis, applications of indifference curves.

Theory of production and costs: The concept of production function, production with one and two variable inputs, theory of cost in short run and long run, revenue function.

Theory of firm and market organization: pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly.

References

1. Koutsoyiannis : Modern Microeconomics
2. Varshney & Maheshwari : Managerial Economics
3. Mote, Paul & Gupta : Managerial Economics
4. Ferguson & Gould : Microeconomics
Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Set theory, logical statements and truth tables, linear and quadratic equations. Permutations and combinations. Binomial theorem,

Limit and continuity, differential calculus (including maxima and minima; excluding trigonometric functions).

Matrices: Meaning and elementary operations on matrices, inverse of matrix, solution to linear equations (based on payroll, wages and commission) using Cramer's rule and matrix inversion method,

References:

1. Matrix Algebra : An Introduction (quantitative application) by Krishan Namboodiri
2. Schaun’s outline of theory and problems of matrix operations by Richard Branson
### BBA-106: Computer Fundamentals

**Max. Marks: 60**

- **External Assessment:** 50
- **Internal Assessment:** 10

**Note:** There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

and generation of computers.

Computer hardware and software. Input/Output devices.

DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAME, DEL, BACKUP, RESTORE, COPY, SCANDISK, CHKDSK.

Windows: Difference between windows and DOS. Basic Features – Date, Time, Time Zone, Display, Screen saver, Fonts, Mouse, and mouse pointers. Using accessories such as calculator, paint brush, CD player, etc.

Use of Windows Explorer for moving and copying files.

Introduction to MS-Office and its integrated nature.

MS-Word: Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers.


References:

2. P.K. Sinha : Computer Fundamental

PRACTICAL

Max. Marks: 40 Marks

1. Windows: DeskTop, Icon, Screen Saver, File and Folders
2. MS-Word: Document Creation, Editing, Formatting, Table Handling, Word Art, Clip Art, Mail-Merge
3. PowerPoint: Slide Creation, Slide Show, Custom Animation, Clip Art.

BBA-107: Seminar

Max. Marks: 50
Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Management and its various functions

Definition of management: nature and scope, organizational objectives, management by objective

Planning: nature, purpose and functions, types, steps in planning, Decision making and its process

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span, Graicunas formula,

Departmentation: definition, departmentation by function, territory, product/service, customer group and matrix organization

Authority: definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: definition, manpower management, factors affecting staffing, job design, selection process, techniques, performance appraisal: need and process

Communication; importance, process, barriers and breakdown of communication.

Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices,

Social responsibility and business ethics

References:

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Analysis and interpretation of financial statements ratio analysis and interpretation. Ratios in relation to short term liquidity, long term solvency and profitability.

Retain on investment, return on capital employed, return on net-worth and the return on assets to evaluate overall performance of business.

Preparation and analyses of cash flow and the funds flow statements.

Societal obligations of accounting.

References:

Khan & Jain : Management Accounting
I.M. Pandey : Management Accounting
R.K. Mittal : Management Accounting

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Economy as a circular flow of income and expenditure.

National income; Concepts and measurement. Classical theory of output and employment, Say’s law of markets.

Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium. Concept of multiplier.
Consumption: Meaning determinants and importance. Theory of consumption: Absolute income hypothesis, relative income hypothesis, permanent income hypothesis, life cycle hypothesis.

Theory of investment: Types of investment determinants of investment, marginal efficiency of capital, interest rate determination, classical, neoclassical and Keynesian theories.

Inflation: Meaning, types, and theories. Stabilization policies: Monetary and fiscal policies.

References:


BBA-111: Understanding Social Behaviour

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks


Socialization and Social Action: Meaning of Socialization; Socialization as a Process of Learning; Stages and Agencies of Socialization. Social Action: Elements, Rationality of Means; Economic, Political and Religious Integration of Ends.

Social Change and Institution: Meaning, Types and Factors in Social Change; Social Problems: Meaning, Causes and Remedies. Social Institution: Family, Religion and Marriage; Social Stratification in India. Attitude Formation and Change. Morale Audit; Values and Norms; Power and Politics; Bureaucracy.
Suggested Readings:
1. Miller & Form: Industrial Sociology
2. Sheth (N.R.): Industrial Sociology in India
3. Sachadeva, V.B.: Introduction to Sociology
4. Mike O' Donnell: Introduction to Sociology

BBA-112: Business Mathematics-II
Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Plane Analytical Geometry: Cartesian Coordinate system, Length of line segment, section formula (Ratio), equation of straight line.
Arithmetic, geometric and harmonic progressions.
Integral calculus: Integration as an inverse of derivative, integration by substitution method and by parts, indefinite integral and definite integral and its application in business.
Logarithm, Law of operations, log tables, compound interest, documentation.

References:
1. Gorakh Prasad: Differential Calculus
2. Shanti Narayan: An Integral Calculus
3. Gorakh Prasad: Integral Calculus

BBA-113: Business Communication-I
Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of three parts. All question shall carry equal marks.

Business Communication – its meaning & importance. Barriers to effective
communication, basic model & communication. Essentials of effective business communication.

Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction. Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular)

Correct word usage – Homonyms, Antonyms and Synonyms.

Writing applications – for business (e.g. applying for a loan, salary advance, refund etc.);
job application, leave application.

Importance of non-verbal communication – positive gestures, symbols and signs, physical appearance & the art of self-presentation & conduct.

References:
Hewings, Martin: Advanced English Grammar
Cambridge University Press

BBA-114: Viva-Voce
Max. Marks: 50

BBA-201: Understanding Human Behaviour
Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.
Personality-Nature and Meaning, Theories of personality- Trait Theory, Psychoanalytic Theory, Social learning Theory.
Emotions-Nature and Meaning, Physiological responses in emotions, Theories of emotions.
Motivation-Nature and Meaning, Theories of motivation-Maslow’s hierarchy of needs, Theory X and Y, Two Factor Theory.
Perception-Nature and Meaning, Laws of Perceptual Organization, Attention and Perception;
Learning-Nature and Meaning, Theories of learning-Classical conditioning, Operant conditioning, Memory and Forgetting.
Suggested Readings:
BBA-202: Micro Business Environment

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.


Environmental scanning. Risk in business environment- country risk and political risk.


Economic roles of government: regulatory role, promotional role, entrepreneurial role, planning role, economic role in Indian context. The constitutional environment and state intervention in business.

Social responsibility of business: concept, rationale, dimensions and its disclosure by Indian business. Professionalisation and business ethics.

Competitive environment of business with reference to MRTP Act and Competition Act.

Suggested Readings:
1. Francis Cherunillam: Business Environment, Himalaya Publications
2. Suresh Bedi: Business Environment, Excel Books
3. Alok Goyal: Environment for Managers, V.K. Publications
BBA-203: Business Statistics-I

COURSE CONTENTS:
Introduction, definition, scope, functions, importance, limitations and distrust of statistics; types of statistical methods; data collection and analysis; types of data: primary and secondary data; characteristics of a graph: types of graph and their merits and demerits.
Measures of central tendency: meaning and definition; Types of averages, median, mode, arithmetic mean, geometric mean, harmonic mean, quadratic mean, moving average, progressive average; relation between mean, median and mode.
Measures of dispersion and skewness: absolute and relative measures of dispersion range, quartile deviation, mean and standard deviation; difference between skewness and dispersion, empirical relation among various measures of dispersion, moments and kurtosis.
Sampling: introduction, census versus sample errors in sampling, types of sampling, judging reliability of sample. Business forecasting: meaning, steps in business forecasting and methods of forecasting
Index numbers: introduction, types of index numbers, methods of constructing index numbers, uses of index numbers.
Computation of above mentioned statistical techniques with Microsoft excel.

Suggested Readings:
(1) D.N Elhance                              Fundamental of statistics Kitab mahal
(2) R.S Bhardwaj                            Business statistics Excel Books
(3) T.N Srivastava                          Statistics for management McGraw Hill
(4) S.C Gupta                               Fundamental of statistics Himalaya publishing house
(5) B.M Aggarwal                            Business statistics Sultan chand
(6) Levine                                  Business statistics- A first course Pearson education
(7) S.P Gupta                               Statistics Sultan chand & sons

BBA-204: Management Accounting

COURSE CONTENTS:
Management Accounting: meaning, nature, usefulness, functions, scope, conventions, techniques and limitations.
Management Accounting Vs. Financial Accounting, Ratio Analysis; meaning, types, nature and limitations.
Cost Accounting: meaning, uses of cost accounting; various cost concepts; organization of cost accounting department; Classification of Cost, Cost-Sheet and Costing methods.
Budgets and Budgetary Control: meaning, nature, kinds, preparation of various types of budgets, advantages and limitations of budgetary control.
Marginal Costing: Break-even analysis and Decision Involving alternate choices.

Suggested Readings:
1. S.N. Maheshwari : Cost and Management Accounting, Sultan Chand & Sons, New Delhi.
3. I.M. Pandey : Management Accounting, Vikas Publishing Ltd.

BBA-205: Fundamentals of DBMS and ORACLE

Max. Marks: 60
External Assessment: 50
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of five short answer questions. All questions shall carry equal marks.

Computers: An introduction, use of computer in business, advantages and disadvantages, computerized system for inventory control, payroll order, banking and accounting.


Suggested Readings:
2. An Introduction to Database Systems by C. J. Date (Addison Wesley N. Delhi).
3. ORACLE 8I computer References by Tata Mc-Graw Hill.
4. SQL, PL/SQL- The programming language of Oracle by Ivan Bayross (BPB Publications).

**PRACTICAL**

Max. Marks: 40 Marks

SQL and PL/SQL using Oracle: Introduction to SQL PLUS environment, Executing and Editing SQL Commands, Creating and executing simple PL/SQL programs.

OR

Any RDBMS Package like MS-Access

**BBA-206: Business Communication-II**

Max. Marks: 100

External Assessment: 90

Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Course Contents:

Importance and Nature of Business Communication; Effective Communication Skills; Process of Communication; Oral and Non-Verbal Communication; Barriers and Gateways in Communication; Do’s and Don’t of business writing; commercial letters; Writing business and academic reports; presentations of reports; public speaking, listening and Negotiation; conducting and attending interview and meetings.

Mechanics of Writing: Punctuation, Abbreviation, Numbers, References; Effective Listening; Face to Face Conversation, Telephonic conversation, Interviews. Organization Communication: components of organization communication, Internal and external communication in organization, Importance of communication management, and communication structure in an organization.

**Suggested Readings:**

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Behaviour at Workplace: Nature, Meaning. Group as a medium of learning: Group Development Process; Group Dynamics in Workplaces: Group Cohesiveness; Group Think; Group Conformity; Group Obedience; Group Morale; Group Performance, Group decision-making; Group synergy; Team building.; Interpersonal Influence Processes: Social Loafing, Social Facilitation, Interpersonal Communication; Interpersonal awareness and feedback process; Interpersonal trust; Career roles and identity; Competition and cooperation.

Suggested Readings:
BBA-209: Macro Business Environment

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Foreign capital and technology: foreign investment policy, multinational corporations, foreign investment in India. Regulation and promotion of foreign trade.
Nature & operations of multilateral economic institutions- World Bank, World Trade Organisation and International Monetary Fund.
Monetary & Fiscal Policy of India: Meaning and significance & latest policy.
Exim policy of India and its impact on Indian exports & imports in various sectors.

Suggested Readings:
1. Francis Cherunillam: Business Environment, Himalaya Publications
2. Suresh Bedi: Business Environment, Excel Books
3. Alok Goyal: Environment for Managers, V.K. Publications

BBA-210: Business Statistics-II

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

COURSE CONTENTS:-

Correlation: Introduction; Importance; Types of correlation; Methods of Studying correlation.
Linear regression: Introduction; Importance; Comparison of correlation and regression analysis; Methods of studying regression; Properties of regression lines; Error of
estimate; Total variance; Explained variance; Unexplained variance; Coefficient of
determination.
Probability: Introduction and significance; Definition of probability; Joint, marginal and
conditional probabilities; Independent, Dependent, Mutually exclusive; Exhaustive and
Complementary events; Theories of probabilities: Bayes’s theories.
Time series: Definition; Components; Analysis; Measurement of trend, seasonal, cyclical
and random variation.
Hypothesis testing: Procedure for testing hypothesis tests in attributes; Tests in variables
(small and large samples).
Computation of above mentioned statistical techniques with Microsoft excel.

Suggested Readings:
(1) D.N Elhance                              Fundamental of statistics Kitab mahal
(2) R.S Bhardwaj                            Business statistics Excel Books
(3) T.N Srivastava                           Statistics for management McGraw Hill
(4) S.C Gupta                                Fundamental of statistics Himalaya publishing
(5) B.M Aggarwal                             Business statistics Sultan chand
(6) Levine                                   Business statistics- A first course Pearson
(7) S.P Gupta                                Statistics Sultan chand & sons

BBA-211: Marketing Management

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five
questions including the question no. 1 which is compulsory. Question no. 1 will
comprise of six short answer questions. All questions shall carry equal marks.

Course Contents:-
Environment, Marketing Mix, STP (segmenting, targeting and positioning) approach to
marketing.
Marketing Information System- Meaning and Components. Marketing Research.
Consumer Behaviour-Meaning and Importance of study for Marketers.
Product –Meaning, levels and product Mix. New Product development, Product Life
Cycle, Branding and Packaging decision.
Pricing-Meaning, procedure for setting a price. Price variation.
Promotion- promotion Mix- A study of advertising, sales promotion, personal selling,
direct marketing and public relations.
Marketing organization and control.

Suggested Readings:
1. Mc Carthy; E.J. : Basic marketing -A Managerial Approach
2. Rama Swamy : Marketing Management
& Nama Kumari
3. Kotler, Philip : Marketing Management Analysis Planning and
Control.
Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

COURSE CONTENTS:-


Investment Decisions: Capital Budgeting; Nature, Significance, Process, Methods of Evaluation,

Cost of Capital; Concept, Significance, Computation of Cost of Capital, weighted average Cost of Capital.


Working Capital Management: Concept, Nature, Significance, Components

Sources of Finance: Short term, Medium term & Long term.

Suggested Readings:
BBA-213: Principle of Material Management

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Course Contents


Suggested Readings:

BBA-214: Seminar

Max. Marks: 50

BBA-301: BUSINESS LAW-I

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Indian Sales of Goods Act, 1930: Legal Aspects relating to Formation of Contract of Sales and their classification; Prices; Conditions and Warranties; Transfer of property in goods. Performance of the contract of Sales, Unpaid seller and his rights.


Suggested Readings:

- M.C. Kuchhal: Mercantile Law, Vikas Publishing House, New Delhi,
- N.D. Kapoor: Business Law, Sultan Chand & Sons, New Delhi
- P C Tulsian, Business Law. Taxmann Publications
- Ashok Goel, Business Law, V K Publications.
- Avtar Singh, Mercantile Law, Eastern Book Company.

BBA-302: PRINCIPLES OF RETAILING

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Principles of Retailing

Retailing: Definition, nature and importance of retailing in the Indian economy, functions of retailers, classification of retailers. The concept of organised retail, difference between organized retailing and unorganized retailing. Nonstore retailing and service retailing. Retailing as a career. Retail Customer; stages of the customer buying process, types of consumer buying behaviours, factors affecting buying decision process, consumer decision making procedure in retail perspective. Store Location; meaning, types of retail locations, factors for choosing a location. Store layout and
Design; key considerations in store layout, factors of design decisions, importance of layout, steps for designing layout. The Retailing Organisations; organisation structures and HR functions in these organizations. Retail Merchandising; meaning, the process of merchandise planning, merchandise budget, methods of merchandise procurement, controlling the merchandise. Technology in retailing.

**Suggested Readings:**

**BBA-303: PRINCIPLES OF BANKING**

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

**Note:** There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Bank – Concept, Classification their objectives & functions. Bank Management concept, Functions, Importance.

Legal framework of regulation of banks: Banking Regulation Act 1949 and main amendments, RBI Act 1934 and main amendments. Functions of RBI.

Banking forms - Corporate Banking, Rural Banking, Retail Banking, International Banking, e-Banking reforms in banking after 1991.

Banker-customer relationship: Payment and collection of cheques; special services Rendered by Banks...

Banking technology: computerization, internet, mobile and ATMs, security issues, priority Sector lending; performance analysis of banks.
Suggested Readings:
5. Viganim, BML, ‘Banking, law and practice’ Konak Publication 2005

BBA-304: FUNDAMENTALS OF E COMMERCe

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Overview of e-commerce:- Definition, benefits of e-commerce, role of internet in e-commerce, implications of e-commerce for accounting professionals.
Regulatory environment:- cryptography issues, privacy issues (children’s issues, adults rights), domain name disputes, electronic agreements & digital signatures, internet service provider, firewalls, tcp/IP, OSI, components of firewall, limitations of the security preventions provide by firewalls.
EDI e-commerce & internet:- traditional EDI systems(origin, non EDI systems), value added networks, partially & fully integrated EDI systems, benefits of EDI systems, financial EDI & EDI systems & internet.
Intelligent agents, web based marketing, risk management paradigm, role of internet, controls in risk management.

Suggested Readings
• E-Business Revolution by Daniel Ama.
• E-Commerce, A manager, Guide by Ravi kalakota & Andrew B.Whinstron
• E- Commerce in Indian Banking by T.M Bhasin Authors press, New delhi.
BBA-305: EXPORT PROCEDURES AND DOCUMENTATION

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Entering Export Business- Procedures and Formalities.
Key Documents Required in Export Business- A Detailed Discussion.
Aligned Documentation System.
Processing of an Export Order- Stages and Roles Played by Various Parties.
Methods of Payment in International Business.
INCOTERMS.
Institutional Infrastructure for Indian Exporters.
Export Incentives and Schemes.
EXIM Policy.
Management of Risk in Export Business.

SUGGESTED READINGS

- Joshi, R.M. International Marketing, Oxford Publications
- Varshney, Bhattacharya, International Marketing, Sultan Chand & Sons.
- Pepsi Handbook of Indian Exports, Global Business Press.

BBA-306: PRINCIPLES OF PRODUCTION MANAGEMENT

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.
Principles of Production Management

Suggested Readings:-
2. S. N. Chary, Production and operations management, Tata McGraw Hill companies.

BBA-308: ENTREPRENEURSHIP DEVELOPMENT

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks

Suggested Readings

- Dollinger, MJ, Entrepreneurship- Strategies and Resources, Pearson Education.
- Slevenson, Roberts And Groasbeck, New Business Venture and Entrepreneurs.
- Charanthimath, P.M., Entrepreneurship Development and Small Business Enterprise, Pearson Education.

**BBA-309: BUSINESS LAW-II**

Max. Marks: 100  
External Assessment: 90  
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

**BUSINESS LAW -II**

Indian Companies Act 1956- Legal Aspects relating to Promotion and Establishment of Joint Stock Companies in India; Memorandum of Association; Article of Association; Prospectus, Shares and Share Capital; Allotment of Shares; Legal Rules regarding Membership and Borrowing Powers; Debentures - their issue, floating and fixed charges; Powers, Functions and Duties of Directors and Managing Directors; Prevention of Mismanagement and Oppression. Winding Up of company. Aspects relating to Company Meetings.  

**SUGGESTED READINGS**

- Singh Avtar: Company Law, Eastern Book Co., Lucknow.
- Kuchhal M.C.: Modern India Company Law: Shri Mahavir Books,
- Bagrial A.K: Company Law; Vikas Publishing House, New Delhi
BBA-310: LOGISTICS MANAGEMENT

Max. Marks: 100
External Assessment: 90
Internal Assessment: 10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Logistics management:
Logistics: Definition, Concept, Scope, Role & Importance, Coordination function of logistics, Total cost concept System approach to logistics, objectives of logistics management.

Customer Service: concept & practices

Supply chain management: Definition, Components, Role of logistics in SCM, Difference between Physical Distribution, logistics & SCM,

Order processing

Warehousing: Meaning, types & functions

Inventory Management: Definition, functions, cost and cost control

Transportation: types & transportation networks

Logistics packaging: packaging material & packaging cost

Role of technology in logistics, logistics performance measurement & control

Reference Books:
- Bower Sox D.J & Closs D.J, Logistical Management, TMG
- Kapoor Satish & Kansal P. Basics of Distribution Management, PHI
- Lambert D, Stock JR & Ellram LM, Strategic logistics management, TMG
- Panda TP, Sahadev, Sales & Distribution Management, Oxford University Press
- Sahay B.S, Supply Chain Management: For Global Competitiveness, 1st Edition, Mc Millan
- Bhattacharyya S.K., Logistics Management, S. Chand & Co. ltd
- Sople Vinod V, Logistics Management, Pearsons Education
BBA-311: PRINCIPLES OF INSURANCE

Max. Marks: 100
External Assessment:  90
Internal Assessment:  10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.

Life Insurance –Concept; Public & Pvt. Sector companies in India – their products, schemes & plans; LIC Act 1956-An overview.
General Insurance – Concept, Types; Public & Pvt. Sector companies in India – their products, schemes & plans. IRDA Act 1999 – Organization, guidelines for life & Non-life insurance
Distribution channel in Insurance-Introduction, Individual Agents-Appointment, functions, code of conduct and remuneration; Eligibility, functions, code of conduct and remuneration of corporate agents and brokers,
Life Insurance, Documentation in Life insurance contract, Claims settlement in Life Insurance, Documentation in General insurance contract, Claims settlement in General Insurance.

Suggested Readings:


BBA-312: INTRODUCTION TO FINANCIAL SERVICES

Max. Marks: 100
External Assessment:  90
Internal Assessment:  10

Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.
**Financial services**

Meaning, importance of financial services, types of financial services, financial services and economic environment, players in financial services


Leasing and hire purchase, concepts and features, types of lease accounts

Factoring & Forfaiting, Mutual funds - Structure of Mutual Funds- Types Mutual Funds – Advantages of mutual funds - Exchange Traded Funds, Credit rating. Stock broking, Consumer finance, Credit Cards.

**Reference Books:**

3. Financial Services – Gorden & Nataraju – HPH
4. Merchant banking and financial services – N. Mohan – Excel books
5. Indian Financial System – Pathak - Pearson Education