



University School of Management Studies

Study Scheme and Syllabus

Batch 2015 Onwards

Programme : Management Studies

Level : Undergraduate

Course : B.B.A

Study Scheme for B.B.A.**Semester: 1st**

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB1101	Principles of Management	4	-	-	4
2	BB1102	Business Economics –I	4	-	-	4
3	CA1103	Workshop on Computer Application for Business	3	-	2	4
4	FS1104	Communicative English	4		-	4
5	HV1105	Human Values & Professional Ethics	2	-	-	2
6	FS1106	Finishing School- I		-	2	1
7	IE1107	Industry Interface- I	-	-	-	1
Total			17	-	4	20

Study Scheme for B.B.A.**Semester: 2nd**

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB1201	Organizational Behaviour	4	-	-	4
2	BB1202	Business Economics-II	4	-	-	4
3	BB1203	Financial Accounting –I	4		-	4
4	BB1204	Business Laws-I	4	-	-	4
5	ES1205	Environmental Sciences & Road Safety Education	4	-	-	4
6	FS1206	Finishing School –II		-	2	1
7	IE1207	Industry Interface-II	-	-	-	1
8		Service Learning				
Total			20	-	2	22

Study Scheme for B.B.A.

Semester: 3rd

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB2301	Business Law-II	4	-	-	4
2	BB2302	Financial Accounting - II	4	-	-	4
3	AM2303	Business Mathematics	4	-	-	4
4	BB2304	Human Resource Management	4	-	-	4
5	BB2305	Seminar on Contemporary Issues in Management	2	-	-	2
6	FS2306	Finishing School -III	-	-	2	1
7	IE2307	Industry Interface-III	-	-	-	1
Total			18	-	2	20

Study Scheme for B.B.A.**Semester: 4th**

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB2401	Company Law	4	-	-	4
2	BB2402	Research Methodology	4	-	-	4
3	BB2403	Corporate Accounting	4	-	-	4
4	BB2404	Statistics for Business	4	-	-	4
5	BB2405	Marketing Management	4	-	-	4
6	FS2406	Finishing School- IV	-	-	2	1
7	IE2407	Industry Interface-IV	-	-	-	1
8		Service Learning				
Total			20	-	2	22

Study Scheme for B.B.A.

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB3501	Financial Management	4		-	4
2	BB3502	Business Environment	4	-	-	4
3	AM3503	Operation Research	4	-	-	4
4	BB3504	Management of Banking and Insurance Operations	4	-	-	4
5	BB3505	Seminar on Training Report	2	-	4	4
6	FS3506	Finishing School –V	-	-	2	1
7	IE3507	Industry Interface-V	-	-	-	1
Total			22	-	6	22

Study Scheme for B.B.A.

Semester: 6th

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB3601	Consumer Behaviour	4	-	-	4
2	BB3602	Production and Operations Management	4	-	-	4
3	BB3603	Entrepreneurship and Managing Small Medium Business	4	-	-	4
4	BB3604	Cost and Management Accounting	4	-	-	4
5	BB3605	Project Report	2	-	4	4
6	FS3606	Finishing School-VI	-	-	2	1
7	IE3607	Industry Interface-VI	-	-	-	1
8		Service Learning				
Total			18	-	6	22



BBA 1st SEMESTER SYLLABUS

Study Scheme for B.B.A.

Semester: 1st

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB1101	Principles of Management	4	-	-	4
2	BB1102	Business Economics –I	4	-	-	4
3	CA1103	Workshop on Computer Application in Business	3	-	2	4
4	FS1104	Communicative English	4		-	4
5	HV1105	Human Values & Professional Ethics	2	-	-	2
6	FS1106	Finishing School- I		-	2	1
7	IE1107	Industry Interface- I	-	-	-	1
Total			17	-	4	20

Sub code	Subject Name	L	T	P	C
BB1101	Principles of Management	4	-	-	4

Unit 1

Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization. Principles of management, Scientific Management.

Evolution of Management Thought: Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

Management Techniques: Management by Objective: Meaning, Process, Benefits, And Weaknesses.

Unit 2

Planning: Meaning, Significance, Types of plans, Nature, Planning process. Elements: Objectives, Policies, Rules, Procedure, Strategy. **Decision Making:** concept, importance, types, process

Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.

Unit 3

Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralization and Departmentation.

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: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

Unit 4

Directing: Motivation: Meaning, Nature, Importance, Types, And Theories of Motivation: Mc. Gregor's, Maslow and Herzberg. **Leadership:** Meaning, Nature, Styles.

Coordination: Principles and Techniques, Difference between coordination and cooperation.

Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

Recommended Books:

1. Robbins, S.P., & Coulter, M.K., "Management", Pearson Education Inc., New Delhi.

2. Gupta, Meenakshi, “Principles of Management”, PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Weihrich, H., & Aryasri, A.R., “Essentials of Management”, Tata McGraw-Hill, New Delhi.
4. Aswathapa, K. “Essential of Business Administration”, Himalaya Publishing House, Mumbai.



Sub code

Subject Name

L T P C

BB1102

Business Economics -I

4 - - 4

Unit 1

Micro economics- meaning, nature, scope and limitations.

Theory of Demand: Meaning of demand and its types, Law of demand. Price elasticity of demand and its measurement.

Consumer's Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of equi-marginal utility.

Unit 2

Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effect.

Theory of Supply: Concept and law of supply, factors affecting supply.

Theory of Production: Law of variable proportion: total, average and marginal physical product, Law of Returns to scale, Economies and diseconomies of scale.

Unit 3

Theory of Cost: Short and Long period costs, Concept of total cost, Marginal and Average cost; Theory of cost in short-run and long-run. Concept of revenue: Total Revenue; Average Revenue; Relationship between Average and Marginal Revenue and Price elasticity of demand.

Unit 4

Pricing Under Various Market Conditions: Perfect Competition -Equilibrium of Firm and Industry under Perfect Competition, Monopoly -Price determination under Monopoly, Monopolistic Competition -Price and Output, determination under Monopolistic Competition.

Recommended Books:

1. Koutsoyiannis, A., "Modern Micro Economics", Palgrave Macmillan.
2. Dwivedi, D.N., "Microeconomics: Theory and Applications", Pearson Education, New Delhi.
3. Gravelle H., and Rees, R., "Microeconomics", Pearson Education, New Delhi.
4. Ahuja, H.L., "Advanced Economic theory; Microeconomic Analysis", S. Chand & Company Ltd. New Delhi.
5. Mithani, D.M., "Managerial Economics", Himalaya Publishing House, New Delhi.

Sub code	Subject Name	L	T	P	C
CA1103	Workshop on Computer Application for Business	3	-	2	4

Unit I

Computer Fundamentals: Data, Instruction and Information, Characteristics of Computers, Various fields of application of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Advantages and Limitations of Computer, Block Diagram of Computer, Function of Different Units of Computer, Classification of Computers.

Unit II

Computer Software: Types of Software, Application software and system software, Compiler and Interpreter, Generations of languages, Low and High Level Languages. **Computer Memory:** Primary Memory & Secondary memory. Storage Media. **Introduction to Windows Operating System:** All Directory Manipulation: Creating Directory, Sub Directory, Renaming, Coping and Deleting the Directory File Manipulation: Creating a File, Deleting, Coping, Renaming a File Using accessories such as calculator, paint brush, CD player, etc.

Unit III

Introduction to MS-Word: Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc. **Introduction to MS Powerpoint:** PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.

Unit IV

Introduction to MS-Excel: Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Charts, Creating Database, Sorting Data, Filtering etc.

Recommended Books:

1. P.K.Sinha, Fundamental of Computers, BPB
2. Ron Masfield, MS-Office, Tech publication
3. Leon & Leon, Internet for Everyone Leon, Tech World
4. Curtin, Foley, Sen, Martin, Information Technology, Tata MCGraw Hill
5. Sanjay Saxena, A First Course in computers, Vikas Publication

Sub code	Subject Name	L	T	P	C
FS1104	Communicative English	4	-	-	4

Unit 1

Business communication- its meaning and importance, barriers to effective communication, types of communication- verbal and non- verbal, essentials of effective Business communication. Communication- 7 C's of communication.

Unit 2

Business letter writing- needs, functions, and kinds, layout of letter writing, types of letter writing; persuasive letters, request letters, sales letters, complaints and adjustments, interview letters, promotion letters, resignation letters, newsletters, circulars, agenda, notice, advertisement, office memorandum, office orders, press release, job application, leave application.

Resume writing- planning, organizing contents, layout, guidelines for good resume.

Report writing- structure, types, formats, drafting of various types of report

Unit 3

Developing speaking skills- advantages and disadvantages;

Group Discussion- nature, uses and importance, guidelines for GD;

Speech- how to sequence the speech with proper introduction and conclusion;

Presentations- 4P's of presentations, Structuring, rehearsing, and delivery methods, effective presentations;

Interviews- Preparation techniques, frequently asked questions, projecting a positive image.

Unit 4

Listening skills- its importance, types, barriers to listening and remedies to overcome listening barriers.

Non-verbal Communication- personal appearance, posture, gestures, facial expressions, eye contact, space distancing.

Recommended Books:

1. Pal, Rajendra&Korlahalli, *Essentials of Business Communication*, Sultan Chand and Sons
2. Bovee, Thill and Chaturvedi, *Business Communication*, Pearson Education
3. Meenakshi, Raman, Parkash Singh, *Business Communication*, Paperback Edition, Oxford University Press.

Sub code	Subject Name	L	T	P	C
HV1105	Human Values & Professional Ethics	2	-	-	2

PART A

1. Course Introduction - Need, Basic Guidelines, Content and Process for Value Education

- Understanding the need, basic guidelines, content and process for Value Education. • Self Exploration–what is it? - Its content and process; „Natural Acceptance“ and Experiential Validation- as the mechanism for self-exploration.
- Continuous Happiness and Prosperity- A look at basic Human Aspirations
- Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
- Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
- Method to fulfill the above human aspirations: understanding and living in harmony at various levels

2. Understanding Harmony in the Human Being - Harmony in Myself!

- Understanding human being as a co-existence of the sentient „I“ and the material „Body“
- Understanding the needs of Self („I“) and „Body“ - Sukh and Suvidha
- Understanding the Body as an instrument of „I“ (I being the doer, seer and enjoyer)
- Understanding the characteristics and activities of „I“ and harmony in, I“
- Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail
- Programs to ensure Sanyam and Swasthya

3. Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship

- Understanding harmony in the Family- the basic unit of human interaction.
- Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship.
- Understanding the meaning of Vishwas; Difference between intention and competence
- Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship
- Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals

- Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha)- from family to world family!

PART B

4. Understanding Harmony in the Nature and Existence - Whole existence as Co-existence

- Understanding the harmony in the Nature
- Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self- regulation in nature
- Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all-pervasive space
- Holistic perception of harmony at all levels of existence

5. Implications of the above Holistic Understanding of Harmony on Professional Ethics

- Natural acceptance of human values
- Definitiveness of Ethical Human Conduct
- Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
- Competence in professional ethics:
 - o Ability to utilize the professional competence for augmenting universal human order
 - o Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems
 - o Ability to identify and develop appropriate technologies and management patterns for above production systems.
- Case studies of typical holistic technologies, management models and production systems
- Strategy for transition from the present state to Universal Human Order:
 - o At the level of individual: as socially and ecologically responsible engineers, technologists and managers
 - o At the level of society: as mutually enriching institutions and organizations

Recommended Books:

1. R R Gaur, R Sangal, G P Bagaria, , A Foundation Course in Value Education.
2. B L Bajpai, , Indian Ethos and Modern Management, New Royal Book Co., Lucknow..
3. A Nagraj, ,Jeevan VidyaekParichay, Divya Path Sansthan, Amarkantak.
4. PL Dhar, RR Gaur, , Science and Humanism, Commonwealth Publishers.
5. A.N. Tripathy, Human Values, New Age International Publishers.

Sub code

Subject Name

L T P C

FS1106

Finishing School- I

- - 2 1

UNIT I - SELF ANALYSIS (4 hours)

SWOT Analysis, Self Introduction, Who am I, My attributes, Importance of Self Confidence, Self Esteem

UNIT II - ATTITUDE (4 hours)

Factors influencing Attitude, Challenges and lessons from Attitude, Change Management Exploring Challenges, Risking Comfort Zone, Managing Change

UNIT III - MOTIVATION (6 hours)

Factors of motivation, Self talk, Intrinsic & Extrinsic Motivators.

UNIT IV - GOAL SETTING (6 hours)

Wish List, SMART Goals, Blue print for success, Short Term, Long Term, Life Time Goals. Time Management, Value of time, Diagnosing Time Management, Weekly Planner To do list, Prioritizing work.

UNIT V - CREATIVITY (10 hours)

Out of box thinking, Lateral Thinking

UNIT VI – PRESENTATION (1 hour per student)

ASSESSMENT

1. A continuous assessment for 30 marks based on class room interaction, activities etc.
2. Presentation – 20 marks



BBA 2ND SEMESTER SYLLABUS

Study Scheme for B.B.A.**Semester: 2nd**

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB1201	Organizational Behaviour	4	-	-	4
2	BB1202	Business Economics-II	4	-	-	4
3	BB1203	Financial Accounting –I	4	-	-	4
4	BB1204	Business Laws-I	4	-	-	4
5	ES1205	Environmental Sciences & Road Safety Education	4	-	-	4
6	FS1206	Finishing School –II	-	-	2	1
7	IE1207	Industry Interface-II	-	-	-	1
8		Service Learning				
Total			20	-	2	22

Sub code	Subject Name	L	T	P	C
BB1201	Organizational Behaviour	4	-	-	4

Unit I

Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour (OB), role of OB in management practices, challenges and opportunities for OB.

Unit II

Individual behavior in organization: Foundation of individual behaviour, understanding self; **perception** –nature, importance, stereotyping, halo effect. Learning and its theories, behaviourmodification.**Attitudes:** importance, components and major job attitude. **Personality-** meaning, major determinants of personality.**Motivation-** types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

Unit III

Group behaviour in organization: Group dynamics, Types of groups, Group norms and roles, Group cohesiveness, Group development and facilitation. Understanding work Teams and types of team, creating effective team. Dynamics of managerial leadership: nature, leadership styles.

Unit IV

Inter- personal behavior in organization: power and politics, Management conflict, Organizational culture & change, Stress management.

Recommended Books:

1. Robbins, Organization Behaviour, Pearson Education Asia.
2. Luthans, Organization Behaviour, Tata McGraw Hill.
3. Newstrom, Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill
4. L.M. Prasad, OrganisationBehaviour, Sultan Chand
5. Parikh, Gupta, OrganisationalBehaviour, Tata McGraw Hill
6. Aswathappa, Organization Behaviour, Himalaya.

Sub code	Subject Name	L	T	P	C
BB1202	Business Economics - II	4	-	-	4

Unit I

Macroeconomics: Meaning, nature and scope. Basic concepts used: Stock and flow variables, static, comparative static and dynamic analysis.

National Income: Definition and Importance of National Income. Gross and Net Domestic Product; Personal Income and Disposable Income. Measurement of National Income: Income, Output and Expenditure Method, Problems in Measurement of National Income.

Unit II

Circular flow of income (four sector); consumption function; investment function; multiplier: concepts and importance; principle of acceleration.

Unit III

Classical Theory of Employment: Say's Law of Market, Keynesian theory of income, output and employment; Trade Cycle: Theories, Measures to control trade cycles

Unit IV

Monetary Policy: Constituents, objectives and role in economic development;

Fiscal Policy: Constituents, objectives and role in economic development;

Inflation: Types, stagflation (Philip's curve), Theories of Demand Pull and Cost Push inflation causes, effects and measures to control inflation.

Recommended Books:

1. Modern Microeconomics: Koutsoyiannis A.; Macmillan New Delhi.
2. Advance Economic Theory: Ahuja H.L.; S.Chand & Co., New Dehli.
3. Principles of Economics: Mankiw N.G., Thomson.
4. Business Economics: Ferguson P.R. and Rothschild R. and Ferguson G.J.; Macmillan, Hampshire.
5. Micro Economic Theory Jhingan M.L.; Vrinda Publications.
6. Micro Economics: Seth M.L.

Sub code	Subject Name	L	T	P	C
BB1203	Financial Accounting –I	4	-	-	4

Unit I

Financial Accounting - Introduction to Accounting, Meaning, Scope, functions and importance of Accounting, Users of Accounting Information, Branches of Accounting- Financial, Management and Cost Accounting. Book keeping and Accounting. Accounting Concepts and Conventions, GAAP -Generally Accepted Accounting Principles and Practice

Unit II

Accounting Mechanics - Dual concept, Double entry system of accounting. Accounting equations, Effect of transactions on accounting equations, Accounting Cycle. Recording of transactions in journal, Ledger Posting, Subsidiary Books, Preparation of Cash Book- Single Column, Double Column, Contra entry.

Unit III

Balancing of accounts. Trial balance and adjustments, Errors disclosed and concealed by Trial balance. Rectification of errors. Meaning of Capital and revenue items

Unit IV

Preparation of Final Accounts- Trading account, Profit and Loss Account and Balance Sheet (with adjustments)

Recommended Books:

1. Financial Accounting : Sehgal, Ashok & Deepak, Taxman's Allied Services
2. Financial Accounting: Maheshwari, S. N., Vikas Publishing House
3. Financial Accounting: Tulsian, P. C. , Pearson Publications



Sub code

Subject Name

L T P C

BB1204

Business Laws-I

4 - - 4

Unit I

Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for breach of contract.

Unit II

Sales of Goods Act (1930): Formation of contracts of sale; Goods and their classification, conditions and warranties, Transfer of property in goods; Performance of the contract of sales; unpaid seller and his rights.

Unit III

Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, Bill of Exchange, Cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing. Negotiation, Dishonour and discharge of negotiable instrument.

Unit IV

Law of Partnership(1932): Introduction, formation, rights duties, liabilities of partners, dissolution of partnership firm, limited liability partnership.

Recommended Books:

1. N D Kapoor, Element of Mercantile Law, Sultan Chand & Sons
2. M C Kuchhal, Business Law, Vikas Publication
3. Gulshan, Kapoor, Business Law, including C. Law New Age International
4. P. C. Tulsian, Business Law, Tata McGraw Hill.

Sub code	Subject Name	L	T	P	C
ES1205	Environment Sciences & Road Safety Education	4	-	-	4

Unit- I

Introduction To Environmental Sciences: Natural Resources: Environmental Sciences, Relevance, Significance, Public awareness, Forest resources, Water resources, Mineral resources, Food resources, conflicts over resource sharing, Exploitation, Land use pattern, Environmental impact ,fertilizer, Pesticide Problems, case studies

Unit-II

Environmental Pollution And Management: Environmental Pollution-Causes, Effects and control measures of Air, Water, Marine, soil, solid waste. Disaster Management-Floods, Earth quake, Cyclone and Land slides. Role of individuals in prevention of pollution-pollution case studies

Unit-III

Human Population and the Environment- Population growth, variation among nations. Population explosion – Family Welfare Program. Environment and human health, Human Rights, Value Education, HIV / AIDS, Women and Child Welfare, Role of Information Technology in Environment and human health, Case Studies.

Unit-IV

Concept and Significance of Road Safety, Role of Traffic Police in Road Safety, Traffic Engineering – Concept & Significance, Traffic Rules & Traffic Signs, How to obtain Driving License, Traffic Offences, Penalties and Procedures, Common Driving mistakes, Significance of First-aid in Road Safety, Role of Civil Society in Road Safety, Traffic Police-Public Relationship.

Recommended Books:

1. Dr. G.R. Chatwal, A Text Book of Environmental Studies, Himalaya Publications
2. Dara S S, A text book of environmental chemistry and pollution control, S.C & Company.
3. Haynes, R Environmental Science Methods, Chapman & Hall, London.
4. Shailendra K Singh, Subash C. Kundu, Disaster Management, Mittal Publications.
5. Elvik Rune, The Handbook of Road Safety Measures Hardcover, Emerald Group Publishing Ltd.
6. The Motor Vehicle Act, 1988 (2010), Universal Law Publishing Co. Pvt. Ltd., New Delhi.
7. Road Safety Signage and Signs (2011), Ministry of Road Transport and Highways, Government of India.

Websites:

- (a) www.chandigarhpolice.nic.in
- (b) www.punjabpolice.gov.in
- (c) www.haryanapolice.gov.in
- (d) www.hppolice.nic.in

Sub code

Subject Name

L T P C

FS1206

Finishing School -II

- - 2 1

UNIT I - INTERPERSONAL SKILLS (6 hours)

Understanding the relationship between Leadership Networking & Team work, Realizing Ones Skills in Leadership, Networking & Team Work, and Assessing Interpersonal Skills Situation description of Interpersonal Skill.

Team Work

Necessity of Team Work Personally, Socially and Educationally

UNIT II - LEADERSHIP (4 hours)

Skills for a good Leader, Assessment of Leadership Skills

Change Management Exploring Challenges, Risking Comfort Zone, Managing Change

UNIT III - STRESS MANAGEMENT (6 hours)

Causes of Stress and its impact, how to manage & distress, Understanding the circle of control, Stress Busters.

Emotional Intelligence What is Emotional Intelligence, emotional quotient why Emotional Intelligence matters, Emotion Scales, Managing Emotions.

UNIT IV - CONFLICT RESOLUTION (4 hours)

Conflicts in Human Relations – Reasons Case Studies, Approaches to conflict resolution.

UNIT V - DECISION MAKING (10 hours)

Importance and necessity of Decision Making, process of Decision Making, Practical way of Decision Making, Weighing Positives & Negatives.

UNIT VI- PRESENTATION (1 hour per student)

ASSESSMENT

1. A continuous assessment for 30 marks based on class room interaction, activities etc.
2. Presentation – 20 marks



BBA 3rd SEMESTER SYLLABUS

Study Scheme for B.B.A.

Semester: 3rd

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB2301	Business Law-II	4	-	-	4
2	BB2302	Financial Accounting - II	4	-	-	4
3	AM2303	Business Mathematics	4	-	-	4
4	BB2304	Human Resource Management	4	-	-	4
5	BB2305	Seminar on Contemporary Issues in Management	2	-	-	2
6	FS2306	Finishing School -III	-	-	2	1
7	IE2307	Industry Interface-III	-	-	-	1
Total			18	-	2	20

Sub code	Subject Name	L	T	P	C
BB2301	Business Law-II	4	-	-	4

UNIT I

Factories Act: Object and definition, Health, Safety and welfare provisions, Provision of working hours for women and young persons. Basic Features of payment of wages Act, Minimum Wages Act and Basic features of Employees Provident Fund Act, and Payment of bonus act.

UNIT II

The Trade Union Act: Objects, definitions, and registration of trade unions. Rights and liabilities of trade union.

The Industrial Disputes Act: Scope and object. The settlement machinery and authorities under the act. Introduction of strikes, lockouts, and layoffs, retrenchment.

UNIT III

The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressed machinery.

UNIT IV

Taxation: Constitutional framework of taxation. Direct and indirect taxes. Basic features of Central excise, Customs, Central, state sales tax and VAT.

Recommended Books:

1. N D Kapoor, Element of Mercantile Law, Sultan Chand & Sons.
2. S S Gilshan, Business Law, New Age International Publication.
3. M C Kuchhal, Business Law, Vikas Publication.
4. Gulshan, Kapoor, Business Law including C. Law, New Age International.
5. Pathak, Akhileshwa, Legal Aspects of Business, McGraw Hill Education.
6. Indirect Taxes- Law & Practices- V.S. Datey, Taxmann
7. Indirect Taxes-Snowwhite Publications.

Sub code	Subject Name	L	T	P	C
BB2302	Financial Accounting - II	4	-	-	4

Unit I

Bank Reconciliation Statement- Rules for recording receipts and payments in cash book and bank pass book. **Depreciation Accounting-** Depreciation, Depletion, and amortization. Factors in the measurement of depreciation. Methods of providing depreciation- Fixed, Written Down Value and Sinking Fund method. Reserves and Provisions.

Unit II

Bills of Exchange, Single Entry System of Accounting- Statement of Profit and Statement of affairs.

Unit III

Accounting for Non Profit Organisations- Meaning, Preparation of Receipt and Payment account, Income and Expenditure account and Balance Sheet.

Unit IV

Accounting Information System. Computerised Accounting- features of computerized accounting, Difference between manual and computerized accounting. Accounting Packages, Tally.

Recommended Books:

1. Financial & Managerial Accounting, Charles Horgren, Walter Harrison, M. Oliver , Pearson
2. Jain and Narang : Financial Accounting
3. S.N. Maheshwari : An Introduction to Accountancy
4. Mukherjee & Hanif : Fundamentals of Accounting

Sub code	Subject Name	L	T	P	C
AM 2303	Business Mathematics	4	-	-	4

UNIT I

Logarithm and set theory- definition of set , methods of describing a set , types of set sub sets and their properties, compliment of set operations of sets , fundamental law of algebra of sets, de Morgan's law, venn diagram, application of sets in problems based on number of elements of the set. **Logarithms:** definitions fundamentals properties of logarithm, application of logarithm in solving problem based on compound interest, depreciation and population growth using log tables.

UNIT II

Matrices and Determinants: definition of matrix, equality of matrices, types of matrices, scaler multiplications, operation on matrices, transpose of matrices, symmetric and skew symmetric matrices, determinants- introduction, Minors & Cofactors, adjoint of a matrix, inverse of a matrix, application of matrices in solving system of linear equations, using Cramer's Rule and matrix inversion method .

UNIT III

Derivatives- definition of derivatives, derivative from first principle, derivative of sum, Difference, Product and Quotient of two functions, chain rule, derivative of parametric equations, differentiation of one function w.r.t. another function , logarithmic Differentiation.

UNIT IV

Binomial Theorem- introduction to binomial theorem, problems based on binomial theorem, general term, particular terms, middle term, binomial theorem for any index, applications of binomial theorem.

Recommended Books:

1. Trivedi, Business Mathematics, 1st edition, Pearson Education.
2. Sncheti and Kapoor, Business Mathematics, Sultan Chand and Sons.
3. Raghavachari M., Mathematics for Management, McGraw Hill Education.
4. Cleaves, Cheryl, and Hobbs, Margie, Business Mathematics 7th Edition, Prentice Hall.
5. Khan, Shadab, A Text Book of Business Mathematics, Anmol Publications
6. Charles D. Miller, Stanley A. Saltzman, Business Mathematics, Pearson Education

Sub code

Subject Name

L T P C

BB2304

Human Resource Management

4 - - 4

UNIT I

Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM. Status and competencies of HR manager. Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.

UNIT II

Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis. Job description, job specification, job design, job simplification, job rotation, job enrichment and job enlargement.

Recruitment and Selection: sources of recruitment, policies and procedure of recruitment, selection process, testing and interviews, Placement and induction, transfer and promotion.

UNIT III

Employee Retention: Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies.

Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration. Incentive plans, fringe benefits, employee health and safety and employee grievance system.

Job Evaluation: Meaning, Process and Methods of Job Evaluation.

UNIT IV

HR Training and Development: Concept and Need, Process of Training and Development Programme: Identification of Training and Development Needs, Objectives, Strategy & Designing of Training and Development, Implementation and Methods of Training Programme and Levels of Training Evaluation.

Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.

Recommended Books:

1. Monnappa and Saiyadan, Personnel Management, Tata Mcgraw Hill.
2. Dessler, Garg, Human Resource Management, Pearson Education.
3. K. Aswathappa Human Resource Management Tata McGrawHill
4. C.B. Gupta Human Resource Management Sultan Chand and Sons
5. Durai, Pravin, "Human Resource Management," New Delhi, Pearson.

Sub code	Subject Name	L	T	P	C
BB2305	Seminar on Contemporary Issues in Management	2	-	-	2

Instructions for the Teachers

- To cover this course teacher can make it compulsory for the students to read newspaper and prepare news files.
- Group discussions in the class on various issues of business and economy.
- Presentations on various topics by each Student.
- At the end teacher can evaluate the student through news file viva, presentation and GDs conducted throughout the semester.

NOTE: ASSESSMENT WILL BE INTERNAL

Sub code	Subject Name	L	T	P	C
FS2306	Finishing School -III	-	-	2	1

UNIT I – NUMBERS (6 hours)

Types and Properties of Numbers, LCM, GCD, Fractions and decimals, Surds

UNIT II - ARITHMETIC – I (6 hours)

Percentages, Profit & Loss, Simple Interest & Compound Interest, Clocks & calendars

UNIT III - ALGEBRA - I (6 hours)

Logarithms, Problems on ages

UNIT IV - MODERN MATHEMATICS - I (6 hours)

Permutations, Combinations, Probability

UNIT V - REASONING (6 hours)

Logical Reasoning, Analytical Reasoning

ASSESSMENT

Objective type – Paper based / Online – Time based test 50 marks

BBA 4th SEMESTER SYLLABUS

Study Scheme for B.B.A.

Semester: 4th

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB2401	Company Law	4	-	-	4
2	BB2402	Research Methodology	4	-	-	4
3	BB2403	Corporate Accounting	4	-	-	4
4	BB2404	Statistics for Business	4	-	-	4
5	BB2405	Marketing Management	4	-	-	4
6	FS2406	Finishing School- IV	-	-	2	1
7	IE2407	Industry Interface-IV	-	-	-	1
8		Service Learning				
Total			20	-	2	22

Sub code	Subject Name	L	T	P	C
BB2401	Company Law	4	-	-	4

UNIT I

Company –Meanings, Features, Types, Promotion and Registration, Preliminary contracts, Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra-Virus.

Memorandum of Association and Article of Association: Meaning, Contents, Alteration. Doctrine of Indoor Management.

UNIT II

Prospectus: Definition, Dating and Registration of Prospectus, Statement in lieu of Prospectus and Liability for Misstatement in prospectus.

Share Capital: Kinds, Classes of Capital, Alteration of Capital, transfer and transmission of shares.

UNIT III

Membership of a company. Board of Directors: Directors Powers, duties, appointment, removal, legal position.

UNIT IV

Company Meetings:- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions. Winding up by court.

Recommended Books:

1. AvtarSingh, “Company Law”.
2. N. D. Kapoor “Company Law & Secretarial Practice”.

Sub code
BB2402

Subject Name
Research Methodology

L	T	P	C
4	-	-	4

UNIT I

An Introduction to Research: Meaning, Definition, Objectives, and Process; Research Problem: Selection of Problem, Understanding Problem, Necessity of Defined Problem; Review of Literature in Research. **Research Design:** Meaning, Types – Descriptive, Diagnostic, Exploratory, And Experimental.

UNIT II

Sources Of Data: Primary And Secondary; Data Collection Methods; Questionnaire Designing: Construction, Types And Developing A Good Questionnaire.

Sampling: Advantages and Limitation of Sampling, Sampling process, Types of Sampling: Non-probability sampling techniques, Probability sampling techniques, Sampling and non - sampling errors.

Research Proposal/Synopsis Writing.

UNIT III

Measurement: Concept, Levels of measurement—Nominal, Ordinal, Interval and Ratio Attitude Measurement: Comparative scaling techniques, Non-comparative scaling techniques.

UNIT IV

Data Preparation And Analysis : Editing, Coding, Cross Tabulation and Practices through Excel (Basic Concepts). **Report Writing:** Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.

Recommended Books:

1. C.R. Kothari : Research Methodology, New Age International Publishers
2. K.V. Rao : Research Methodology, Sterling Publishers,
3. Srivastava and Rego : Business Research Methodology Tata McGraw Hill
4. RajinderNargundhkar : Marketing Research, Tata McGraw Hill
5. Cooper and Schindler, Business Research Methods, Tata McGraw Hill

Sub code	Subject Name	L	T	P	C
BB2403	Corporate Accounting	4	-	-	4

UNIT I

Accounting For Share Capital Transactions - Issue Of Shares at Par, at Premium and at Discount; Forfeiture and Re-Issue of Shares; Buy-Back of Shares; Redemption of Preference Shares - Statutory Requirements, Disclosure In Balance Sheet; Rights Issue. Issue and Redemption of Debentures: Issue of Debentures -Accounting Treatment and Procedures; Redemption of Debentures; Conversion of Debentures into Shares. Underwriting of Issues; Acquisition of Business; Profits Prior To Incorporation; Treatment of Preliminary Expenses

UNIT II

Preparation And Presentation of Final Accounts: Provisions and Reserves; Determination of Managerial Remuneration; Appropriation out of Profits; Transfer of Profits to Reserves; Payment of Dividend, Transfer of Unpaid Dividend to Investor Education and Protection Fund; Bonus Shares and Payment of Interest out of Capital.

UNIT III

Accounting Treatment for Amalgamation and Reconstruction of Companies: Internal Reconstruction Holding and Subsidiary Companies - Accounting Treatment and Disclosures; Consolidation of Accounts Valuation of Goodwill and Shares.

UNIT IV

Overview of Financial Reporting In Respect of Various Kinds of Financial Institutions

Like Mutual Funds, Non -Banking Finance Companies, Merchant Bankers, Stock Brokers etc. Computerised Accounting: Accounting Software: Role of Computers in Accounting.

Recommended Books:

1. M.C. Shukla, T. S. Grewal & S. C. Gupta, Advanced Accounts, Sultan Chand & Company Ltd.
2. R. L. Gupta & M. Radhaswamy, Company Accounts, Sultan Chand & Sons,
3. S.N. Maheshwari, Corporate Accounting, Vikas Publishing House.
4. T.P Ghosh, Accounting Standards and Corporate Accounting, Taxman's, New Delhi.

Sub code
AM2404

Subject Name
Statistics for Business

L	T	P	C
4	-	-	4

Unit-I

Statistics: Definition, Importance & Limitation, Collection of data, classification and presentation of frequency distribution. **Measures of Central Tendency and Dispersion :** Meaning and objectives of measure of central tendency- arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures; Measure of variation, range, quartile deviation, mean deviation and standard deviation, coefficient of variation.

Unit II

Correlation and Regression: Meaning of correlation, types of correlation and methods of studying correlation. Lines of regression, co-efficient of regression, standard error of estimate.

Unit III

Index numbers and Time series: **Index number:** their uses in business; construction of simple and weighed price, quantity and value index numbers, test for an ideal index number. **Time Series:** Components - secular trend, cyclical, seasonal and irregular variations.

Unit IV

Elementary Probability Theory: Definition, Basic concepts, Events and experiments, random variables, expected value Types of probability: Classical approach, Relative frequency approach or empirical probability, Subjective approach to probability. Theorems of probability: Addition theorem, Multiplication theorem.

Recommended Books:

1. Sancheti and Kapoor V.K, Statistics Theory, Methods & Application, Sultan Chand & Sons.
2. R.P.Hooda, Introduction to Statistics, Macmillan.
3. S.C. Aggarwal & R.K Rana, Basic Statistics for Economists: V.K. India.
4. S. P. Gupta Statistical Methods Sultan Chand.
5. Raghawachari, M., "Mathematics for Management –An Introduction", Tata McGraw Hill, New Delhi.

Sub code	Subject Name	L	T	P	C
BB 2405	Marketing Management	4	-	-	4

Objective/s and Expected Outcome: Marketing is one of the foremost functions of Management in present day corporate world, its understanding results in developing best products in terms of goods and services that brings consumer satisfaction. This course will imbibe the basic understanding among the students to become successful marketers.

UNIT I

Marketing: Nature and Scope of Marketing, customer needs, wants and demand. **Various Marketing Concepts:** production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro Environment

UNIT II

Market segmentation: need, concept, nature, basis and strategies, mass marketing vs. Segmentation. **Marketing mix:** 4Ps of products and 7Ps of services, components and factors affecting.

UNIT III

Product decisions: product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions. **Pricing decisions:** importance, objectives, designing strategies, Pricing Techniques.

UNIT IV

Product promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting.

Distribution: types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components

Recommended Books:

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
4. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

Sub code	Subject Name	L	T	P	C
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UNIT I (6 hours)

Critical Reasoning – Essay Writing

UNIT II (6 hours)

Synonyms – Antonyms - Odd Word - Idioms & Phrases

UNIT III (6 hours)

Word Analogy - Sentence Completion

UNIT IV (6 hours)

Spotting Errors - Error Correction - Sentence Correction

UNIT V (6 hours)

Sentence Anagram - Paragraph Anagram - Reading Comprehension

ASSESSMENT

1. Objective type – Paper based /Online – Time based test 50 marks



BBA 5th SEMESTER SYLLABUS

Study Scheme for B.B.A.

Semester: 5th

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB3501	Financial Management	4		-	4
2	BB3502	Business Environment	4	-	-	4
3	AM3503	Operation Research	4	-	-	4
4	BB3504	Management of Banking and Insurance Operations	4	-	-	4
5	BB3505	Seminar on Training Report	2	-	4	4
6	FS3506	Finishing School –V	-	-	2	1
7	IE3507	Industry Interface-V	-	-	-	1
Total			22	-	6	22

Sub code

Subject Name

L T P C

BB3501

Financial Management

4 - - 4

Objective/s and Expected Outcome: Students will equip themselves with topics in corporate finance, how the finances are managed and their reflections on the fundamental decisions to be taken by the corporate and world finance.

UNIT I

Introduction: Scope of Financial Management, Traditional Approach; Modern Approach; Objectives of Financial Management; Investment Decisions; Financing decisions; Profit Maximization vs. Wealth Maximization, Sources of Long term Financing.

UNIT II

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay-back period; rate of return method; Net Present value method; Internal rate of return method; Profitability index method.

UNIT III

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares; cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates (Fundamentals only).

UNIT IV

Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach. **Working Capital:** Meaning, Factors affecting working capital management and sources of working capital.

Recommended Books:

1. Khan, M. Y. and Jain P. K. Financial Management, Text, Problems & Cases, Tata McGraw Hill Company, New Delhi.
2. Maheshwari, S.N, Financial Management – Principles & Practice, Sultan Chand & Sons.
3. Prasanna, Chandra, Financial Management: Theory and Practice, Tata McGraw Hill.
3. SheebaKapil, Financial Management, Pearson Education.
4. Bhalla. V. K. Financial Management and Policy: Text and Cases, Anmol Publications Pvt. Ltd.

Sub code

Subject Name

L T P C

Objective/s and Expected Outcome: This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

UNIT I

Business & Social Environment: Meaning, salient features, significance, internal & external environment, environment scanning: features, process & techniques, social responsibility of business, ecological environment protection Act.

UNIT II

Political & Economic Environment: Three political institutions: legislature, executive & judiciary, salient features of economic system: basic philosophies of capitalism, socialism & mixed economy, liberalization, privatization & globalization. new industrial policy & its implication in India, disinvestment of public enterprises- rationale, objectives & implications fiscal policy: types, instruments: taxation & public expenditure & their impact on economy monetary policy: types, instruments, EXIM policy.

UNIT III

Technological, Legal and Regulatory Environment: Impact of Technology on Business, Technological Policies, Problems in Technology Transfer, Salient features of intellectual property rights and trademarks, Competition Act 2002: features, objectives, objectives, anti-competitive agreement, abuses of dominance, regulations of combinations, leniency regulation, Foreign Exchange Management Act 1999 (FEMA): Features, objectives, application of the Act, FEMA vs. FERA.

UNIT IV

International Environment: Trends in global trade & investment; balance of payments/trade, foreign direct investment and collaboration. Economic Institutions: World Trade Organization, UNCTAD, IMF. Trade blocks: EU, NAFTA, SAARC, Foreign Trade: SEZ (Special Economic Zones).

Recommended Books:

1. Dr Francis Cherunilam, Business Environment Text & Cases, Himalaya Publishing House,
2. Mishra, S.K. and Puri V.K, Economic Environment of Business, Himalaya Publishing House,
3. Paul Justice, Business Environment- Text and Cases, TATA McGraw Hill Publishing
4. K Aswathappa, Essential of Business Environment, Himalaya Publishing House,
5. Economic Survey, Government of India.

Sub code
BB3503

Subject Name
Operation Research

L	T	P	C
4	-	-	4

UNIT I

Decision-making environments: Decision-making under certainty, uncertainty and risk situations; Uses of Decision tree, Uses, scope and applications of Operation Research in managerial decision-making

Project Management: Rules for drawing the network diagram, Application of CPM and PERT techniques in project planning and control

UNIT II

Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; **Transportation problem:** Various method of finding Initial basic feasible solution and optimal cost. Assignment model: Algorithm and its applications

UNIT III

Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game - Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines.

UNIT IV

Queuing Theory: Application and Characteristics of M/M/I Queue model, Applications of Queue model for better service to the customers. **Replacement Problem:** Replacement of assets that deteriorate with time, replacement of assets which fail suddenly.

Recommended Books:

- 1) Taha Hamdy- Operations Research- An Introduction, Prentice-Hall
- 2) J K Sharma- 'Operations Research' Pearson Learning
- 3) Vohra- Quantitative Techniques in Management, Tata McGraw-Hill
- 4) Peter C Bell- Management Science/ Operations Research, Vikas Publications.
- 5) Anand Sharma 'Operations Research' Himalaya Publications
- 6) Prasad 'Operations Research' Cengage Learning

Sub code	Subject Name	L	T	P	C
BB3504	Management of Banking and Insurance Operations	4	-	-	4

Objective/s and Expected Outcome: The purpose of this paper is to make students understand the applications of banking and insurance operations in the business.

UNIT I

Banking system and structure in India, Types of banks, Role of Reserve Bank as regulator of banking system, Provisions of Banking Regulation Act & Reserve Bank of India Act. The terms banker and customer, Types of relationship between banker and customer, Bankers obligations to customers.

UNIT II

Customers` accounts with banks, Opening- operation, KYC norms and operation , Types of accounts and customers. Banking Technology, Home banking ,ATMs, Internet banking, Mobile banking, Core banking solutions, Debit, Credit, and Smart cards, EFD, RTGS. International banking.

UNIT III

Banker as lender, Types of loans, Overdraft facilities , Discounting of bills, Financing book dates and supply bills, Charging of Security bills, pledge, mortgage, assignment. Management of NPAs. and risk management in banks, Basel norms. Money laundering.

UNIT IV

Introduction to Insurance, Elements of Insurance, Players in Life and Non-Life Insurance sector, Insurance documents. IRDA, Provisions of Insurance Act 1938. Insurance Ombudsman. Types of Insurance, Bancassurance- concepts.

Recommended Books:

1. L M Bhole 'Financial Institutions & Markets' Tata McGraw- Hill
2. Sunderaram and Varshney. "Banking Theory, Law and practice" Sultan Chand & Sons, New Delhi.
3. Koch W, Timothy, & S. Scott. "Bank Management" Thomson, New Delhi.
4. Gordon & Natrajan, Banking (Theory, Law and Parctice) Himalaya Publishing.
5. Agarwal, O.P. Banking and Insurance, Himalaya Publishing.
4. Loudon, Bitta, Consumer Behaviour, Tata McGraw Hill, New Delhi.

Sub code

Subject Name

L T P C

BB3505

Seminar on Training Report

2 - 4 4

Between the fourth and the fifth semester the students of BBA are required to undergo summer training in any organization. The training is aimed at exposing the students to the practical aspects of management and the application of theories of management. They are required to carry out a project and submit a report to the institution at the end of training.

This training report is required to be presented to the class and evaluated by a teacher/ teachers of the college.

Sub code

FS3506

Subject Name

Finishing School –V

L T P C

- - 2 1

UNIT I (6 hours)

Video Profile

UNIT II (6 hours)

Tech Talk / Area of Interest / Extempore / Company Profile

UNIT III (6 hours)

Curriculum Vitae

UNIT IV (6 hours)

Mock Interview

UNIT V (6 hours)

Group Discussion / Case Study

ASSESSMENT

Objective type – Paper based / Online – 50 marks based on Continuous Communication Assessment.

BBA 6th SEMESTER SYLLABUS

Semester: 6th

S. No	Subject code	Subject Name	L	T	P	Credits
1	BB3601	Consumer Behaviour	4	-	-	4
2	BB3602	Production and Operations Management	4	-	-	4
3	BB3603	Entrepreneurship and Managing Small Medium Business	4	-	-	4
4	BB3604	Cost and Management Accounting	4	-	-	4
5	BB3605	Project Report	2	-	4	4
6	FS3606	Finishing School-VI		-	2	1
7	IE3607	Industry Interface-VI	-	-	-	1
8		Service Learning				
Total			18	-	6	22

Sub code
BB3601

Subject Name
Consumer Behaviour

L	T	P	C
4	-	-	4

UNIT I

Consumer behaviour: nature, scope & application. **Consumer buying behaviour:** consumer decision making process (five step model), factors affecting buying behaviour, purchase behaviour, buyer's role.

UNIT II

Consumer as an individual: Consumer motivation: needs & goals, positive & negative motivation, types & systems of needs hierarchy & trio of needs.

Introduction to Personality: Theories, Product Personality, Perception: Concept and Elements of Perception and Attitude with reference to consumer behavior.

UNIT III

Reference groups: concepts, factors affecting reference groups. **Family:** Functions of family, Family decision making, Family Life Cycle. Social class & its measurement. **Culture & sub culture:** definition & influence.

UNIT IV

Consumer Decision Making: Introduction to opinion leadership, innovations: Diffusion Process, Adoption Process. Introduction to Consumer Decision Making: levels, decision making process, various views of consumer decision making, Models of consumer decision-making.

Recommended Books:

1. Schiffman&Kanuk: Consumer Behaviour, Pearson Education
2. Engel, Blackwell, &Mirriard: Consumer Behaviour, Dryden Press
3. Majumdar,R, Consumer Behaviour: Insights from the Indian Market, PHI Learning Pvt. Ltd., New Delhi
4. Loudon, Bitta, Consumer Behaviour, Tata McGraw Hill, New Delhi.

Sub code	Subject Name	L	T	P	C
BB3602	Production and Operations Management	4	-	-	4

Objective/s and Expected Outcome: This course will help the students to understand the importance of understand the whole process of manufacturing a product or a service, focusing on the concept of optimum utilization of resources and minimization of costs.

UNIT I

Production and operations management; its functions and relationship with other functional areas. Facility location decision, layout decision, product and process layout. Capacity planning.

UNIT II

Production planning and control: Planning, scheduling, routing etc. Assembly line balancing. Work Study: Method study and time study, Work simplification. Productivity linked incentives.

UNIT III

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Supply chain management, brief introduction to JIT.

UNIT IV

Quality Management: What is Quality, Quality as a corporate strategy, statistical methods, SPC control charts, acceptance sampling, Total Quality Management (TQM). Quality circles cost of Quality, Taguchi philosophy.

Recommended Books:

1. Chary S.N. Production & Operations Management, Latest ed. Tata McGraw Hill Publishing
2. Buffa, Modern Production Management, Wiley Eastern Pvt. Ltd.
3. Adam, Production & Operations Management, Prentice Hall.
4. Jhamb L.C. Production & Operations Management, Everest Publishing House,
5. K.Aswhathappa&Bhat, Production & Operations Management Himalaya Publishing

Sub code	Subject Name	L	T	P	C
BB3603	Entrepreneurship and Managing Small Medium Business	4	-	-	4

UNIT I

Foundations of Entrepreneurship: Concept, Need, Definition & role of Entrepreneurship. Definition, characteristics & scope of Entrepreneur, Concepts of Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur – comparative study, Roles & Responsibilities. Role of entrepreneur in Indian economy, Entrepreneurship as a career. Entrepreneurial culture. Reasons for the failure of entrepreneurial ventures.

UNIT II

Women entrepreneurs & Entrepreneurship Development: Meaning, role, problems & reasons for less women entrepreneurs. Various institutes & Govt. schemes to help & uplift women entrepreneurs. Concept, need & role of Entrepreneurship Development.

UNIT III

Small & Medium Enterprises:- Meaning and importance - Definition of SME –role & importance in India Economy, Steps for Starting Small Industry, Nature and Components of SME Environment, SME Funding, Sources of Finance for SME's.

UNIT IV

Project Management: Technical, Financial, Marketing Personnel and Management feasibility Reports.

Recommended Books:

- 1) Vasant Desai Management of small scale industries, Himalaya Publishing
- 2) Angadi, Cheema, Das, Entrepreneurship, Growth, and Economic Integration, Himalaya Publication
- 3) Roy Entrepreneurship Oxford University Press
- 4) Dr. R.K Gupta & Lipikak.Guliani Fundamentals of entrepreneurship development & project management- Himalaya Publication (in press)
- 5) Rizwana and Janakiran, Entrepreneurship Development, Excel Books
- 6) Murthy, Small Scale Industry and Entrepreneurial Development, Himalaya Publishing

Sub code	Subject Name	L	T	P	C
BB3604	Cost and Management Accounting	4	-	-	4

Objective/s and Expected Outcome: To familiarize students with basic knowledge of cost and management accounting. To equip students with problem solving skills and to enable students to apply knowledge in decision making.

UNIT I

Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, Installation of costing system. Differences Between Cost Accounting and Financial Accounting and Management Accounting. Cost Unit & Cost Centre, Elements of cost, Material, Labour and other Expenses, Classification of cost, Types of Costs and Preparation of Cost Sheet. Methods of Costing

UNIT II

Marginal Costing –Meaning and various concepts -Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety.

Standard Costing- Definition and Meaning of Various Concepts, Advantages and Limitations of Standard Costing,

Variance Analysis –Material and Labour Variances only.

Budget and Budgetary Control- Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budget

UNIT III

Introduction :Origin, Concept, nature and Scope of Management Accounting. Need and Importance of Management Accounting, Tools & techniques of Management Accounting, Limitations.

UNIT IV

Financial statement Analysis:-meaning, types, Comparative Statements, Common Size, Trend analysis,Introduction of EVA. **Tools of Financial Analysis** –Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios), Fund flow and cash flow analysis(Conceptual Only).

Recommended Books:

1. Khan & Jain, Cost Accounting, Tata McGraw Hill
2. Wilson, Cost Accounting, Himalya publications
3. Gupta, Sharma, Ahuja, Cost Accounting, FK publications
4. Jain, P.K and Khan M.Y “Management Accounting”, Tata McGraw Hill Publishing Co. Ltd. New Delhi.
5. Horngren Charles, Gary, Sundem, Stratton William, “ Introduction to Management Accounting”, Pearson Education Publishers.

Sub code	Subject Name	L	T	P	C
BB3605	Project Report	2	-	4	4

The students are required to carry out a project on any management subject and submit a report to be evaluated by the teachers of the institute and a presentation made to the entire group.

Sub code	Subject Name	L	T	P	C
FS3606	Finishing School-VI	-	-	2	1

UNIT I - ARITHMETIC - II (6 hours)

Ratios & Proportions, Averages, Mixtures & Solutions

UNIT II - ARITHMETIC – III (6 hours)

Time, Speed & Distance, Time & Work

UNIT III - ALGEBRA – II (6 hours)

Quadratic Equations, Linear equations & inequalities

UNIT IV– GEOMETRY (6 hours)

2D Geometry, Trigonometry, Mensuration

UNIT V – MODERN MATHEMATICS – II (6 hours)

Sets & Functions, Sequences & Series, Data Interpretation, Data Sufficiency

ASSESSMENT

1. Objective type – Paper based / Online – Time based test 50 marks