

# Chaudhary Charan Singh University, Meerut



## Syllabus

[Effective from the Session: 2020-21 onwards]

## **BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**

# Chaudhary Charan Singh University, Meerut

## THREE YEARS BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) PROGRAMME

### COURSE CONTENTS

<i>SEMESTER – I</i>	<b>Theory</b>	<b>INT.</b>	<b>Total</b>
BBA-101:Fundamentals of Management	75	25	100
BBA-102:OrganizationalBehavior	75	25	100
BBA-103:Managerial Economics	75	25	100
BBA-104: Accounting and Financial Analysis	75	25	100
BBA-105:Business Law	75	25	100
BBA-106:BusinessOrganization and Ethics	75	25	100
BBA-008: Environmental Studies (Qualifying paper)			100
 <i>SEMESTER – II</i>			
BBA-201:Quantitative Techniques for Business	75	25	100
BBA-202:Business Communication	75	25	100
BBA-203:Human Resource Management	75	25	100
BBA-204: Marketing Management	75	25	100
BBA-205 :Business Environment	75	25	100
BBA-206: Fundamentals of Computer	75	25	100
BBA-207:Assessments on Soft Skill Based on Presentations/ G.D/ Personality traits			100
 <i>SEMESTER – III</i>			
BBA-301:Advertising Management	75	25	100
BBA-302:Team Building & Leadership	75	25	100
BBA-303 Indian Economy	75	25	100
BBA-304:Customer Relationship Management	75	25	100
BBA-305:Management Information System	75	25	100
BBA-306:Income Tax Law & practice	75	25	100
 <i>SEMESTER – IV</i>			
BBA-401:ConsumerBehavior	75	25	100
BBA-402:Financial Management	75	25	100
BBA-403:Production& Operation Management	75	25	100
BBA-404:Sales& Distribution Management	75	25	100
BBA-405:Research Methodology	75	25	100
BBA-406:Entrepreneurship& Small Business Management	75	25	100
BBA-407:Computer Oriented Practical & Viva- Voce			100

**SEMESTER – V**

BBA-501:Arithmetic Aptitude	75	25	100
BBA-502:Aptitude Reasoning	75	25	100
BBA-503:General Business Awareness	75	25	100
BBA-504:General English	75	25	100
BBA-505:Elective Paper M-1/ F-1	75	25	100
BBA-506:Elective Paper M-2 / F-2	75	25	100
BBA-507:Summer Training Project Report based Viva- Voce			100

**Note:** Paper code BBA-501, BBA-502, BBA-503 and BBA-504 will be of multiple-choice objective type questions.

**SEMESTER – VI**

BBA-601:Strategic Management & Business Policy	75	25	100
BBA-602:Operation Research	75	25	100
BBA-603:Fundamentals of E Commerce	75	25	100
BBA-604:Economic and Industrial Law	75	25	100
BBA-605:Elective Paper M-3/ F-3	75	25	100
BBA-606:Elective Paper M-4/ F-4	75	25	100
BBA-607: Comprehensive Viva-Voce			100

**The Elective papers in the functional specialization will be as follows:**

**Marketing:**

- M-1 Rural Marketing
- M-2 Service Marketing
- M-3 Retail Management
- M-4 Digital Marketing

**Finance:**

- F-1 Corporate Taxes-Direct and Indirect Tax
- F-2 Financial Institutions & Investment Management
- F-3 Cost and Management Accounting
- F-4 Company Accounts

## **COURSE CONTENT FOR SEMESTER – I**

### **BBA-101: FUNDAMENTALS OF MANAGEMENT**

**Unit – I:** Introduction Concepts, Objectives, Nature Scope and Significance of management Evolution of management thought- Contribution of Taylor, Weber and Fayol management.

**Unit – II:** Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.

**Unit – III:** Organizing: Concept, Objectives, Nature of organizing, Types of Organization, delegation of authority, Authority and responsibilities, Centralization and Decentralization, Span of control

**Unit – IV:** Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Style. Importance, Styles, Supervision, Motivation, Importance & Theory of Motivation, Communication.

**Unit – V:** Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

#### **Suggested Readings:**

1. Pagare Dinkar; Principles of Management
2. L M Prasad; Principles and Practice of Management
3. Satya Narayan and Raw VSP ; Principles and Practice of Management
4. Srivastava and Chunawalla; Management Principles and Practice

## **BBA-102: ORGANISATION BEHAVIOUR**

**Unit – I:** Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.

**Unit – II:** Individual Behavior - Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.

**Unit – III:** Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organizations.

**Unit – IV:** Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.

**Unit – V:** Management of Change: Change and Organizational development, Resistance to change, Approaches to managing organizational change, Organizational effectiveness, Organizational culture, Power and Politics in Organizational Quality of work life, Recent advances in OB.

### **Suggested Readings:**

1. Bennis, W.G.; Organization Development
2. Breech Islwar; Organization -the frame-Work of Management
3. Dayal, Keith ; Organizational Development
4. Sharma, R.A. ; Organizational Theory and Behavior
5. L.M Prasad ; Organizational Behavior

## **BBA-103: MANEGERIAL ECONOMICS**

**Unit – I:** Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Nature and Scope of Managerial Economics, its relationship with other subjects.

**Unit – II:** Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve, Laws of Demand, Elasticity of Demand Types & Measurement, Supply Analysis, Demand Forecasting.

**Unit – III:** Market analysis-Nature of market, Types of markets and their characteristics pricing under different market structures-Perfect, Monopoly, oligopoly and Monopolistic completion.

**Unit – IV:** Pricing methods and Pricing Policies, Price Discrimination, National Income: Concepts and Measurements.

**Unit – V:** Economic Growth and Development, Business Cycle, The balance of payments, Inflation.

### **Suggested Readings:**

1. Adhikari M ; Management Economics
2. Gupta G.S. ; Managerial Economics
3. Lal S.M ; Principles of Economics
4. Vaish & Sunderm; Principles of Economics
5. Gupta, K.G.; Managerial Economics

## **BBA-104: ACCOUNTING AND FINANCIAL ANALYSIS**

**Unit – I Overview :** Nature, Objectives and Functions of Accounting, Accounting Concepts, Conventions and Principles, Accounting Equation, International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards.

**Unit – II: Mechanics of Accounting :** Double Entry System of Accounting, Journalizing of Transactions; Preparation of Final Accounts, Profit & Loss Accounts, Profit & Loss Appropriation Accounts and Balance sheet, Policies related with Depreciation, Inventory and Intangible assets like copyright, Trademark, Patents and Goodwill.

**Unit – III: Analysis of Financial Statement :** Ratio Analysis – Solvency Ratios, Profitability Ratios, Activity Ratios, Liquidity Ratios, Market Capitalization Ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service and Banking Organizations.

**Unit – IV: Fund Flow Analysis :** Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Fund Flow Statement and it's Analysis.

**Unit –V: Cash Flow Analysis :** Various Cash and Non Cash Transactions, Flow of Cash, Preparation of Cash Flow Statement and it's Analysis.

### **Suggested Readings:**

1. Agarwal B.D ; Advanced Accounting
2. Chawla & Jain ; Financial Accounting
3. Chakrawarti K.S ; Advanced Accounts.
4. Gupta R.L. & Radhaswamy ; Fundamentals of Accounting
5. Jain & Narang ; Advanced Accounts
6. Shukla & Grewal ; Advanced Accounts
7. K. G. Gupta : Accounting and Financial Analysis.

## **BBA-105: BUSINESS LAW**

**Unit – I:** Indian Contract Act: Offer, Acceptance, Agreement and Contract; Capacity of parties; Essentials of Contract; Valid Contracts ; Performance of Contracts; Termination of Contract, Consequence and Remedies for Breach of Contract.

**Unit – II:** Void Contracts; Contingent Contracts; Quasi Contract; Contract of Indemnity and Guarantee; Bailment, Lien, Pledge and Agency Contracts.

**Unit – III:** Sales of Goods Act: Definition, Features, and Formation of Sale Contract; Condition and Warranty, Transfer of Ownership of Goods; Performance of Sale Contract; Rights of Unpaid Sellers; Auction Sale.

**Unit – IV:** Limited liability Partnership: Definition; Incorporation; Eligibility to be Partner, Relationship of partners, Partners as agent, Penalty for False statement; winding up

**Unit – V:** Negotiable Instruments: Definition, Features, Types, Recognition, Crossing And Endorsement of NIs.

### **Suggested Readings:**

1. N.D. Kapoor ; Elements of Mercantile law (including Company Law Industrial Law)
2. Gulshan S and Kapoor ; Lectures on Business & Economics Laws
3. Kuchall ; Business Laws
4. Mandal C ; Economics and other Legislations
5. Awtar Singh : Principles of Mercantile Law



## **BBA-106: BUSINESS ORGANIZATION AND ETHICS**

**Unit –I :** Meaning and definition of business essentials & scope of business Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization . Modern Business, Business & Profession.

**Unit – II:** Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business, Size of Business Unit, Determinants of Establishment of a new Business Unit.

**Unit – III:** Forms of Business Organization. Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.

**Unit – IV:** Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics. Relationship between Ethics & Corporate excellence – Corporate mission and statement, Code of Ethics and culture, Indian Ethics.

**Unit – V:** Business and Society Changing Concepts and Objectives of Business, Professionalization, Business ethics, Gandhian Philosophy, Organizational Culture, Technological Development and Social Change, Social Responsibility of Business, Social Audit

### **Suggested Readings**

1. Koltar Philip ; Marketing Management
2. Stanton, Etzel Walker; Fundamentals of Marketing
3. Saxena Rajan; Marketing Management
4. Chottorjee S.K.Business Organisation
5. JagdishPrakash Business Organistaton and Management
6. Om Prakash Business Organisation

**QUALIFYING PAPER**

**ENVIRONMENTAL STUDIES (CODE-008)**

**Unit-1: The Multidisciplinary Nature of Environmental Studies:**

Definition, Scope and Importance, Need for Public Awareness.

**Unit-2: Natural Resources**

❖ Renewable and Non-renewable Resources:

**Natural resources and associated problems: -**

- a) **Forest Resources:** use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) **Water Resources:** use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams- benefits and problems.
- c) **Mineral Resources:** use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) **Food Resources:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) **Energy Resources:** Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies
- f) **Land Resources:** Land as a resource; land degradation, man induced landslides, soil erosion and desertification.

❖ Role of an individual in conservation of natural resources.

❖ Equitable use of resources for sustainable lifestyles

### **Unit-3: Ecosystems**

- ❖ Concept of an ecosystem
- ❖ Structure and function of an ecosystem
- ❖ Producers, consumers and decomposers
- ❖ Energy flow in the ecosystem
- ❖ Ecological succession
- ❖ Food chains, food webs and ecological pyramids
- ❖ Introduction, types, characteristic features, structure and function of the following ecosystem:-
  - a) Forest ecosystem
  - b) Grassland ecosystem
  - c) Desert ecosystem
  - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

### **Unit-4: Biodiversity And Its Conservation**

- ❖ Introduction – Definition: genetic, species and ecosystem diversity.
- ❖ Bio geographical classification of India
- ❖ Value of biodiversity: Consumptive use, productive use, social, ethical, and aesthetic and option values.
- ❖ Biodiversity at global, National and local levels.
- ❖ India as a mega-diversity nation
- ❖ Hot-spots of biodiversity.
- ❖ Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.
- ❖ Endangered and endemic species of India
- ❖ Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

### **Unit-5: Environmental**

#### **Pollution Definition:**

- ❖ Causes, effects and control measures of:-
  - a) Air pollution
  - b) Water pollution
  - c) Soil pollution
  - d) Marine pollution
  - e) Noise pollution
  - f) Thermal pollution
  - g) Nuclear pollution
- ❖ Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- ❖ Role of an individual in prevention of pollution
- ❖ Pollution case studies
- ❖ Disaster Management: Floods, earthquake, cyclone and landslides.

## **Unit-6: Social Issues And The Environment**

- ❖ From Unsustainable to Sustainable development
- ❖ Urban problems related to energy.
- ❖ Water conservation, rain water harvesting, watershed management
- ❖ Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- ❖ Environmental Ethics: Issues and possible solutions.
- ❖ Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies.
- ❖ Wasteland reclamation.
- ❖ Consumerism and waste products
- ❖ Environment Protection Act.
- ❖ Air (Prevention and Control of Pollution) Act
- ❖ Water (Prevention and Control of Pollution) Act
- ❖ Wildlife Protection Act
- ❖ Forest Conservation Act
- ❖ Issues involved in enforcement of environmental legislation
- ❖ Public awareness

## **Unit-7: Human Population And The Environment**

- ❖ Population growth, variation among nations.
- ❖ Population explosion: Family Welfare Programme.
- ❖ Environment and human health
- ❖ Human Rights
- ❖ Value Education
- ❖ Women and Child Welfare
- ❖ Role of Information Technology in Environment and human health
- ❖ Case Studies

## **Unit-8: Field Work**

- ❖ Visit to a local area to document environmental assets-river / forest / grassland / hill /mountain.
- ❖ Visit to a local polluted site – Urban / Rural / Industrial /Agricultural
- ❖ Study of common plants, insects ,birds.
- ❖ Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours).

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## **COURSE CONTENT FOR SEMESTER – II**

### **BBA-201: QUANTITATIVE TECHNIQUES FOR BUSINESS**

**UNIT – I:** Statistics: Types of Data, Classification & Tabulation of Data, Frequency Distribution, Census and Sample Investigation, Diagrammatical and Graphical Presentation of Data.

**UNIT – II,** Measures of Central Tendency (Mean, Median & Mode) Measures of Dispersion (Range, Mean Deviation & Standard Deviation).

**UNIT – III:** Correlation : significance of Correlation, Types of Correlation, Scatter Diagram Method, Karl Pearson coefficient of correlation, Spearman's coefficient of Rank correlation. Regression: Introduction, Regression Lines and Regression Equations & Regression Coefficients.

**UNIT – IV:** Analysis of Time Series, Index Numbers, Interpolation and Extrapolation.

**UNIT – V:** Probability: Definitions of Probability, Additive and Multiplicative Rules of probability, Bay's Theorem (Simple numerical) Probability Distributions: Binomial, Poisson and Normal.

#### **Suggested Readings:**

1. Raghavachari; Mathematics for Management
2. Zamiruddin; Business Mathematics
3. Gupta S.P.& Gupta M.P; Business statistics
4. Elhance,D.N ; fundamentals of Statistics
5. Gupta C.B; introduction of statistical Methods
6. K. G. Gupta ; Quantitative Techniques

## **BBA-202: BUSINESS COMMUNICATION**

**Unit – I:** Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication

**Unit – II:** Corporate Communication: Formal and Informal Communication, Network Grapevine, Barriers in Communication ,Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations.

**Unit – III :** Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.

**Unit – IV:** Oral & Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys. Body Language, Para Language ,Effective Listening, Interviewing skill, Writing resume and Letter or application.

**Unit – V:** Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international Situations. Importance of business language, vocabulary words often confused, words often miss spelt, common errors in English.

### **Suggested Readings:**

1. Bapat & Davar; A Text book of Business Correspondence
2. Bhende D.S.; Business Communication
3. David Berio; The Process of Communication
4. Gowd & Dixit ; Advance Commercial Correspondence
5. Gurky J.M. ; A reader in human communication

## **BBA-203: HUMAN RESOURCE MANAGEMENT**

**Unit – I:** Introduction to HRM & HRD Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

**Unit – II:** Human Resource Policies & Strategies Introduction, role of HR in strategic management, HR policies & Procedures, HR Program, developing HR policies and strategies, International HRM, Domestic HRM compared to International HRM.

**Unit – III:** Human Resource Procurement & Mobility Productivity & improvement job analysis & Job design, work measurement, ergonomics. Human Resource planning-objectives, activities, manpower requirement process, Recruitment & Selection, Career planning & development, training methods, basic concept of performance appraisal, Promotion & Transfer.

**Unit – IV:** Employee Compensation Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc.

**Unit – V:** Employee relations Discipline & Grievance handling types of trade unions, problems of trade unions, the e-HRM, Nature, e-activities, recruitment, selection, performance management, compensation.

### **Suggested Readings:**

1. Human Resource Management; Dipak Kumar Bhattacharya
2. Managing Human Resource; Arun Monappa
3. Essential of HRM and Industrial Relations; P. Subba Rao
4. Personnel Management; C.B. Memoria
5. Human Resource Management; k. Ashwathappa

## **BBA-204: MARKETING MANAGEMENT**

**Unit – I:** Marketing: Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Social marketing, Understanding of Consumer Behavior, Purchase decision Process.

**Unit – II:** Segmentation: Concept, basis of segmentation, Importance in marketing; Targeting: Concept Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.

**Unit – III:** Marketing Mix: Product: Product Mix, New Product development levels of Product, Product life cycle, Branding and packaging, Distribution: Concept, Importance, different types of distribution channels etc.

**Unit – IV:** Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion: Promotional mix, tools, objectives, media selection & management

**Unit – V:** Marketing Research: Importance, Process and Elementary knowledge of Information system, green marketing, digital marketing, Service marketing

### **Suggested Readings:**

1. Marketing Mgt. ; Philip Kotlar (PHI)
2. Marketing by ; Etzet, Walker, Stanton
3. Marketing Management ; Rajan Saxena
4. International Marketing ; Cateora Graham
5. Marketing Management; Ramaswamy V.S. & NamaKumar . S



## **BBA-205: BUSINESS ENVIRONMENT**

**Unit – I:** Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.

**Unit – II:** Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector

**Unit – III:** Industrial Policy – Its historical perspective (In brief); Socio-economic implications of Liberalisation, Privatisation, Globalisation.

**Unit – IV:** Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA, Start-ups, Skill development, Thrust on make in India.

**Unit – V:** Overview of International Business Environment, Trends in World Trade: WTO- Objectives and role in international trade, Increasing trends of e-commerce with respect to e-platform like flipcart, Amazon, Myntra.

### **Suggested Readings:**

1. Francis Cherunilum ; Business Environment
2. K.Aswathapa ; Business Environment
3. PAUL ; Business environment
4. V. Neelamegum ; Business Environment

## **BBA-206: FUNDAMENTALS OF COMPUTER**

**Unit – I:** Computer Basic: Introduction, History of Computer, Types of Computer, Generations of Computer, and Basic Components of PC.

**Unit – II:** Hardware and Software: Introduction, Types of Software, Input Devices and Output Devices, Relationship between Hardware and Software, RAM and ROM.

**Unit – III:** Network, Security and Networking: LAN, WAN, MAN, SAN, CAN, Topology (Ring, Star, Bus, Mesh), Digital Piracy Management, Cyber Security / Cyber Laws, Internet Information, Internet Service, Difference Between Internet, Extranet and Ethernet.

**Unit – IV: Windows (latest Version):** Introduction, Features, Installation, Activation, Security Features , MS Word with all the applications and uses.

**Unit – V: Excel( latest Version):** Introduction, Filter, Commands for Excel . Power Point: Introduction, Creating a Presentation, Using Templates, Inserting Charts, Inserting Tables.

### **Suggested Readings:**

1. Computer Fundamental:- V. K. Singh
2. Fundamentals of Computers:- G. B. Jain
3. Operating System:- Godbol
4. Window-98:- Manual

## **BBA-207: ASSESSMENT ON SOFT SKILL BASED ON PRESENTATION/G.D./P.D**

**Broad frame work is being given here however Instructor/Trainer/Faculty /Expert will have freedom to design his /her program e in such manner so that effective learning will take place.**

The phrase ‘soft skills’ incorporates a wide variety of personality traits, communication and people skills, social attitudes and emotional intelligence. These qualities (also known as ‘core skills’) are increasingly important for success in the workplace – and not just for those in leadership positions. Everyone can benefit from some focused training and development to help them realise their full potential.

**Group discussion:** Group Discussion improves verbal communication nonverbal behavior, Decision making ability and cooperation.

**Management Games:** It improves Team Work, Internships, Volunteering, Leadership Skills

**Grooming Sessions:** It improves Communication, Interaction, helps in admitting your flaws and Weakness, helps in discovering things and new ideas. It makes you more adaptable and accommodative.

**Presentation skills:** It helps in making clear objectives, Well-rehearsed, Information clearly featured and it includes call to action

### **Communication Skills**

1. Verbal Communication
2. Body Language
3. Physical Communication
4. Writing
5. Visual Communication
6. Listening
7. Presentation Skills
8. Public Speaking
9. Interviewing

### **Leadership**

1. Team Building
2. Mentoring
3. Delegation
4. Dispute Resolution
5. Giving Feedback
6. Decision Making

7. Supervising
8. Managing

### **Interpersonal Skills**

1. Networking
2. Interpersonal Relationships
3. Dealing with Difficult People
4. Conflict Resolution

### **Personal Skills**

1. Stress Management
2. Tolerance of Change and Uncertainty
3. Taking Criticism
4. Self Confidence
5. Adaptability
6. Resilience
7. Self-Leadership
8. Self-Assessment
9. Enthusiasm
10. Empathy

### **Professional Skills**

1. Time Management Technology
2. Meeting Management
3. Technology Savvy
4. Trend Awareness
5. Business Trend Awareness
6. Business Etiquette

### **Creativity**

1. Problem Solving
2. Critical Thinking
3. Innovation
4. Troubleshooting
5. Design Sense

## **COURSE CONTENT FOR SEMESTER – III**

### **BBA-301: ADVERTISING MANAGEMENT**

**Unit – I:** Advertising: Introduction, Scope, importance in business: Role of advertising, function of advertising, key players in advertising, types of advertising.

**Unit – II:** Public Relation and Publicity: Meaning of Public Relation, Difference between public relations and advertising, Role of Public Relations, Process of Public Relation, Advantages and disadvantages of Public Relations, Publicity, Advantages and disadvantages of publicity.

**Unit-III:** Sales Management and Sales Promotional: Defining Sales Management, Objectives of Sales Management, Sales Management Strategies, Functions of Sales Executive, Scope and Role of sales promotion.

**Unit – IV:** Print Media and Broadcasting: Characteristics of the press, Basic media concepts, newspapers, magazines, Factors to be considered for print media advertising,, Meaning of Broadcasting, Radio as a medium, television as a medium, internet advertising.

**Unit –V:** Media Planning and Strategies: Growth and Importance of Media, Meaning and role of media planning, Media Plan, Market Analysis, Media Objectives, Developing and implementing Media Strategies.

#### **Suggested Readings:**

1. Advertising and Promotion: George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management: Concept and Cases Manendra Mohan, TMH
3. Advertising Management: Rajeev Batra, PHI
4. Advertising Management: Thakur publications Rajeev S, N. S. Rana

## **BBA-302: TEAM BUILDING & LEADERSHIP**

**UNIT – I:** Team Building Process: Overview of team; Difference between Groups and Teams. Types of Teams- Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams.

**UNIT – II:** Evaluating team performance, Goal Setting of Team, Defining roles and Responsibility of team members; External and Internal factors affecting team building.

**UNIT – III:** Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership, Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Building High Performance Teams.

**UNIT – IV:** Personality: Meaning & Concept of Personality; Types of personality; Personality Determinants; Evaluation of Personality.

**UNIT -V:** Meaning of Group; Formation of group; Roles, Structure, and Size of Group; Types of Group; Characteristics of an Effective Group.

### **Suggested Readings:**

1. Yukl G - Leadership in Organizations (Prentice hall, 7thEd.)
2. Lall& Sharma – Personal Growth Training & Development (Excel Books)
3. Janakiraman- Training & Development(Biztantra)
4. UdaiPareek - Understanding Organizational Behavior (Oxford, 2ndEd.)
5. Rao, V.S.P. Human Resource Management, New Delhi. Excel Books.

## **BBA-303: INDIAN ECONOMY**

**Unit – I:** Meaning of Economy, Economic growth & development, characteristics of Indian Economy, Factors affecting economic development.

**Unit – II:** An overview of Economic Resources of India, Human Resources of India, Concept of Population Explosion Interrelation of Population and Economic Development, Population policy of India, Problem of Unemployment in India.

**Unit – III:** Agriculture: Land Reforms and land tenure system, Green Revolution and capital formation in agriculture industry, trends in composition and growth, role of public and private sector, small scale and cottage industries.

**Unit – IV:** Problems and prospects of Indian Agriculture, Plan period Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile).Role of small scale industry in Indian economy.

**Unit – V:**Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-Operative banks; Development banks .NITI Aayog: formation ,Function and contribution of NITI Aayog.

### **Suggested Readings:**

1. Kenes J.M. General Theory of Employment, Interest and Money
2. Brooman Macro Economics
3. Seth, M..L. Monetary Theory
4. Vaish, M.C. Monetary Theory
5. Singh, S.P. Macro Economics

## **BBA-304: CUSTOMER RELATIONSHIP MANAGEMENT**

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

**UNIT – II** CRM Process: Introduction and Objectives of a CRM Process; an Insight into CRM and e-CRTA/online CRM, The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM, 4C's (Elements) of CRM Process, CRM Process for Marketing Organization, CRM Affiliation in Retailing Sector.

**UNIT – III** Developing CRM Strategy: Role of CRM in business strategy, Understanding Service Quality: Technical, Functional, and dimensions of service quality, Managing Customer communications.

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

**UNIT – V** Sales Force Automation - Sales Process, Activity, Contact, Lead and Knowledge Management: Field Force Automation. CRM Links in E-Business: E-Commerce and Customer Relationships on the Internet, Supplier : Role and Importance.

### **Suggested Readings:**

1. Alok Kumar Rai: Customer Relationship Management: Concepts and Cases (Second Edition)-PHILearning
2. Bhasin: Customer Relationship Management (Wiley Dreamtech)
3. Dyche: Customer relationship management handbook prentice hall
4. Peelan: Customer relationship management prentice hall
5. Kristin Anderson, Carol Kerr: Customer relationship management, McGraw-Hill Professional
6. Chaturvedi: Customer Relationship Management(Excel Books)
7. Sheth J N, Parvatiyar A. and Shainesh G: Customer relationship management: Emerging



## **BBA-305: MANAGEMENT INFORMATION SYSTEM**

**Unit – I:** Management Information System( MIS): Concept & definition, Role of MIS, Process of Management, MIS-A tool for management process, Impact of MIS, MIS & computers, MIS & the user, IMS- a support to the Management.

**Unit – II:** Planning & Decision making: The concept of corporate planning, Strategic planning Type of strategic, Tools of Planning, MIS-Business Planning; Decision making concepts, Methods, tools and procedures, Organizational Decision making, MIS & Decision making concepts.

**Unit – III:** Information &System: Information concepts, Information: A quality product classification of the information, Methods of data & information collection, Value of information, MIS &System concept, MIS & System analysis ,Computer System Design.

**Unit – IV:** Development of MIS: Development of long range plans of the MIS. Ascertaining the class of information, determining the Information requirement, Development and implementation of the MIS, Management of quality in the MIS, organization for development of the MIS, MIS: the factors of success and failure.

**Unit – V:** Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence(AI) System, Knowledge based expert system(KBES), MIS & the role of DSS, Transaction Processing System(TPS), Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System, Benefits of ERP, EMS & ERP

### **Suggested Readings:**

1. Management Information System, Jawadekar W S
2. Managing with information, Kanter, Jerome
3. Management Information System, Louden & Louden
4. Information system for Modern Management, Murdick& Ross, R.claggetti

## **BBA-306: INCOME TAX LAW & PRACTICE**

**Unit – I:** Basic Concept: Income, Agriculture Income, Casual Income, and Assessment Year. Previous Year. Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance and Tax Planning

**Unit – II:** Basis of Charge: Scope of Total Income, Residential Status and Tax Liability, Income which does not form part of Total Income.

**Unit – III:** Heads of Income: Income from Salaries, Income from House Properties.

**Unit – IV:** Heads of Income: Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources.

**Unit – V:** Set off and Carry forward of losses, deduction from gross total Income, Deemed Income, Aggregation of Income.

### **Suggested Readings:**

1. Mehrotra, H.C.: -Income Tax Law and Account
2. Chandra Mahesh and Shukla D.C.: - Income Tax Law and Practice
3. Agarwal, B.K.: - Income Tax
4. Jain, R.K.: -Income Tax
5. Prasad, Bhagwati: -Income Tax Law and Practice

## COURSE CONTENT FOR SEMESTER – IV

### **BBA-401: CONSUMER BEHAVIOUR**

**Unit – I:** Consumer Behaviour: Nature, characteristics, Scope, Relevance & Application; Importance of consumer behaviour in marketing decisions; Consumer Vs Industrial Buying Behaviour

**Unit – II:** Determinants of Consumer Behaviour: Role of Motivation; Personality and Self Concept; Attention and Perception; Consumer Learning; Consumer Attitudes- Formation and Change; Consumer Values and Lifestyles

External Determinants of Consumer Behaviour: Influence of Culture and Sub Culture; Social Class; Reference Groups and Family Influences; Basic models of consumer behaviour

**Unit – II:** Consumer Decision Making Process: Problem Recognition- methods of problem solving; Pre-Purchase search influences- information search; alternative evaluation and selection; outlet selection and purchase decision; Post Purchase Behaviour; Situational Influences; Cognitive Dissonance.

Diffusion of Innovation: Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process

**Unit – IV:** Consumer Involvement: Role of Consumer Involvement; Customer Satisfaction; Consumer behaviour- interdisciplinary approach

**Unit – V:** Researching Consumer Behaviour: Online Customer Behaviour; Diversity of Consumer Behaviour; Role of Consumer Behaviour in Marketing Strategy, Consumer Behaviour in Indian Perspectives.

#### **Suggested Readings:**

1. Consumer Behaviour by Leon G. Schiffman & Leslie L. Kanuk, Prentice Hall Publication
2. Consumer Behaviour by R.D. Blackwell, P.W. Miniard, & J.F. Engel, Cengage Learning
3. Consumer Behaviour in Indian Perspective Suja. R. Nair
4. Consumer Behaviour Schiffman & Kanuk
5. Consumer Behaviour Louden & Bitta

## **BBA-402: FINANCIAL MANAGEMENT**

**Unit – I:** Introductory: Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.

**Unit – II:** Capital Structure: Planning, Capitalization Concept, Basis of Capitalization, Consequences and Remedies of Over and Under Capitalization, Determinants of Capital Structure, Capital Structure Theories, Leverage Analysis.

**Unit – III: Capital Budgeting and Cost of Capital:** Nature & Scope of Capital budgeting- payback, NPV, IRR and ARR methods and their practical applications. Analysis of Risk & Uncertainty, Computation of Cost of Capital.

**Unit – IV:** Management of Working Capital: Concepts of working Capital, Approaches to the Computation of Working Capital (with numerical problems), Management of Different Components of Working Capital.

**Unit – V:** Management of Earning: Concept & relevance of Dividend decision. Dividend Models- Walter, Gordon's, MM Hypothesis. Dividend policy-determinants of dividend policy.

### **Suggested Readings:**

1. Financial Management: K. G. Gupta
2. Financial Management; Khan & Jain
3. Financial Management; M.Pandey
4. Financial Management; Dr.A.K. Garg
5. Financial Management;S.N. Maheshwari

## **BBA-403: PRODUCTION & OPERATON MANAGEMENT**

**Unit – I:** Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.

**Unit – II:** Types of manufacturing Systems: Intermitted & Continuous Systems etc, Product design & development.

**Unit – III:** Plant Location & Plant layout. Introduction to method study and work study.

**Unit – IV:** Materials Management & Inventory Control: Purchasing Economic lot quality/Economic order quantity (EOQ), Lead time, Reorder level. Brief of ABC analysis, Stock Keeping

**Unit – V: Quality Control:** Quality, Quality assurance, Quality Circles, TQM, JIT, Statistical Quality Control

### **Suggested Readings:**

1. Production Operation management B.S.Goel
2. Production &. Operation Management Buffa
3. Production & Operation Management S.N Chany
4. Operation Management: K. G. Gupta.

## **BBA-404: SALES & DISTRIBUTION MANAGEMENT**

**Unit – I:** Sales Management :- Evolution of sales function- Objectives of sales management positions - Functions of Sales executives- Relation with other executives

**Unit – II:** Sales Organization and relationship: Purpose of sales organization - Types of sales organization structures - Sales department external relations Distributive Network relations.

**Unit – III:** Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, prospecting, pre-approach and post-approach- Organizing display, showroom & exhibition

**Unit – IV:** Distribution network Management, Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.

**Unit – V:** Sales Force Management; Recruitment and Selection, Training, Leadership, Controlling and Motivation.

### **Suggested Readings:**

1. Sales Management- Cundiff, Still, Govoni
2. Salesmanship & Publicity - Pradhan, Jakate, Mali
3. Sales Management - S.A. Chunawalla

## **BBA-405: RESEARCH METHODOLOGY**

**Unit – I:** Introduction – Meaning of Research; Objectives of Research; Types of Research; Research Process; Research Problem formulation, various problems encountered by researchers

**Unit – II:** Methods of Data Collection, Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Construction of Questionnaire.

**Unit – III:** Sampling Design- Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.

**Unit – IV:** Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing-Chi-square test, Z test, t-test, f-test. Elementary Knowledge of SPSS.

**Unit – V:** Presentation-; Graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution For writing report, Oral report, Formulation of business problems in research, Elementary Knowledge for Writing a research paper

### **Suggested Readings:**

1. Research Methodology; C.R. Kothari
2. Research Methods; Patrick McNeill
3. Research Process; Gary Bouma
4. Research Methodology; Ranjit Kumar
5. Business Research Methodology; Dr. Arun Kumar.

## **BBA-406: ENTREPRENEURSHIP & SMALL BUSINESS MANAGEMENT**

**Unit – I:** Introduction: concept of entrepreneurship, theories of entrepreneurship traits of entrepreneur , Different types of entrepreneurs, problems faced by entrepreneurs.

**Unit – II:** Entrepreneurial Development, Role and functions of measure support institutions such as SIB,CSIO,SSDO,SISIs etc., EDPs and Role of Women Entrepreneurs

**Unit – III:** Concept, definition, and framework of Small Business, Social benefits and incentives for small industry in India; Elementary Knowledge of Make in India, Start up, Stand up India, Mudra Loan, Schemes of Union Government and it's Initiative on ATAMNIRBHAR BHARAT and Vocal for Local.

**Unit –IV:** Transformation of Idea into Reality :Project classification ,identification and selection, Project formulation and Project Appraisal and Preparing Project Report.

**Unit – V:** Steps in starting a small industry, incentives and subsidies available, export possibilities. Teething problem in setting small units: location, technology, marketing, Labour and Planning

### **Suggested Readings:**

1. Entrepreneurship Development; Vasant Desai
2. Entrepreneurship Development; Shobha Singh Khanka
3. Entrepreneurship - Strategies and Resources ; Mark Dollinger
4. Entrepreneurship – Small Business Approach by Charles E. Bamford



## **BBA-407: COMPUTER ORIENTED PRACTICAL & VIVA VOCE**

**Broad frame work is being given here however Instructor/Trainer/Faculty /Expert will have freedom to design his /her program e in such manner so that effective learning will take place.**

### **Course Objectives:**

This course offers a good practical understanding of basics of Information Technology. The students will proficiency in the use of personal computers, specifically in the use of spreadsheets and database packages will enhance. The curriculum is so designed as to provide required expertise in the use of personal computer as an effective management tool.

**Unit I :**Network: Services and its classification : Knowledge management using internet search engines, techniques to use search engine effectively: *practical* use of *MS Office, MS Word, MS Excel, MS PowerPoint, MS Paint etc.* web page designing using any software: application of computers in project management: features, capabilities and limitation of project management software ( with reference to popular software viz.ms-project), Official use of Blogs, Facebook, LinkedIn, Twitter, Poster making using canwa

**Unit II:** Digitization: Digital signature, e-Governance, Application of Digital Financial Services, Basics of E- mail, Electronic payment system, Digital signature, Mobile app based operations, Modern functions of smart phones, Android phone applications etc.

**Unit III:** Mobile computing & its application: Introduction, issues in mobile computing, overview of wireless telephony: cellular concept, GSM: air-interface, channel structure, location management, CDMA, GPRS.

**Unit IV:** Online Transaction and Trading: Understand the E-Commerce and E-Commerce Transition in India Recognize the benefits and limitations of E-Commerce Analyze different E-Commerce business models Understand E-Marketing and E-CRM

**Unit V:** Network security & its application: Application security (Database, E-mail and Internet), Data Security Considerations Backups, Archival Storage and Disposal of Data, Security Technology- Firewall and VPNs, Intrusion Detection, Access Control. *Security Threats-Viruses, E-mail viruses, Macro viruses*, Network and Security Threats to E-Commerce Electronic Payment System, e- Cash, Credit/Debit Cards. Digital Signature, public Key Cryptography. \_

### **Suggested Readings:**

1. P.K. Sinha : Fundamental of Computers, BPB Publishers.
2. Leon & A. Leon: Internet for Everyone, Leon Tech World.
3. Curtin, Foley, Sen& Martin: Information Technology, Tata McGraw Hill.
4. Ron Masfield : MS-Office, Tech Publication.
5. V.K. Jain: Information Technology ,Atlantis.
6. D. Anfinson& K. Quamme: Information Technology Essentials, Pearson Education

## **COURSE CONTENT FOR SEMESTER – V**

### **BBA-501: ARITHMATIC APTITUDE**

**Unit – I:** Ratio & Proportion, Logarithm, Simple Interest, Compound Interest, Profit & Loss, true Discount, Partnership, Permutation & Combination.

**Unit – II:** Problem on Age, Problem on Numbers, Calendar, Clock, Time & Work, Time & Distance Area. Sets, Function & Relation

**Unit – III:**H.C.F., L.C.M., Decimal Fraction, Problem on Trains, Boat & Stream Syllogism Direction Tests, Seating Arrangements.

**Unit – IV:** Data Interpretation :Description of Data, Tabulation, Bar Diagrams, Pie Chart, Line Graph, Sequence& series, Number Series.

**Unit – V:** Matrix: Introduction, Types of Matrix, Addition, Subtraction and Multiplication of Matrix, Inverse of Matrix, Solution of linear Equations by Matrix Inversion Method.

#### **Suggested Readings:**

1. R.S. Aggarwal - Quantitative Aptitude for Competitive Examinations.
2. Arun Sharma - Quantitative Aptitude for CAT.
3. Arihant Publications - Fast Track Objective Arithmetic.
4. R.D. Sharma - Mathematics Class 11th and 12th.
- 5.Sarvesh K. Verma- Quantitative Aptitude Quantum CAT Common Admission Tests.

## **BBA-502: APTITUDE REASONING**

**Unit – I :**Emotional & Social Intelligence, Critical Thinking, Non-Verbal Reasoning, Verbal reasoning, Series, Data Structures.

**Unit – II:** Blood Relations, Venn Diagram, Word Formation, Matrix, Puzzle, Coding-Decoding, logical sequences, Proposition, Direction Sense, Sets & subsets.

**Unit – III :**Analogy, Classification, Calendars, Cubes and Clocks, Syllogisms, Logical sequences statement conclusion, Syllogistic reasoning, Data Arrangement ,Family Tree ,Binary Logic, Seating Arrangement.

**Unit – IV:** Similarities and Differences, Space visualization, Spatial orientation, Problem solving, Analysis, Judgment, Decision making.

**Unit – V:** Visual memory, Discrimination, Observation, Arithmetical reasoning and figural classification, Arithmetic number series, Tables& Pie Charts, Data Sufficiency, Bars & Line Graphs.

### **Suggested Readings:**

1. R.S. Aggarwal -A Modern Approach to Logical Reasoning
2. Arun Sharma -How to Prepare for Logical Reasoning for the CAT
3. PeeyushBharadwaj -Analytical and Logical Reasoning for CAT & Other Management Exams

## **BBA-503 GENERAL BUSINESS AWARENESS**

**UNIT I: International Organizations (IMF, World Bank, IMO etc):** Major world organizations including economic organizations like WTO, IMF, and WB are important. Various political global groupings like UN and regional groups like ASEAN, SAARC, etc. are also important. One can expect regarding headquarters, chairpersons, functions of the organization or any other major reform/ event that took place (pertaining to the organization).

**Business Awareness :**Company, chair persons, board members, CEO, MDs, company v/s Industry, profession, logos of companies, branding, company and its product, companies and their origin, basic structure of a company, entrepreneurs, trademarks, globalisation, liberalisation

**UNIT II: Geography:** General questions from geographical features from India and across the world. Questions on theoretical aspects of Geography.

**History:** Vedic culture, Name of the Kings who built, important ancient Temples and Institutions and historic monuments, contribution of Indian continent to world in ancient time.

**UNIT III: Everyday Science:** Application of science rather than theoretical aspects of Physics and Chemistry. Further, expect questions on technologies involved in communication, IT, space etc.

**Current Affair and General Knowledge:** Population Census ,Important Books and their writers, First sports achievement for India and the world like first Olympic, first Asian Game, etc., State Animals and Symbols, Awards and their importance, Name of the Scientist who got Noble prize for important discoveries, Important Days

**UNIT IV: Economy:** Questions from theoretical as well as practical aspects of Indian and World Economy, with a special focus on India's macroeconomic indicators, like inflationary trends, GDP etc.

**Current Business Development:** Latest events and developments in the business world especially Indian subcontinent as mergers, takeovers, and new product launch etc

**UNIT V: Constitution & Polity:** Working of the Indian Political System e.g. political parties, pressure groups etc. Also, as far as the constitution is concerned, further, features of major social schemes launched by the central government recently, Institution of President, the governor, PM, then CM, Parliament and then State Legislature, Supreme Court and then High court, speaker of the house.

### **Suggested Readings:**

1. Latest Business newspapers and magazines
2. Economic Times
3. Business world magazines
4. Financial Express
5. Business Today

## **BBA-504: GENERAL ENGLISH**

**Unit – I:** Active and Passive Voice, Cloze Tests, Commonly Misspelled Words, Comprehension, Direct & Indirect Speech.

**Unit – II:** Editing, Error Spotting, Fill in the Blanks, Grammar, Idioms and Phrases, Jumble Words, Jumbled up sentences.

**Unit – III:** Multiple Meaning /Error Spotting, Miscellaneous, One word Substitution, Paragraph Completion, Passage Making.

**Unit – IV:** Phrase Substitution, Reading Comprehension, Sentence Correction, Sentence Framing, Sentence Improvement.

**Unit – V:** Spelling Test, Spotting Errors, Synonyms & Antonyms, Verbal Ability, Vocabulary.

### **Suggested Readings:**

1. S.P. Bakshi : Objective General English
2. R.S. Agarwal : Objective General English
3. S.C. Gupta : General English for Competitive Exams

## **BBA-M-1: RURAL MARKETING**

**Unit I:** Definition of Rural Marketing, Indian Rural Market, Environment: Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities.

**Unit II:** The Rural Consumer: Characteristics, factors influencing his purchase decision, Rural demand: Nature, types of requirements, hierarchy of markets and rural market index, Problems in rural marketing as Warehousing and Transportation.

**Unit III:** Marketing of Agriculture Inputs: Consumable inputs and durable inputs: Marketing of Consumables and Durables: Composition of Products, Price, distribution, promotion, product redesign or modification needs.

**Unit IV:** Marketing of Agricultural Produce, Formation of Cooperative marketing and processing societies, marketing of rural/cottage industry/artisan products.

**Unit V:** Rural Marketing Strategies: Rural Market Segmentation, Strategies on product, price, promotion and distribution.

### **Suggested Readings:**

- 1 Pradeep Kashyap Rural Marketing-2 edition Pearson education
2. Jha, S.M. & Singh, L.P.: Marketing Management in Indian Perspective, Himalaya, Bombay
3. Velayudhan – Rural Marketing (Sage)
4. Mathur- Rural Marketing (Excel Books)
5. Philip Kotler: Marketing Management.

## **BBA-M-2: SERVICE MARKETING**

**UNIT-1:Introduction of Service Marketing:** Introduction: Definition, Characteristics and Classification of Services, Difference between Product and Services marketing, Paradigms in Services Marketing, Present Marketing Environment, Services Marketing Mix: Understanding the 7 P's OF SERVICE MARKETING &UPCOMING CONCEPTS, Difficulties & Challenges in Service Marketing

**UNIT- 2 Understanding Consumer Behaviour and Service Design;** Strategies for Services Marketing: Segmentation, Targeting &Positioning, Differentiation. Understanding Consumer Behaviour: Services vis-à-vis goods, Consumer Behaviour in Services, Customer Expectations and Perceptions of Services .

**UNIT- 3 Delivering, Pricing and Managing Service Promise (07 Hours):** Service Development Design & Standards: New Service Development, Process Service Standards, Demand and Capacity Management in Delivering Services: Role of Employees and Customers in service delivery; Quality in Service marketing.

**UNIT- 4 Service Process – Blue printing – Physical evidence.** Pricing of Services: Pricing Considerations and Strategies, Managing Service Promise: Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations in service marketing

**UNIT- 5 Service Performance:** Evaluating Success of Service Offering: Service quality and measurement, Complaint handling, Service Guarantees. Role of CRM, The Gaps Model Of Service Quality, Latest issues in service marketing with reference to Uber, Ola, OYO, Swiggy, Zomato.

### **Suggested Readings:**

- 1.Services Marketing, Zeithaml Valerie and Mary Jo Bitner, Gremler&Pandit, Tata McGraw Hill.
2. Services Marketing, Lovelock, Christopher. PrenticeHall.
3. Services Marketing, Nargundkar, Rajendra. Tata McGraw Hill.
4. The Essence of Services Marketing, Adrian Payne. PHI.
5. Services Marketing, Ravi Shankar. Excel Publishing

## **BBA-F-1: CORPORATE TAXES-DIRECT AND INDIRECT TAX**

**Unit-I:** Income Tax Act 1961-special provisions relating to assessment of companies.

**Unit- II:** Concept of tax planning, tax avoidance and tax evasions, tax planning for new business with reference to location, nature and form of business.

**Unit-III:** Introduction of Indirect tax, definition and nature, Basis for charging indirect tax, constitutional framework of indirect tax before GST, structure of GST, slab of GST,GST council, GST Network.

**Unit-IV:** Levy and collection of GST: Taxable event – supply of goods and services, place of supply, within state, interstate, import and export, time of supply, valuation for GST- Valuation rules, excess tax, refund, TDS, registration of GST.

**Unit-V:** Custom law: introduction levy and collection, taxable event, valuation of import and export, refund & recovery.

### **Suggested Readings:**

1. Direct Taxes: Singhania V. K.
2. GST- Bare Act.



## **BBA-F-2: FINANCIAL INSTITUTIONS AND INVESTMENT MANAGEMENT**

**Unit I:** Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets – their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines.

**Unit II:** Portfolio Analysis and Selection: Portfolio concept, Portfolio risk and return, Selection of Portfolio: Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Portfolio Management and Mutual Fund Industry

**Unit III:** DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions; NBFCs – Their status, types, working and strategies for commercial viability ; Insurance organizations – Their status , types, working and strategies for commercial viability.

**Unit IV:** Leasing and Hire Purchase: Industry. Size and scope. Parties involved, Evaluation of Lease transaction, Types of lease and their implications, Hire purchase and lease - differences and implications for the business. Consumer Credit and Plastic Money – concept, working uses of each.

**Unit V: Mutual Funds :**Concept, Types, Significance of Mutual Funds, NAV, Evolution & Growth of Mutual Funds, Role of Registrar, Underwriter according to SEBI guidelines.

### **Suggested Readings:**

- 1) Khan M Y - Financial Services (Tata McGraw Hill, 1998)
- 2) Machiraju H R - Indian Financial System (Vikas, 2004)
- 3) Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill, 3rd edition, 2003)
- 4) Srivastava ,R.M& Nigam Divya - Management of Financial Institutions (Himalaya, 2003)

## **BBA-601: STRATEGIC MANAGEMENT & BUSINESS POLICY**

**Unit – I:** Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism or Policy making.

**Unit – II:** Responsibilities & tasks of Top Management: objectives of Business Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved.

**Unit – III:** Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.

**Unit – IV:** Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis

**Unit – V:** Porter's Five Forces Model, Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its relevance

### **Suggested Readings:**

- 1) AzharKazmi Business Policy
- 2) Peter F. Drucker Management Task & Responsibilities
- 3) IgorAnsoff Corporate Strategy
- 4) Hatton& Hatton Strategic Management
- 5) Christian, Anderson, Bower Business Policy
- 6) McCarthy, IninChiello, Curran Business Policy & Strategy

## **BBA-602: OPERATION RESEARCH**

**Unit – I:** Nature, Definition & characteristics of operations research, Methodology of OR, Models in OR; OR & managerial Decision making, OR techniques.

**Unit – II:** Linear programming: Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method, Simplex Method (including Big M method)

**Unit – III:** Transportation-North West Corner Rule, Method of matrix Minima & VAM Methods, Degeneracy Problems, MODI Method. Assignment Problems

**Unit – IV:** Decision making under Uncertainty-Criteria of Maximax, Maximin, Minimax Regret, Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.

**Unit – V:** Job Sequence Analysis PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.

### **Suggested Readings:**

1. Operation Research; V.K. Kapoor
2. Operation Research; S.D. Sharma
3. Operation Research - An Introduction; Hamdy A.Taha
4. Operation Research; K. G. Gupta

## **BBA-603: FUNDAMENTAL OF E-COMMERCE**

**Unit – I:** E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Types of E-Commerce, Basic requirements of E-Commerce, Consumer Buying Through E-Platforms like Flipcart, Amazon, Ebay, Snapdeal etc.

**Unit – II:** Internet: Concept & evaluation, Characteristics of Internet: email, WWW. Ftp, telnet, Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, searches Engines.

**Unit – III :**Customer relationship with business via e-commerce Electronic Payment Systems: E-Money, e-checke, credit cards, debit cards, smart cards, E-Banking.

**Unit – IV:**EDI(Electronic Data Interchange) introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI, Payment Through UPI, Mobile Wallet, Phone Banking, Net Banking,

**Unit – V:**Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws, Payment Gateways, Visa, Rupay and Mastercards.

### **Suggested Readings:**

1. Frontiers of E-Commerce Ravi Kalkota, TMH
2. O, Brien J Management Information System, TMH
3. Oberoi, Sundeep E-Security and You, TMH
4. Young, Margret Levine The complete reference to Internet, TMH
5. David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education.

## **BBA-604: ECONOMIC AND INDUSTRIAL LAW**

**Unit I: Factory Act 1948:** Definitions and Important Provision.

**Workmen compensation Act 1923:** , Determination of Amount of Compensation, Latest provisions of Workmen's Compensation (Amendment) Act, 2009.

**Unit II: Industrial Dispute Act 1947:** Important Provisions

**Minimum Wages Act 1948:** Meaning of wage under the Act Procedure for fixing Minimum wage, Obligation of employer to pay minimum wage, Authorities and Remedies under the Act.

**Unit III:**

**Employee State Insurance Act 1948:** Object and Scope, Definitions under the Act Important Benefits under the Act: Employee's State Insurance Corporation - Dispute and Claim Settlement under the Act, Latest provisions of Employee State Insurance (amendment) Act, 2010

**Unit IV:**

**Employee Provident Fund Act 1952:** Employee's pension scheme and fund, Employee's deposit linked insurance scheme, administration of the schemes, Recovery of money from employer and contractor, Appellate tribunal, penalties and offences.

**Unit V:**

**Payment of Gratuity Act, 1972:** Scope of the Act, Meaning of Employee, Employer, Continuous Service, etc., Conditions for Payment and Forfeiture of Gratuity, Authorities under the Act and their powers and functions.  
IBC law and Arbitration.

### **Suggested Readings:**

1. Kapoor, N.D., "Element of industrial law", Sultan Chand & Sons, (2013)
2. Padhi, P.K., "Labour & Industrial laws", PHI Learning Pvt. Ltd (2012)
3. Misra, S. N., "Labour and Industrial Laws", Central Law Publications, (2014)
4. Monappa, "Industrial Relations and Labour Laws", Mcgraw Hill Education, (2012)
5. Srivastava, S. C., "Industrial Relations and Labour Laws", Vikas Publishing House, (2014)

### **BBA-M-3: RETAIL MANAGEMENT**

**Unit I:** Introduction to Retailing: Concept of retailing, Functions of retailing, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, changing trends in retailing.

**Unit II:** Understanding the Retail Consumer: Retail consumer behaviour, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consumer.

**Unit III:** Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

**Unit IV:** Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail locations, Measurement of success of location.

**Unit V:** Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analysing Merchandise performance.

#### **Suggested Readings:**

1. Retail Management 3<sup>rd</sup> Edition, Suja Nair, Himalaya Publishing House, Mumbai, 2008
2. Retail Management, 6<sup>th</sup> Edition, Michael Levy, Barton AWeitz and Ajay Pandit, Tata McGraw Hill Publishing Co. Limited, New Delhi.
3. Retail Management, Text and Cases 2<sup>nd</sup> Edition, Swapna Pradhan, Tata McGraw Hill Publishing Co. Limited, New Delhi.
4. The Art of Retailing, 2<sup>nd</sup> Reprint A.J Lamba, Tata McGraw Hill Publishing Co. Limited, New Delhi

## **BBA-M-4: DIGITAL MARKETING**

**UNIT-1:** Introduction of Digital Marketing, Importance of Digital Marketing, General Overview of Web Concept and Hosting | Domain, Website Planning.

**UNIT-2:** Search Engine Optimization (SEO), Black HAT and White HAT SEO, Importance of Search Engine Optimization (SEO), SEO On Page, What is SEO Off Page, Local SEO, SEO, Importance of Google Webmaster Tool.

**UNIT -3:** Social Media Marketing, Brand through Social Media Marketing (SMM), Importance of Social Media Marketing, How to Optimize Social Media, How Many Platform of Social Media, How to Make Business Pages or Profile on Social Media (Facebook, Twitter, Instagram, LinkedIn, Pinterest etc.) How to Create Paid Advertising on Social Media.

**UNIT-4:** Google Ad words, Importance of Google Paid Campaign, Types of Google Advertisement, Search | Display | Mobile | Shopping | Video Advertisement, Create Paid Campaign on Google Ad words, Bing Advertisement, Tracking Performance and Measurement with Google Analytics.

**UNIT-5:** Email Marketing, Lead Generation, Content Marketing, Importance of Content Writing, How to Promote Brand through Content, Online Reputation Management and Review Management, Affiliate Marketing, Internet Entrepreneurship with Google AdSense, How to get Project from USA| UK| CA and other Country, Freelancing, Internet Marketing Planning and Strategy.

### **Suggested Readings:**

1. Puneet Singh Bhatia; Fundamentals Of Digital Marketing
2. Lan Dodson; The Art Of Digital Marketing
3. Damian Ryan; Understanding Digital Marketing
4. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
5. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts
6. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rdEdition, 2014).

### **BBA-F-3: COST AND MANAGEMENT ACCOUNTING**

**Unit–I:** Introduction: Nature and Scope of Cost Accounting, Cost, concepts and Classification, Methods and Techniques, Concept of Management Accounting, Relationship of Cost and Management Accounting.

**Unit –II:** Elements of Cost, Assessment of Cost, Classification of Costs, Preparation of Cost Sheet and Statement of Cost, Tender Costing.

**Unit –III:** Cost–Volume Profit Analysis; Break Even Analysis and Decision Making, Marginal Costing and Absorption Costing.

**Unit–IV:** Budgetary Control, Standard Costing and Analysis of Variances.

**Unit–V:** Responsibility Accounting, Transfer Pricing, Activity Based Pricing, Value Chain Analysis, Target Costing, Life Cycle Costing.

#### **Suggested Readings:**

1. Maheshwari S.N.: Advanced Problem and Solutions in Cost Accounting
2. Khan& Jain: Management Accounting
3. Gupta, S.P.: Management Accounting
4. K. G. Gupta : Cost and Management Accounting.



## **BBA-F-4: Company Accounts**

**Unit- I:** Issue of Shares and Debentures: Issue, Forfeiture and re-issue of Shares, Redemptions of Preference Shares; Issue and redemption of Debentures.

**Unit-II:** Accounting for special issue: Bonus issue, Employee stock option plan, Buy back of Shares.

**Unit-III:** Profit prior to Incorporation, Disposal of Profits, Valuation of Shares.

**Unit-IV:** Final Accounts: As per latest format prescribed under the Companies Act. 2013.

**Unit-V:** Consolidated Balance Sheet of Holding Companies with one subsidiary only.

### **Suggested Readings:**

1. Company Accounts; K. G. Gupta
2. Advanced Accounts; Shukla & Grewal
3. Corporate Accounts; Himalya Publications
4. Advanced Accounts; Jain & Narang