



Siddharth University, Kapilvastu, Siddharth Nagar- 272202

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ORDINANCE FOR COURSE OF BACHELOR OF BUSINESS ADMINISTRATION

ORDINANCE FOR COURSE OF BACHELOR OF BUSINESS ADMINISTRATION

(Structure for three-years Bachelor Course)

- I. Certificate in Business Administration (First Year)**
- II. Diploma in Business Administration (Second Year)**
- III. Degree in Business Administration (Third Year)**

- (1) This degree shall be under the Faculty of Commerce, Siddharth University, Kapilvastu, Siddharth Nagar, Uttar Pradesh and it shall be known as Bachelor of Business Administration (B.B.A).
- (2) The course will be conducted on full time basis. The duration of full time course shall extend over three years/six semesters.
- (3) The B. B. A course shall be in three parts viz. Part-1, Part-II and Part-III spread over in six semesters in three academic years.
- (4) The Degree of B.B.A of Siddharth University, Kapilvastu, Siddharth Nagar shall be conferred on the candidates who have pursued the prescribed course of study for not less than six semesters extending over three academic years and have passed examinations as prescribed under the relevant scheme.
- (5) The candidates for admission to the B.B.A course shall be selected through the Admission Test followed by Group Discussion and Personal Interview. The Admission Test shall be of 200 marks and group discussion and personal interview test shall be of 25 mark each.
- (6) The Admission Test for selecting candidates for admission to B.B.A course shall be conducted by the HOD BBA Department and Dean, Faculty of Commerce of Siddharth University, Kapilvastu, Siddharth Nagar.
- (7) Total number of students to the B.B.A course shall be restricted to 60.
- (8) English shall be the medium of instruction and in the University examination.
- (9) Ordinarily 50% paper setters/ examiners shall be internal and 50% external.
- (10) For B.B.A. Course Intermediate/ Higher Secondary (i.e. 10+2) or its equivalent examination conducted by the Board or university incorporated by Law and recognized by this University shall constitute the minimum requirement for admission.
- (11) The method of teaching adopted shall be a combination of lectures, seminars by faculty and guest speakers, case discussion, student presentation etc.

- (12) The classes of B.B.A course shall be run in the Faculty of Commerce under control of HOD B.B.A.
- (13) There shall be examination in each semester as per the scheme of examination and the student shall be required to appear in every subject as specified in the course structure of each semester.
- (14) Each compulsory/ elective paper shall be of three hours duration. The maximum marks allotted for each paper shall be following:

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| I. End Semester Examination | 75 marks |
| II. Internal Assessment | 25 marks |

- (15) The permission to appear in semester examination shall be granted to such candidates only who have fulfilled the attendance requirement of 75% in each subject as per University rules.
- (16) Regarding Attendance requirements students will have to fulfill the condition of 75% attendance.
- (17) The following guidelines for internal assessment in each subject shall be followed:
- (a) All assignments/ term papers will be submitted in his/her own hand writing.
- (b) The distribution of marks for internal evaluation shall be as follows:

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|--------------------------------|----------|
| I. Written Test | 10 Marks |
| II. One Term Paper/ Assignment | 5 Marks |
| III. Class Participation | 5 Marks |
| IV. Regularity in Attendance | 5 Marks |

c) Whenever the score in the internal assessment is either more than 80% or less than 35% a body of all the Professors of the Faculty will review the marks and will be empowered to revise it if appropriate under the orders of the HOD BBA/ Dean of the Faculty if it is required.

- (18) The semester and written examination in each subject shall be of three hours duration.
- (19) There shall be viva-voce test in B.B.A Part-I (Second Semester), B.B.A Part-II(Fourth Semester) and B.B.A , Part-III (Sixth Semester). This shall be compulsory for all the students. It will carry a maximum of 100 marks each. Viva-voce will be conducted jointly by one external examiner and the Head of the Department/Director. The Head/ Director shall have the right to co-opt a faculty member to assist the panel in the conduct of viva-voce examination.

(20) A candidate shall be declared to have passed a semester examination if he/she secures not less than 40% marks in each individual subject (end semester examination and internal assessment combined) and 45% in the aggregate.

(21) Candidates shall be awarded division at the end of the sixth semester as follows:

First Division - 60% or more of the total marks.

Second Division - 45% or more but less than 60% of the total marks
Obtained in the University Examination and internal assessment together.

There will be no pass or third division.

(22) In the first five semesters the candidates will be declared only as "Pass" or "Fail". Division will be awarded only on the basis of the combined result of all the semesters of B.B.A. Part-I, Part-II and Part-III.

(23) The following categories of BBA students shall be eligible for back paper facility:

a) Candidates who pass in individual subject but fail in the aggregate. These candidates shall be promoted to the next semester/ higher class of continuing course but shall be required to re- appear in up to 1/3 of the number of subject/ papers of their choice to cover their aggregate.

b) Candidates who pass in 2/3 of the number of subjects/ papers prescribed for the semester examination (any fraction exceeding half will be counted as one. Half or less than half shall be ignored).

These candidates shall be promoted to the next semester/ higher class of the continuing course but will be required to appear in the subject in which they have failed and have been allowed to reappear papers concerned shall be retained and added with the marks obtained in subsequent semester examination.

(30) No person shall be admitted as a candidate for the examination for any of the part after lapse of seven years after admission to the first year of B.B.A.

REGULATIONS: SCHEME OF EXAMINATION

Each paper in the BBA shall be of three hours duration and shall carry a maximum of 75 marks besides 25 marks for internal assessment. The minimum pass marks in each individual paper (End semester and internal assessment combined) shall be 40% and in aggregate 45%)

B.B.A (Full Time Course)

The schedule of papers prescribed for BBA examination shall be as follows:

BBA Part-I (First Semester)

| | |
|-------|--------------------------------|
| C-101 | Principles of Management |
| C-102 | Business Economics |
| C-103 | Basic Accounting |
| C-104 | Business Statistics |
| C-105 | TOURISM & TRAVEL Management |
| C-106 | English Language Communication |

BBA Part-I (Second Semester)

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| C-201 | Organizational Behavior |
| C-202 | Business Finance |
| C-203 | Human Resource Development |
| C-204 | Marketing Theory and Practice |
| C-205 | Managerial Skill Development & Communication |
| C-206 | Computer Application |
| C-207- | Viva voce- Examination conducted by external examiner (End of the Session)- 100 Marks |

BBA Part-II (Third Semester)

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|-------|------------------------------|
| C-301 | Management & Cost Accounting |
| C-302 | Business Law |
| C-303 | Production Management |
| C-304 | Business Policy |
| C-305 | Human Rights Law |
| C-306 | Business Environment |

BBA Part-II (Fourth Semester)

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| C-401 | Supply Chain Management |
| C-402 | Research Methodology |
| C-403 | Consumer Behaviour |
| C-404 | Company Law |
| C-405 | Environmental Science |
| C-406 | Advertising Management |
| C-407 | Viva voce- Examination conducted by external examiner (End of the Session)- 100 Marks |

BBA Part-III (Fifth Semester)

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| C-501 | Marketing Communication |
| C-502 | Entrepreneurship and Small Business Management |
| C-503 | Sales Management |
| C-504 | Industrial Relations and Labour Laws |
| C-505 | India: The tourist Destination |
| C-506 | Business Ethics and Governance |

BBA Part-III (Sixth Semester)

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| C-601 | Project Management |
| C-602 | Goods and Service Tax |
| C-603 | Auditing |
| C-604 | Training and Development |
| C-605 | International Trade |
| C-606 | Yoga Theory and Practice |
| C-607 | Research Project Report and Viva Voce Examination of 200 Marks each carry 100 Marks at the end of the session. |

BBA Part-I (First Semester)

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|-------|--------------------------------|
| C-101 | Principles of Management |
| C-102 | Business Economics |
| C-103 | Basic Accounting |
| C-104 | Business Statistics |
| C-105 | Travel Trade Management |
| C-106 | English Language Communication |

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| Programme/Class: Degree | Year: First | Semester: First |
| Course/paper | | |
| Course Code: C101 | Course Title: Principles of Management | |
| Course outcomes: | | |
| The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles. | | |
| To provide knowledge about Managerial functions. | | |
| To make aware with management thinkers and their contributions. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration.. | 6 |
| II | Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process. | 8 |
| III | Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control. | 6 |
| IV | Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling | 10 |
| Suggested Readings: | | |
| 1. Pagare Dinkar, Principles of Management | | |
| 2. Prasad L.M., Principles and Practice of Management | | |
| 3. Satya Narayan and Raw VSP, Principles and Practice of Management | | |
| 4. Srivastava and Chunawalla, Management Principles and Practice | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
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| Further Suggestions: | | |
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| Programme/Class: Degree | | Year: First | Semester: First |
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| Course/ paper | | | |
| Course Code: CI02 | | Course Title: Business Economics | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows – | | | |
| To provide knowledge about business economics. To | | | |
| provide knowledge about Demand Analysis. To | | | |
| Determine Production and cost analysis. | | | |
| To Make aware with pricing and profit management. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle. | | 6 |
| II | Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting. | | 8 |
| III | Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale. | | 7 |
| IV | Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation | | 9 |
| Suggested Readings: | | | |
| 1. Varsney & Maheshwari, Managerial Economics | | | |
| 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases | | | |
| 3. D.N.Dwivedi, Managerial Economics | | | |
| 4. D.C.Huge, Managerial Economics | | | |
| 5. 5. Peterson & Lewis, Managerial Economics | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
| Further Suggestions: | | | |

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| Programme/Class: Degree | Year: First | Semester: First |
| Course/ paper | | |
| Course Code: C103 | Course Title: Basic Accounting | |
| Course outcomes: | | |
| The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows – | | |
| To Introduce about Accounting Principles and other aspects of accounting. To provide knowledge about rectification of errors. | | |
| To make able about valuation of stocks. To make aware with share and Debenture. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts. | 6 |
| II | Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Bills of exchange and promissory notes. | 10 |
| III | Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries. | 8 |
| IV | Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures. | 6 |
| 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 | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Degree | | Year: First | Semester: First |
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| Course/ paper | | | |
| Course Code: C104 | | Course Title: Business Statistics | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows – To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation. | | 6 |
| II | Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis. | | 8 |
| III | Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient. | | 8 |
| IV | Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests. | | 8 |
| Suggested Readings: | | | |
| 1. Gupta, S.P. & Gupta, M.P., Business Statistics 2. Levin, R.I., Statistics for Management 3. Feud, J.E., Modern Elementary Statistics 4. Elhance, D.N., Fundamentals of Statistics 5. Gupta, C.B., Introduction of Statistical Methods | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
| Further Suggestions: | | | |

| Programme/Class: Degree | | Year: First | Semester: First |
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| Course/ paper | | | |
| Course Code: C105 | | Course Title: Tourism and Travel Management | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge and understanding of Tourism and Travel management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Tourism and Travel Management. The outcome of the course will be as follows – | | | |
| To provide knowledge about basic concepts of Tourism. | | | |
| To familiarize with the significance and emerging trends in tourism. | | | |
| To provide all round idea about the importance of travel consultants in today's world scenario. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | Meaning and definitions of tourism, traveler, excursionist, tourists- Objectives, nature & Classification of tourism and tourists. Tourism recreation & leisure inter-relationship. Growth and development of Tourism through the ages. | | 6 |
| II | Components of tourism- types and Forms Tourism: Inter- regional and intra- regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, Medical tourism, historical social, adventure, health, business conferences, conventions, incentives, sports and adventure tourism | | 8 |
| III | Emergence of Thomas cook- emergence of Travel Intermediaries – definition- The Travel Market: Business Travel- Corporate Travel- Commercial Group travel- institutional travel- Leisure Travel- Family Travel Indian travel agents and tour operators. Principles of present business trends and future prospects, problems and issues | | 8 |
| IV | Package tours- Custom tours- tour- tour Wholesalers- type of Package tours: independent Package, hosted tour, escorted tour, sightseeing tours- Group, incentive and convention tour. Travel organizations- IATA, UFTAA, TAAI, IATO, ASTA, PATA- Their organizational structure and functions | | 8 |
| Suggested Readings: | | | |
| 1. Bhatia AK (2002), Tourism Development: Principle and Practices, Revised edition, Sterling Publishers Private Limited, New Delhi | | | |
| 2. Ghosh Bishwanth (2000), Tourism & Travel management, second Revised Edition, Vikas Publishing House Pvt. Limited, New Delhi. | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
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| Further Suggestions: | | | |
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| Programme/Class: Degree | | Year: First | Semester: First |
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| Course/ paper | | | |
| Course Code: C106 | | Course Title: English Language <i>Communication</i> | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge and understanding of English Language among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about English Language. The outcome of the course will be as follows – | | | |
| To provide knowledge about English Language. | | | |
| To familiarize with the significance and uses English language in Business. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | Words and sentences, Parts of Speech, Articles, Conditionals, Verbs/ Tenses, Reported Speech, Modals, The Passive | | 6 |
| II | Composition, Paragraph Writing, Precis Writing, Application Writing, Curriculum Writing, Comprehension and Vocabulary, Comprehension Passage (Unseen) | | 8 |
| III | Synonyms and Antonyms, Word Forms, Affixes, Word Commonly mis-spelt and mis pronounced | | 8 |
| IV | Language Lab, Group Discussion, Mock Interview, Seminar Presentation, Conferences | | 8 |
| Suggested Readings: | | | |
| 1. Effective English Communication: Krishna Mohan, Meenakshi Raman | | | |
| 2. Practical English Grammar: Thomson and Martinet | | | |
| 3. Written Communication in English: Sarah Freeman | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
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| Further Suggestions: | | | |
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| BBA Part-I | (Second Semester) |
| C-201 | Organizational Behavior |
| C-202 | Business Finance |
| C-203 | Human Resource Development |
| C-204 | Marketing Theory and Practice |
| C-205 | Managerial Skill Development & Communication |
| C-206 | Computer Application |
| C-207- | Viva voce- Examination conducted by external examiner (End of the Session)- 100 Marks |

| Programme/Class: Degree | | Year: First | Semester: Second |
|---|---|---------------------------------------|-----------------------------|
| Course/ paper- | | | |
| Course Code: C201 | | Course Title: Organisational Behavior | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge and understanding of Organisational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behavior. The outcome of the course will be as follows – To provide knowledge about Organisational Behavior. | | | |
| To provide knowledge about individual and group behaviour. To give an overview about change in organization and QWL. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| 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. | | 7 |
| II | Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory. | | 8 |
| III | Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. 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. | | 8 |
| IV | Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB. | | 7 |
| Suggested Readings: | | | |
| 1 Bennis, W.G., Organisation Development | | | |
| 2. Breech Iswar, Oragnaisition-The Framework of Management | | | |
| 3. Dayal, Keith, Organisational Development | | | |
| 4. Sharma, R.A., Organisational Theory and Behavior | | | |
| 5. Prasad, L.M., Organisational Behavior | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
| Further Suggestions: | | | |
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| Programme/Class: Degree | | Year: Second | Semester: Second |
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| Course/ paper | | | |
| Course Code: C202 | | Course Title: Business Finance | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows – | | | |
| To provide knowledge about business finance and investment decisions. To provide knowledge about financing and dividend decision. | | | |
| To give an overview about working capital. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications. | | 10 |
| II | Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories. | | 7 |
| III | Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.. | | 7 |
| IV | Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital. | | 6 |
| Suggested Readings: | | | |
| 1. Maheshwari S.N., Financial Management | | | |
| 2. Khan and Jain, Financial Management | | | |
| 3. Singh H.K., Business Finance | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
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| Further Suggestions: | | | |
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| Programme/Class: Degree | | Year: Year: First | Semester: Second |
| Course/ paper | | | |
| Course Code: C203 | | Course Title: Human Resource Development | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. The outcome of the course will be as follows – | | | |
| To provide knowledge about HRD concepts and other aspects. To provide knowledge about potential appraisal. | | | |
| To give an overview about Job Enrichment and Quality circles. To make aware with human resource accounting. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods. | | 7 |
| II | Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training. | | 7 |
| III | Job enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India. | | 10 |
| IV | HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress. | | 6 |
| Suggested Readings: | | | |
| 1. Dipak Kumar Bhattacharya, Human Resource Management | | | |
| 2. Arun Monappa, Managing Human Resource | | | |
| 3. P.Subba Rao, Essential of HRM and Industrial Relations | | | |
| 4. C.B. Memoria, Personnel Management | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
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| Further Suggestions: | | | |
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|---|---|-------------------------------------|
| Programme/Class: Degree | Year: Year: First | Semester: Second |
| Course/ paper | | |
| Course Code: C204 | Course Title: Marketing Theory and Practices | |
| Course outcomes: | | |
| The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows – | | |
| To provide knowledge about Marketing Theory and Practices. | | |
| To provide knowledge about market segmentation and marketing mix. To give an overview about marketing research. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing. | 7 |
| II | Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning. | 7 |
| III | Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management | 9 |
| IV | Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour. | 7 |
| Suggested Readings: | | |
| 1. Philip Kotlar, Marketing Mgt. (PHI) | | |
| 2. Etzet, Walker, Stanton, Marketing | | |
| 3. Rajan Saxena, Marketing Management | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
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| Further Suggestions: | | |
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| Programme/Class: Degree | | Year: Year: First | Semester: Second |
| Course/ paper | | | |
| Course Code: C205 | | Course Title: Managerial Skill Development and Communication | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge and understanding of Managerial Skill Development and Communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them about basic of communication. The outcome of the course will be as follows – | | | |
| To provide knowledge about significance of communication. | | | |
| To provide knowledge about barriers in communication. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | Meaning and significance of communication, model and process of communication, types of communication, communication network. | | 7 |
| II | Symbols, media and information technology, Barriers in interpersonal communication. Cultural differences and nonverbal communication | | 7 |
| III | Developing effective work groups, Models of communication in group decision making, Barriers in group communication, Grapevine Communication, Communication and role conflict, Counselling and interviewing effectively. | | 9 |
| IV | Effective oral presentation, Organizational Barriers to information flow, Essentials of written communication, speech writing, research report writing, letter writing | | 7 |
| Suggested Readings: | | | |
| 1. Fisher D: Communication in organization | | | |
| 2. Bala Surhramaniam : Business Communication | | | |
| 3. Asha Kaul : Business Communication | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
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| Further Suggestions: | | | |
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| Programme/Class: Degree | | Year: Year: First | Semester: Second |
| Course/ paper | | | |
| Course Code: C206 | | Course Title: Computer Applications | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows – | | | |
| To provide knowledge about computer and its application. | | | |
| To provide knowledge about components and working on computer. | | | |
| To give an overview about software system and Data base management. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process. | | 7 |
| II | Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares | | 7 |
| III | Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation. | | 9 |
| IV | Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy& data file structure, Use of files in Programming. Relevance of Data base management system, data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing. | | 7 |
| Suggested Readings: | | | |
| 1. P. K. Sinha & P. Sinha, Computer Fundamentals, BPB Publication | | | |
| 2. V. Rajaraman, Computer Fundamentals, PHI | | | |
| 3. Tannenbaum, Computer Applications and Networks | | | |
| 4. 'O' Brien, Management Information Systems | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
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| Further Suggestions: | | | |
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- C-207 Viva voce- Examination conducted by external examiner (End of the Session)- 100 Marks

BBA Part-II (Third Semester)

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| C-301 | Management & Cost Accounting |
| C-302 | Business Law |
| C-303 | Production Management |
| C-304 | Business Policy |
| C-305 | Human Rights and Duties in India: Norms and Administration |
| C-306 | Business Environment |

| Programme/Class: BBA | | Year: Second | Semester: Third |
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| Course/ paper- | | | |
| Course Code: C301 | | Course Title: Management & Cost Accounting | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the Management and cost accounting | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0 | | | |
| Unit | Topics | No. of Lectures Total=30 | |
| I | Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting | 8 | |
| II | Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads | 7 | |
| III | Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems) | 8 | |
| IV | Marginal Costing and Absorption Costing, Break-even analysis, | 7 | |
| Suggested Readings: | | | |
| 1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting | | | |
| 2. Khan & Jain, Management Accounting | | | |
| 3. Gupta, S.P., Management Accounting | | | |
| Suggested Continuous Evaluation Methods: | | | |
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| Suggested equivalent online courses: | | | |
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| Further Suggestions: | | | |
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| Programme/Class: BBA | Year: Second | Semester: Third |
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| Course/ paper | | |
| Course Code: C302 | Course Title: Business Law | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts | 8 |
| II | The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale | 7 |
| III | The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration | 8 |
| IV | The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up | 7 |
| Suggested Readings: | | |
| 1. Avatar Singh, Company Law | | |
| 2. Khergamwalla, JS, The Negotiable Instrument Act | | |
| 3. Ramaya A, A Guide to Companies Act | | |
| 4. Tuteja SK, Business Law for Managers | | |
| Suggested Continuous Evaluation Methods: | | |
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| Suggested equivalent online courses: | | |
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| Further Suggestions: | | |
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| Programme/Class: BBA | Year: Second | Semester: Third |
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| Course/ paper | | |
| Course Code: C303 | Course Title: Production Management | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the Production Management in industry | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production | 8 |
| II | Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting | 7 |
| III | Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product | 8 |
| IV | Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC) | 7 |
| Suggested Readings: 1. Production Management by Telsang Martand S Chand Publication | | |
| Suggested Continuous Evaluation Methods: | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: BBA | Year: Second | Semester: Third |
|---|--|--------------------------|
| Course/ paper | | |
| Course Code: C304 | Course Title: Business Policy | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the business Policy in business and industry | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making | 8 |
| II | Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved; Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance | 7 |
| III | Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis | 8 |
| IV | Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance | 7 |
| Suggested Readings: | | |
| <ol style="list-style-type: none"> 1. Gluek & Jauch, Corporate Strategy 2. Hatton & Hatton, Strategic Management 3. Christian, Anderson, Bower Business Policy 4. McCarthy, IninChiello, Curran Business Policy & Strategy 5. Azhar Kazmi, Business Policy | | |
| Suggested Continuous Evaluation Methods: | | |
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| Suggested equivalent online courses: | | |
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| Further Suggestions: | | |
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| Programme/Class: BBA | Year: Second | Semester: Third |
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| Course/ paper | | |
| Course Code: C305 | Course Title: Human Rights and Duties in India: Norms and Administration | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the Human Rights and Duties in India: Norms and Administration | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Human Rights and Duties in India, The Preamble of the Indian Constitution Human Rights and Duties in the Constitution | 8 |
| II | Poverty, illiteracy, Problems of Development, Disadvantaged groups- Women, Children, Scheduled Castes and Scheduled Tribes, Homeless and slum dwellers Differentially abled persons, Refugees and internally displaced persons | 7 |
| III | Judiciary, Government systems for redressal, National human rights Commission, Media advocacy, Role of NGO and Community | 8 |
| IV | Communal and caste conflicts and tensions Custodial violence Problem of deficiency in health services and environmental protection. | 7 |
| Suggested Readings: 1. Human Rights Law and Practice, Jatindra Kumar Das, Prentice Hall India 2. Text Book on Human Rights Law and Practice- Rashee jain, Universal Law Publishing | | |
| Suggested Continuous Evaluation Methods: | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: BBA | | Year: Second | Semester: Third |
|--|---|------------------------------------|--------------------------|
| Course/ paper | | | |
| Course Code: C306 | | Course Title: Business Environment | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the business environment in industry | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment. | | 8 |
| II | Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector | | 7 |
| III | Industrial Policy- Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization | | 8 |
| IV | Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade. | | 7 |
| Suggested Readings: | | | |
| 1. Francis Cherunilum, Business Environment | | | |
| 2. K. Aswathapa, Business Environment | | | |
| Suggested Continuous Evaluation Methods: | | | |
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| Suggested equivalent online courses: | | | |
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| Further Suggestions: | | | |
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BBA Part-II (Fourth Semester)

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| C-401 | Supply Chain Management |
| C-402 | Research Methodology |
| C-403 | Consumer Behaviour |
| C-404 | Company Law |
| C-405 | Environmental Science |
| C-406 | Advertising Management |
| C-407 | Viva voce- Examination conducted by external examiner (End of the Session)- 100 Marks |

| Programme/Class: BBA | | Year: Second | Semester: Fourth |
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| Course/ paper | | | |
| Course Code: C401 | | Course Title: Supply Chain Management | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1 | | | |
| Unit | Topics | No. of Lectures Total=30 | |
| I | Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions | 8 | |
| II | Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies | 7 | |
| III | Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure | 8 | |
| IV | Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management | 7 | |
| Suggested Readings: | | | |
| <ol style="list-style-type: none"> 1. Supply Chain Management by Michel H Hungo 2. Supply Chain Management by Sunil Chopra | | | |
| Suggested Continuous Evaluation Methods: | | | |
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| Programme/Class: BBA | | Year: Second | Semester: Fourth |
|---|--|------------------------------------|--------------------------|
| Course/ paper | | | |
| Course Code: C402 | | Course Title: Research Methodology | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the Research Methodology | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error | | 8 |
| II | Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling. | | 7 |
| III | Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test. | | 8 |
| IV | Presentation: Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report. | | 7 |
| Suggested Readings: | | | |
| <ol style="list-style-type: none"> 1. C.R. Kothari, Research Methodology 2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology | | | |
| Suggested Continuous Evaluation Methods: | | | |
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| Suggested equivalent online courses: | | | |
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| Further Suggestions: | | | |
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| Programme/Class: BBA | Year: Second | Semester: Fourth |
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| Course/ paper | | |
| Course Code: C403 | Course Title: Consumer Behaviour | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the consumer behaviour | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-3-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | CB, Consumer research process.CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model. | 8 |
| II | Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept. | 7 |
| III | Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction. | 8 |
| IV | Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services. | 7 |
| Suggested Readings: | | |
| 1. Suja. R. Nair, Consumer Behaviour in Indian Perspective | | |
| 2. Schiffman & Kanuk, Consumer Behaviour | | |
| 3. Louden & Bitta, Consumer Behaviour | | |
| 4. Bennet & Kasarji, Consumer Behaviour | | |
| Suggested Continuous Evaluation Methods: | | |
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| Suggested equivalent online courses: | | |
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| Further Suggestions: | | |
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| Programme/Class: BBA | Year: Second | Semester: Fourth |
|---|--|--------------------------|
| Course/ paper- 12 (B) | | |
| Course Code: C404 | Course Title: Company Law | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the Company Law | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies; Memorandum of Association, Articles of Association, Prospectus. | 8 |
| II | Shares, Share Capital, Members, Transfer and Transmission of shares, Directors-Managing Director, Whole Time Director | 7 |
| III | Capital Management; Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds, quorum, voting, resolutions, minutes | 8 |
| IV | Majority Powers and minority rights, Prevention of oppression and mismanagement, winding up of companies, its Kinds and Conduct | 7 |
| Suggested Readings: | | |
| 1. Grower L.C.B., Principles of Modern Company Law | | |
| 2. Ramaiya A., Guide to the Companies Act | | |
| 3. Singh, Avtar, Company Law | | |
| 4. Kuchhal, S.C., Modern Indian Company Law | | |
| 5. Kapoor, N.D., Company Law | | |
| Suggested Continuous Evaluation Methods: | | |
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| Suggested equivalent online courses: | | |
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| Further Suggestions: | | |
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| Programme/Class: BBA | Year: Second | Semester: Fourth |
|---|--|-----------------------------|
| Course/ paper | | |
| Course Code: C405 | Course Title: Environmental Science | |
| Course outcomes: The objective of this paper is to give the basic knowledge about the Environmental Science | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Definition, scope and importance, Need for public awareness, natural resources and associated problems- forest resources: use and over exploitation, water resources: use and over utilization, mineral resources, Food Resources | 8 |
| II | Concept of an eco- system, structure and function of an ecosystem, Producers, consumers and decomposers, Food chains, energy Flow in the eco system | 7 |
| III | Definition, Causes, effects and control measures of Air pollution, Water Pollution, Soil Pollution, Solid waste management: causes effects and control measures of urban and Industrial wastes, climate change, Global warming, Acid rain, ozone layer depletion | 8 |
| IV | Introduction to Biodiversity, Value of biodiversity, Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflict, Environment (Protection) Act, 1986 | 7 |
| Suggested Readings: | | |
| <ol style="list-style-type: none"> 1. Bandhu Desh, Environment Management, Indian Environment Society New Delhi 2. Thakur Kailash, Environmental Protection law &Policy in India, Deep and Deep Publications, New Delhi | | |
| Suggested Continuous Evaluation Methods: | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Degree | | Year: Year: Second | Semester: Fourth |
|--|--|--------------------------------------|------------------|
| Course/ paper | | | |
| Course Code: C406 | | Course Title: Advertising Management | |
| <p>Course outcomes: The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows – To provide knowledge about advertisement and its use in business. To make able about advertisement concept and its management. To learn about the use of advertisement in business.</p> | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | No. of Lectures Total=30 | |
| I | Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising. | 9 | |
| II | Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising. | 8 | |
| III | Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget. | 7 | |
| IV | Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising. | 6 | |
| <p>Suggested Readings:</p> <ul style="list-style-type: none"> • Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H. • Advertising Management, Concept and Cases Manendra Mohan, TMH • Advertising Management Rajeev Batra, PHI | | | |
| <p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p> | | | |
| <p>Suggested equivalent online courses: </p> | | | |
| <p>Further Suggestions: </p> | | | |

- C-407 Viva voce- Examination conducted by external examiner (End of the Session)- 100 Marks

BBA Part-III **(Fifth Semester)**

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| C-501 | Marketing Communication |
| C-502 | Entrepreneurship and Small Business Management |
| C-503 | Sales Management |
| C-504 | Industrial Relations and Labour Laws |
| C-505 | India: The tourist Destination |
| C-506 | Business Ethics and Governance |

| Programme / Class: Degree | | Year: Third | Semester: Fifth |
|---|--|---------------------------------------|--------------------------------|
| Course/ paper | | | |
| Course Code: C501 | | Course Title: Marketing Communication | |
| Course outcomes: | | | |
| The aim of the course is to build knowledge, understanding and skills in marketing communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about IMC and advertising and their role in over all promotion strategies of the firm. The outcome of the course will be as follows – | | | |
| <ul style="list-style-type: none"> • Apply an IMC approach in the development of an overall advertising and promotional plan. • Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lecture: Total=30 |
| I | Marketing Communication: Meaning and its objectives, Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising - Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies, | | 7 |
| II | Process in Advertising: Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method. | | 7 |
| III | Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content | | 8 |
| IV | Media Planning and Strategy: Media Types and their characteristics; Setting Media objectives; Steps involved in media planning, | | 8 |
| | evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in international advertising. | | |
| Suggested Readings: | | | |
| 1. George E Belch & Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective-McGraw Hill Education | | | |
| 2. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House | | | |
| 3. Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication. | | | |
| 4. Aaker, David A. et al., Advertising Management, PHI, | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
| Further Suggestions: | | | |

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|---|---|-------------------------------------|
| Programme / Class: Degree | Year: Third | Semester: Fifth |
| Course/ paper | | |
| Course Code: C502 | Course Title: Entrepreneurship and small business management | |
| Course outcomes: | | |
| The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses. The outcome of the course will be as follows - | | |
| To provide knowledge about entrepreneurial concept | | |
| To provide knowledge about entrepreneurship development, EDPs and support system To give an overview about project and project report preparation | | |
| To give an overview about the small businesses | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrapreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs | 8 |
| II | Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions | 8 |
| III | Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal. | 8 |
| IV | Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI | 6 |
| Suggested Readings: | | |
| 1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill | | |
| 2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co. | | |
| 3. Kumar, Arya; Entrepreneurship; Pearson Education. | | |
| 4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing | | |
| 5. Blundel. R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications. | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme / Class: Degree | Year: Third | Semester: Fifth |
|---|--|----------------------------|
| Course/ paper | | |
| Course Code: C503 | Course Title: Sales management | |
| Course outcomes: | | |
| The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management. The outcome of the course will be as follows – | | |
| To provide knowledge about sales personnel and salesmanship. | | |
| To provide knowledge about personal selling and focus light on the different perspectives of managing sales force. | | |
| To give an overview about importance of sales force in organization. | | |
| To give an overview about concept of distribution channels. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lecture Total=30 |
| I | Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives. | 8 |
| II | Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition, | 8 |
| III | Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations. Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation. | 8 |
| 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. | 6 |
| Suggested Readings: | | |
| 1. Cundiff, Still, Govoni, Sales Management | | |
| 2. Pradhan, Jakate, Mali, Salesmanship & Publicity | | |
| 3. S.A. Chunawalla, Sales Management | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

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| Programme / Class: Degree | Year: Third | Semester: Fifth |
| Course/ paper | | |
| Course Code: C504 | Course Title: Industrial Relations & Labour Laws | |
| Course outcomes: This course will help students identify and develop an overview of industrial relations. It also helps in acquiring knowledge and understanding of Industrial Labour and General Laws. | | |
| <ul style="list-style-type: none"> • Knowledge of Industrial Relation framework • Competency to understand the importance of Employee Relation within the perspective of Industrial Relation • Knowledge about relevant Laws of HR management • Competency to interpreted and implement the Labour Laws within organization • Competency to use Collective Bargaining and Grievance redressal Mechanism | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Industrial Relations: Role - Importance - Trade Unions - Industrial disputes and their Resolutions. | 6 |
| II | Participative Management: Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining. | 8 |
| III | Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge. | 8 |
| IV | Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. Workmen’s Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act | 8 |
| Suggested Readings: | | |
| 5. Sreenivasan M.R - Industrial Relations & Labor legislations. | | |
| 6. Aswathappa K - Human Resource and Personnel Management. | | |
| 7. Subba Rao P - Human Resource Management and Industrial Relations. | | |
| 8. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws. | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme / Class: Degree | Year: Third | Semester: Fifth |
|--|--|-----------------------------|
| Course/ paper | | |
| Course Code: C505 | Course Title: India :the tourist Destination | |
| Course outcomes: This course will help students identify and develop an overview of Indian Tourism Destinations. It also helps in acquiring knowledge and understanding of. <ul style="list-style-type: none"> • Various aspects of tourism in India • To gain insight about tourism Business | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Concept of resource, Attraction and product in tourism. Tourism products : typology and unique features. | 6 |
| II | Natural Tourism resources in India : Existing use patterns vis-à-vis potential with relation to varied landforms (mountains, deserts, beaches, coastal areas and Islands), Water bodies and biotic wealth (flora-fauna) | 8 |
| III | Popular tourist destination for land based (soft/hard trekking, ice skiing, mountaineering, desert safaris, car rallies, etc.) water based (rafting, kayaking, canoeing, surfing, water skiing, scuba/snuba diving) and air based (para-sailing, para-gliding, ballooning, hand gliding and microlighting, etc.) | 8 |
| IV | Wildlife-Tourism and conservation related issues- Occurrence and distribution of popular wildlife species in India. Tourism in National parks, wildlife sanctuaries and biosphere reserves (case of Dachigham Corbett/ Dudhwa/ Kaziranga/Kanha/Gir/Ranthambor/Mudumalai/Sunderbans/Shivpuri/Manas/Nanda Devi/ Valley of flowers reserves). | 8 |
| Suggested Readings: <ol style="list-style-type: none"> 1. A.S.I., Archaeological Remains, Monuments and Museums 2. Acharya, Ram, Tourism & Cultural Heritage of India 3. Bhardwaj, S. M., Hindu Places of Pilgrimage in India 4. Bhatia, T. K., Tourism in India 5. Kaur & D. R. Singh, India Plan your own Holidays. 6. Kaul, S.N., Tourist India and most Comprehensive Guide. 7. Sheshadre, B., India's Wild Life and Tribal Life 8. Tajvir Singh, Jagdish, Studies in Tourism, Wild Life Parks and Conservation | | |
| Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme / Class: Degree | Year: Third | Semester: Fifth |
|---|---|-----------------------------|
| Course/ paper | | |
| Course Code: C506 | Course Title: Business Ethics and Governance | |
| Course outcomes: This course will help students identify and develop an overview of Business Ethics and Governance. <ul style="list-style-type: none"> • Understanding of ethical values • To get insight about Indian ethos for work life. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Business Ethics- An overview- Concept, nature, evolving ethical values, Arguments against business Ethics | 6 |
| II | Work life in Indian Philosophy: Indian ethos for work life, Indian values for work place, work-life balance Relationship between Ethics & Corporate Excellence- Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM | 8 |
| III | Gandhian Philosophy of wealth Management- Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins | 8 |
| IV | Corporate Social Responsibility- Social Responsibility of Business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit. | 8 |
| Suggested Readings: <ul style="list-style-type: none"> • Business Ethics- A.C. Fernando • Business Ethics and Corporate governance- Riya Rupani • Business Ethics and Corporate governance- C.S.V Murthy | | |
| Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

BBA Part-III (Sixth Semester)

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| C-601 | Project Management |
| C-602 | Goods and Service Tax |
| C-603 | Auditing |
| C-604 | Training and Development |
| C-605 | International Trade |
| C-606 | Yoga Anatomy and Physiology |
| C-607 | Research Project Report and Viva Voce Examination of 200 Marks each carry 100 Marks at the end of the session. |

| Programme/Class: Degree | Year: Third | Semester: Sixth |
|---|--|-----------------------------|
| Course/ paper | | |
| Course Code: C601 | Course Title: Project Management | |
| Course outcomes: | | |
| <ul style="list-style-type: none"> • Students will be able to understand the characteristics of Project and Project Management Knowledge • The students will understand the managerial process along with tools & techniques used in Project management Knowledge • Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling • Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization. | 6 |
| II | Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management | 8 |
| III | Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT, | 8 |
| IV | Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value(PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations, Project Termination Process | 8 |
| Suggested Readings: | | |
| 1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley & Sons) | | |
| 2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech) | | |
| 3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH) | | |
| 4. Project Management Core Text Book : M R Gopalan (Wiley) | | |
| 5. Quantitative Techniques in Management : N D Vohra (TMH) | | |
| 6. Entrepreneurship and Small Business Management : M B Shukla | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
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| Further Suggestions: | | |
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| Programme/Class: Degree | | Year: Third | Semester: Sixth |
|--|--|-----------------------------------|--------------------------|
| Course/ paper | | | |
| Course Code: C602 | | Course Title: Goods & Service Tax | |
| Course outcomes: The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST. The outcome of the course will be as follows – To provide knowledge about indirect taxes before GST. To provide knowledge about registration and documentation process under GST.To give an overview about tax exemptions. To give an overview about filing of GSTR. | | | |
| Credits: 3 | | Compulsory | |
| Max. Marks: 25+75 | | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | | |
| Unit | Topics | | No. of Lectures Total=30 |
| I | Introduction: Constitutional framework of Indirect Taxes before GST(Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST ; Structure of GST (SGST, CGST, UTGST & IGST); GST Council. | | 7 |
| II | Supply of Goods and Services - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies. | | 7 |
| III | Registration and Documentation: (A) Registration-Persons liable to registration; Compulsory registration; Procedure of Registration;Exemption from Registration; Composition Scheme. | | 8 |
| | (B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher;Payment Voucher; Refund Voucher; Debit Note; Credit Note. Returns: GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns. | | |
| IV | Input Tax Credit: Introduction, Concept of Input Service Distributor,Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods Payment of Tax- (a) Through Input Tax Credit (b) By cash / bank after generation of online Challan. E-Way Bill: Introduction, Preparation of E-Way Bill, Important Points for Transporter GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices | | 8 |
| Suggested Readings: | | | |
| <ol style="list-style-type: none"> 1. Anandaday Mishra, GST Law & Procedure, Taxman. 2. Goods and Service Tax Acts. 3. Relevant Goods and Services Tax Rules. <i>Nitya Tax Associates Basics of GST Taxman</i> 4. Publication on GST by the Institute of Chartered Accountants of India (www.icai.org) 5. Publication on GST by the Central Board of Excise and Customs (www.cbec.org). 6. Nitya Tax Associates Basics of GST Taxman | | | |
| Suggested Continuous Evaluation Methods: | | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | | |
| Suggested equivalent online courses: | | | |
| Further Suggestions: | | | |

| Programme/Class: Degree | Year: Third | Semester: Sixth |
|---|---|-----------------------------|
| Course/ paper | | |
| Course Code: C603 | Course Title: Auditing | |
| <p>Course outcomes: The aim of the course is to build knowledge and understanding about Auditing among the student. The outcome of the course will be as follows – To provide knowledge about Auditing and its different types. To provide knowledge about audit procedure and audit of limited companies. Students will get an overview about special audit recent trends in auditing.</p> | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking | 6 |
| II | Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities. | 7 |
| III | Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate. | 7 |
| IV | Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit | 10 |
| <p>Suggested Readings: 1. Basu B.K., An insight with Auditing 2. Gupta Kamal, Contemporary Auditing</p> | | |
| <p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p> | | |
| <p>Suggested equivalent online courses: </p> | | |
| <p>Further Suggestions: </p> | | |

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| Programme/Class: Degree | Year: Third | Semester: Sixth |
| Course/ paper | | |
| Course Code: C604 | Course Title: Training and Development | |
| Course outcomes: | | |
| <ul style="list-style-type: none"> • The field of Training and Development and its role in optimizing performance. • Applying theoretical concepts and models to training design. • Designing training interventions using a variety of methodologies. • Evaluating the effectiveness of training & development interventions. • Assessing whether training & development is a viable career option. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training. | 7 |
| II | Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA. Learning Theories. | 7 |
| III | Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System's Approach to Training, Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model. | 8 |
| IV | Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning. | 8 |
| Suggested Readings: | | |
| 12. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012. | | |
| 13. Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition. 2013. | | |
| 14. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd. | | |
| 15. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge. | | |
| 16. Dayal, Ishwar, Management Training in Organisations, Prentice Hal | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

| Programme/Class: Degree | Year: Third | Semester: Sixth |
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| Course/ paper | | |
| Course Code: C605 | Course Title: International Trade | |
| Course outcomes: | | |
| The aim of the course is to build knowledge and understanding about International Trade among the student. The outcome of the course will be as follows – | | |
| <ul style="list-style-type: none"> • To provide knowledge about different methods of international trade. • To provide knowledge about international economic institutions. • Students will get an overview about India foreign trade and India's trade policy. | | |
| Credits: 3 | | Compulsory |
| Max. Marks: 25+75 | | Min. Passing Marks: |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total=30 |
| I | Introduction: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade. | 6 |
| II | Foreign trade: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions. | 7 |
| III | International economic institutions: IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC. | 7 |
| IV | India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export assistance, marketing plan for exports. | 10 |
| Suggested Readings: | | |
| 3. Varshney & Bhattacharya, International Marketing | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
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| Further Suggestions: | | |
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| Programme / Class: Degree | Year: Third | Semester: Six |
| Course/ paper | | |
| Course Code: C606 | Course Title: Yoga Theory and Practice | |
| Course outcomes: | | |
| This course will help students identify and develop an overview of Yoga Theory and Practice. | | |
| <ul style="list-style-type: none"> To understand the basics of Yoga To get knowledge about Patanjali Yoga and meditation. | | |
| Credits: 3 | Compulsory | |
| Max. Marks: 25+75 | Min. Passing Marks: | |
| Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0 | | |
| Unit | Topics | No. of Lectures Total |
| I | Introduction to shat darshanas- Definition and Meaning of 'Yoga' development of Yoga- Yoga in Bhagwat Gita- Rules and Regulations for Practice of Yoga. | 6 |
| II | Schools of Yoga: Bhakti Yoga- Karma Yoga- Jnana Yoga- Mantra Yoga- Kundalini Yoga- Panchakosha theory | 8 |
| III | Introduction to Patanjali yoga darshanamAsnas- Bandhas and Mudras, Yoga and Diet Hatha- Yoga: Meanings, definitions- literature- components of Hatha yoga | 8 |
| IV | Meditation: meaning, nature, Methods and Benefits- Yoga and Physical Education- Yoga and Ayurveda- Yoga & Naturopathy- Yoga Therapy- Scientific research on Yoga | 8 |
| Suggested Readings: | | |
| <ol style="list-style-type: none"> Iyengar, B.K.s. (1976) : Light on Yoga London, UNWIN Paperbacks Swami, Satyananda S. (2002), Asna, Pranayama, Mudra, bandha, Munger, yoga Publications Trust | | |
| Suggested Continuous Evaluation Methods: | | |
| In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. | | |
| Suggested equivalent online courses: | | |
| Further Suggestions: | | |

- C-607 Research Project Report and Viva Voce Examination of 200 Marks each carry 100 Marks at the end of the session.