

**Syllabus and Course Scheme**  
**Academic year 2020-21**



**Bachelor of Business Administration – B.B.A.**  
**Session 2020-21**  
**Exam.-2021**

**UNIVERSITY OF KOTA**  
**MBS Marg, Swami Vivekanand Nagar,**  
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**UNIVERSITY OF KOTA, KOTA**  
**SCHEME OF**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

BBA is a three-year under-graduate degree program giving due emphasis on classroom teaching as well as Business/Industry training and projects so that it results in a Job-oriented under-graduate degree program. Each student will be required to undergo one Business/Industrial training, after appearing in the first year examination as a part of program. The list of year-wise papers to be covered is as given below:

**BBA FIRST YEAR**

<b>Paper Code</b>	<b>Paper Title</b>
BBA 101C	Business and Management Concepts.
BBA 102C	English Comprehension.
BBA 103C	Business Laws.
BBA 104C	Basic Computer Application.
BBA 105C	Business Mathematics.
BBA 106C	Human Resource Management.
BBA 107C	Managerial Economics.
BBA 108C	Financial Accounting.
BBA 109C	Fundamentals of Entrepreneurship.
BBA 110C	Environmental Studies.

Each student will be required to undergo 8 week's Business / Industrial Training after completing first year of the program. The report submitted by the student on this Business/Industrial Training will be evaluated within 2 months after the starting of second year along with a viva voce examination on the report by a panel of one internal and one external examiner appointed by the University and the awards will be included in the University Examination result of BBA second year for the paper BBA 211C.

**BBA SECOND YEAR**

<b>Paper Code</b>	<b>Paper Title</b>
BBA 201C	Human Behavior in Organizations.
BBA 202C	Business Communication.
BBA 203C	Management Accounting.
BBA 204C	Financial Management.
BBA 205C	Purchasing and Materials Management.
BBA 206C	Production and Operations Management.
BBA 207C	Business Statistics
BBA 208C	Entrepreneurship Development
BBA 209C	Management Information Systems.
BBA 210C	Marketing Management.
BBA 211C	Business/Industrial Training

**BBA THIRD YEAR**

<b>Paper Code</b>	<b>Paper Title</b>
BBA 301C	Business Environment.
BBA 302C	Operations Research.
BBA 303C	Business Taxation.
BBA 304C	Corporate Accounting.
BBA 305C	Project Management
BBA 306C	Business/Industrial Project
BBA 307C	Comprehensive Viva Voce

Each student will be required to undertake a Business/Industrial Project and for completing this project he/she will remain with the Business/Industry for a minimum period of 12 weeks during the third year of BBA program. This Business/Industrial Project will be evaluated during the University Examination of third year by a panel of one internal and one external examiner appointed by the university. The awards will be included in the University Examination result of BBA third year for the paper BBA 306C.

In addition to core papers, a student will also be required to offer three special papers. For this purpose he/she will be required to choose any one-specialization area out of the list of specified areas approved by the university. He / She will be required to appear in the three special papers of the chosen areas of specialization. The specialization areas approved by the university and the papers therein are given below.

**Marketing Management Area:**

BBA 309M Marketing Strategy and Research.

BBA 310M Advertising and Sales Promotion.

BBA 311M Consumer Behavior, Salesmanship and Rural Marketing.

**Finance Area:**

BBA 309F Management of Working Capital.

BBA 310F Accounting Applications for Management.

BBA 311F Investment Management.

**Human Resource Management Area:**

BBA 309H Organization Development.

BBA 310H Industrial Relations.

BBA 311H Wage and Salary Administration.

**Production and Operations Management Area:**

BBA 309P Quality and Reliability Management.

BBA 310P Operations Planning and Control.

BBA 311P Industrial Management.

**Entrepreneurship Area:**

BBA 309E Small Business Management.

BBA 310E Business Creation and Growth Management.

BBA 311E Innovation and Entrepreneurship.

**Information System Area:**

BBA 309I OOP using C++

BBA 310I Database Management System

**Paper Code**

The first three characters i.e. BBA show that the paper belongs to Bachelor of Business Administration Program.

The fourth character shows the year number and the fifth and sixth characters show the paper number of the year. If the seventh character is C, it means that the paper is a Core paper and is compulsory for all students.

The seventh character, if not C, shows the Area of Specialization as per the choice of the student i.e. M stands for Marketing Management, F stands for Financial Management, H stands for Human Resource Management, I stand for Information Systems Management, P stands for Production and Operations Management and E stands for Entrepreneurship.

**Selection of Area of Specialization**

Each Student will be required to choose from any one of the six areas of specialization given above as his/her area of specialization. This choice is to be given by the student in writing on a prescribed format to be provided by the institution, offering the program, before two months of start of the BBA Second Year University Examination and the student will not be allowed to change the specialization area afterwards. In general the institution conducting BBA Program should offer a minimum of three specialization streams. But if the number of students opting for a particular specialization is less than 15% of the intake strength, institution will be free for not offering such specialization stream, but atleast two streams of specialization shall be run by each institution so that the student may have a choice of the area of specialization.

**PROGRAM ADMINISTRATION:**

- (i) The candidate seeking admission for the first year of BBA shall be required to pass 10+2 examination of any recognized board in any discipline with a minimum of 48% marks in aggregate (Relaxation of 5% to reserve category candidates). Candidates who have appeared or are appearing in the final year of qualifying examination may apply for admission at their own risk subject to passing the qualifying examination with minimum percentage marks prescribed by the date and time to be notified by the university, failing which their candidature shall be cancelled without notice. The admission to the BBA programme shall be made through Common Entrance Test conducted by the University or through other mode as may be declared by the University from time to time.
- (ii) Each paper will carry 100 marks, of which 30 marks shall be for internal assessment and the remaining 70 marks will be for the written examination and/or viva-voce examination conducted by the University. The duration of written examination for each paper shall be of three hours. The examination scheme for each paper is given in the detailed syllabus of the paper. In some specific cases, the ratio of internal assessment and external examination may vary from 30:70, as specified in the detailed syllabus.
- (iii) The internal assessment marks shall be based on factors such as:
  - a) Class test, cumulative test, quizzes, individual and/or group presentation.
  - b) Class room participation, attendance, participation in seminars, case discussions and group activities.
  - c) Submission of written assignments, term papers, projects etc.

The weightage given to each of these factors shall be decided and announced at the beginning of the year by individual faculty member responsible for the teaching of the paper.

- (iv) The institute shall keep in custody all the records on the basis of which internal assessment marks are-
  - (i) awarded at least for one year and these records shall be made available to any inspection team constituted by the University for the purpose.
  - (ii) The span period of the program shall be seven years from the date of registration in the program. Students will be allowed to undertake a maximum of four attempts including the main examination to pass any particular paper.

- (iii) A student will be declared pass in any individual paper if he/she secures 40% or more marks in internal assessment and external examination both individually. If the student gets less than 40% marks in either internal assessment and/or external examination, he/she will be declared fail in the subject. But to pass any particular year, the student will be required to get a minimum of 50% marks in the aggregate of all the papers of that year.
- (iv) To be eligible for promotion to the second year of the program, a student must pass successfully any 6 papers out of 10 papers offered in the first year of the program. If a student fails in more than four papers in the first year examination, he will not be promoted to the second year and will be first required to bring down the number of failing papers to four or less than four for promotion to second year. With failure in four or less number of papers, the aggregate of 6 papers should not be less than 50% of the total marks allotted to these papers for promotion to second year.

To be eligible for promotion to the third year of the program, a student must pass successfully any 14 papers out of a total of 21 papers offered in the first and second years of the program. If a student fails in more than 07 papers in the first and second year examination taken together, he will not be promoted to the third year and will be first required to bring down the number of failing papers to 07 or less than 07 for promotion to third year. With failure in-

- (i) Seven or less number of papers, the aggregate of 14 papers should not be less than 50% of the total marks allotted to these papers for promotion to third year.
- (ii) If a student fails in four or less number of papers in first year and three or less number of papers in second year and desires to improve aggregate marks also, he/she will be allowed to reappear in any two additional papers of his/her choice in each year, in which he/she has already passed for the purpose of improving the aggregate marks.
- (iii) A candidate who has secured minimum marks to pass in each paper but has not secured the minimum marks required to pass in aggregate for the year concerned may take re-examination up to a maximum of four papers to obtain the aggregate required to pass that particular year.
- (iv) As regard the ex-students, they will be allowed to re-appear in paper in the yearly examination subject to total number of attempts for a paper not exceeding four during the span period of the program.
- (v) Any time a student appears in the University examination of any paper, his/her internal assessment marks secured by the candidate first time should be considered in case of reappearance. He/she should not be required to appear in internal assessment again.
- (vi) The degree shall be awarded to successful students on the basis of the combined results of first, second and third year examinations, provided he/she has cleared all the papers with the required aggregate marks of 50% or more in each of the three years separately. The division will be awarded on the basis of the percentage of marks obtained in all the three years taken together as follows:
  - Securing 60% and above : First Division.
  - All others : Second Division.
- (i) A student to be eligible for award of degree has to pass all the papers offered during three-year program within the span period of seven years.
- (ii) No candidate shall be considered to have pursued a regular course of study unless he/she is certified by the head of the institution to have attended the 75% of the total number of classes conducted for each paper during his/her course of study. Any student not complying with this requirement will not be allowed to appear in the ensuing university examination. Shortage of attendance may however be condoned by the competent authority as provided in the university rules to the extent as provided in these rules.
- (iii) A candidate may be allowed grace marks in up to a maximum of three papers up to the extent of 1% of the total marks prescribed for that examination.

## **BBA – I yr**

### **BBA 101C- Business and Management Concepts**

#### **Course Objectives**

Objectives of this course are to help the students gain preliminary understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

#### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination, conducted by the university, will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

#### **Course contents**

##### **Unit -1**

Business Organization- concept, nature, forms. Factors affecting selection of business organisation, objectives of business organisation, social responsibility of business.

##### **Unit -2**

Management- Meaning, importance, principles, process, emerging thoughts and approaches in Management.

##### **Unit –3**

Planning - concept, objectives, principle, process and components.

Organization: nature and purpose of organization, forms of organisation, delegation of authority, decentralisation, span of management.

##### **Unit –4**

Co-ordination - concept, nature, objectives, co-ordination and co-operation, significance and principles.

Motivation: Approaches to motivation, Theories of motivation, motivation of managers.

##### **Unit –5**

Decision Making & Control : Decision Making- Meaning, significance and process.

Control - concept, process, methods and techniques of control.

#### **Text Readings**

1. Harold Koontz, O'Donnel and Heinz Welhrich, "Management," New York, McGraw Hill Book Co, 1993
2. R. D. Agarwal, "Organisation and Management," Tata McGraw Hill, New Delhi, 1995
3. Y.K. Bhushan: "Business Organisation and Management," Sultan Chand & Sons, New Delhi

## **BBA 102C - English Comprehension**

#### **Course Objective**

The objective of this course is to help the student gain an understanding of the English Grammar and Composition Writing Business Letters (layouts, letters of enquiry and their replies, letter relating to order, complaints and claims) and Precis and Composition.

#### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have two Sections; A and B. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 6 questions of 15 marks each, minimum one from each unit; out of which a student will be required to attempt any four questions.

## **Course Contents**

### **Unit –1**

Short history/background to the development of English language. Different dialects of English. advent and flourishing of English language in India. Some common English in national and international phonology etc. Expanding role of English in national and international business.

### **Unit –2**

Importance (semantic and pragmatic) of correct, brief and simple language in comprehension, Use of correct, brief and simple language in writing title slogans, texts, summaries etc. for business purposes.

### **Unit –3**

English word and sequence formation. Word classes, sentence parts and word order in English. Concept of Grammar, Some features of English Grammar like Models, Articles Concordance etc. Total features of English language.

### **Unit –4**

Prose:

On Habits,  
On Courage,  
On Fear,  
On Saying 'Please',  
On Keyhole Morals

### **Unit –5**

#### **Poems**

1. Elegy on the country Churchyard by Thomas Gray
  2. It is Not Growing Like a Tree by Ben Jonson
  3. On His Blindness-By J. Milton
- Novel Lord of the Flies by William Golding.

#### **Suggested Text Reading:**

1. A. G. Gardner, "The delightful" Madras, Macmillan India, 1965
2. William Golding, "Lord of the Flies", Delhi, Oxford, 1965.
3. A. J. Thomson and A. V. Martinet, "A Practical English Grammar" Delhi, Oxford, 7th Ed. 1994.

## **BBA 103 C - Business Laws**

### **Course Objective**

The objectives of this course are to acquaint the student with various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than on cases.

### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will contain 8 questions consisting at least one from each unit out of which the student will be required to attempt any five questions.

## **Course Contents**

### **Unit-1**

The Indian Contract Act., 1872 (Sections- 1 to 36)

### **Unit-2**

The Indian Contract Act., 1872 (Sections - 37 to 75)

### **Unit-3**

The Indian Contract Act., 1872 (Sections- 124 to 238)

### **Unit-4**

The Sale of Goods Act, 1930 (Sections- 1 to 54 & 64 only).

### **Unit-5**

Partnership Act, 1932 and Consumer Protection Act, 1986.

## **Text Readings**

1. Arun Sen, J.K. Mitra, commercial Law, The World Press , Calcutta, 1994
2. N. D. Kapoor, Elements of Business and Economic Laws, Sultan Chand, New Delhi, 1994
3. R. C. Chawala, Mercantile Laws, Kalyani, Ludhiyana, 1994
4. Avtar Singh, Company Law, Eastern Book Company, Lucknow, 1991

## **BBA 104C - Basic Computer Application**

### **Course Objective**

The objective of this course is to introduce the students the Essential Hardware and Software and Software Concepts. Emphasis will be laid on Computer application software as tools for enhancing managerial efficiency and effectiveness.

### **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. A panel of Internal and External Examiners will conduct the viva-voce examination at the end of the year and award marks to the student out of a maximum of 20 marks. The written examination, carrying 50 marks, will have eight questions, with a minimum one question from each unit, out of which a student will be required to attempt any five questions. All questions will carry equal marks.

Total Marks = 30+20+50 = 100

## **Course Contents**

### **Unit 1**

Components of CPU and their functions, instruction and execution cycle. Memory: ROM, EPROM, RAM, Characteristics of memory, Basic concepts of Cache memory, virtual memory, Storage devices, Magnetic and Optical storage device. Difference between Personal Computer, workstation and File server, Intel CPU used in modern Computers, Brief idea (Name, main specifications like capacity, Speed etc.) Memory modules, Motherboard chip sets, Motherboard, Hard disk, CDROM and other devices used in modern PC's.

### **Unit 2**

Input-output devices, CRT Displays, Display Interfaces, LCD and other displays, Pixel and resolution, Graphic standards, Keyboard, Mouse, track balls, touch pads and touch screens, light pen and tablet. Printers: Impact and On-impact Printers, Dot-matrix, Inkjet and Laser Printer:



Comparative study of important Specifications of modern printers Document Scanners and Box code scanners, joysticks, Videos and digital camera.

### **Unit 3**

Operating system of Introduction, Types, DOS Features, Internals and External Commands, BIOS. Main function of BIOS. Configuring BIOS. Booting sequences, files, File management commands. Batch programming. Batch file commands file management and device management under windows. Familiarity with Microsoft Windows,

### **Unit 4**

Microsoft Office (MS-Office), An Introduction, Word Processing With MS-Word for Windows, Worksheet with MS-Excel, Presenting with MS-Power Point.

### **Unit 5**

Important standards in LAN WAN, Internet and Internet working, Internet and Extranet World Wide Web, Email, FTP and Telnet services. Internet Connectivity (Bandwidth and limitations): dial up connections, leased line connection. Internal; Support System of the internet.

#### **Text Readings**

1. Roger Hunt and John Shelly, Computer and Commonsense, New Delhi, Prentice Hall, 4th Ed. 1993
2. Ron Mansfield, The Compact Guide to Microsoft Office, New Delhi, BPB Publications, 1997
3. Stulz, Learn DOS in a Day, New Delhi, BPB Publication.
4. P.K. Sinha. Computer Fundamentals B.P.B. Publication.

## **BBA 105C - Business Mathematics**

#### **Course Objective**

The objectives of the course are to equip the students with the mathematical techniques and their application to business problems. The emphasis will be on the concepts and application rather than on derivations.

#### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have two Sections; A and B. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 6 questions of 15 marks each, minimum one from each unit; out of which a student will be required to attempt any four questions.

#### **Course Contents**

##### **Unit-1**

Quantitative decision making, introduction, meaning of quantitative techniques, role of mathematics, statistics and operation research in decision making, quantitative technique in Business and management, advantages of quantitative approach to management.

##### **Unit-2**

Matrix and application, introduction, definition of matrix, operation matrix, special kinds of matrices, Determinants of a matrix, inverse of a matrix, Applications of Matrix.

##### **Unit-3**

Functions & Derivatives, definition of function, kinds of functions, application of function in business, limit and continuity, rate of change and slope, derivative, applications of derivative, maxima and minima and their role in decision making, partial derivatives.

#### **Unit-4**

Integration-definitions- anti derivatives, integrals of trigonometrical functions, integrations by parts and by substitution, definite integrals, definition integrals as the limits of sums.

#### **Unit-5**

Operating Techniques-role of operations research in business, linear programming, problem formulation, graphical solution of a lp problem, elementary transportation problem, elementary consignment problem travelling sales man problem.

#### **Text Readings**

1. Shrivastave, Shenoy and Sharma: Quantitative techniques for management, Wiley Eastern Ltd. New Delhi.
2. M. Raghuvanshi: Mathematics for Management, An Introduction Tata McGraw Hill Publishing Company Ltd. New Delhi.
3. Robert H. Nicholson: Mathematics for Business and Economics, New Delhi.

### **BBA 106 C - Human Resource Management**

#### **Course Objectives**

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to human behavior, HRM policies and practices in India. Attention will also be paid to help them develop their communication and decision making skills through case discussions, role-playing etc.

#### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

#### **Course Contents**

##### **Unit-1**

Concept of Human Resource Management, Functions of HRM, Significance of HRM, Contemporary issues in HRM.

##### **Unit-2**

Human Resource Planning; Meaning, importance, process and techniques, job description and job analysis.

##### **Unit-3**

Recruitment; Meaning and need of Recruitment, methods and sources of Recruitment. Selection - meaning and selection process.

##### **Unit-4**

Training & Development ; Meaning, need and importance of training, determining training needs, methods of training and executive development. evaluation of training. Compensation Management.

##### **Unit-5**

Performance Appraisal ; Meaning, importance, objective. traditional and modern methods of performance appraisal. job evaluation ; concept & methods.

### **Text Readings**

1. David A. Decenzo and Stephens P. Robbins Personnel/Human Resources Management, Prentice Hall, New Delhi 1993
2. William B. Werther, Jr. and Keith Davis, Human Resource and Personnel Management, McGraw Hill, Fourth Edition, Singapore, 1953
3. Arun Monappa and Mirza S. Saiyadin, Personnel Management, Tata McGraw Hill, New Delhi, 1994

## **BBA 107 C - Managerial Economics**

### **Course Objective**

The objective of this course is to help the students understand the role or relevant concepts and analytical tools of economics in managerial decision-making.

### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

### **Course Contents**

#### **Unit – 1**

Nature, scope and significance of managerial economics and circular flow of economic activities. role of managerial economist.

#### **Unit – 2**

Demand analysis, law of demand, demand determinants, elasticity of demand, elementary study of demand forecasting, factors governing price elasticity of demand, significance of price elasticity of demand, income and cross elasticity of demand.

#### **Unit – 3**

Cost analysis, cost concepts, elements of costs, cost output relation in short run and long run, production function, laws of return to scales, law of variable proportions.

#### **Unit – 4**

Law of supply, General theory of value, price determination under different market conditions trade cycles.

#### **Unit – 5**

Profit analysis; Meaning, theories of profit, profit planning and control, national income analysis.

### **Text Readings**

1. R. L. Varsheny and K. L Maheswari, Managerial Economics, Sultanchand, New Delhi 1996
2. M. Adhikari, Managerial Economics, Khosala, Delhi, 1996
3. Atmanand, Managerial Economics, Excel Books, New Delhi, 2001.

## **BBA 108 C - Financial Accounting**

### **Course Objective**

The objective of this course is to help the student acquire the ability to record business transactions according to modern methods of accounting, and preparing accounting data as an aid to decision making.

### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of

the student. The written examination conducted by the university will be worth 70 marks. It will have two Section, A and B. Section A, worth 28 marks will comprise of four theory questions out of which a student will be required to attempt any two questions. Section B worth 42 marks will contain five practical / numerical problem (s) and / or Case (s) out of which a student will be required to attempt any three questions. All questions will carry equal marks.

### **Course Contents**

#### **Unit-1**

Concepts, importance and scope of financial accounting, Basic accounting standards and Various Systems of Accounting.

#### **Unit-2**

Journalising Ledger Posting, Subsidiary Books-Cash Book, Sales Book, Purchase Book, Petty Cash Book, Bank Reconciliation Statement.

#### **Unit-3**

Preparation of Trial Balances, Preparation of Final Accounts, Trading and Profit and Loss Accounts, Balance Sheet.

#### **Unit-4**

Depreciation, Meaning, Objectives, Methods of Depreciation. Reserves & Provisions and Distinction between Capital & Revenue Receipts, Capital and Revenue Expenditure.

#### **Unit-5**

Meaning and concepts of Budget, Budgeting and Budgetary control, Types of Budget, Budgeting control as a management tool.

### **Text Readings**

1. T. S. Grewal, "Introduction to Accountancy," Sultan Chand and Sons, New Delhi, 1995
2. T. S. Grewal, "Double Entry System of Book Keeping," Sultan Chand and sons, New Delhi, 1994
3. S. N. Maheswari, "Financial Accounting," Vikas Publications, New Delhi, 1994

## **BBA 109 C - Fundamentals of Entrepreneurship**

### **Course Objective**

The objective of this course is to equip the students with fundamentals of Entrepreneurship and basic skills required in starting their own enterprises.

### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

### **Course Contents**

#### **Unit-1**

Concept of Entrepreneurship, Meaning and Characteristics of Entrepreneurship, Emergence of entrepreneurial class. Entrepreneurial motivation. Role of state in entrepreneurship.

### **Unit-2**

Entrepreneur- Concept, Definition, Nature and functions. Types of Entrepreneurs, Qualities of a successful Entrepreneur. Major Entrepreneurial Competencies, Developing Competencies and Role of Entrepreneurs in Economic Growth.

### **Unit-3**

Theories of entrepreneurship, Entrepreneur and Leadership, risk taking, Entrepreneur and decision making and business planning.

### **Unit-4**

Environmental factors affecting entrepreneurial development. Entrepreneurial development programs and their evaluation, role of government and other institutions.

### **Unit-5**

District Industries Center (DIC's), Industrial Estates, Specialized Financial Institutions and Technical Consultancy Organization (TCOs)

#### **Text Readings**

1. S.S. Khanka, Entrepreneurial Development, S.Chand & Sons, New Delhi, 2nd Ed., 2000.
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya publishing House, Bombay, 4th Ed., 2000.
3. Entrepreneurship Development-Centre for Research & Industrial staff performance, Tata McGraw Hill, New Delhi.
4. Thomas W. Zimmerer and Norman M. Scarborough, Entrepreneurship and New venture Formation, PHI, New Delhi, 1996.

## **BBA 110 C - Environmental Studies**

#### **Course objectives:**

The objectives of this paper are to acquaint the students with the environment and its impact on the various aspects of society so that they may become more sensitive to environmental aspects.

#### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have two sections; A and B. Section A, worth 30 marks, will consist of thirty objective/multiple choice questions, six from each unit. Section B will consist of 6 questions of 10 marks each, with at least one from each unit; out of which student will be required to attempt any four questions.

#### **Course Contents**

##### **Unit 1**

- (a) Introduction: the multi disciplinary nature of environmental studies-definition, scope and importance for public awareness.
- (b) Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.

- (c) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (d) Water resources: Use and over-utilization of surface and groundwater, floods, drought, conflicts over water, dams-benefits and problems.
- (e) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.
- (f) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging and salinity.
- (g) Energy resources: Growing energy needs, renewable and nonrenewable energy sources use of alternate energy sources.
- (h) Land resources: Land as a resource, Land degradation, man induced Landslide, soil erosion and desertification.
- (i) Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life styles.

## **Unit 2**

### **a) Ecosystems:**

Concept of an ecosystem

Structure and function of an ecosystem.

Producers, consumers and decomposers.

Energy flow in the ecosystem.

Food Chains, Food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystem.

- Forest ecosystem

- Grassland ecosystem

- Desert ecosystem

- Aquatic ecosystems (Ponds, streams, lakes, rivers, oceans, estuaries)

### **b) Human Population and Environment**

Population growth, variation among nations.

Population explosion-family welfare Programme.

Environment and Human health

Human Rights

Women and Child Welfare

Role of Information Technology in Environment and Human health.

## **Unit 3 : Biodiversity and its conservation:**

Introduction-Definition: Genetic, species and ecosystem diversity.

Biogeographical classification of India

Value of Biodiversity: Consumptive use, productive use, social ,ethical, aesthetic and option values.

Biodiversity at Global, National and Local levels.

India as a mega-diversity nation.

Hot-spots of Biodiversity

Threats to Biodiversity: habitat loss, poaching of wild life, man-wild life conflicts.

Endangered and endemic species of India

Conservation of Biodiversity: In-Situ and Ex-Situ conservation of Biodiversity.

## **Unit 4 : Environmental Pollution Definition:**

### **Causes, effects and control measures of:**

a. Air Pollution    b. Water Pollution    c. Soil Pollution    d. Marine Pollution

e. Noise Pollution    f. Thermal Pollution    g. Nuclear hazards

Solid waste Management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: Floods, earthquake, cyclone and landslides.

## **Unit 5 : Social Issues and the Environment: From Unsustainable to Sustainable development.**

Urban problems related to energy.

Water conservation, rain water harvesting, watershed management.

Settlement and rehabilitation of people; its problems and concerns. Case Studies.

Environmental ethics: Issues and possible solutions.

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

Waste land reclamation.

Consumerism and waste Products.  
Elementary study of laws relating to environment  
Issues involved in enforcement of environmental legislation.  
Public Awareness.

## **BBA - II YEAR Exam.- 2018**

### **BBA 201 C - Human Behaviour in Organizations**

#### **Course Objectives**

Objectives of this course are to help the students gain preliminary understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

#### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks shall have problem(s)/ Case(s) and shall be compulsory.

#### **Course contents**

##### **Unit –1**

Foundation of Individual Behaviour-Biographical characteristics, Personality: personality traits and its determinants, Learning: meaning & theories, Perception: factors influencing perception, perception and decision-making.

##### **Unit –II**

Values-importance & types of value systems, Attitudes-sources and types  
Job Satisfaction & its measurement.

##### **Unit – III**

Concept of Motivation, hierarchy of needs theory, Heryberg's Two factors theory, theory X & theory Y and theory Z, participative management.

##### **Unit- IV**

Group Behaviour, stages of group development  
Leadership: meaning, behavioral theory and trait theory,

##### **Unit - V**

Conflicts: meaning, transitions and processes, Organization Culture: concepts & functions,  
Stress: meaning and its consequences and methods of coping with stress.

#### **Text Book**

1. R. D. Agrawal, "Organization and Management", , Tata McGraw Hill, New Delhi ,1995.
2. Stephen P. Robbins, "Organizational Behaviour: Concepts, Controversies, and Applications", , Prentice Hall, New Delhi ,9th Ed., 2000.
3. Fred Luthans, "Organizational Behaviour", , McGraw Hill, New York ,8th Edn., 1998.

## **BBA 202C - Business Communication**

#### **Course Objectives**

The objectives of the course are to help the students acquire the basics of interpersonal communication and public speaking, so as to improve his communication skills and ability to understand others.

#### **Examinations**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three

Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which students will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and shall be compulsory.

### **Course Contents**

#### **Unit – 1**

Defining Communication, Process of Communication, Objectives of Communication, Principles of Effective Communication, Importance of Business Communication, and Importance of Feedback.

#### **Unit – 2**

Essential elements of Communication, Physical and Psychological Barriers to Communication, Effective Listening- Types and Essentials of effective listening.

#### **Unit – 3**

Designing for Effective Communication: Defining the Purpose, Analyzing the Audience, Establishing the main idea, Selecting the Appropriate Channel and Medium.

#### **Unit – 4**

Fundamentals of Business Writing: Adaptation and Selection of Words, Construction of clear sentences and Paragraphs Basic Patterns of Business Letters, Dealing with Print and Electronic Media.

#### **Unit – 5**

Writing Résumé's: Controlling the Format and Style, Tailoring the Contents. Application Letters: Writing the Opening Paragraph, Summarizing the Key Selling Points, Writing the Closing Paragraph. Using Reports and Proposals as Business Tools, Completing and Writing Reports and Proposals.

### **Text Readings**

1. William V. Ruch, Business Communication, Maxwell Macmillan, New York, 1991.
2. Chaturvedi & Chaturvedi, "Business Communication", New Delhi, Pearson Education, 2004.
3. Diiwan Parag, "Business Communication, Excel Book, New Delhi, 1997.
4. Pal Rajendra & J.S. Korlali, "Enervation of Run Communication", S. Chand and Sons, New Delhi.
5. Goyal, Singh & Dev, "Business Communication", Ramesh Book Depot, Jaipur, 2005.

## **BBA 203C - Management Accounting**

### **Course Objective**

The objective of this course is to help the student acquire the basic knowledge of management accounting and its application in decision making.

### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have two Section, A and B. Section A, worth 28 marks will comprise four theory questions out of which a student will be required to attempt any two questions. Section B worth 42 marks will contain five practical / numerical problem (s) and / or Case (s) out of which a student will be required to attempt any three questions. All questions will carry equal marks.

### **Course Contents**

#### **Unit-1**

Introduction , Nature, Scope, Functions, Contents, and advantages and limitations of Management Accounting. Distinction between Financial Accounting and Management Accounting.

#### **Unit-2**

Financial Statement Analysis:; Comparative Statement ,Common Size Statement,Trend analysis.



### **Unit-3**

Ratio Analysis: Liquidity, Activity, Profitability and Leverage Ratios

### **Unit-4**

Cash Flow Analysis: Introduction, Definition, Classification of activities Non-Cash Transactions, Preparation of cash flow statement, advantages and limitations of cash flow statement. Distinction between cash flow statement and Income statement. Difference between cash flow statement and fund flow statement.

### **Unit-5**

Nature, Role, Scope of Cost Accounting, Concept of Cost Centers and Cost Units, Elements of cost, Classification of cost by nature and behavior, Cost Sheet

### **Text Readings**

1. S N Maheshwari, " Management Accounting and Financial Control", Sultan Chand, New Delhi: III Edition 2000.
2. M.Y.Khan and P.K.Jain, "Management Accounting," New Delhi, TMH
3. R.P.Rastogi, "Graded Problems and Solutions in Financial Management", Galgotia Publication, New Delhi, 5th Edition 2000.

## **BBA 204C - Financial Management**

### **Course Objective**

The objective of this course is to help the student learn the concepts, tools and skills of financial analysis and financial management.

### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have two Section, A and B. Section A, worth 28 marks will comprise of four theory questions out of which a student will be required to attempt any two questions. Section B worth 42 marks will contain five practical / numerical problem (s) and / or Case (s) out of which a student will be required to attempt any three questions. All questions will carry equal marks.

### **Course Contents**

#### **Unit-1**

Introduction , Nature, Scope of Financial Management, Finance Function, Organization of Finance Function, Emerging Role of Finance Managers in India

#### **Unit-2**

Introduction to Short term and Long term Sources of Finance. Time Value of Money

#### **Unit-3**

Concept of Cost of Capital, Its Determinants. Calculation of Cost of-Equity Capital. Preference Capital , Debt, Retained Earnings and Weighted Average Cost of Capital.

#### **Unit-4**

Capital Structure Theories ;Capital Structure Decisions. Dividend policy & its determinants.

#### **Unit-5**

Capital Investment Decisions; Traditional methods: Payback Period , Rate of Return, Discounted methods :Net Present Value ,Internal Rate of Return, Profitability index Method.

### **Text Readings**

1. I.M.Pandey, "Financial Management",: Vikas Publication House, New Delhi 8th Ed., 2001.

2. M.Y.Khan & P.K.Jain, "Financial Management", Tata Mc Graw Hill, Delhi: 4th Edition 2000.
3. R.P.Rustogi, "Financial Management", Galgotia Publication, Reprint 2000.

## **BBA 205C - Purchasing and Materials Management**

### **Course Objective**

Objectives of this course are to help the students acquire basic knowledge and understanding of purchasing and materials management. and apply it for making relevant decisions.

### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

### **Course Contents**

#### **Unit-1**

- a) Management in Relation to Materials: Meaning, Definition, Areas, Objectives, Importance of Materials Management, Role of Materials Manager.
- b) Concept, Need, Definition, Scope and Advantages of Integrated Materials Management.
- c) Different types of Organization Structure for Materials Management; Problems faced in Material Management

#### **Unit-2**

- a) Materials Planning: Need and Definition, External and Internal Factors affecting planning; Techniques of Planning (Only theoretical concepts), Guidelines for Planning.
- b) Materials Budgeting: Meaning, Factors Governing Material's Budget, Limitations of Materials Budgets.

#### **Unit-3**

Materials Identification and Standardization

- a) Identification: Need, and Importance, Classification of Materials.
- b) Codification of Materials: Codification System, Stores Vocabulary, Marking of Stores.
- c) Standardization: Aims and Advantages, Standards Institutions.

#### **Unit-4**

Purchasing: Organization, Principles, Procedures and Systems, Make or Buy Decisions, Factors affecting selection of sources, Concept of Vendor Evaluation. Buyer Seller Relationship, Negotiations, Purchasing documentation.

#### **Unit-5**

Inventory: Importance and Scope, Selective inventory control, cost concept in inventory, types of inventory problems, Determinants of Inventory Control Models for single item with and without shortage.

Text Readings

1. Donald W. Dobler, Lamer Lee Jr. and David N. Burt, "Purchasing and Materials Management", Tata Mc Graw Hill, New Delhi, 4th Ed., 1994
2. M. M. Verma, "Materials Management";: Sultan Chand and Sons, New Delhi, 3rd Ed., 1997.

### **Suggested Readings**

1. P.Gopalkrishnan and M. Sundaresan, "Materials Management: Integrated Approach", Prentice Hall of India, New Delhi, 1996.
2. Richard B Chase and Nicholas J. Aquilano, "Production and Operations Management: Manufacturing and Services", Irwin, Chicago.

## **BBA 206C - Production and Operations Management**

### **Course Objective**

Objectives of this course are to help the students acquire basic knowledge and understanding of production and operations management and apply it for making relevant decisions. The student must understand the concepts of production functions, production planning and application of technical models and techniques for solving production problems.

### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

### **Course Contents**

#### **Unit 1**

Introduction to Production Operations Management: Nature of Production / Operations Management, Production Function and its Environment, Types of Production Processes; Functions of a Production / Operations Manager.

#### **Unit 2**

Facilities Planning: Product Selection and Design, Service Design, Process and Technology Selection, Introduction to Location of Manufacturing / Service Facility.

#### **Unit 3**

Layout of Manufacturing/service facility: Product layout, process layout, fixed position and group layout, Introduction to different methods of layout design.

#### **Unit 4**

Resources Requirement Planning: Capacity Planning, Machines and Labour Planning (Computations of Number of Machines and Number of Workers).

#### **Unit 5**

Production Planning and Control: Aggregate Production Planning – Batch Production; Introduction to Materials Requirement Planning.

### **Text Reading:**

1. Chunawala & Patel (2004) "Production and Operations Management" Delhi, Himalaya Publishing House, 5th Edition.
2. S N Chary. "Theory and Problems in Production and Operations Management", New Delhi: Tata McGraw Hill Publications, 5th Ed., 2003.
3. Joseph G Monks, "Operations Management", New York: McGraw-Hill Publications, 1996.

### **Suggested Readings:**

1. Richard B Chase and Nicholas J. Aquilano, "Production and Operations Management: Manufacturing and Services", Irwin, 1996, Chicago.
2. Elwood S. Buffa and Rakesh K. Sarin, "Modern Production, Operations Management", Singapore: John Wiley and Sons, 8th Ed., 1994.
3. Everett E Adam Jr. and R.J. Ebert, "Production and Operations Management", Prentice Hall, New Delhi.
4. R Paneerselvam. "Production and Operations Management" Prentice Hall of India Publications", New Delhi, 2000.

## **BBA 207C - Business Statistics**

### **Course Objective**

The objectives of the course are to equip the students with the statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than on derivations.

## **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have two Sections; A and B. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 6 questions of 15 marks each, minimum one from each unit; out of which a student will be required to attempt any four questions.

## **Course Contents**

### **Unit 1**

Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions. Statistical Decision Theory: Decision making process, Decisions under Uncertainty and Decisions under Risk, Decision Trees.

### **Unit 2**

Data and related statistical terms, Measurement Scales, Data gathering, Classification of data, Various types of Frequency Distribution.

Introduction to Measurement of Central Tendency and Variations, Measures of skewness.

### **Unit 3**

Basic concepts of probability, Venn Diagram, Union of events, Multiplication Rule, Conditional Probability, Permutations and Combinations. Mean and variance of a probability distribution, Binomial, Poisson and Normal distributions- their characteristics and applications.

### **Unit 4**

Time Series and its components, Analysis, Models of Time Series, Methods of studying components of time Series: Measurement of trend, Measurement of seasonal variations, Measurement of cyclic variations.

### **Unit 5**

Methods of computing simple correlation and regression. Hypothesis testing and statistical inferences, Introduction to sample tests for univariate and bivariate analysis using normal distribution, f-test, t-test, z-test and Chi square test.

## **Text Books**

1. Chandan J S "Statistics for Business and Economics" Vikas Publishing House Pvt Ltd. Delhi.
2. Chandan, Jagjit Singh and Khanna "Business Statistics" Vikas Publishing House Pvt Ltd. Delhi.
3. Gupta and Gupta "Business statistics" Sultan Chand & Sons.

## **BBA 208C**

### **Entrepreneurship Development**

#### **Course Objective**

The objective of this course is to equip the student with the basic skills in starting their own enterprise.

#### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

#### **Course Contents**

##### **Unit-1**

Entrepreneurship development in India: Emergence of Entrepreneurial Class in India, Environmental factors affecting Entrepreneurship; Entrepreneurship Development programmes, Objectives, Phase of ED. Evaluation of EDP, Problems faced by EDP.

#### **Unit-2**

Project identification & formulation, criteria for selecting a particular project, scanning of business environment & identifying projects, steps in project formulation, project evaluation.

#### **Unit-3**

Preparation of project report, Significance, contents, formulation of project report & planning commission's guidelines for formulation of project report.

#### **Unit-4**

Function of Enterprise, need for financial planning, sources of finance, Institutional Finance to entrepreneur, Commercial Banks: Financial Institution (IDBI, ICICI, IFCL, IRBI, SIDBI etc.)

#### **Unit-5**

Internal and External sources of capital structure of an enterprise, Institutional support to entrepreneurs, needs, support institutions National Small industry Corporations Limited (NSIC), Small Scale Industry Board (SSIB), Small Industry Development Organisation (SIDO).

#### **Text Readings**

1. Vasant Desai, "Dynamics of Entrepreneurial Development & Management", HPH, Mumbai, 2002.
2. S.M.Khanka, "Entrepreneurial Development, S.Chand & Sons ", New Delhi, Edition 2000.
3. C.B. Gupta, S.S. Khapka, "Entrepreneurship and Small Business Management".
4. S.S. Thanka, "Entrepreneurial Development" S. Chand & Sons.

### **BBA 209 C - Management Information System**

#### **Course Objective**

The objective of this course is to help the students acquire the basic knowledge of information system so as to enable them to make more efficient use of information for decision-making.

#### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. . It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

#### **Course Contents**

##### **Unit-1**

Concept, meaning, elements, characteristics and use of MIS in view of business, Process of MIS, Management Process, Approach in Planning, Organizing and Controlling MIS.

##### **Unit-2**

Fundamentals of Data processing, Computer Operation of Manual Information System, Components of Flow Chart, Conversion of Manual to Computer based System, Computer System Software, application Software, telecommunication Modem.

##### **Unit-3**

Development of MIS within organization Planning, Implementation and Controlling of MIS.

##### **Unit-4**

Definition of Computer System and Application Software. Managerial Decision Making, Characteristics and components of Decision Support System

## **Unit-5**

System Design, System Design Consideration, Input/Output Design, Forms design, File Organization and data base, Data management, File Design, Program design, Control and Security.

### **Text Readings**

1. Jerome Kantar, "Management Information Systems" PHI, New Delhi, 1992.
2. C.S.V. Murlthty "Management Information System," HPH' 2004.

## **BBA 210 C - Marketing Management**

### **Course Objective**

The objective of this course is to provide the students exposure to modern marketing concepts, tools & techniques & help them to develop ability & skills required for the performance of marketing functions.

### **Examination**

The examination shall consist of (i) internal assessment and (ii) the annual examination, conducted by the university. The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The written examination conducted by the university will be worth 70 marks. It will have three Sections; A, B and C. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have problem(s)/ Case(s) and will be compulsory.

### **Course Contents**

#### **Unit-1**

Introduction, Definition, Importance Concepts, Elements of Marketing Mix, Market Segmentation & Marketing Environment.

#### **Unit-2**

Concepts & importance of consumer behavior, factors influencing consumer behavior Marketing organisation, Marketing Research.

#### **Unit-3**

Definition, concept & types of product, PLC & its corresponding marketing strategies. Development of new product, concept and importance of branding and packaging.

#### **Unit-4**

Distribution: concepts, importance & levels of distribution, Channel members & their importance. Pricing policies and Strategies.

#### **Unit-5**

Promotion: concept and importance, types of media, promotional mix, advertising, Personal Selling, Public Relations Sales Promotion, Event Management.

### **Text Readings**

1. Philip Kotler "Principles of Marketing Management", Prentice Hall of India, New Delhi: 2004.

### **Suggested Readings**

1. William L. Pride and O.C. Ferrell, "Marketing Concepts and Strategies", Houghton Mifflin Co., Boston: 8th Ed., 1993.
2. Agarwal P.K., Marketing Management, Prngati Prakashan, New Delhi, 2001.
3. Gandhi J.C., Marketing Management, PHL, New Delhi.

## **BBA 211-C - Business/Industrial Training**

Every Student will be required to undergo training at the end of the second year. The duration of the training will be eight weeks. The Summer Project report (SPR) shall cover the understanding of the application of the theoretical concepts in the industry or a study on the topic assigned by the industry and duly guided by the faculty. The objective of SPR is to judge the overall development of the student. A panel of external and internal examiners will conduct the comprehensive viva-voce. The external examiner will be appointed by the University and the internal examiner will be appointed by the Director/Head of the respective institute. The panel will jointly award the students, marks out of a maximum of 100 marks.

## **BBA (Pt-III) Exam.**

### **301C-Business Environment**

#### **Course Objectives**

The course shall provide an understanding of the different aspects of Business Environment, as to determining element in management of business in a society, with special reference to business in India.

#### **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

#### **Course Contents**

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

Nature and Scope of Business Environment, Environmental Analysis – An Input in strategic management corporate, social responsibility, consumer rights.

##### **Unit II :**

Economic Environment: New Industrial Policy, Economic Reforms, Liberalization, Globalization and Privatization.

##### **Unit III :**

Socio-cultural, Political and Technological Environment: Cultural and Social Factors, Changing Role of Government in shaping Business Environment. Technology and business, Micro level problems and prospects.

##### **Unit IV :**

Development and Issues in International Business: Outsourcing and its potentials for India, strategic alliances, mergers and acquisitions. Role of it in International Business. International Business and Ecological considerations.

##### **Unit V :**

International Economics Environment: World Trade Organisation and Indian Business, Foreign Exchange, Balance of Payment, FEMA (Foreign Exchange Management Act).

#### **Text Readings**

1. Justin Paul, International Business, Prentice Hall of India Ltd., New Delhi.
2. K. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House, 1996, Mumbai
3. Francis Cherunillara, Business and Government, Himalaya Publishing House, 1993, Mumbai
4. M. Adhikary, Economic Environment of Business, Sultan Chand & Sons,1996, New Delhi.



# **BBA 302C- Operation Research**

## **Course Objective**

Objectives of this course are to help the students acquire basic knowledge and understanding of operations management and acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

## **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The final examination will be worth 70 marks. It will have two sections, A and B. Section A, worth 16 marks, will consist of three theory questions, out of which a student will be required to answer any two questions. Section B worth 54 marks will have five numerical/theoretical/practical problems out of which a student will be required to attempt any three questions.

## **Course Contents**

### **Unit I :**

Meaning & Scope: Evaluation and Nature of Operation Research, Definition and Characteristics of Operation Research. Operation Research in Management and Managerial decision making. Various techniques of Operation Research. Limitations of Operation Research.

### **Unit II :**

Linear Programming: Definition, Linear Programming Problems formulation, Graphical Solution, Simplex Table, Simplex method, application areas of LP, dual Problem formulation.

### **Unit III :**

Allocation & Sequencing: Transportation problem, Assignment problem, Sequencing problem and Queuing theory, Decision Trees, Theory of Probability in Business Situations.

### **Unit IV :**

Replacement and Competitive Situation: Item replacement problem, equipment replacement problem. Games theory and two person zero sum games.(Approximate solution).

### **Unit V:**

Network Analysis: Introduction to network model and PERT and CPM time estimation, Critical path (PERT and CPM application as computational and probability consideration in PERT network, post analysis).

## **Text Readings**

1. Gupta P.K. & Hira D.S : Operation Research: An Introduction, Sultan Chand & Sons. Ltd. New Delhi.
2. Leonard W. Hein: The quantitative approaches to managerial decisions.
3. Churchman C W: Ackoff R L & Asnoff E L: Introduction to operation research.
4. Kapoor V.K: Operations research: problems & solutions, Sultan Chand & Sons, New Delhi.
5. Cooper & Schindler: "Business Research Methods", Tata McGraw Hill, 5<sup>th</sup> Reprint,2004.
6. Fred N Kerlinger: "Foundations of Behavioural Research", Surjeet Publication, New Delhi.

# **BBA 303C-Business Taxation**

## **Course Objective**

The objective of this course is to enable students to develop an understanding of direct and indirect taxes and to enable them to calculate and plan taxes.

## **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The final examination will be worth 70 marks. It will have two sections; A and B. Section A, worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 6 questions of 15 marks each, at least one from each unit, out of which student will be required to attempt any four questions.

## **Course Contents**

### **Unit I :**

Direct Tax :Definitions: Assessment Final Section 2(9), Previous Final Section 3, Person Section 2(31) Assessee Section 2(7) and Income Section2(24), Residential Status and Tax Incidence.

### **Unit II :**

Income from Salary: Definition of Salary u/s. 17(1), Basic of charge u/s 15, Computation of income under Salary head, perquisites, Valuation of perquisites, Tax Planning for salaried employees.

### **Unit III :**

Income from Business and Profession: Chargeability(Section 28, Schemes of Reduction and Allowances (Section 30-47), Amounts expressly disallowed(Section 40,40 A and 43 B), Deemed profit (Section 41) and Computation of Income u/s. 115.

### **Unit IV :**

Deduction: u/s 80, Rebates and Relief & Tax Rates for-different types of assessees. Preparation of Return of Income - Manually and Through Software.

### **Unit V :**

Indirect Tax: Basic Concepts of VAT, MOD VAT, CENVAT.

## **Text Readings**

1. Corporate Taxation, McMillan, 2006
2. Lal & Vashisht, Income Tax and Central Sales Tax, Pearson.
3. Bhagwati Prasad, Direct Taxes, New Delhi, Vishwa Prakashan, 1997.
4. S. Nabhi, Tax Planning, New Delhi, A Nabhi Publication, 1994
5. H.C.Mehrotra, Income Tax, Agra, Sahitya Bhawan Publction,1996.
6. R.N.Lakhotia, Imcome Tax Guide, New Delhi, Vision Books, 1995.
7. Patel, Chaudhari: Income Tax, Chaudhari Prakashan, Jaipur,2006.
8. Patel, Chaudhari: Taxation(Indirect Tax), Chaudhari Prakashan, Jaipur,2006.

# **BBA 304C-Corporate Accounting**

## **Course Objective**

To help students to acquire the ability to understand advanced concepts of accounting and to prepare accounting data as an aid to decision making.

## **Examination**

The faculty member will award marks out of a maximum of 30 marks of the internal performance of the student. The final examination will be worth 70 marks. It will have two sections, A and B. Section A, worth 16 marks will comprise of four theory questions out of which a student will be required to attempt any two questions. Section B worth 54 marks will contain five theoretical/practical/numerical problem(s) and/ or Case(s) out of which a student will be required to attempt any three questions.

## **Course Contents**

### **Unit I :**

**Accounting for share capital:** Issue, forfeiture and re-issue of forfeited share – Issue of Rights and Bonus shares.

### **Unit II :**

**SEBI Guidelines** - Concepts of Book Building, Demat of shares and Employee Share Option Scheme(ESOS), Redemption of Preference shares and Buy-Back of shares.

### **Unit III :**

**Debentures :** Issue and Redemption of Debentures.

### **Unit IV :**

**Preparation of Company's Final Account:** Profit and Loss Accounts and Balance Sheet.

### **Unit V :**

**Disclosures:** Disclosures in Company Account as per Schedule VI Part I and Part II.

## **Text Readings**

1. Rajesh Kothari, Contemporary Financial Management, McMillan, 2006.
2. M.C.Shukla, T.S.Grewal, S.C.Gupta, Advanced Accounts Volume II, Sultan Chand & Sons,1999, New Delhi
3. R.L.Gupta, M.Radhaswamy, Advanced Accountancy, Sultan Chand & Sons,1999, New Delhi.
4. S.P.Jain and K.L.Narang, Advanced Accountancy, Ludhiana Kalyani Publishers, 8<sup>th</sup> edition 1994.
5. Punjabi, Goyal, Jain, Tiwari, Gupta, Corporate Accounting, Ramesh Book Depot, Jaipur,2006.
6. Maheshwari .S.N. and Maheshwari.S.K, Corporate Accounting, Vikas Publishing House, New Delhi.

# BBA 305C-Project Management

## Course Objective

To acquaint students with project management methods and to develop skills on project planning, analysis, implementation and control.

## Examination

The faculty member will award marks out of a maximum of 30 marks of the internal performance of the student. The final examination will be worth 70 marks. It will have two sections, A and B. Section A, worth 16 marks will comprise of four theory questions out of which a student will be required to attempt any two questions. Section B worth 54 marks will contain five theoretical/practical/numerical problem(s) and/ or Case(s) out of which a student will be required to attempt any three questions.

## Course Content

### Unit I :

**Concept of project :** Project characteristics; project organisation, project planning and control - an introduction, project manager's job.

### Unit II :

**Project life cycle:** Project identification, appraisal strategies, evaluation, social cost-benefit analysis, project formulation, profitability and financial projections.

### Unit III :

**Financing of Projects :** Issues in short term and long term financing of projects.

### Unit IV :

**Project monitoring and cost control systems:** Network analysis. Resource scheduling and leveling crashing projects.

### Unit V :

**Human and behavioural aspects:** Human and behavioural aspects of project management; Contemporary development in the management of projects.

## Text Readings

1. Chandra P : Project preparation, Appraisal and Implementation: Tata McGraw Hill, New Delhi.
2. Agrawal N.P, Mishra B.K, Project Management, Ramesh Book Depot, Jaipur.
3. Lock D: Project Management, Galgotia Book Services, New Delhi.
4. Mohsin M : Project Planning and Control, Vikas Publishing House, New Delhi.
5. Prasanna Chandra, "Project Planning, Analysis, Selection, Implementation and Review", Tata McGraw Hill, New Delhi.
6. P.Gopalkrishnan and E. Rama Moorthy. "Text book of Project Management ", McGraw Hill, New Delhi.

## **BBA 306C-Business/Industrial Project**

Every student will be required to prepare and submit a business/Industrial Project in the end of third/final year. The project will consist of planning for establishing a new industry/business. The project may also be prepared on the existing industrial/business unit. The outstanding compilation of theoretical concepts may also be considered as a project. The minimum page limit for the project will be 50. The objective of business/industrial project is to judge the over all development of the student. A panel of external and internal examiners will conduct the comprehensive viva-voce. 30 percent marks will be based on viva-voce to be conducted by the external examiners and the internal examiners. The external examiner will be appointed by the university and the internal examiner will be appointed by the Director/Head of the respective institute with the prior approval of the university. The panel will jointly award the students, marks out of a maximum of 70 marks on the basis of quality of business/ industrial project prepared by the student.

## **BBA 307C-Comprehensive Viva Voce**

Every student will be required to undergo comprehensive viva-voce at the end of third/final year. The viva-voce shall normally cover the papers taught in the total BBA Program. The objective of comprehensive viva-voce is to judge the all over development and performance of the student. A panel of external and internal examiners will conduct the comprehensive viva-voce. The external examiner will be appointed by the university and the internal examiner will be appointed by the Director/Head of the respective institute with the prior approval of the university. The panel will award the students marks out of a maximum of 100 marks.

## **Marketing Management Area BBA 309M-Marketing Strategy and Research**

### **Course Objectives**

The objectives of this course are to expose the students to basics of Marketing strategy and research management as an integral part of marketing management.

### **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

### **Course Contents**

#### **Unit I :**

**The Concept of Strategy and Analysis:** Strategic Planning, Strategic process. Corporate Appraisal, Competition Appraisal.

#### **Unit II :**

**Strategic Capabilities and Direction:** Measuring strength and weaknesses. Developing marketing objectives and goals.

### **Unit III :**

**Strategic Formulation and Implementation:** Strategy selection, Portfolio analysis, implementation Issues-Organizational structures and behavioural aspects, Measurement of strategic performance.

### **Unit IV :**

**Marketing strategies:** Product, Pricing, Distribution, Promotion strategy.

### **Unit V :**

- a. **Marketing Research:** Meaning, Function and importance. Types of research designs- Exploratory, Descriptive and Experimental.
- b. **Data Collection and Sampling issues:** Primary and Secondary Sources, Preparation of questionnaire. Planning and rating system in measurement sampling plans, sampling methods errors, sampling size determination.

### **Text Readings**

1. S.C.Jain: Marketing Planning and Strategy, South Western Publishing Co., U.S.A.
2. Philip Kotler: Marketing Management, Prentice Hall of India.
3. David A Aaker, Marketing Research, New York, John Wiley & Sons, 6<sup>th</sup> ED.,1997.
4. Carl Medaniel and Roger Gates, Marketing Research, Cincinnati, South western college publishing, 4<sup>th</sup> ED., 1998.
5. Tull & Hawkins, Marketing Research, New Delhi, PHI,6<sup>th</sup> ED.,2001.

## **BBA 310M-Advertising and Sales Promotion**

### **Course Objectives**

The objectives of this course are to expose the students to basics of advertising and sales promotion management as an integral part of marketing, management and develop abilities in advertising and sales promotion.

### **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

### **Course Contents**

#### **Unit I :**

**Nature of Advertising:** Definition and significance, kinds of advertising, ad. as a tool of communication, functions & process, client agency relationship.

#### **Unit II :**

**Campaign planning :** product market analysis, setting advertisement objectives, advertising budgets.

#### **Unit III :**

**Media decision:** Types of media, factors affecting media selection, scheduling.

#### **Unit IV :**

**Message design:** Advertising copy and elements, creative strategy, appeals, message formats, layout and illustration, copy testing message testing, Ethical and legal aspects of advertising.

### **Unit V :**

**Sales promotion:** nature, purpose and types of sales promotion activities, factors affecting sales promotion.

#### **Text Readings**

1. Mahendra Mohan: Advertising Management: concepts and cases, Tata McGraw Hill, 1995 New Delhi.
2. S.A.Chunawala and K.C.Sethia, Foundation of Advertising, Himalaya Publication House, 2002, New Delhi.
3. David A.Aaker Rajeev Batra & John Myers, Advertising Management, New Delhi, PHI, 4<sup>th</sup> Ed.
4. George E. Betch and Michal A.Betch, Introduction to Advertising and Promotion: An Integrated Marketing Communication prospective, Chicago, Irwin, 3<sup>rd</sup> ED. 1995
5. Keller Lane Kevin, "Strategic Brand Management," Pearson Education, New Delhi.
6. Das Gupta, Sales Management in Indian Perspective, Prentice Hall of India, New Delhi, 2003.
7. Batra, Myers and Aakers, Advertising Management, 5<sup>th</sup> Ed. Prentice Hall of India, New Delhi, 2003.
8. Richard R.Still, Edward W.Candiff and Norman P. Govoni, Sales Management, 5<sup>th</sup> Ed., Prentice Hall of India, New Delhi, 2003.

## **BBA 311M-Consumer Behaviour, Salesmanship and Rural Marketing**

### **Course Objectives**

The objectives of this course are to expose the students to various aspects of consumer behaviour and sales management as an integral part of marketing management and develop abilities to understand consumer behaviour, salesmanship and rural marketing.

### **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A, B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

### **Course Contents**

#### **Unit I :**

Introduction to Consumer Behaviour and Consumer Research, Need of studying consumer behaviour. Consumer Perception- The nature, Formation and change of Consumer attitude.

#### **Unit II :**

Consumer in their Social and Culture Setting; Personal influence and its opinion, leadership process. Group dynamics, the family, social class and consumer behaviour. The influence of culture on consumer behaviour.

#### **Unit III :**

The consumer's Decision Making: Consumer Decision making : Consumer behaviour application to profit and non-profit marketing public policy and consumer protection.

#### **Unit IV :**

Salesmanship; Determining personal selling objectives, Formulation Sales policies , Types of personal selling situations, structuring and determining the size of the sales force, designing territories – fixing sales quotas and targets.

### **Unit V :**

Rural Marketing: Significance of rural markets, rural marketing environments-Structure and characteristics of rural market-rural marketing problem- Tapping the rural markets-Managing physical distribution, channel management sales forces management, product management in rural markets. Multinational corporations and Rural marketing .

#### **Text Readings**

1. Engel James, David Kottat , Paul Miniard: Consumer Behaviours :
2. Raja Gopal: Rural Marketing in India, Renaissance Delhi.
3. Philip Kotler, Marketing Management: Analysis, Planning, Implementation and control, New Delhi, Prentice Hall of India, Eight Edition, 1997.
4. Rustam S. Davar, Modern Marketing Management, New Delhi, Universal Book Stall, 7<sup>th</sup> Ed., 1992
5. S.A. Sherlekar, Marketing Management, New Delhi, Himalaya Publishing House, 1995.
6. William L: Wilkie, “ Consumer Behaviour ”, John Wily and Sons, New York, 3<sup>rd</sup> Edn.1994
7. William J. Stanton and Rosann Spiro, Management of Sales Force, 10 Iruja Mc Graw hill, 1999.

### **Finance Area :**

## **BBA 309F:Management of Working Capital**

#### **Course Objective**

The objectives of this course are to explain the students various aspect of corporate finance, environment of financial and capital markets in which they operate and also to give characteristic features of corporate liability and asset management with view to have a balanced capital structure.

#### **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have two Sections: A, and B. Section A, worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 6 questions of 15 marks each; at least one from each unit; out of which student will be required to attempt any four questions.

#### **Course Contents**

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

Theories and Techniques of working Capital Management:

##### **Unit II :**

Techniques of working capital analysis: Ratio Analysis, Fund flow and cash flow analysis.

##### **Unit III :**

Planning of Working Capital; forecasting of working capital need, components and methods, Estimation of working capital.

##### **Unit IV :**

Financing of Working Capital: Sources of Working capital and bank credit, Preparation of loan application, documentation and securities, Money market and working capital finance, Non bank finance for working capital.

##### **Unit V :**

Management of Components of Working Capital: Receivables Management (including the credit policy of a firm), Cash Management inventory management, creditors management.



### **Text Readings**

1. Working capital management: Ramamoorthy V.E. Institute of financial Management and Research, Madras (1978)
2. Vasant Desai, "The Indian Financial System and Development", Himalaya Publication, New Delhi. 4<sup>th</sup> Edition, June, 2003
3. Working Capital Management: Mehta D.R, Englewood Cliff N.J. Prentice Hall in (1974)
4. Management of working capital : Smith K.V. Network West publishing (1974)
5. R.C. Chawala and K.C. Garg, Industrial Laws, New Delhi, Kalyani, 1993
6. R.M. Srivastava, Divya Nigam, " Indian Financial Institutions Himalaya Publication", New Delhi, 4<sup>th</sup> Edition, June, 2003, 9<sup>th</sup> Edn. 2004.

## **BBA 310F:Accounting Applications for management**

### **Course Objective**

The objectives of this course are to explain the students various aspect of corporate finance, environment of financial and capital markets in which they operate and also to give characteristic features of corporate liability and asset management with view to have a balanced capital structure.

### **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have two Sections: A, and B. Section A worth 10 marks, will consist of ten objective/multiple choice or short answer questions, two from each unit. Section B will consist of 6 questions of 15 marks each, at least one from each unit; out of which student will be required to attempt any four questions.

### **Course Contents**

#### **Unit I :**

**Material Management:** Material as an input cost, Areas of cost saving through materials management- design, purchase, receipt, store, handling and consumption stage, cost analysis for purchase efficiency and vendor rating. Purchasing objectives, Procedure and forms, Inventory and its functions and costs curves, discounts, stores procedure records and accounting and verification procedures.

#### **Unit II :**

**Production Management:** Nature of production decision relation to make and by, process further or sell, equipment replacement manufacturing process, differential cost benefit analysis, cost for plant, location and expansion decision.

#### **Unit III :**

**Marketing Management:** Nature of marketing functions, marketing mix, marketing assets, concepts of marketing costs, decision relating marketing activity by whom, marketing contributions and return of marketing investments, Pricing methods based on cost plus, full cost, rate of return, marginal cost pricing of joint products and by products, channel, logistic and size of cost benefit analysis product, territory, channel, logistic and size of order wise, advertising costs and their types, cost benefit analysis of advertising.

#### **Unit IV :**

Marketing Budget and their preparation, sales forces appraisal through accounting information, Accounting ratios for marketing management, marketing control tools and techniques.

#### **Unit V :**

**Financial Management and control:** Functions of Financial Management, concept of financial contribution and financial management performance, Financial goal setting analysis, ROI sensitivity analysis, and techniques of responsibility budgeting, reporting system for financial control, cost benefit analysis and credit and discount policy decision. Dividend and accounting record.

### **Text Readings**

1. Guru Prasad Murthy: Management Accounting (Himalaya Publishing House)
2. Gopal Krishan P. and Sundram M. : Material management- an integrated approach (Prentice Hall of India, New Delhi)
3. Agarwal R.D.: Organisation and Management ( Tata McGraw Hill)
4. R.L. Gupta, .K. Gupta, “ Principles of Accountancy,” Sultan Chand & Sons, 6<sup>th</sup> Ed., 1996
5. S.N. Maheshwari, “ Management Accounting and Financial Control”, Vikas Publications, New Delhi, III Edition, 2000.
6. R.P. Rastogi, “ Graded Problems and Solutions in financial Management”, Galgotia Publication, New Delhi, 5<sup>th</sup> Edition 2000.

## **BBA 311F-Investment Management**

### **Course Objective**

The objectives of this paper are to provide the students an in-depth understanding of investment decisions and security analysis.

### **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

### **Course Contents**

#### **Unit I :**

**Introduction:** Nature and scope of investment management, principles of investment; risk & returns: Fixed return & variable dividend securities; shares & convertible & non-convertible debentures.

#### **Unit II :**

**Introduction to financial market:** Capital market, new issue market, role, mechanics of flowing new issues, stock exchange role & functions, listing.

#### **Unit III :**

**Money Market:** Call money, T-Bills, Govt. securities, Role of non banking financial intermediaries, Security & exchange board of India & its functions.

#### **Unit IV :**

**Security Analysis:** Fundamental analysis; economic, industry, company analysis technical analysis; dow theory, efficient market theory; weak form, semi-strong form, strong form .

#### **Unit V :**

**Concept of portfolio:** Traditional portfolio management, modern portfolio theory, introduction to derivatives, futures, options.

### **Text Readings**

1. Preeti Singh, Investment Management HPH, Mumbai.
2. V.K. Bhalla, Investment Management Sultan Chand & Sons, New Delhi.
3. Frederic, Amling: Investments ( Prentice Hall), New Delhi
4. William F. Sharke: Investment ( Prentice Hall), New Delhi
5. Gupta L.C. Return on Equities – Indian Experience (Oxford, New Delhi)
6. Doughall land Corrigan: Investments (Prentice Hall), New Delhi
7. V.K. Bhalla, “Investment Management; Security Analysis and Portfolio Management,” S. Chand & Sons, New Delhi, Sixth Edn. 1999.

# **Human Resource Management Area: BBA 309H-Organization Development**

## **Course Objectives**

The objectives of this course are to help the student gain an understanding of the need and methods of HRD & OD and insights in the design, development and delivery of HRD Programmes.

## **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A, B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

## **Course Contents**

### **Unit I :**

**HRD:** Introduction, Significance, Need and Process. Functions of HRD Manager, HRD tasks of line manager. Designing HRD System.

### **Unit II :**

**Training and Development:** Concept, Advantages, Training and Education, Determining Training Needs, Training Methods, Training Process, Evaluation of Training effectiveness.

### **Unit III :**

**OD and Introduction :** Meaning, definition and objective of OD, features of OD-Value and Ethos in OD future of OD, Models of OD, OD action research process, salient issues in O.D.

### **Unit IV :**

Mechanistic and organic systems and the contingency approach-Ecclebic approach and overview, OD interventions- life and career planning- role analysis techniques, sensitivity Training(T. Group) Transactional Analysis.

### **Unit V :**

Survey Feed Back – MBO- Grid Od-Third party peace making- confrontation meeting-organisational mirror-QFL process consultation- Team Building skills of change agents.

## **Text Readings:**

1. Dc. N. R.: Alternative Designs of Human Organisations, Sage., New Delhi
2. French & Bell: Organisational Development-Behavioural Science intervention for organisational improvement, PHI, New Delhi.
3. Dr. B Rattan Reddy, “ Effective Human Resource Training and Development Strategy”Himalaya Publishing House, Mumbai 2004.
4. P.C.Tripathi, “Human Resource Development” S. Sons, New Delhi, 2002.
5. T.V. Rao, The HRD Missionary, New Delhi, Oxford and IBH Publishing Co. Ltd., 1990.
6. Satish Pai, Ravishanker, Upinder Dhar and B.Pattanayak(Ed.), “HRD Skills for Organisational excellence.” Himalaya, Mumbai, 1999.

# BBA 310H-Industrial Relations

## Course Objectives

The objectives of the course are to expose the student to the multidimensional complexities of industrial relations to enable him to develop the right perspective of this delicate responsibility to deal with union constructively.

## Examination

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

## Course Contents

### Unit I :

**Industrial Relations:** Scope and Definition. Role of Employers. Concept, objective and scope of IR. Trade Union in India. Trade Union and the Government. Environmental forces affecting Union management relations.

### Unit II:

**Trade Union Act 1926:** Definitions, Registration Process and Privileges of registered trade union. ILO - Genesis, Objectives, Structure.

### Unit III :

**Industrial Disputes:** Strikes and Lockout. Settlement Machinery of Industrial Disputes, Disciplinary procedure, Punishment.

### Unit IV :

**Factories Act 1948:** Provisions related with health, safety and welfare.

### Unit V :

**Collective Bargaining:** principles; Concept, Process and Position in India. Workers participation in Management – Concept, levels and present scenario of WPM in India, Grievance Redressal System.

## Text Readings

1. R.C.Chawla and K.C.Garg, "Industrial Law", Kalyani Publishers, Ludhiana, 1993.
2. P.L.Malik, "Industrial Law", Eastern Book Co., Lucknow, 1995.
3. J.K.Bareja, "Industrial Law",Galgotia Publishing Co., New Delhi,2001.
4. P.Subha Rao. "Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Himalaya Mumbai, 2000.
5. M.Y.Pylee and George Simon, "Industrial Relations and Personnel Management", Vikas Publishing House, New Delhi,1996.
6. S.C.Shrivastava, "Industrial Relations and Labour Laws", Vikas Publishing House, New Delhi,1994.
7. C.B. Mamorial, Dynamics of Industrial Relations,Himalaya Publishing House, Mumbai,2004.

# BBA 311H-Wage and Salary Administration

## Course Objectives

The objectives of the course are to expose the students to the multidimensional complexities of industrial relations to enable him to develop the right perspective of this delicate responsibility to deal with union constructively.

## Examination

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

## Course Contents

### Unit I :

**Wages and Salary:** Concepts, Theories, Principles of good wage system, factors affecting wages, various components of wages. Payroll Accounting through computers or Manually.

### Unit II :

**Payment of wages:** System of wage payment, wage structure the concept of living wages, minimum wages and fair wages. The fair wages committee report. International Compensation Management-compare of compensation package, Approaches to International Compensation.

### Unit III :

**Minimum Wages Act 1948 :** Fixation and revision of wages. Payment of Wages Act 1936 – Rules for payment of wages. Deduction from wages: Principles of wage fixation in India-Wages boards and pay commission.

### Unit IV :

**Payment of Bonus Act, 1965:** Eligibility and disqualification for bonus, Determination of bonus, payment and recovery of bonus, Incentives, productivity linked wages, executive pay, pension and retirement benefits.

### Unit V :

**Employee State Insurance Act 1948:** Formation of ESIC, ESI fund, Contribution and Benefits, Workman Compensation Act 1923.

## Text Readings

1. R.C. Chawla and K.C. Garg, "Industrial Law", Kalyani Publishers, Ludhiana,1993.
2. P.L.Malik, "Industrial Law", Eastern Book Co., Lucknow, 1995.
3. J.K.Bareja, "Industrial Law", Galgotia Publishing Co., New Delhi, 2001.
4. P.Subha Rao. " Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Himalaya, Mumbai, 2000.
5. M.Y.Pylee and George Simon, "Industrial Relations and Personnel Management", Vikas Publishing House New Delhi, 1996.
6. S.C. Shrivastava, " Industrial Relations and Labour Laws", Vikas Publishing House New Delhi,1994.
7. Armstrong M. & Hellen Murlis, Reward Management a Hand Book of Remuneration Strategy, of Dynn, J.D. and F.M. Rachal, Kalge and Salary Administration, Total Compensation System, McGraw Hill, New York.
8. Dunn.J.D and F.M. Rachal, Wage and Salary Administration, Total Compensation System, Tata McGraw, New Delhi.

# **Production and Operation Management Area: BBA 309P Quality and Reliability Management**

## **Course Objective**

The objective of the course is to acquaint the students of advanced manufacturing systems and help them develop abilities and skills for the effective performance in terms of quality requirements.

## **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

## **Course Contents**

### **Unit I :**

**Basic concepts of quality:** Quality of design, conformance and performance.

### **Unit II :**

**Core concepts of TQM:** Cost of Quality, Team efforts, Manager as a role model & quality delivery process.

### **Unit III :**

**Statistical Quality Control:** Role of attributes and variables in SQC, acceptance sampling; Concept of natural process tolerance; process control and out going quality audits.

### **Unit IV :**

Concepts of availability, maintainability and reliability, product reliability program, series and parallel system of reliability, failure analysis.

### **Unit V :**

Concepts and elements of maintenance. Elements of preventive and breakdown maintenance. Total productive maintenance. Replacement analysis.

## **Text Readings**

1. Kit Sadgrove, "Making TQM Work", Kogan Press India P. Ltd., New Delhi.
2. Helga Drummond, "TQM Movement", UBS Pub. Dist. Ltd., New Delhi.
3. Eugene L, Grant and Richards, Leavenworth, "Statistical Quality Control", McGraw Hill New York.
4. J.M.Juran and Frank M.Gryna(Ed.) "Juran's Quality Control Handbook", McGraw-Hill, New York.
5. Tapan P Bagchi, "ISO 9000: Concepts, Methods and Implementation", Wheeler Publishing ,Allahabad.

# BBA 310P-Operations Planning and Control

## Course Objective

The course is design to equip the students with the concepts of Production Planning and Control(PPC). The emphasis will be on the application of concepts and tools used in PPC for achieving efficiency and quality superiority.

## Examination

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

## Course Contents

### Unit I :

**Introduction to Production Planning and Control:** need of PPC, Functions of PPC, Factors influencing PPC in the organization, Manufacturing methods and Managerial Policies, Pre-requisites of PPC.

### Unit II :

**Materials Planning and control:** Input required for materials planning and control, techniques of material planning and control, Make or buy decisions, scientific stock control techniques.(Inventory control models).

### Unit III :

Factors influencing process planning, steps in process planning, process selection.

### Unit IV :

**Scheduling:** Factors influencing scheduling, working and scheduling charts, Job sequences( n jobs on two machines, n job on three machines), Project scheduling, critical ratio scheduling assignment technique(Assignment-Model).

### Unit V :

**Quality Control:** Quality Control Concepts, sampling techniques, Operating characteristics curve, Drawing and Applications, Quality Control Charts (c,p,x & r charts).

## Text Readings

1. Hari Raghu Rama Sharma, Production Planning and Control Concepts and Application, Deep & Deep Publishers, New Delhi.
2. Charry S.N. Cases and Problem in Production and Operation Management, Tata McGraw Hill, 2005.
3. Bill Scott, Manufacturing Planning Systems, London, McGraw Hill, 1994.
4. Jhamb, "Production Planning and Conrol", Everest Pub. Pune.
5. George W.Plossi,O.R.Licky's, "Materials Requirement Planning", McGraw Hill , New York.

# BBA 311P-Industrial Management

## Course Objectives

The objectives of the course are to expose the student to the multidimensional complexities of industrial relations to enable him to develop the right perspective, of this delicate responsibility to deal with union constructively.

## Examination

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

## Course Contents

### Unit I :

**Introduction:** Introduction of Industrial Management, concept and scope, concepts of efficiency and effectiveness. Managing organisational effectiveness.

### Unit II :

**Productivity:** Concepts and definitions. Measures of productivity, Productivity improvements techniques.

### Unit III :

**Value Analysis and Engineering:** Concept and philosophy of value analysis value functions and value engineering techniques.

### Unit IV :

**Capacity Planning:** Capacity Planning Process, Capacity Planning Strategies, Machine Planning, Labour Planning, Learning curve, Applications in capacity planning.

### Unit V :

**Work Study and Motion Study:** Introduction to work study, Principles and applications of motion study, Principles and applications of Time Study, Work Sampling , Development of production standards.

## Text Readings

1. "Managing Technology", Betz and Fredrick Prentice Hall, New Jersey.
2. "Technology Strategy and The Firm", Dodgesonmark, Longman Pub. U.K.
3. Stoneman, "Economic Analysis of Technological Change", Oxford Univ. Press.
4. Micheal Earl, "Information Management", Oxford Univ.
5. Rohtangi. K. Rohtangi and B. Bowonder, "Technology Forecasting", Tata McGraw Hill, New Delhi.
6. Peter F Drucker, "Technology Management and Society", Pam Books, London.



# Entrepreneurship Area

## BBA 309E Small Business Management

### Course Objectives

The objectives of the course are to expose the student to the multidimensional complexities of industrial relations to enable him to develop the right perspective of this delicate responsibility to deal with union constructively.

### Examination

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

### Course Content:

#### Unit I :

**Small business:** Introduction, Meaning, Definition, contribution, towards the national objectives, relation with entrepreneurship. Case studies of successful / sick, small businesses, industry visits.

#### Unit II :

**Small business as Seed-bed of entrepreneurship :** Concept of business venture. The start-up process, concept, plan implementation, initial strategic planning, product and market scope, legal and tax considerations, risk analysis and financial considerations. Single window clearance scheme.

#### Unit III :

**Profit planning in small enterprise:** Growth strategies and diversification, financial management of current operations and expansion of capital. Family business management, conflict in family business and its resolution.

#### Unit IV :

**Role in small business development:** governmental and non-governmental assistance. Contribution of commercial banks in promotion and servicing small business.

#### Unit V :

**Government policies and formalities** in setting up a unit, Basic requirements regarding registration, Excise, Sales tax, Factory Act, Elements of industrial policy for promoting small business and modern technology.

### Text Readings:

1. Small Business: Vasant Desai Vol. I,II,III, Himalaya Publication, Bombay
2. Small Scale Industry: Success & Failure; Concept , New Delhi
3. S.S. Khanka, Entrepreneurial Development, New Delhi, S. Chand & Sons, 2<sup>nd</sup> Edn. 2000.
4. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Bombay, Himalaya publishing House, 4<sup>th</sup> Ed., 2000
5. Entrepreneurship Development – Centre, for Research & Industrial staff performance, New Delhi, Tata McGraw hill, 1998.
6. Thomas W.Zimmerer and Norman M. Scarborough, Entrepreneurship and New venture Formation, New Delhi, PHI, 1996.
7. Patel V.G. The seven business, crises and how to beat them, Tata Mc Graw Hill,New Delhi, 1995
8. SIIDBI, Annual Reports.
9. Taneja, Satish and Gupta, S.L. Entrepreneurship Development, New venture creation, Galgotia Publish House,New Delhi, latest edition.

# **BBA 310E-Business Creation And Growth Management**

## **Course Objectives.**

The objectives of the course are to expose the student to the multidimensional complexities of industrial relations to enable him to develop the right perspective of this delicate responsibility to deal with union constructively.

## **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

## **Course Content:**

### **Unit I :**

**Entrepreneurs:** Definition, nature and importance of entrepreneurs. The intrapreneurial and entrepreneurial mind, the individual entrepreneur, international entrepreneurship Opportunities.

### **Unit II :**

**Creativity :** Creativity and the business idea, legal issues for the entrepreneur. The business plan: creating and starting the venture, marketing plan, financial plan, the organizational plan, Entrepreneurial competence, motivations, performance and Rewards.

### **Unit III :**

**Financing the new venture:** Sources of capital; informal risk, capital and venture capital

### **Unit IV :**

**Preparing for the new venture launch:** early management decisions managing early growth of the new venture. The contemporary role models in Indian Business their values, philosophies and behavioural orientation.

### **Unit V :**

**New venture expansion strategies and issues:** going public and ending the venture. India's rank and issues facing Indian Entrepreneurship. Potential Business families and communities.

## **Text Readings**

1. Hisrich. D. Robert, Peters & P. Michael, "Entrepreneurship" Tata McGraw Hill, New Delhi.
2. Helt.H.David, "Entrepreneurship", New venture creation, PHI.
3. Panda, Shiba Charan, Entrepreneurship Development, New Delhi, Anmol Publication (Latest Edition)
4. Bhide Amar V, The Origin and Evolution of New Business Oxford University Press, New York, 2000.
5. Desai Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai (Latest Edition).
6. Singh, Nagendra P., Emerging Trends in Entrepreneurship Development, New Delhi, Aseed, 1995.

# **BBA 311E-Innovation and Entrepreneurship**

## **Course Objectives**

The objectives of the course are to expose the student to the multidimensional complexities of industrial relations to enable him to develop the right perspective of this delicate responsibility to deal with union constructively.

## **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

## **Course Contents**

### **Unit I :**

Creativity as a prerequisite to innovation, Innovation and entrepreneurship, opportunities through change, Myths and misconception about entrepreneurs, success factors of entrepreneur.

### **Unit II :**

Concept of entrepreneurship, Nature and historical evaluation, entrepreneurship and economic development, problems of small scale industries in India.

### **Unit III :**

Entrepreneurship and culture, sociological and physiological theories of entrepreneurship, role of training institutions, EDII, NIESBUD, and state level training programmes. Role of KIC, NICS, SISI, DIC.

### **Unit IV :**

Project life cycle: Project management project identification, formulation, appraisal, implementation and evaluation.

### **Unit V :**

Entrepreneurship success: success stories of entrepreneurs, Recent development and cases.

## **Text Readings**

1. S.S. Khanka, Entrepreneurial Development, New Delhi, S.Chand & Sons, 2<sup>nd</sup> Ed. 2000.
2. Desai Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai 4<sup>th</sup> Ed. 2000.
3. Entrepreneurship Development – Centre for Research & Industrial staff performance, New Delhi Tata McGraw Hill, 1998.
4. Thomas W.Zimmerer and Norman M. Scarborough, Entrepreneurship and New venture Formation, New Delhi, PHI, 1996.
5. Khan and Gupta, “Entrepreneurship and Small Business Management” Sultan Chand and Sons, New Delhi.
6. Helt. H.David, “Entrepreneurship”, New venture Creation,” PHI, New Delhi.

## **Information System Area: BBA 309 I-OOP using C++**

### **Course Objective**

The objective of this course is to help students to understand the concepts of Object Oriented Programming using C++ and their use in organization and processing complex business information.

### **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. A panel of Internal and External examiner will conduct the viva-voce examination at the end of the final and award marks to the student out of a maximum of 20 marks. The final examination carrying 50 marks will have eight questions, with a minimum one question from each unit, out of which students will be required to attempt any five questions. Total Marks = 30+20+50=100.

### **Course Contents**

#### **Unit I :**

**Object Oriented Programming:** Introduction, Advantages of Object Oriented Programming, Procedural versus Object Oriented Languages, Overview of : Objects, Classes, Encapsulation, Data Binding, Inheritance and Polymorphism.

#### **Unit II :**

**Programming with C++:** General forms of a C++ program, I/O with cout and cin, different operators, scope resolution operator, Data types, For while, do-while, if-else, switch and conditional statements. Classes and objects: structure and classes, unions and classes, constructors and destructors , Automatic, external and static data members and member function.

#### **Unit III :**

**Functions:** Use to Functions, Passing values between functions, scope rule of function, function declarations and prototypes, call by value and call by reference and return by reference friend function. Virtual function, Default Argument, constant arguments, function overloading.

#### **Unit IV :**

**Arrays and Pointers:** Definition, Initialization, passing Arrays Elements to a Function, Two Dimensional and three dimensional Arrays, Pointers to Two dimensional arrays and arrays of pointers.

#### **Unit V :**

**Inheritance:** Multilevel and Multiple Inheritance, Constructor, Destructor and Inheritance, Private, Public and Protected access specifies, function and operator overloading, hierarchical inheritance, hybrid inheritance.

### **Text Readings**

1. Robert Lafore, “ Object Oriented Programming in Turbo C++”, Galgotia Publishing Pvt. Ltd., New Delhi, 2000.
2. Herbert Schildt, “C++: The complete reference “, Tata McGraw Hill Publishing Company Ltd.,New Delhi,1999.
3. E. Balagurusamy, “Object Oriented Programming with C++”, Tata McGraw Hill Pub. Co. Ltd. New Delhi.,2000.

# **BBA 310 I-Database Management System**

## **Course Objective**

The objective of this course is to help students to understand the basics of Relational Database Management System, and back-end tool using ORACLE and their use in organization and processing complex business information.

## **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. A panel of Internal and External examiner will conduct the viva-voce examination at the end of the final and award marks to the student out of a maximum of 20 marks. The final examination carrying 50 marks will have eight questions, with a minimum one question from each unit, out of which students will be required to attempt any five questions. Total Marks = 30+20+50=100.

## **Course Contents**

### **Unit I :**

Data definition, data and organization purpose of database system common sources of data, need for managing data, data integrity.

### **Unit II :**

Systems architecture, storage media's file structure, role of operating system, Data base administration and Administration and its components.

### **Unit III :**

Data base fundamentals, Attributes types, records, tabular storage of information and Atomicity, relational DBMS, Logical and Physical Data Dictionary, Set theory concepts.

### **Unit IV :**

Entity relationship diagram, Application and case studies of ER Diagram, Relational Algebra, Relational Calculates.

### **Unit V :**

Introduction to structured query language (SQL) and QUEL, SELECT, UPDATE, CREATE, APPEND, INSERT, & DELETE operations, case study using SQL.

## **Text Readings**

1. Ullman Jeffery, principles of database management system, New Delhi, Galgotia, 2<sup>nd</sup> Ed.,1994.
2. Robert Kruse, data structure & Program Design in C, New Delhi, Prentice Hall, 1994.
3. James Martin, Introduction to data base Management Systems.
4. Korth, Siberscharty, database system concepts, New Delhi, BPB Publications, 1996.
5. Martin, Principles of data base Management, New Delhi, Prentice Hall of India, 1992.
6. P. Sinha, Computer Fundamentals, New Delhi, BPB Publications, 1996.

# **BBA 311 I-System Analysis and Design**

## **Course Objective**

The objective of this course is to help students to understand the basics of Software Design and Development. Project Management, Software Quality Assurance and CASE and Related issues and their use in organization and processing complex business information.

## **Examination**

The faculty member will award marks out of a maximum of 30 marks for the internal performance of the student. The Final examination will be worth 70 marks. It will have three sections; A,B and C. Section A worth 10 marks will consist of 10 objective/multiple choice or short answer questions, two from each unit. Section B will consist of 5 questions of 15 marks each, one from each unit; out of which student will be required to attempt any three questions. Section C, worth 15 marks will have one or more numerical problem(s)/Case(s) and will be compulsory.

## **Course Contents**

### **Unit I :**

The system concept, elements and types of a system. Introduction to software and software engineering: Introduction, preliminary systems analysis, software development life cycle, prototyping model, RAD Model, The spiral model of software engineering, fourth generation techniques in software development.

### **Unit II :**

Sources and techniques for study and collection of facts, communicating the findings. Introduction to CASE, the role of system analysis hardware software selection.

### **Unit III :**

Design and implementation of software: Design concepts and principles, effective modular design. Data modeling, Mechanics of structured analysis, Data Flow design and Entity Relationship design.

### **Unit IV :**

Software Quality Factors and Software Quality Assurance: Software Quality Metric, Software Reliability cost effectiveness analysis.

### **Unit V :**

Software Testing Methods and Strategies: Objectives white box testing methods, Black box testing methods: Equivalence partitioning and Boundary value analysis, Unit Testing, Integration Testing, Validation Testing System Testing and the Art of Debugging. System security, Disaster recovery planning.

## **Text Readings**

1. Burch & Grudnitski: Information Systems Theory & Practice.
2. Daniels & Yeates: Basic Systems Analysis: Galtotia New Delhi.
3. Award E.M.: Systems Analysis and Designs.
4. Rajarman V: Analysis and Design of Information Systems.
5. Hawryszkiewys: Introduction to Systems Analysis & Design.