

B.B.A.: Syllabus Revision in 2019-20.

S. No	Course Code	Session 2018-19	Session 2019-20	Remark Syllabus Change/ new course
1	BBA 101	<p style="text-align: center;">Environmental Studies</p> <p>Unit I Ecology Ecosystem – Introduction- Abiotic and Biotic components. Structure and functions of Ecosystem – Food Chain, Food web, Ecological pyramids, Energy flow and biogeochemical cycles. Biodiversity – Values, Type and levels of Biodiversity. Causes of depletion. Conservation of biodiversity</p> <p>Unit II Pollution <u>Water Pollution – Sources of water, water quality standards, type of pollutants – its sources and effects. Air Pollution –</u> composition of atmosphere, Air quality standards, Sources and adverse effects of air pollution, Green house effect, global warming, acid rain, ozone depletion, Noise Pollution – Introduction, Level of noise, Sources and adverse effects of noise, Control of noise pollution.</p> <p>Unit III Solid Waste Management Municipal waste – Introduction, classification of solid waste, composition and characteristics of solid waste, collection conveyance and disposal of solid waste, recovery of resources. Sanitary land filling, Vermi composting, incineration. Biomedical waste – Generation, collection and disposal.</p> <p>Unit IV Non Conventional energy sources Introduction, renewable sources of energy: solar energy, wind energy, Energy from ocean, energy from biomass, geothermal energy and nuclear energy. Potential of renewable energy resources in India.</p> <p>Unit V Social Issues and EIA Sustainable development Rain water harvesting. Public awareness and environmental education. Environmental</p>	<p style="text-align: center;">Environmental Studies</p> <p>Unit I Ecology Ecosystem – Introduction- Abiotic and Biotic components. Structure and functions of Ecosystem – Food Chain, Food web, Ecological pyramids, Energy flow and biogeochemical cycles. Biodiversity – Values, Type and levels of Biodiversity. Causes of depletion. Conservation of biodiversity</p> <p>Unit II Pollution <u>Water Pollution – Sources of water, water quality standards, type of pollutants – its sources and effects. Air Pollution –</u> composition of atmosphere, Air quality standards, Sources and adverse effects of air pollution, Green house effect, global warming, acid rain, ozone depletion, Noise Pollution – Introduction, Level of noise, Sources and adverse effects of noise, Control of noise pollution.</p> <p>Unit III Solid Waste Management Municipal waste – Introduction, classification of solid waste, composition and characteristics of solid waste, collection conveyance and disposal of solid waste, recovery of resources. Sanitary land filling, Vermi composting, incineration. Biomedical waste – Generation, collection and disposal.</p> <p>Unit IV Non Conventional energy sources Introduction, renewable sources of energy: solar energy, wind energy, Energy from ocean, energy from biomass, geothermal energy and nuclear energy. Potential of renewable energy resources in India.</p> <p>Unit V Social Issues and EIA Sustainable development</p>	

		<p>Legislations in India – Environmental Protection act-1986, Air (Prevention and control of Pollution) act, water (Prevention and control of Pollution) act, wildlife protection act, Forest conservation act.</p>	<p>Rain water harvesting. Public awareness and environmental education. Environmental Legislations in India – Environmental Protection act-1986, Air (Prevention and control of Pollution) act, water (Prevention and control of Pollution) act, wildlife protection act, Forest conservation act.</p>	
2	BBA 102:	<p>English</p> <p>Unit I Transformation & Analysis of Sentence</p> <ul style="list-style-type: none"> • Elements of a sentence, Subject, predication, object • Types of Sentence: Simple, Compound And Complex • Transactions of Sentences: <ul style="list-style-type: none"> a. Direct and indirect Narration b. Active and Passive Voice <p>Unit II General Grammar of Nouns, Pronouns, Verbs, Adverbs, Adjectives, Conjunctions</p> <p>Unit III Tenses Simple Past tense, Simple Present Tense, Simple future Tense, Past Continuous, Present continuous, Future continuous, Past perfect, Present Perfect, Future Perfect, Past Perfect continuous, Present Perfect continuous, Future perfect continuous.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit IV Comprehension passage Inferring facts, opinions, reasons, conclusion and general statements from Comprehension passage</p> <p style="text-align: right;">Lectures-08</p> <p>Unit V Composition</p> <ul style="list-style-type: none"> • Paragraph writing (for developing better writing skill) • Application & Letter (Personal / Official-formal and informal) 	<p>English</p> <p>Unit I Transformation & Analysis of Sentence</p> <ul style="list-style-type: none"> • Elements of a sentence, Subject, predication, object • Types of Sentence: Simple, Compound And Complex • Transactions of Sentences: <ul style="list-style-type: none"> c. Direct and indirect Narration d. Active and Passive Voice <p>Unit II General Grammar of Nouns, Pronouns, Verbs, Adverbs, Adjectives, Conjunctions</p> <p>Unit III Tenses Simple Past tense, Simple Present Tense, Simple future Tense, Past Continuous, Present continuous, Future continuous, Past perfect, Present Perfect, Future Perfect, Past Perfect continuous, Present Perfect continuous, Future perfect continuous.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit IV Comprehension passage Inferring facts, opinions, reasons, conclusion and general statements from Comprehension passage</p> <p style="text-align: right;">Lectures-08</p> <p>Unit V Composition</p> <ul style="list-style-type: none"> • Paragraph writing (for developing better writing skill) • Application & Letter (Personal / Official-formal and informal) 	
3	BBA 103:	<p>Computer Application in Business -I Unit I Basics of Computer and it's evolution Evolution of computer, Data and Information, Characteristics of computers, Various fields of</p>	<p>Computer Application in Business -I Unit I Basics of Computer and it's evolution Evolution of computer, Data and</p>	

	<p>application of computers, Various fields of computer (Hardware, Software), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of technology (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super), Different Generation of computers (I to V), Types of software (System and Application)</p> <p>Unit II Input and Output Devices Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter, LCD Projector Memory : PrimaryMemory(ROM & RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-RW, DVD ROM ,BlueRay)</p> <p>cept of Data Communication and Networking Networking Concepts, Types of networking (LAN,MAN AND WAN), Advantages & Disadvantages of Networking , Different Topologies Internet: Network, Client and Servers, Host & Terminals, TCP/IP, World Wide Web, Hypertext, Uniform Resource Locator, Web Browsers, IP Address, Domain Name, Internet Services Providers, Internet Security, Internet Requirements, Web Search Engine, Net Surfing, Internet Services, Intranet</p>	<p>Information, Characteristics of computers, Various fields of application of computers, Various fields of computer (Hardware, Software), Advantages and Limitations of computer, Block diagram of computer, Function of different units of computer, Classification of computers i) On the basis of technology (Digital, Analog and Hybrid) ii) On the basis of processing speed and storage capacity (Micro, Mini, mainframe and Super), Different Generation of computers (I to V), Types of software (System and Application)</p> <p>Unit II Input and Output Devices Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and it's type (VGA, SVGA and XGA), Printer and it's type (Impact and Non-Impact with example), Plotter, LCD Projector Memory : PrimaryMemory(ROM & RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy disks, Hard disks, Magnetic Tape, Optical disks – CD ROM and it's type (CD ROM, CD ROM-RW, DVD ROM ,BlueRay)</p> <p>cept of Data Communication and Networking Networking Concepts, Types of networking (LAN,MAN AND WAN), Advantages & Disadvantages of Networking , Different Topologies Internet: Network, Client and Servers, Host & Terminals, TCP/IP, World Wide Web, Hypertext, Uniform Resource Locator, Web Browsers, IP Address, Domain Name, Internet Services Providers, Internet Security, Internet Requirements, Web Search Engine, Net Surfing, Internet</p>	
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4	BBA 104:	<p>Principles of Management Unit I Introduction Concept & functions of Management, evolution of management theories, scientific management, bureaucracy, behavioral approach, Quantitative approach and systems approach Decision Making – Meaning and Importance, Forms, Techniques and process of decision making</p> <p>Unit II Planning and Organizing Planning – meaning and importance of planning. Types of plans, planning process. Organizing – Meaning and principles, Types of Organization. Span of control- meaning and importance. Departmentalization. Authority- Centralization and decentralization of Authority.</p> <p>Unit III Staffing Meaning, job analysis, recruitment, selection, training- importance and types of training. performance appraisals- meaning and purpose, compensation- meaning and</p>	<p>Principles of Management Unit I Introduction Concept & functions of Management, evolution of management theories, scientific management, bureaucracy, behavioral approach, Quantitative approach and systems approach Decision Making – Meaning and Importance, Forms, Techniques and process of decision making</p> <p>Unit II Planning and Organizing Planning – meaning and importance of planning. Types of plans, planning process. Organizing – Meaning and principles, Types of Organization. Span of control- meaning and importance. Departmentalization. Authority- Centralization and decentralization of Authority.</p> <p>Unit III Staffing Meaning, job analysis, recruitment, selection, training- importance and types of training. performance appraisals- meaning and purpose, compensation- meaning and</p>	

		<p>importance.</p> <p>Unit IV Directing Direction - Meaning, Requirement of effective direction, Communication - Types & Importance. Motivation - meaning, Theories of motivation - Maslow, Herzberg, Adam's Equity theory. Leadership – meaning, types of Leadership</p> <p>Unit V Management Control Control: Meaning, Needs, Principles, Process and Techniques of management control, types of control, essentials of effective control system. Co-ordination : Meaning, Types and Principles of co-ordination</p>	<p>importance.</p> <p>Unit IV Directing Direction - Meaning, Requirement of effective direction, Communication - Types & Importance. Motivation - meaning, Theories of motivation - Maslow, Herzberg, Adam's Equity theory. Leadership – meaning, types of Leadership</p> <p>Unit V Management Control Control: Meaning, Needs, Principles, Process and Techniques of management control, types of control, essentials of effective control system. Co-ordination : Meaning, Types and Principles of co-ordination</p>	
5	BBA 105:	<p>Business Accounting</p> <p>Unit I Accounting <i>Introduction:</i> Definition, Basic Accounting Terminology Advantages Limitations, Branches, Objectives of Accounting .Process of Accounting, <i>Accounting Principles and standards:</i> Accounting principles, concepts and conventions. Difference between Bookkeeping & Accountancy, users of Accounting.</p> <p>Unit II Source Document and Accounting Equation <i>Journalizing Transactions:</i> Recording of transactions in Journal, Rules of Debit and Credit, Journal entries. <i>Sub Division of Journal:</i> Cash Book, Purchase book, Sales book, Returns book, B/R book, B/P book, Journal proper</p> <p>Unit III Classification of Accounts <i>Ledger Posting:</i> Classification of Accounts Ledger Posting, Closing entries <i>Trial Balance :</i>Meaning and characteristics of a Trial Balance, Methods of preparing Trial balance. Difference between Balance method and a Totals method.</p> <p>Unit IV Provision, Reserves & Depreciation Provision for Discount on Debtors, Meaning and importance of Reserves, types of Reserves, Revenue Reserves and Capital Reserves, General Reserve and Specific Reserve, Secret Reserve. Meaning,</p>	<p>Business Accounting</p> <p>Unit I Accounting <i>Introduction:</i> Definition, Basic Accounting Terminology Advantages Limitations, Branches, Objectives of Accounting .Process of Accounting, <i>Accounting Principles and standards:</i> Accounting principles, concepts and conventions. Difference between Bookkeeping & Accountancy, users of Accounting.</p> <p>Unit II Source Document and Accounting Equation <i>Journalizing Transactions:</i> Recording of transactions in Journal, Rules of Debit and Credit, Journal entries. <i>Sub Division of Journal:</i> Cash Book, Purchase book, Sales book, Returns book, B/R book, B/P book, Journal proper</p> <p>Unit III Classification of Accounts <i>Ledger Posting:</i> Classification of Accounts Ledger Posting, Closing entries <i>Trial Balance :</i>Meaning and characteristics of a Trial Balance, Methods of preparing Trial balance. Difference between Balance method and a Totals method.</p> <p>Unit IV Provision, Reserves & Depreciation Provision for Discount on Debtors, Meaning and importance of Reserves, types of Reserves, Revenue Reserves and Capital Reserves, General Reserve and Specific</p>	

		<p>Characteristics of Depreciation, Methods of computing & Recording Depreciation: Straight Line Method & written Down Value Method</p> <p>Unit V Preparation of Financial Statements Preparation of Trading Account, Profit and Loss Account and Balance sheet . <i>Items of Adjustment:</i> Closing Stock, Outstanding Expenses, Prepaid or Unexpired Expenses, Accrued or Outstanding Income, Income Received in Advance, Bad Debts, Provision for Doubtful Debts, Dep., Provision for Discount on Debtors, Manager's Commission, Interest on Capital, Interest on Drawings, Drawings of Goods by the Proprietor, Free Samples, Abnormal Losses, Goods sent on approval etc.</p>	<p>Reserve, Secret Reserve. Meaning, Characteristics of Depreciation, Methods of computing & Recording Depreciation: Straight Line Method & written Down Value Method</p> <p>Unit V Preparation of Financial Statements Preparation of Trading Account, Profit and Loss Account and Balance sheet . <i>Items of Adjustment:</i> Closing Stock, Outstanding Expenses, Prepaid or Unexpired Expenses, Accrued or Outstanding Income, Income Received in Advance, Bad Debts, Provision for Doubtful Debts, Dep., Provision for Discount on Debtors, Manager's Commission, Interest on Capital, Interest on Drawings, Drawings of Goods by the Proprietor, Free Samples, Abnormal Losses, Goods sent on approval etc.</p>	
6	BBA 106:	<p>Economics I</p> <p>Unit I Introduction to Economics</p> <ul style="list-style-type: none"> • Definition, methodology and scope of economics • Forms of economic analysis – Micro vs. macro, partial vs. general, static vs. dynamic, positive vs. normative, short run vs. long run • Basic concepts and precepts – economic problems, economic rationality, optimality • Economic organization – market, command and mixed economy • Relation between economics and law-economic offences and economic legislation <p>Unit II Demand</p> <ul style="list-style-type: none"> • Theories of demand- demand function, law of demand • Concept of utility and utility theory-utility approach, indifference curve approach <p>Unit III Supply</p> <ol style="list-style-type: none"> a. Law of supply, supply function b. Price determination; shift of demand and supply c. Elasticity of demand and supply; consumer surplus d. Applications of demand and supply – tax floor and ceilings; applications of indifference curves- tax, labour and 	<p>Economics I</p> <p>Unit I Introduction to Economics</p> <ul style="list-style-type: none"> • Definition, methodology and scope of economics • Forms of economic analysis – Micro vs. macro, partial vs. general, static vs. dynamic, positive vs. normative, short run vs. long run • Basic concepts and precepts – economic problems, economic rationality, optimality • Economic organization – market, command and mixed economy • Relation between economics and law-economic offences and economic legislation <p>Unit II Demand</p> <ul style="list-style-type: none"> • Theories of demand- demand function, law of demand • Concept of utility and utility theory-utility approach, indifference curve approach <p>Unit III Supply</p> <ol style="list-style-type: none"> a. Law of supply, supply function b. Price determination; shift of demand and supply c. Elasticity of demand and supply; consumer surplus d. Applications of demand and supply –tax floor and ceilings; applications 	

		<p>work</p> <p>Unit IV Production Analysis, costs and market structure</p> <ul style="list-style-type: none"> • Concepts of Production- production isoquants, returns, returns to factor, returns to scale • Cost and revenue concepts • Classification of markets-pure and perfect competition; monopolistic and imperfect competition; monopoly, duopoly and oligopoly; cartels; Concept of Dumping- to be substantiated with the cases of International Courts of Justice, Competition law <p>Unit V Theory of determination of factor prices, rent, interest, wages and profit</p> <ul style="list-style-type: none"> • Labour supply and wage determination • Role of trade unions and collective bargaining in wage determination; minimum wage legislation • Exploitation of labour • The theory of rent, interest and profits 	<p>of indifference curves- tax, labour and work</p> <p>Unit IV Production Analysis, costs and market structure</p> <ul style="list-style-type: none"> • Concepts of Production- production isoquants, returns, returns to factor, returns to scale • Cost and revenue concepts • Classification of markets-pure and perfect competition; monopolistic and imperfect competition; monopoly, duopoly and oligopoly; cartels; Concept of Dumping- to be substantiated with the cases of International Courts of Justice, Competition law <p>Unit V Theory of determination of factor prices, rent, interest, wages and profit</p> <ul style="list-style-type: none"> • Labour supply and wage determination • Role of trade unions and collective bargaining in wage determination; minimum wage legislation • Exploitation of labour • The theory of rent, interest and profits 	
7	BBA 107:	<p>A: Business Organizations</p> <p>Unit I Entrepreneurship Origin and development of entrepreneurship in India. Problems and suggestions. Role of RIICO and District Industrial Centers.</p> <p>Unit II Business Environment Significance and establishment of business organization (Consideration and steps only). Business Environment. Business Ethics. Need and importance of Finance. Sources of Finance. A brief study of Rajasthan Fire Corporation.</p> <p>Unit III Stock Exchange Origin, development and activities of stock exchange in India. A brief study of SEBI, OTSE and NSE. Corporate objectives, forms and kinds of Business Combination</p>	<p>A: Fundamentals of Logistics</p> <p>Unit I Introduction to Logistics: History of Logistics Need for logistics- Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics</p> <p>Unit II Logistics and Customer Service Logistics and Customer Service – Definition of Customer Service Elements of Customer Service- Conceptual Phases in Customer Service-Customer Retention - Procurement and Outsourcing - Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing - Critical Issues in</p>	New Course

		<p>Combination Movement in India</p> <p>Unit IV Advertisement & Publicity Modern methods of Advertisement and Publicity Significance and evils of advertisement.</p> <p>Unit V Welfare State & Industrial Policy Concept of Welfare State, Government Assistance Industries in India, Industrial Policy, Industrial Democracy.</p>	<p>Logistics Outsourcing</p> <p>Unit III Global Logistics Global Supply Chain - Organizing for Global Logistics-Strategic Issues in Global Analytical Logistics - Forces driving Globalization - Modes of Transportation in Global Logistics Barriers to Global Logistics - Markets and Competition - Financial Issues in Logistics Performance - Integrated Logistics - Need for Integration - Activity Centers in Integrated Logistics, Role of 3PL & 4PL.</p> <p>Unit IV Subsectors-Part I</p> <p>a) Warehouse: Warehouse-Meaning, Types of Warehouses Benefits of Warehousing.</p> <p>b) Transportation- Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems.</p> <p>c) Courier/Express - Courier/Express- Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier - Express Sector for international and domestic shipping.</p> <p>d) E-Commerce - Meaning, Brief on Fulfillment Centers, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.</p> <p>Unit V Subsectors-Part II</p> <p>a) EXIM: Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load Analytical handling and brief on trans-shipment.</p> <p>b) Supply chain.</p> <p>c) Cold chain.</p> <p>d) Liquid Logistics.</p> <p>e) Rail Logistics.</p>	
8	BBA 107:	<p>B: Business Ethics</p> <p>Unit I Introduction Ethics: Nature, scope and purpose of ethics; Type of Business Ethics, Values concepts, Relevance of values; Importance of Ethics & Values; Factors influencing business ethics, Ethical decision making process, Utilitarianism</p> <p>Unit II Responsibility & Governance Corporate Social Responsibility:</p>	<p>B: Business Ethics</p> <p>Unit I Introduction Ethics: Nature, scope and purpose of ethics; Type of Business Ethics, Values concepts, Relevance of values; Importance of Ethics & Values; Factors influencing business ethics, Ethical decision making process, Utilitarianism</p> <p>Unit II Responsibility & Governance</p>	

		<p>Nature, Scope & Importance; Corporate Governance: Concept, Objectives, issues, features of Corporate Governance, importance of ethical culture and leadership, Types of CSR, Stakeholders Perspective.</p> <p>Unit III Ethical issues Consumerism, unethical issues in sales, marketing, finance and technology; Competitive strategy, value systems, Work ethics; modern business ethics and dilemmas;</p> <p>Unit IV Indian Ethos Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature, Holistic Approach for Managers in Decision Making; Concept, importance & relevance of Trusteeship principle in modern business</p> <p>Unit V Ethics of global prospective Global trends in business ethics, Marketing ethics, promotional ethics in advertising, Financial ethics, ethics in Information Technology. The Indian Business scene, Ethical Concerns, Environmental Ethics – concerns & issues.</p>	<p>Corporate Social Responsibility: Nature, Scope & Importance; Corporate Governance: Concept, Objectives, issues, features of Corporate Governance, importance of ethical culture and leadership, Types of CSR, Stakeholders Perspective.</p> <p>Unit III Ethical issues Consumerism, unethical issues in sales, marketing, finance and technology; Competitive strategy, value systems, Work ethics; modern business ethics and dilemmas;</p> <p>Unit IV Indian Ethos Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature, Holistic Approach for Managers in Decision Making; Concept, importance & relevance of Trusteeship principle in modern business</p> <p>Unit V Ethics of global prospective Global trends in business ethics, Marketing ethics, promotional ethics in advertising, Financial ethics, ethics in Information Technology. The Indian Business scene, Ethical Concerns, Environmental Ethics – concerns & issues.</p>	
9	BBA 201:	<p>Disaster Management</p> <p>Unit I Fundamentals of disaster</p> <p>Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Impacts of Disasters on People and Society. Preventive Measures of Different Disasters</p> <p>Unit II Natural Disasters Causes and effects of: Earthquakes, Tsunami, Cyclones, Floods, Droughts, Landslides.</p> <p>Unit III Manmade Disasters Causes and Effects of: Fire, Chemical & Industrial Accidents, Rail-Road & Air Disasters, Terrorist Attacks, Nuclear Hazards, Biological & Chemical warfare, Epidemic.</p> <p>Unit IV Disaster Management Goals of Disaster Management, Disaster Management Cycle, Do's & Don'ts and Mitigation Measures of Different Disasters.</p> <p>Unit V Rehabilitation and reconstruction</p>	<p>Disaster Management</p> <p>Unit I Fundamentals of disaster</p> <p>Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) Impacts of Disasters on People and Society. Preventive Measures of Different Disasters</p> <p>Unit II Natural Disasters Causes and effects of: Earthquakes, Tsunami, Cyclones, Floods, Droughts, Landslides.</p> <p>Unit III Manmade Disasters Causes and Effects of: Fire, Chemical & Industrial Accidents, Rail-Road & Air Disasters, Terrorist Attacks, Nuclear Hazards, Biological & Chemical warfare, Epidemic.</p> <p>Unit IV Disaster Management Goals of Disaster Management, Disaster Management Cycle, Do's & Don'ts and Mitigation Measures of Different Disasters.</p>	

		Disaster Risk Management in India, Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management.	Unit V Rehabilitation and reconstruction Disaster Risk Management in India, Hazard and Vulnerability profile of India, Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management.	
10	BBA 202	<p>Business Communication</p> <p>Unit I Introduction to Communication Defining Communication, Process of Communication, Nature & scope of business communication, Importance of Effective Communication in modern business, Channels of Communication, 7 C's of Communication, Barriers to Communication and ways to overcome them</p> <p>Unit II Communication in Organisation Communication in Organizational Setting- Internal and External Communication Oral, written & Non Verbal Communication, Listening Skills, Writing CV's, Communication in different situations</p> <p>Unit III Public Speaking Basics of Speaking in Public, Participating in Meetings and Group Discussions, How to face Interviews, Presenting yourself before, at and after interviews, FAQs during interviews, Designing and Delivering Presentation</p> <p>Unit IV Communication in organization Introduction to business letters, Structure and Layout of Business Letters, Types of Business Letters, Basics of Writing Business Reports, Memos- Direct and Indirect, Business Emails</p> <p>Unit V Making Communication Effective Goal Setting, Time Management, Handling Stress, Building Confidence</p>	<p>Business Communication</p> <p>Unit I Introduction to Communication Defining Communication, Process of Communication, Nature & scope of business communication, Importance of Effective Communication in modern business, Channels of Communication, 7 C's of Communication, Barriers to Communication and ways to overcome them</p> <p>Unit II Communication in Organisation Communication in Organizational Setting- Internal and External Communication Oral, written & Non Verbal Communication, Listening Skills, Writing CV's, Communication in different situations</p> <p>Unit III Public Speaking Basics of Speaking in Public, Participating in Meetings and Group Discussions, How to face Interviews, Presenting yourself before, at and after interviews, FAQs during interviews, Designing and Delivering Presentation</p> <p>Unit IV Communication in organization Introduction to business letters, Structure and Layout of Business Letters, Types of Business Letters, Basics of Writing Business Reports, Memos- Direct and Indirect, Business Emails</p> <p>Unit V Making Communication Effective Goal Setting, Time Management, Handling Stress, Building Confidence</p>	
11	BBA 203	<p>Computer Application in Business-II</p> <p>Unit I Operating System Concept Operating System and it's Concept, Functions of OS, OS as resource manager, types of OS: Single User and Multi User with example, Booting Process (MS-</p>	<p>Computer Application in Business-II</p> <p>Unit I Operating System Concept Operating System and it's Concept, Functions of OS, OS as resource manager, types of OS: Single User and Multi User with example, Booting Process</p>	

		<p>DOS), Booting Sequence</p> <p>Unit II Introduction to MS-PowerPoint Introduction to MS-PowerPoint, What is a Presentations?, Slides, Working with Slides, Slides Show and Printing Presentation</p> <p>Unit III Introduction to Database Systems File System versus a DBMS, Advantages of a DBMS, Describing and storing data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with database, introduction to Data Models, Architecture of DBMS.</p> <p>Unit IV Entity Relationship Model Overview of Database Design, Entities, attributes, and Entity sets, Relationships and Relationship sets, additional features of the ER Model, Conceptual database design with the ER model – Entity versus attribute, entity versus relationship.</p> <p>Unit V MS-Access: Foundations Database tables, records and fields, using a key field, adding objects to your database, creating tables, setting field properties, setting the key, modifying the table structures, viewing table design and entering simple data, using wizards to create database. Enter table data, using the datasheet view, using forms to enter and edit data</p>	<p>(MS-DOS), Booting Sequence</p> <p>Unit II Introduction to MS-PowerPoint Introduction to MS-PowerPoint, What is a Presentations?, Slides, Working with Slides, Slides Show and Printing Presentation</p> <p>Unit III Introduction to Database Systems File System versus a DBMS, Advantages of a DBMS, Describing and storing data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with database, introduction to Data Models, Architecture of DBMS.</p> <p>Unit IV Entity Relationship Model Overview of Database Design, Entities, attributes, and Entity sets, Relationships and Relationship sets, additional features of the ER Model, Conceptual database design with the ER model – Entity versus attribute, entity versus relationship.</p> <p>Unit V MS-Access: Foundations Database tables, records and fields, using a key field, adding objects to your database, creating tables, setting field properties, setting the key, modifying the table structures, viewing table design and entering simple data, using wizards to create database. Enter table data, using the datasheet view, using forms to enter and edit data</p>	
12	BBA 204:	<p>Organizational Behavior</p> <p>Unit I Fundamentals of Organizational Behavior Concept and nature of Organisation Behaviour: Learning objectives; Definition and Meaning; Key elements; Scope of Organisation Behaviour; Why study Organisational Behaviour; New challenges of OB Manager.</p>	<p>Organizational Behavior</p> <p>Unit I Fundamentals of Organizational Behavior Concept and nature of Organisation Behaviour: Learning objectives; Definition and Meaning; Key elements; Scope of Organisation Behaviour; Why study Organisational Behaviour; New</p>	

	<p>Unit II Individual Behavior Meaning of Personality. Theories of Personality – The Jungian framework, The Big Five Traits, Mytes-Briggs Indicator, Locus of Control, Type A and Type B Assessment of Personality. <i>Perception</i>–Meaning and definition, Perceptual process, perceptual errors, <i>Attitude</i>-Meaning and dimensions of Attitude- Job Satisfaction, Organizational commitment. <i>Learning</i>-Meaning and Importance of learning, Approaches to learning- classical Conditioning, Operant Conditioning, Social Learning.</p> <p>Unit III Interpersonal and Team Behavior Motivation: meaning and importance, Theories of motivation- Maslow’s hierarchy of needs theory, Herzberg’s Dual-Factor Theory, Mc Cleland’s Achievement Motivation Theory, Equity, goal-setting theories. Conflict: Meaning of Conflict, Stages of Conflict, Strategies for managing conflict. Leadership: Leadership and management, Leadership styles, Traits and skills of Leaders, transformational transactional & Charismatic Leadership.</p> <p>Unit IV Organization Process Culture: Meaning and Functions of Organizational culture, managing Organizational culture. Organizational structure: Elements of organization Structure- Centralization and decentralization, Differentiation and Integration, Mechanistic and Organic structure. Organizational design structures- Traditional and modern Organizational structures.</p> <p>Unit V Change Process Meaning and importance of organizational change, internal and external changes. Models of</p>	<p>challenges of OB Manager.</p> <p>Unit II Individual Behavior Meaning of Personality. Theories of Personality – The Jungian framework, The Big Five Traits, Mytes-Briggs Indicator, Locus of Control, Type A and Type B Assessment of Personality. <i>Perception</i>–Meaning and definition, Perceptual process, perceptual errors, <i>Attitude</i>-Meaning and dimensions of Attitude- Job Satisfaction, Organizational commitment. <i>Learning</i>-Meaning and Importance of learning, Approaches to learning- classical Conditioning, Operant Conditioning, Social Learning.</p> <p>Unit III Interpersonal and Team Behavior Motivation: meaning and importance, Theories of motivation- Maslow’s hierarchy of needs theory, Herzberg’s Dual-Factor Theory, Mc Cleland’s Achievement Motivation Theory, Equity, goal-setting theories. Conflict: Meaning of Conflict, Stages of Conflict, Strategies for managing conflict. Leadership: Leadership and management, Leadership styles, Traits and skills of Leaders, transformational transactional & Charismatic Leadership.</p> <p>Unit IV Organization Process Culture: Meaning and Functions of Organizational culture, managing Organizational culture. Organizational structure: Elements of organization Structure- Centralization and decentralization, Differentiation and Integration, Mechanistic and Organic structure. Organizational design structures- Traditional</p>	
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		<p>planned change- system model, Lewin's Force Field Analysis. Resistance to change, overcoming Resistance.</p>	<p>Unit V and modern Organizational structures. Change Process Meaning and importance of organizational change, internal and external changes. Models of planned change- system model, Lewin's Force Field Analysis. Resistance to change, overcoming Resistance.</p>	
13	BBA 205:	<p>Cost Accounting</p> <p>Unit I Introduction Meaning, Nature and Scope of Cost Accounting, Techniques of Cost Accounting, Difference with Management Accounting and Financial Accounting, Cost concepts and classification of cost, Element of costs, Total cost build up cost sheet</p> <p>Unit II Material cost control ABC Technique, Stock Levels, Inventory Turnover, Purchase of Materials, Classification and Codification of Materials, Store Records, Inventory system, Methods of Pricing material Issues.</p> <p>Unit III Labour cost control Direct and Indirect Labour, Methods of Remuneration, Time and Piece rates, Incentive plan, Idle time, Over time, Casual and Out workers, Labour Turnover.</p> <p>Unit IV Overhead cost control Meaning, Collection, Classification, Allocation, apportionment, Reapportionment of Overheads.</p> <p>Unit V Techniques of Costing Unit costing, Job Batch costing, Contract costing, Process Costing-excluding interprocess profits.</p>	<p>Cost Accounting</p> <p>Unit I Introduction Meaning, Nature and Scope of Cost Accounting, Techniques of Cost Accounting, Difference with Management Accounting and Financial Accounting, Cost concepts and classification of cost, Element of costs, Total cost build up cost sheet</p> <p>Unit II Material cost control ABC Technique, Stock Levels, Inventory Turnover, Purchase of Materials, Classification and Codification of Materials, Store Records, Inventory system, Methods of Pricing material Issues.</p> <p>Unit III Labour cost control Direct and Indirect Labour, Methods of Remuneration, Time and Piece rates, Incentive plan, Idle time, Over time, Casual and Out workers, Labour Turnover.</p> <p>Unit IV Overhead cost control Meaning, Collection, Classification, Allocation, apportionment, Reapportionment of Overheads.</p> <p>Unit V Techniques of Costing Unit costing, Job Batch costing, Contract costing, Process Costing-excluding interprocess profits.</p>	

14	BBA 206:	<p>Legal Aspects of Business</p> <p>Unit I The Indian Contract Act 1872-I Meaning & Nature of contract, Types of Agreement, Difference between agreement and contract, Essentials of a valid contract- offer, Acceptance, capacity to contract, Free consent, consideration, Possibility of performance, Writing and Registration etc.</p> <p>Unit II The Indian Contract Act 1872- II Agreements expressly declared void, Quasi Contracts, Performance of contract, Discharge of contract & Remedies for breach of contract</p> <p>Unit III Special Contract Contract of Bailment- Rights & duties of bailor & Bailee, Contract of Pledge. Rights & duties of Pawner & Pawnee, Contracts of Agency-Formation & Termination of Agency.</p> <p>Unit IV The Sale of Goods Act 1930 Definition of Sale & Goods, Essentials of valid contract of Sale of Goods, Conditions & warranties, passing of property, Rule of caveat emptor & its exceptions, Rights of unpaid seller, Remedies for breach of contract.</p> <p>Unit V The Indian Partnership Act 1932 Meaning & Nature of partnership, Types of Partners, Rights & Duties of Partners, Registration of Partnership firm & Dissolution of Partnership firm.</p>	<p>Legal Aspects of Business</p> <p>Unit I The Indian Contract Act 1872-I Meaning & Nature of contract, Types of Agreement, Difference between agreement and contract, Essentials of a valid contract- offer, Acceptance, capacity to contract, Free consent, consideration, Possibility of performance, Writing and Registration etc.</p> <p>Unit II The Indian Contract Act 1872- II Agreements expressly declared void, Quasi Contracts, Performance of contract, Discharge of contract & Remedies for breach of contract</p> <p>Unit III Special Contract Contract of Bailment- Rights & duties of bailor & Bailee, Contract of Pledge. Rights & duties of Pawner & Pawnee, Contracts of Agency-Formation & Termination of Agency.</p> <p>Unit IV The Sale of Goods Act 1930 Definition of Sale & Goods, Essentials of valid contract of Sale of Goods, Conditions & warranties, passing of property, Rule of caveat emptor & its exceptions, Rights of unpaid seller, Remedies for breach of contract.</p> <p>Unit V The Indian Partnership Act 1932 Meaning & Nature of partnership, Types of Partners, Rights & Duties of Partners, Registration of Partnership firm & Dissolution of Partnership firm.</p>	
15	BBA 207	<p>A: Business Environment</p> <p>Unit I An Overview of Business Environment An Overview of Business Environment: Type of</p>	<p>A: Business Environment</p> <p>Unit I An Overview of Business Environment An Overview of Business Environment: Type of</p>	

		<p>Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.</p> <p>Unit II Economic Environment Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies.</p> <p>Unit III Socio-Cultural Environment Socio-Cultural Environment: Nature and impact of culture on business, social responsibilities of business. Business and society, business ethics and corporate governance.</p> <p>Unit IV Technological Environment Natural and Technological Environment : Innovation, technological leadership and followership, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India.</p> <p>Unit V Political and Demographic Environment Political Environment: Functions of state, economic roles of government, Economic Reform in coalition Politics. Demographic Environment: Population size, migration and ethnic aspects, birth rate, death rate and age structure.</p>	<p>Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.</p> <p>Unit II Economic Environment Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991), FEMA, Monetary and fiscal policies.</p> <p>Unit III Socio-Cultural Environment Socio-Cultural Environment: Nature and impact of culture on business, social responsibilities of business. Business and society, business ethics and corporate governance.</p> <p>Unit IV Technological Environment Natural and Technological Environment : Innovation, technological leadership and followership, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India.</p> <p>Unit V Political and Demographic Environment Political Environment: Functions of state, economic roles of government, Economic Reform in coalition Politics. Demographic Environment: Population size, migration and ethnic aspects, birth rate, death rate and age structure.</p>	
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16	BBA 207	<p>B: Financial Services</p> <p>Unit I Introduction Meaning, classification and scope of financial services. Fund based activities and non-fund based activities. Sources of Revenue. Causes for financial innovations. Various challenges to financial service sector.</p> <p>Unit II Hire Purchase Meaning definition and features of hire purchase. Differences between hire purchase and credit sale, differences between hire purchase and installment sale, differences between hire purchase and leasing. Origin and development of hire purchase business in banks.</p> <p>Unit III Leasing Meaning, definition and types of leasing. Steps involved in leasing transactions, financial lease, operating lease, leverage lease, cross border lease, advantages and disadvantages of lease. Contents of lease agreement.</p> <p>Unit IV Venture Capital Meaning, definition and features of venture capital, scope of venture capital, origin and development of venture capital business in India. Methods of venture financing, venture capital guidelines issued by government of India. Suggestions for growth of venture capital.</p> <p>Unit V Mutual Fund Introduction to mutual funds, origin and types of funds, Importance of mutual funds, organisation and operation of fund. Facilities available to investors. Rights of investors. General guidelines issued for mutual funds. Mutual funds in India. Future of mutual fund industry.</p>	<p>B: Financial Services</p> <p>Unit I Introduction Meaning, classification and scope of financial services. Fund based activities and non-fund based activities. Sources of Revenue. Causes for financial innovations. Various challenges to financial service sector.</p> <p>Unit II Hire Purchase Meaning definition and features of hire purchase. Differences between hire purchase and credit sale, differences between hire purchase and installment sale, differences between hire purchase and leasing. Origin and development of hire purchase business in banks.</p> <p>Unit III Leasing Meaning, definition and types of leasing. Steps involved in leasing transactions, financial lease, operating lease, leverage lease, cross border lease, advantages and disadvantages of lease. Contents of lease agreement.</p> <p>Unit IV Venture Capital Meaning, definition and features of venture capital, scope of venture capital, origin and development of venture capital business in India. Methods of venture financing, venture capital guidelines issued by government of India. Suggestions for growth of venture capital.</p> <p>Unit V Mutual Fund Introduction to mutual funds, origin and types of funds, Importance of mutual funds, organisation and operation of fund. Facilities available to investors. Rights of investors. General guidelines issued for mutual funds. Mutual funds in India. Future of mutual fund industry.</p>	
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17	BBA 301:	<p>Principles of Marketing</p> <p>Unit I Introduction Meaning, Nature & Scope of Marketing, Marketing in a Changing World, Strategic Planning of the Marketing Process, Production concept, Product concept, Selling concept, Understanding Marketing Environment.</p> <p>Unit II Consumer Markets and Industrial Markets Consumer Behaviour, Business Markets, Business Buyer Behaviour, Institutional and Government Markets – Participants, Major influence and Purchasing Process.</p> <p>Unit III Market Segmentation, Targeting and Positioning Market segmentation process, Identifying and evaluation segments, Market targeting and positioning for competitive advantage.</p> <p>Unit IV Product and Pricing. Product: Managing the product, product planning, product mix, deciding Product Policy, product line decisions, product differentiation, concept of product Life Cycle, new product development process. Pricing: Factors influencing pricing decisions, Methods of pricing.</p> <p>Unit V Distribution Channels & Promotion Decisions Nature and functions of distribution channels, Channel Management Decisions: Retailing and Wholeselling Promotion decisions: Promotion mix, advertising and personal selling.</p>	<p>Principles of Marketing</p> <p>Unit I Introduction Meaning, Nature & Scope of Marketing, Marketing in a Changing World, Strategic Planning of the Marketing Process, Production concept, Product concept, Selling concept, Understanding Marketing Environment.</p> <p>Unit II Consumer Markets and Industrial Markets Consumer Behaviour, Business Markets, Business Buyer Behaviour, Institutional and Government Markets – Participants, Major influence and Purchasing Process.</p> <p>Unit III Market Segmentation, Targeting and Positioning Market segmentation process, Identifying and evaluation segments, Market targeting and positioning for competitive advantage.</p> <p>Unit IV Product and Pricing. Product: Managing the product, product planning, product mix, deciding Product Policy, product line decisions, product differentiation, concept of product Life Cycle, new product development process. Pricing: Factors influencing pricing decisions, Methods of pricing.</p> <p>Unit V Distribution Channels & Promotion Decisions Nature and functions of distribution channels, Channel Management Decisions: Retailing and Wholeselling Promotion decisions: Promotion mix, advertising and personal selling.</p>	
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18	BBA 302:	<p align="center">Statistical Methods for Business</p> <p>Unit I Statistic – Introduction Growth of statistics, definition, scope, function and limitation of statistics Collection and editing of data, sample and census survey, collection of primary and secondary data.</p> <p>Unit II Data Classification and Tabulation of Meaning Objective and characteristics of Classification, Bases, frequency distribution, simple and manifold distribution</p> <p>Unit III Measures of Central Tendency Introduction, Objecting of averaging, Calculation of Mean, Median, and Mode in different serieses, uses and limitation of averages.</p> <p>Unit IV Measures of Dispersion Absolute and relative measures of dispersion; range, quartile deviation, mean Deviation, standard deviation, and their coefficients, uses and interpretation of Measures of dispersion.</p> <p>Unit V Index Number Meaning and uses of index numbers, simple and weighted price index numbers, method of construction of index numbers, selection of variables, base, weights, Fishers ideal index number.</p>	<p align="center">Statistical Methods for Business</p> <p>Unit I Statistic – Introduction Growth of statistics, definition, scope, function and limitation of statistics Collection and editing of data, sample and census survey, collection of primary and secondary data.</p> <p>Unit II of Data Classification and Tabulation Meaning Objective and characteristics of Classification, Bases, frequency distribution, simple and manifold distribution</p> <p>Unit III Measures of Central Tendency Introduction, Objecting of averaging, Calculation of Mean, Median, and Mode in different serieses, uses and limitation of averages.</p> <p>Unit IV Measures of Dispersion Absolute and relative measures of dispersion; range, quartile deviation, mean Deviation, standard deviation, and their coefficients, uses and interpretation of Measures of dispersion.</p> <p>Unit V Index Number Meaning and uses of index numbers, simple and weighted price index numbers, method of construction of index numbers, selection of variables, base, weights, Fishers ideal index number.</p>	
19	BBA 303:	<p align="center">Management Accounting</p> <p>Unit I Introduction Meaning, Nature, Scope. Comparison with Financial accounting and cost accounting. Advantages and Limitations of Management accounting , Role of Management Accountant.</p> <p>Unit II Financial Statements Analysis Meaning, Objectives, Significance & Limitations of Financial Analysis, Comparative financial Statements, Common size</p>	<p align="center">Management Accounting</p> <p>Unit I Introduction Meaning, Nature, Scope. Comparison with Financial accounting and cost accounting. Advantages and Limitations of Management accounting , Role of Management Accountant.</p> <p>Unit II Financial Statements Analysis Meaning, Objectives, Significance & Limitations of Financial Analysis, Comparative</p>	

		<p>Financial statements Ratio Analysis-Solvency Ratios, Long term Solvency ratios, Turnover Ratios, Investment Analysis ratios</p> <p>Unit III Statement of change in financial position Meaning, Significance, Limitations of Fund Flow Analysis & Cash flow Analysis. Preparation of Fund flows statement and Cash flow Statements.</p> <p>Unit IV Analysis Standard Costing and Variance Introduction of Standard Costing, Cost Variance analysis- Material & Labour variances</p> <p>Unit V Cost Volume and Profit Analysis Meaning, Objective Advantages & Limitations of Cost Volume Profit Analysis, Methods, Break- even Chart</p>	<p>financial Statements, Common size Financial statements Ratio Analysis-Solvency Ratios, Long term Solvency ratios, Turnover Ratios, Investment Analysis ratios</p> <p>Unit III Statement of change in financial position Meaning, Significance, Limitations of Fund Flow Analysis & Cash flow Analysis. Preparation of Fund flows statement and Cash flow Statements.</p> <p>Unit IV Analysis Standard Costing and Variance Introduction of Standard Costing, Cost Variance analysis- Material & Labour variances</p> <p>Unit V Cost Volume and Profit Meaning, Objective Advantages & Limitations of Cost Volume Profit Analysis, Methods, Break-even Chart</p>	
20	BBA 304:	<p>Economics-II</p> <p>Unit I Theory of Money and Banking</p> <p>a. Functions for money, classification, supply and demand for money</p> <p>b. Effects of money on output and prices.</p> <p>c. Inflation and deflation.</p> <p>d. Money policy.</p> <p>e. Money markets and capital markets.</p> <p>f. commercial banking- function, organization and operations.</p> <p>g. central banking – functions and credit control</p> <p>h. Non-Banking financial institutions- meaning, role, between Banks and NBFIs.</p>	<p>Economics-II</p> <p>Unit I Theory of Money and Banking</p> <p>i. Functions for money, classification, supply and demand for money</p> <p>j. Effects of money on output and prices.</p> <p>k. Inflation and deflation.</p> <p>l. Money policy.</p> <p>m. Money markets and capital markets.</p> <p>n. commercial banking- function, organization and operations.</p> <p>o. central banking – functions and credit control</p> <p>p. Non-Banking financial institutions- meaning, role, between Banks and NBFIs.</p>	

		<p>Unit II Poverty, business cycles and unemployment</p> <ol style="list-style-type: none"> concept, causes and policy measures of poverty. Features of business cycles. Economic interpretation of unemployment <p>Unit III Issues in economic development Debate on state v. Markets. Public v. Private sector. Economic planning in India- meaning, significance of planning, size of the plans, strategy of plans, pattern of resources allocation, assessment of performance during plans. Infrastructure and development.</p> <p>Unit IV International Trade</p> <ol style="list-style-type: none"> Free trade and protection. Fixed and flexible exchange rates Balance of trade and balance of payments. International institutions- IMF, World Bank & WTO. <p>Unit V Liberalization, Globalization and related issues</p> <ol style="list-style-type: none"> New economic policy- structural adjustment programme (SAP) Second Generation Reforms Regional Trading Blocks and Bilateral Trade Treatise. 	<p>Unit II Poverty, business cycles and unemployment</p> <ol style="list-style-type: none"> concept, causes and policy measures of poverty. Features of business cycles. Economic interpretation of unemployment <p>Unit III Issues in economic development Debate on state v. Markets. Public v. Private sector. Economic planning in India- meaning, significance of planning, size of the plans, strategy of plans, pattern of resources allocation, assessment of performance during plans. Infrastructure and development.</p> <p>Unit IV International Trade</p> <ol style="list-style-type: none"> Free trade and protection. Fixed and flexible exchange rates Balance of trade and balance of payments. International institutions- IMF, World Bank & WTO. <p>Unit V Liberalization, Globalization and related issues</p> <ol style="list-style-type: none"> New economic policy- structural adjustment programme (SAP) Second Generation Reforms Regional Trading Blocks and Bilateral Trade Treatise. 	
21	BBA305 :	<p>Corporate Law-I</p> <p>Unit I The Company: Its Meaning and Nature</p> <ol style="list-style-type: none"> General Meaning, Definition Features and Characteristics of a Company Lifting the Corporate veil, Illegal association, Partnership vis-a vis Company <p>Unit II Formation, Registration and Incorporation of company</p>	<p>Corporate Law-I</p> <p>Unit I The Company: Its Meaning and Nature</p> <ol style="list-style-type: none"> General Meaning, Definition Features and Characteristics of a Company Lifting the Corporate veil, Illegal association, Partnership vis-a vis Company 	

		<p>a. Nature and kinds of company b. Promoters: Position, duties and liabilities c. Formation of a Company d. Mode and consequences of incorporation, e. Uses and abuses of the corporate form,</p> <p>Unit III Classification of company</p> <p>a. According to the mode of Incorporation, b. According to the liability of members, c. According to the number of members and invitation to public, d. One-man Company, Non-trading company, e. Government and Foreign Company</p> <p>Unit IV Documentation of Company</p> <p>a. Memorandum of Association, alteration and the doctrine of Ultra virus, b. Articles of association, binding nature, alteration, relation with memorandum of association, doctrine of constructive notice and indoor management exceptions.</p> <p>Unit V Capital Formation</p> <p>a. Prospectus: Issues, contents, Kinds, liability for misstatements, statement in lieu of prospectus, b. The nature and classification of company securities, c. Shares and general principles of allotment, d. Statutory share certificate, its objects and effects, e. Transfer of shares, f. Share capital, alteration and reduction of share capital, g. Duties of court to protect interests of creditors and</p>	<p>Unit II Formation, Registration and Incorporation of company</p> <p>a. Nature and kinds of company b. Promoters: Position, duties and liabilities c. Formation of a Company d. Mode and consequences of incorporation, e. Uses and abuses of the corporate form,</p> <p>Unit III Classification of company</p> <p>f. According to the mode of Incorporation, g. According to the liability of members, h. According to the number of members and invitation to public, i. One-man Company, Non-trading company, j. Government and Foreign Company</p> <p>Unit IV Documentation of Company</p> <p>c. Memorandum of Association, alteration and the doctrine of Ultra virus, d. Articles of association, binding nature, alteration, relation with memorandum of association, doctrine of constructive notice and indoor management exceptions.</p> <p>Unit V Capital Formation</p> <p>i. Prospectus: Issues, contents, Kinds, liability for misstatements, statement in lieu of prospectus, j. The nature and classification of company securities, k. Shares and general principles of allotment, l. Statutory share certificate, its objects and effects,</p>	
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		<p>shareholders.</p> <p>h. Debentures, kinds, remedies of debenture holders.</p>	<p>m. Transfer of shares,</p> <p>n. Share capital, alteration and reduction of share capital,</p> <p>o. Duties of court to protect interests of creditors and shareholders.</p> <p>p. Debentures, kinds, remedies of debenture holders.</p>	
22	BBA 306:	<p>A: Production & Materials Management</p> <p>Unit I Production Management Concept, Scope, Importance, Approaches in Production Management, concepts of material management, 5Ms, Importance, Centralization & decentralization Lecture: 08</p> <p>Unit II Factory Planning Concept, Importance, Factor responsible for locating factory & factory building, Stores management, storage methods. Lecture: 08</p> <p>Unit III Plant Layout Types of Plant Layout, Factors affecting Plant Layout \$ Production System, Stock verification, codification, standardization, Lecture: 12</p> <p>Unit IV Production Planning and Control Function, Materials requirement, Inventory system, Forecasting of inventory, Scheduling \$ Controlling, EOQ Analysis, make or buy decisions, Product Assurance –Quality Management Lecture: 08</p> <p>Unit V Plant Maintenance Meaning, Importance, Classification of maintenance activities</p> <p>B: Financial Audit</p> <p>Unit I Introduction Meaning of book-keeping,</p>	<p>A: Production & Materials Management</p> <p>Unit I Production Management Concept, Scope, Importance, Approaches in Production Management, concepts of material management, 5Ms, Importance, Centralization & decentralization Lecture: 08</p> <p>Unit II Factory Planning Concept, Importance, Factor responsible for locating factory & factory building, Stores management, storage methods. Lecture: 08</p> <p>Unit III Plant Layout Types of Plant Layout, Factors affecting Plant Layout \$ Production System, Stock verification, codification, standardization, Lecture: 12</p> <p>Unit IV Production Planning and Control Function, Materials requirement, Inventory system, Forecasting of inventory, Scheduling \$ Controlling, EOQ Analysis, make or buy decisions, Product Assurance – Quality Management Lecture: 08</p> <p>Unit V Plant Maintenance Meaning, Importance, Classification of maintenance activities</p> <p>B: Financial Audit</p>	

		<p>Accountancy, Auditing, Errors, Frauds. Objects, scope, principles, advantages, techniques and limitations of Audit. Internal control and Internal check. Essentials and advantages of Ideal internal check system. Internal check system in different business transactions. Meaning, objects and limitations of internal audit.</p> <p>Unit II Planning of Audit</p> <p>Preparation, objects, advantages and disadvantages and construction of Audit programme. Meaning, types and importance of vouching. Vouching of different types of receipts and payments.</p> <p>Unit III Verification</p> <p>Meaning and objects of verification of assets and liabilities. Methods of valuation of inventories. Rules regarding management of depreciation, provisions and reserves. Objects and methods of creating secret reserve.</p> <p>Unit IV Audit report</p> <p>Audit of final accounts. Liabilities of auditor regarding audit. Professional ethics. Various audit reports and certificates.</p> <p>Unit V Investigation</p> <p>Meaning, nature, objects and importance of investigation. Difference between audit and investigation. Investigation for fraud. Investigation report. EDP audit.</p>	<p>Unit I Introduction</p> <p>Meaning of book-keeping, Accountancy, Auditing, Errors, Frauds. Objects, scope, principles, advantages, techniques and limitations of Audit. Internal control and Internal check. Essentials and advantages of Ideal internal check system. Internal check system in different business transactions. Meaning, objects and limitations of internal audit.</p> <p>Unit II Planning of Audit</p> <p>Preparation, objects, advantages and disadvantages and construction of Audit programme. Meaning, types and importance of vouching. Vouching of different types of receipts and payments.</p> <p>Unit III Verification</p> <p>Meaning and objects of verification of assets and liabilities. Methods of valuation of inventories. Rules regarding management of depreciation, provisions and reserves. Objects and methods of creating secret reserve.</p> <p>Unit IV Audit report</p> <p>Audit of final accounts. Liabilities of auditor regarding audit. Professional ethics. Various audit reports and certificates.</p> <p>Unit V Investigation</p> <p>Meaning, nature, objects and importance of investigation. Difference between audit and investigation. Investigation for fraud. Investigation report. EDP</p>	
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			audit.	
23	BBA 401:	<p>Financial Management</p> <p>Unit I Introduction of Financial Management Meaning, Scope, Function & Objective of Financial Management, Decision Making, Role and Functions of Financial Manager in a company; Profit Vs. Wealth Maximization, Significance of Financial Management,</p> <p>Unit III Capital Structure <i>Capital Structure:</i> Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Factors Determining Capital Structure (Excluding theories of Capital Structure) <i>Cost of Capital:</i> Concept, Importance, Classification and Determination of Cost of Capital.</p> <p>Unit III Capital Budgeting Concept, Importance of Capital Budgeting, Features of Capital Budgeting, Objectives of Capital Budgeting, Appraisal Methods: Payback period, Average rate of return, Discounted Cash Flow techniques</p> <p>Unit IV Management of Current Assets Management of Cash- Meaning & Motive for holding Cash, Objectives of Cash Management ,Factors affecting level of cash. Management of Receivables-Meaning, objectives & Factors affecting investments in Receivables. Management of Inventories-Meaning, Objectives, Importance of Inventory management, Technique of inventory control</p> <p>Unit V Working Capital Management Concept of Working Capital: Traditional Concept and operating Cycle Concept, Types of Working Capital, Significance</p>	<p>Financial Management</p> <p>Unit I Introduction of Financial Management Meaning, Scope, Function & Objective of Financial Management, Decision Making, Role and Functions of Financial Manager in a company; Profit Vs. Wealth Maximization, Significance of Financial Management,</p> <p>Unit III Capital Structure <i>Capital Structure:</i> Meaning, Capital Structure and Financial Structure, Patterns of Capital Structure, Optimum Capital Structure, Factors Determining Capital Structure (Excluding theories of Capital Structure) <i>Cost of Capital:</i> Concept, Importance, Classification and Determination of Cost of Capital.</p> <p>Unit III Capital Budgeting Concept, Importance of Capital Budgeting, Features of Capital Budgeting, Objectives of Capital Budgeting, Appraisal Methods: Payback period, Average rate of return, Discounted Cash Flow techniques</p> <p>Unit IV Management of Current Assets Management of Cash- Meaning & Motive for holding Cash, Objectives of Cash Management ,Factors affecting level of cash. Management of Receivables-Meaning, objectives & Factors affecting investments in Receivables. Management of Inventories-Meaning, Objectives, Importance of Inventory management, Technique of inventory control</p> <p>Unit V Working Capital Management Concept of Working Capital:</p>	

		of Working Capital, Determinants of Working Capital, Estimating Working Capital Requirements: Operating Cycle Method and Forecasting Net Current Assets Method.	Traditional Concept and operating Cycle Concept, Types of Working Capital, Significance of Working Capital, Determinants of Working Capital, Estimating Working Capital Requirements: Operating Cycle Method and Forecasting Net Current Assets Method.	
24	BBA 402:	<p>Unit I Corporate Accounting Introduction</p> <p>Accounting principles, concepts and conventions. Issue of Equity shares and preference shares. Issue of right shares. Buy-back of shares. Forfeiture and re-issue of shares. Provisions regarding ESOS.</p> <p>Unit II Issue of Shares & Debentures</p> <p>Issue of debentures, redemption of Preference shares and debentures. Acquisition of business. Pre and post incorporation profit.</p> <p>Unit III Final Accounts of Companies</p> <p>Final accounts of companies. Disposal of profits. Capitalization of profits, Issue of bonus shares.</p> <p>Unit IV Valuation of Goodwill & Shares</p> <p>Meaning and types of goodwill, various methods of valuation of goodwill. Valuation of shares by different methods.</p> <p>Unit V Internal Reconstruction & Liquidation of Companies</p> <p>Internal reconstruction of companies (Excluding preparation of internal reconstruction schemes). Liquidation of companies.</p>	<p>Unit I Corporate Accounting Introduction</p> <p>Accounting principles, concepts and conventions. Issue of Equity shares and preference shares. Issue of right shares. Buy-back of shares. Forfeiture and re-issue of shares. Provisions regarding ESOS.</p> <p>Unit II Issue of Shares & Debentures</p> <p>Issue of debentures, redemption of Preference shares and debentures. Acquisition of business. Pre and post incorporation profit.</p> <p>Unit III Final Accounts of Companies</p> <p>Final accounts of companies. Disposal of profits. Capitalization of profits, Issue of bonus shares.</p> <p>Unit IV Valuation of Goodwill & Shares</p> <p>Meaning and types of goodwill, various methods of valuation of goodwill. Valuation of shares by different methods.</p> <p>Unit V Internal Reconstruction & Liquidation of Companies</p> <p>Internal reconstruction of companies (Excluding preparation of internal reconstruction schemes).</p>	

			Liquidation of companies.	
25	BBA 403:	<p>Business Research Methods</p> <p>Unit I Introduction to Business Research</p> <p>Meaning, Objective and Types of Research; Criteria of good Research; Defining of Research Problem; The Research Process: an overview.</p> <p>Unit II Research Proposal and Research Design</p> <p>Introduction of Research Proposal, Types of Research Proposals, Meaning and need of Research design; Classification of Research design: Exploratory research studies, Descriptive Research studies and Experimental research studies;</p> <p>Unit III Data Collection</p> <p>Primary and Secondary data, Methods of collection of primary data: observation method, Questionnaires method and Interview method, Questionnaire design and administration, Collection of Secondary data. Exploring, Displaying and Examining of data.</p> <p>Unit IV Sampling Techniques & Hypothesis Testing</p> <p>Meaning and need of sample, Steps in sample designs, Different types of sample design. One sample test: z test, t test and Chi square test. Two sample test: z test, t test and Chi square test.</p> <p>Unit V Report Writing and Presentation</p> <p>Interpretation, Significance of</p>	<p>Business Research Methods</p> <p>Unit I Introduction to Business Research</p> <p>Meaning, Objective and Types of Research; Criteria of good Research; Defining of Research Problem; The Research Process: an overview.</p> <p>Unit II Research Proposal and Research Design</p> <p>Introduction of Research Proposal, Types of Research Proposals, Meaning and need of Research design; Classification of Research design: Exploratory research studies, Descriptive Research studies and Experimental research studies;</p> <p>Unit III Data Collection</p> <p>Primary and Secondary data, Methods of collection of primary data: observation method, Questionnaires method and Interview method, Questionnaire design and administration, Collection of Secondary data. Exploring, Displaying and Examining of data.</p> <p>Unit IV Sampling Techniques & Hypothesis Testing</p> <p>Meaning and need of sample, Steps in sample designs, Different types of sample design. One sample test: z test, t test and Chi square test. Two sample test: z test, t test and Chi square test.</p> <p>Unit V Report Writing and</p>	

		<p>report writing, Types of research report, Different steps in writing report; Presentation of report: Communication dimensions.</p>	<p>Presentation</p> <p>Interpretation, Significance of report writing, Types of research report, Different steps in writing report; Presentation of report: Communication dimensions.</p>	
26	BBA 404:	<p>Banking and Insurance</p> <p>Unit I Introduction Bank-Definition and functions, methods of credit creation, A brief study of Regional Rural Banks, Investment Banks, Development banks, A study of R.B.I & NABARD. Recent trends in Indian Banking (E-banking innovative banking).</p> <p>Unit II Relationship between Banker and customer Relationship between Banker and customer, Cheque, Bills of exchange and Promissory notes. Endorsement and crossing, Presentation, collection and payment of Negotiable instruments Dishonor of Cheque, and its legal provisions, Salient features of the Banking Regulation Act.</p> <p>Unit III Insurance - An Introduction Insurance - An Introduction :- Origin and development of insurance, Risks Hazards, Management of Risk, Meaning Characteristics functions and Social and Economic significance of insurance. Principles of insurance- Insurance Interest, utmost good faith, warranties, causa proxima, subrogation.</p> <p>Unit IV Life Insurance Life Insurance - Meaning, Need, Functions and development of life insurance in India, Types of Important Plans, Life Insurance Agents-meaning of an agent. Procedure of becoming an agent.</p> <p>Unit V General insurance General insurance - meaning, Scope, Settlement of claims,</p>	<p>Banking and Insurance</p> <p>Unit I Introduction Bank-Definition and functions, methods of credit creation, A brief study of Regional Rural Banks, Investment Banks, Development banks, A study of R.B.I & NABARD. Recent trends in Indian Banking (E-banking innovative banking).</p> <p>Unit II Relationship between Banker and customer Relationship between Banker and customer, Cheque, Bills of exchange and Promissory notes. Endorsement and crossing, Presentation, collection and payment of Negotiable instruments Dishonor of Cheque, and its legal provisions, Salient features of the Banking Regulation Act.</p> <p>Unit III Insurance - An Introduction Insurance - An Introduction :- Origin and development of insurance, Risks Hazards, Management of Risk, Meaning Characteristics functions and Social and Economic significance of insurance. Principles of insurance- Insurance Interest, utmost good faith, warranties, causa proxima, subrogation.</p> <p>Unit IV Life Insurance Life Insurance - Meaning, Need, Functions and development of life insurance in India, Types of Important Plans, Life Insurance Agents-meaning of an agent. Procedure of becoming an</p>	

		<p>working of General Insurance Companies. Fire Insurance-meaning, Scop. Issue of fire Insurance Policy, Types of Plans, Conditions of fire Insurance policy and Settlement of Claims</p>	<p>agent.</p> <p>Unit V General insurance General insurance - meaning, Scope, Settlement of claims, working of General Insurance Companies. Fire Insurance-meaning, Scop. Issue of fire Insurance Policy, Types of Plans, Conditions of fire Insurance policy and Settlement of Claims</p>	
27	BBA 405:	<p>Corporate Law-II</p> <p>Unit I Management of Companies</p> <ol style="list-style-type: none"> a. Directors- Kinds, legal position, powers and duties, b. Liability of Directors c. Managing Director, f. Company Secretary, g. Sole-selling and buying Agent <p>Unit II General meetings and Proceedings</p> <ol style="list-style-type: none"> a. Need for Meetings b. Kinds of Meetings, c. Matters relating to General Meetings, d. Motions, Resolutions and Amendments <p>Unit III Prevention of oppression and mismanagement</p> <ol style="list-style-type: none"> a. The balance of powers within companies - Majority control and minority protection, Prevention of oppression, b. Powers of court and central government, c. Emerging trends in Corporate social responsibility, legal liability of company - civil, criminal, tortuous and environmental. <p>Unit IV Corporate Restructuring</p> <ol style="list-style-type: none"> q. Meaning of the terms 	<p>Corporate Law-II</p> <p>Unit I Management of Companies</p> <ol style="list-style-type: none"> a. Directors- Kinds, legal position, powers and duties, b. Liability of Directors c. Managing Director, h. Company Secretary, i. Sole-selling and buying Agent <p>Unit II General meetings and Proceedings</p> <ol style="list-style-type: none"> e. Need for Meetings f. Kinds of Meetings, g. Matters relating to General Meetings, h. Motions, Resolutions and Amendments <p>Unit III Prevention of oppression and mismanagement</p> <ol style="list-style-type: none"> d. The balance of powers within companies - Majority control and minority protection, Prevention of oppression, e. Powers of court and central government, f. Emerging trends in Corporate social responsibility, legal liability of company - civil, criminal, tortuous and environmental. <p>Unit IV Corporate Restructuring</p>	

		<p>compromises, arrangements, reconstruction and amalgamation</p> <p>r. Statutory provisions regarding compromise or arrangement</p> <p>s. Legal provisions regarding Reconstruction and Amalgamations,</p> <p>t. Power of Court (Sec. 392)</p> <p>u. Amalgamation of companies in national interest</p> <p>Unit V Winding up of Companies</p> <p>a. Kinds, consequences and reasons of winding up,</p> <p>b. Modes of winding up,</p> <p>c. Role of the court,</p> <p>d. Liability of past members,</p> <p>Payment of liabilities</p>	<p>v. Meaning of the terms compromises, arrangements, reconstruction and amalgamation</p> <p>w. Statutory provisions regarding compromise or arrangement</p> <p>x. Legal provisions regarding Reconstruction and Amalgamations,</p> <p>y. Power of Court (Sec. 392)</p> <p>z. Amalgamation of companies in national interest</p> <p>Unit V Winding up of Companies</p> <p>e. Kinds, consequences and reasons of winding up,</p> <p>f. Modes of winding up,</p> <p>g. Role of the court,</p> <p>h. Liability of past members,</p> <p>Payment of liabilities</p>	
28	BBA 406:	<p>A: Human Resource Management</p> <p>Unit I Introduction</p> <p>Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs. HRM. Role of HRM in strategic management.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit II Human Resource Planning</p> <p>HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit III Training</p> <p>Concept and importance of training; types of training; methods of training; design of</p>	<p>A: Human Resource Management</p> <p>Unit I Introduction</p> <p>Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs. HRM. Role of HRM in strategic management.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit II Human Resource Planning</p> <p>HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit III Training</p> <p>Concept and importance of training; types of training; methods of training; design of</p>	

		<p>training programme; evaluation of training effectiveness;</p> <p style="text-align: right;">Lectures-08</p> <p>Unit IV Performance Appraisal and Internal Mobility</p> <p>Objectives, importance and methods of performance appraisal and Employee counseling; limitations of performance appraisal methods, 360 degree appraisal technique; Promotion and Transfer of Employees.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit V Compensation and Maintenance</p> <p>Compensation: job evaluation – concept, process and significance; components of employee remuneration; overview of employee welfare, health and safety, social security.</p>	<p>training programme; evaluation of training effectiveness;</p> <p style="text-align: right;">Lectures-08</p> <p>Unit IV Performance Appraisal and Internal Mobility</p> <p>Objectives, importance and methods of performance appraisal and Employee counseling; limitations of performance appraisal methods, 360 degree appraisal technique; Promotion and Transfer of Employees.</p> <p style="text-align: right;">Lectures-08</p> <p>Unit V Compensation and Maintenance</p> <p>Compensation: job evaluation – concept, process and significance; components of employee remuneration; overview of employee welfare, health and safety, social security.</p>	
29	BBA 406:	<p style="text-align: center;">B: International Marketing</p> <p>Unit I International Marketing and Environment</p> <p>Concept, Importance and Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences.</p> <p>Unit II International Economic and Financial Institutions</p> <p>Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment - IMF, WTO, World Bank</p> <p>Unit III Product Management and Pricing</p> <p>International Product Life Cycle and New Product Development, Objectives of Pricing, Various</p>	<p style="text-align: center;">B: International Marketing</p> <p>Unit I International Marketing and Environment</p> <p>Concept, Importance and Scope of International Marketing, Levels, Drivers and Obstacles to Internationalization, Liberalization, International Environment : Different Stages of Economic, Legal and Political Environment - Similarities and Differences.</p> <p>Unit II International Economic and Financial Institutions</p> <p>Identifying and Analyzing Opportunities in the International Trading, Trading Environment - Understanding the Changes in the World Trading Environment - IMF, WTO, World Bank</p> <p>Unit III Product Management and Pricing</p> <p>International Product Life Cycle</p>	

		<p>Pricing Strategies : Skimming and Penetration Pricing, Currency Consideration in Exporting and in International Marketing.</p> <p>Unit IV Distribution and Logistics Foreign Market Channel Management, Role of channel member, Channel Selection, Customer Service Levels-Demand generation and Costs.</p> <p>Unit V International Marketing Strategies International Marketing Plan and Entry Mode Selection, Particular Difficulties in Evaluating and controlling international marketing strategy.</p>	<p>and New Product Development, Objectives of Pricing, Various Pricing Strategies : Skimming and Penetration Pricing, Currency Consideration in Exporting and in International Marketing.</p> <p>Unit IV Distribution and Logistics Foreign Market Channel Management, Role of channel member, Channel Selection, Customer Service Levels-Demand generation and Costs.</p> <p>Unit V International Marketing Strategies International Marketing Plan and Entry Mode Selection, Particular Difficulties in Evaluating and controlling international marketing strategy.</p>	
30	BBA 501:	<p>E-Commerce</p> <p>Unit I: Introduction</p> <p>Concept of Electronic Commerce: features, and functions of e-commerce, e-commerce practices/s traditional practices, scope and limitations of e-commerce, e-commerce security. Fundamental of e-commerce: Definition and types of e-commerce: B2B, B2C, C2C, and P2P, B2B service provider, e-distributor, procurement and just-in-time delivery.</p> <p>Unit II: Models of E-Commerce</p> <p>E-commerce Models – Store-front Model, Brick and Mortar Model, Build to Order Merchant Model. Service Provider Model, Subscription based Model, Broker Model, Advertiser Model, Virtual Mall Model and Infomediary Model</p> <p>Infrastructure: Internet and its</p>	<p>E-Commerce</p> <p>Unit I: Introduction</p> <p>Concept of Electronic Commerce: features, and functions of e-commerce, e-commerce practices/s traditional practices, scope and limitations of e-commerce, e-commerce security. Fundamental of e-commerce: Definition and types of e-commerce: B2B, B2C, C2C, and P2P, B2B service provider, e-distributor, procurement and just-in-time delivery.</p> <p>Unit II: Models of E-Commerce</p> <p>E-commerce Models – Store-front Model, Brick and Mortar Model, Build to Order Merchant Model. Service Provider Model, Subscription based Model, Broker Model, Advertiser Model, Virtual Mall Model and Infomediary Model</p>	

		<p>role in e-commerce, procedure of registering Internet domain, tools and services of Internet.</p> <p>Unit III: Infrastructure of E-Commerce</p> <p>E-Payment: Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services.</p> <p>E-Ticketing: Online booking systems, Security of e-commerce: Setting up Internet security, maintaining secure information, encryption, digital signature and other security measures.</p> <p>Unit IV: Areas of Application</p> <p>E-Marketing: Marketplace v/s Market space, impact of e-commerce on market, marketing issues in e-marketing, direct marketing, one-to-one marketing.</p> <p>E-Finance: Areas of e-financing, e-banking, traditional vs./ e-banking, trading v/s e-trading, importance and advantages of e-trading, operational aspects of E-trading.</p> <p>Unit V: Contemporary Issues</p> <p>Digital economy: Major characteristics, economic rules, impact on trading and Intermediaries, impact on business processes and functional areas in banking, Financial and Insurance organizations.</p> <p>E-Commerce in India: State of e-commerce in India, problems and opportunities in e-commerce in India, legal</p>	<p>Infrastructure: Internet and its role in e-commerce, procedure of registering Internet domain, tools and services of Internet.</p> <p>Unit III: Infrastructure of E-Commerce</p> <p>E-Payment: Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services.</p> <p>E-Ticketing: Online booking systems, Security of e-commerce: Setting up Internet security, maintaining secure information, encryption, digital signature and other security measures.</p> <p>Unit IV: Areas of Application</p> <p>E-Marketing: Marketplace v/s Market space, impact of e-commerce on market, marketing issues in e-marketing, direct marketing, one-to-one marketing.</p> <p>E-Finance: Areas of e-financing, e-banking, traditional vs./ e-banking, trading v/s e-trading, importance and advantages of e-trading, operational aspects of E-trading.</p> <p>Unit V: Contemporary Issues</p> <p>Digital economy: Major characteristics, economic rules, impact on trading and Intermediaries, impact on business processes and functional areas in banking, Financial and Insurance organizations.</p> <p>E-Commerce in India: State of</p>	
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		<p>issues, future of e-commerce. Emerging trends of M-Commerce -Infrastructure of M-Commerce and Comparison between E-Commerce and M-Commerce</p>	<p>e-commerce in India, problems and opportunities in e-commerce in India, legal issues, future of e-commerce. Emerging trends of M-Commerce -Infrastructure of M-Commerce and Comparison between E-Commerce and M-Commerce</p>	
31	BBA 502:	<p>Financial Institutions and Markets Unit I: Financial System</p> <p>Financial System: Meaning and Significance-Functions of the financial system- Financial concepts-Financial Assets- Financial markets-Classification-Financial instruments. An overview of Indian financial system. Weakness of Indian Financial System. Linkages Between Economy and Financial Markets.</p> <p>Unit II: Money Market</p> <p>Money market: Definition-Features-Objectives-Features of a developed money market-</p> <p>Importance of Money market-Composition of Money market-Operations and Participants- Money market Instruments- Call Money Markets, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of STCI and DFHI in money market. Features of Indian money market-Recent developments.</p> <p>Unit III: Capital Market</p> <p>Capital Markets: Introduction to Primary and Secondary markets, New issue market-meaning-functions-methods floating new issue-intermediaries in the new issue market. Recent trends in new issue market. Stock Exchanges :Functions & Structure of stock exchanges- BSE-NSE . Listing of securities-Advantages of listing.</p> <p>Unit IV: Financial Institute</p>	<p>Financial Institutions and Markets Unit I: Financial System</p> <p>Financial System: Meaning and Significance-Functions of the financial system- Financial concepts-Financial Assets- Financial markets- Classification-Financial instruments. An overview of Indian financial system. Weakness of Indian Financial System. Linkages Between Economy and Financial Markets.</p> <p>Unit II: Money Market</p> <p>Money market: Definition-Features-Objectives-Features of a developed money market-</p> <p>Importance of Money market-Composition of Money market-Operations and Participants- Money market Instruments- Call Money Markets, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of STCI and DFHI in money market. Features of Indian money market-Recent developments.</p> <p>Unit III: Capital Market</p> <p>Capital Markets: Introduction to Primary and Secondary markets, New issue market-meaning-functions-methods floating new issue-intermediaries in the new issue market. Recent trends in new issue market. Stock Exchanges :Functions & Structure of stock exchanges- BSE-NSE . Listing of</p>	

		<p>Financial Institutions – meaning, purpose, IDBI – establishment, purpose, working, limitations and sources of finances. IFCI – establishment, purpose, working, schemes, sources, limitation, authorities etc. Investment institution structure – Insurance companies – purpose, working types, LIC & GIC, establishment, purpose, working, schemes, sources of funds and utilization, public sector, mutual funds.</p> <p>Unit V:Regulatory Institutions</p> <p>Regulatory Institutions – RBI – Role and Functions. The Securities and Exchange Board of India-objectives-function-powers- SEBI guidelines for primary and secondary market.</p>	<p>securities-Advantages of listing.</p> <p>Unit IV: Financial Institute</p> <p>Financial Institutions – meaning, purpose, IDBI – establishment, purpose, working, limitations and sources of finances. IFCI – establishment, purpose, working, schemes, sources, limitation, authorities etc. Investment institution structure – Insurance companies – purpose, working types, LIC & GIC, establishment, purpose, working, schemes, sources of funds and utilization, public sector, mutual funds.</p> <p>Unit V:Regulatory Institutions</p> <p>Regulatory Institutions – RBI – Role and Functions. The Securities and Exchange Board of India-objectives-function-powers- SEBI guidelines for primary and secondary market.</p>	
32	BBA 503:	<p>Management of Small Scale Industries</p> <p>Unit I Introduction of small scale industries</p> <p>Meaning and definition of small scale industries; role of small scale industries ; Govt policies and development of small scale sector in India; problem of small scale industries; sickness in SSIs-causes and suggestions.</p> <p>Unit II Entrepreneurship and setting up a small business enterprise</p> <p>Concept of Entrepreneurship; importance of Entrepreneurship; characteristics of a successful Entrepreneur; classification of Entrepreneurs.</p> <p>Identifying the business opportunities; formalities for setting up of a small business enterprise or preparation of a business plan: selection of a project, decision on the constitution, registration, clearances from specified</p>	<p>Management of Small Scale Industries</p> <p>Unit I Introduction of small scale industries</p> <p>Meaning and definition of small scale industries; role of small scale industries ; Govt policies and development of small scale sector in India; problem of small scale industries; sickness in SSIs-causes and suggestions.</p> <p>Unit II Entrepreneurship and setting up a small business enterprise</p> <p>Concept of Entrepreneurship; importance of Entrepreneurship; characteristics of a successful Entrepreneur; classification of Entrepreneurs.</p> <p>Identifying the business opportunities; formalities for setting up of a small business enterprise or preparation of a business plan: selection of a</p>	

		<p>department, arrangement of land, arrangement of plant & Machinery, arrangement for infrastructure, preparation of project report, apply and obtain finance implementation of project.</p> <p>Unit III Institutional interface and financial management in SSIs Institution supporting small business enterprises- central level institutions, state level institutions and other institutions. Importance and functions of financial management in SSIs.</p> <p>Unit IV Production management in SSIs. Production management, production planning and control (PPC), Materials management, productivity, break even analysis. Total quality management.</p> <p>Unit V HR Issues in SSIs Importance and functions of HRM in SSIs, human resource development in SSIs, Dispute settlements in SSIs.</p>	<p>project, decision on the constitution, registration, clearances from specified department, arrangement of land, arrangement of plant & Machinery, arrangement for infrastructure, preparation of project report, apply and obtain finance implementation of project.</p> <p>Unit III Institutional interface and financial management in SSIs Institution supporting small business enterprises- central level institutions, state level institutions and other institutions. Importance and functions of financial management in SSIs.</p> <p>Unit IV Production management in SSIs. Production management, production planning and control (PPC), Materials management, productivity, break even analysis. Total quality management.</p> <p>Unit V HR Issues in SSIs Importance and functions of HRM in SSIs, human resource development in SSIs, Dispute settlements in SSIs.</p>	
33	BBA-504	<p>Corporate Governance</p> <p>Unit I Corporation – An Overview</p> <p>Definition of the word ‘corporation’, Evolution of the corporate structure, Purpose of corporation, corporation as a ‘person’, corporation as a ‘moral person’ corporation- expectations of society, corporation-expectations of the market.</p> <p>Unit II Introduction to Corporate Governance</p> <p>Definition, role and importance of corporate governance in modern business, evolution of</p>	<p>Corporate Governance</p> <p>Unit I Corporation – An Overview</p> <p>Definition of the word ‘corporation’, Evolution of the corporate structure, Purpose of corporation, corporation as a ‘person’, corporation as a ‘moral person’ corporation- expectations of society, corporation-expectations of the market.</p> <p>Unit II Introduction to Corporate Governance</p> <p>Definition, role and importance of corporate governance in modern business, evolution of</p>	

		<p>corporate governance, ownership and control of corporate, (Transparency, Accountability and Empowerment)</p> <p>Unit III</p> <p>Role Players–The Board & Top Management</p> <p>Board Structure: Board of Director, Type of Directors, Roles and Responsibilities of Directors, Role, Functions of Chairman, Role and functions of CEO, Functions of the Board</p> <p>Unit IV</p> <p>Codes and Laws, Practices of Corporate Governance</p> <p>SEBI, Audit Committee, Disclosure mechanisms, Governance and Company law, Reports of committees on corporate governance: Cadbury Committee, Kumaramangalam Birla Committee, CII Report</p> <p>Unit V</p> <p>Corporate Governance in Practice</p> <p>Corporate Misconduct & Misgovernance: Reasons for Corporate Misconduct, Whistle Blower’s Protection, Factors Responsible for obstructing effective Corporate Governance Practices; Organizational patterns of PSU’s, learning from public governance; Future of Corporate Governance in India</p>	<p>corporate governance, ownership and control of corporate, (Transparency, Accountability and Empowerment)</p> <p>Unit III</p> <p>Role Players–The Board & Top Management</p> <p>Board Structure: Board of Director, Type of Directors, Roles and Responsibilities of Directors, Role, Functions of Chairman, Role and functions of CEO, Functions of the Board</p> <p>Unit IV</p> <p>Codes and Laws, Practices of Corporate Governance</p> <p>SEBI, Audit Committee, Disclosure mechanisms, Governance and Company law, Reports of committees on corporate governance: Cadbury Committee, Kumaramangalam Birla Committee, CII Report</p> <p>Unit V</p> <p>Corporate Governance in Practice</p> <p>Corporate Misconduct & Misgovernance: Reasons for Corporate Misconduct, Whistle Blower’s Protection, Factors Responsible for obstructing effective Corporate Governance Practices; Organizational patterns of PSU’s, learning from public governance; Future of Corporate Governance in India</p>	
34	BBA 505:	<p>Quantitative Techniques for Management</p> <p>Unit I</p> <p>Introduction to Quantitative Techniques</p> <p>Concept Model Building for Business Decisions. Role and Scope Models in Business and Industry. Matrix Algebra Determinations, Solving Linear Equation by using Matrix Correlation and Regression</p>	<p>Quantitative Techniques for Management</p> <p>Unit I</p> <p>Introduction to Quantitative Techniques</p> <p>Concept Model Building for Business Decisions. Role and Scope Models in Business and Industry. Matrix Algebra Determinations, Solving Linear Equation by using Matrix Correlation and Regression</p>	

		<p>Unit II Linear Programming Formulation and graphical solution, Simplex Method, Duality</p> <p>Unit III Specially Structured Programming Transportation, Assignment problems</p> <p>Unit IV Theory of Games Types of games, two person zero sum games, Mixed strategy, Method of solution.</p> <p>Unit V Decision Theory Decision tree-Applications, Decision making-under uncertainty, under risk and in a competitive situation</p>	<p>Unit II Linear Programming Formulation and graphical solution, Simplex Method, Duality</p> <p>Unit III Specially Structured Programming Transportation, Assignment problems</p> <p>Unit IV Theory of Games Types of games, two person zero sum games, Mixed strategy, Method of solution.</p> <p>Unit V Decision Theory Decision tree-Applications, Decision making-under uncertainty, under risk and in a competitive situation</p>	
35	BBA 506:	<p style="text-align: center;">Summer Project</p> <p>Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Dean/Director within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members. The final evaluation would be based on project report, presentation and viva voice.</p>	<p style="text-align: center;">Summer Project</p> <p>Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Dean/Director within two weeks of the commencement of the Fifth Semester. The Summer Training Report shall Carry 100 marks. This internal Board of Examiners shall comprise of a minimum of two Internal Faculty Members. The final evaluation would be based on project report, presentation and viva voice.</p>	
36	BBA 507:	<p>A: Elements of Taxes</p> <p>Unit I Introduction and Income from Salary Introduction of Income Tax. Important definitions under the Income Tax Act. Residential status. Computation of Income from salary</p> <p>Unit II Income from House Property and Business or Profession Computation of Annual Value of House and taxable income of House Property. Provisions relating to depreciation, Allowable and not allowable</p>	<p>A: Elements of Taxes</p> <p>Unit I Introduction and Income from Salary Introduction of Income Tax. Important definitions under the Income Tax Act. Residential status. Computation of Income from salary</p> <p>Unit II Income from House Property and Business or Profession Computation of Annual Value of House and taxable income of House Property. Provisions relating to depreciation, Allowable and not allowable</p>	

		<p>expenses and deductions. Presumptive income & expenses. Computation of taxable income from Business or Profession.</p> <p>Unit III Income from Capital Gain & Other Sources Meaning of capital assets & transfer of capital assets, short term and long term capital gain. Exemption under capital gain. Income from other sources.</p> <p>Unit IV Deemed incomes & Deductions u/s 80 Clubbing of income. Deemed incomes, Exempted Incomes, Set off and Carry Forward of Losses. Deductions from gross total Income u/s 80. Deduction available to individual. HUF and firms.</p> <p>Unit V Assessment of Individuals Computation of taxable income of Individual, adjustment of agricultural income, tax rates, marginal relief.& tax liability</p>	<p>expenses and deductions. Presumptive income & expenses. Computation of taxable income from Business or Profession.</p> <p>Unit III Income from Capital Gain & Other Sources Meaning of capital assets & transfer of capital assets, short term and long term capital gain. Exemption under capital gain. Income from other sources.</p> <p>Unit IV Deemed incomes & Deductions u/s 80 Clubbing of income. Deemed incomes, Exempted Incomes, Set off and Carry Forward of Losses. Deductions from gross total Income u/s 80. Deduction available to individual. HUF and firms.</p> <p>Unit V Assessment of Individuals Computation of taxable income of Individual, adjustment of agricultural income, tax rates, marginal relief.& tax liability</p>	
37	BBA 507:	<p>B: Business Budgeting</p> <p>UNIT 1 INTRODUCTION Meaning, Definition, Nature, Objectives & Limitations of Budget. Difference between budget & budgeting, Meaning , Nature, & Objectives of budgeting. Process of Budgeting, Principles of budgeting. Advantages & Limitations of budgeting. Essentials of effective budget, Development of budgeting in India.</p> <p>UNIT II TYPES OF BUDGET I Methods of Preparation of flexible budget , Sales budget , production budget ,Materials cost budget, Labour cost budget , Factoring overhead budget, Administration Expenses budget, Selling & Distribution budget , Research & development cost budget.</p> <p>UNIT III TYPES OF BUDGET II Meaning & functions of financial budget, Methods of preparing financial budget & master budget. Meaning, Nature & objective of performance budgeting , difference between traditional</p>	<p>B: Business Budgeting</p> <p>UNIT 1 INTRODUCTION Meaning, Definition, Nature, Objectives & Limitations of Budget. Difference between budget & budgeting, Meaning , Nature, & Objectives of budgeting. Process of Budgeting, Principles of budgeting. Advantages & Limitations of budgeting. Essentials of effective budget, Development of budgeting in India.</p> <p>UNIT II TYPES OF BUDGET I Methods of Preparation of flexible budget , Sales budget , production budget ,Materials cost budget, Labour cost budget , Factoring overhead budget, Administration Expenses budget, Selling & Distribution budget , Research & development cost budget.</p> <p>UNIT III TYPES OF BUDGET II Meaning & functions of financial budget, Methods of preparing financial budget & master budget. Meaning, Nature & objective of</p>	

		<p>budgeting & performance budgeting. Advantages & limitations of Performance budgeting . Meaning , importance and method of preparation of cash budget.</p> <p>UNIT IV BUSINESS FORECASTING</p> <p>Meaning, definition, characteristics & importance of business forecasting. Assumptions & theories of business forecasting. Differences between budget and forecasting . Types of business forecasting, origin , development .Concept of zero based budgeting, Objective & procedure of zero based budgeting. Essentials of zero based budgeting. Advantages & limitations of zero based budgeting.</p> <p>UNIT V PROJECT PLANNING</p> <p>Features & stages of project planning. Types of projects. Meaning, process & methods of project Appraisal. Methods of estimating capital outlay, Analysis of factors relating to project appraisal. Traditional & discounted cash flow methods</p>	<p>performance budgeting , difference between traditional budgeting & performance budgeting. Advantages & limitations of Performance budgeting . Meaning , importance and method of preparation of cash budget.</p> <p>UNIT IV BUSINESS FORECASTING</p> <p>Meaning, definition, characteristics & importance of business forecasting. Assumptions & theories of business forecasting. Differences between budget and forecasting . Types of business forecasting, origin , development .Concept of zero based budgeting, Objective & procedure of zero based budgeting. Essentials of zero based budgeting. Advantages & limitations of zero based budgeting.</p> <p>UNIT V PROJECT PLANNING</p> <p>Features & stages of project planning. Types of projects. Meaning, process & methods of project Appraisal. Methods of estimating capital outlay, Analysis of factors relating to project appraisal. Traditional & discounted cash flow methods</p>	
38	BBA 601:	<p style="text-align: center;">Rural Marketing</p> <p>Unit I Rural Marketing: A Conceptual Framework.</p> <p>Introduction, Meaning of Rural, Rural Marketing, Rural marketing vs. urban Marketing, Nature and characteristics of the Rural Market, Segmentation of Rural market.</p> <p>Unit II Understanding Rural consumer</p> <p>Rural Consumer Behavior, needs and wants of Rural consumer, Factors which affects demand of Rural consumer, Lifestyle of Rural consumer, Opportunities and challenges of Rural marketing</p> <p>Unit III Rural Marketing Mix and Social Responsibility</p> <p>Marketing mix, Rural Marketing Mix, Additional Ps of Rural Marketing, 4 As of Rural Marketing Mix, Corporate social Responsibility in Rural Market</p> <p>Unit IV Strategies for Rural Market</p> <p>Product Strategy, Pricing</p>	<p style="text-align: center;">Rural Marketing</p> <p>Unit I Rural Marketing: A Conceptual Framework.</p> <p>Introduction, Meaning of Rural, Rural Marketing, Rural marketing vs. urban Marketing, Nature and characteristics of the Rural Market, Segmentation of Rural market.</p> <p>Unit II Understanding Rural consumer</p> <p>Rural Consumer Behavior, needs and wants of Rural consumer, Factors which affects demand of Rural consumer, Lifestyle of Rural consumer, Opportunities and challenges of Rural marketing</p> <p>Unit III Rural Marketing Mix and Social Responsibility</p> <p>Marketing mix, Rural Marketing Mix, Additional Ps of Rural Marketing, 4 As of Rural Marketing Mix, Corporate social Responsibility in Rural</p>	

		<p>Strategy, Distribution Strategy, Communication Strategy</p> <p>Unit V</p> <p>Financial Services</p> <p>Need for Credit, Sources of Credit: Kisan Credit Card, Micro finance, Chit funds, Rural and Cooperative bank and their role</p>	<p>Market</p> <p>Unit IV</p> <p>Strategies for Rural Market</p> <p>Product Strategy, Pricing Strategy, Distribution Strategy, Communication Strategy</p> <p>Unit V</p> <p>Financial Services</p> <p>Need for Credit, Sources of Credit: Kisan Credit Card, Micro finance, Chit funds, Rural and Cooperative bank and their role</p>	
39	BBA 602:	<p>Project Planning and Control</p> <p>Unit I Introduction and Preparation for Project Management Success</p> <p>Definition, Functions, Evolution of Project Management, Classification of Projects, Defining the roles of the project manager and the team, Project Life Cycle, Project Contracting</p> <p>Unit II Project Feasibility Study</p> <p>Market, Demand and Technical Analysis, Financial analysis evaluation of project proposals</p> <p>Unit III Project Planning</p> <p>Planning fundamentals, creating a Work breakdown structure and other tools of planning, Work Packages Project Organization Structure & Responsibilities, Responsibility Matrix PERT and CPM</p> <p>Unit IV Executing and evaluating the Project</p> <p>Risk Concept & Identification Project Management Information System, Project Evaluation & Reporting, Closing the Contract.</p> <p>Unit V Leading the Project Team</p> <p>Developing Project Teams, Managing Conflict, Communicating effectively, Making Team Decisions, Managing change, Managing Performance</p>	<p>Project Planning and Control</p> <p>Unit I Introduction and Preparation for Project Management Success</p> <p>Definition, Functions, Evolution of Project Management, Classification of Projects, Defining the roles of the project manager and the team, Project Life Cycle, Project Contracting</p> <p>Unit II Project Feasibility Study</p> <p>Market, Demand and Technical Analysis, Financial analysis evaluation of project proposals</p> <p>Unit III Project Planning</p> <p>Planning fundamentals, creating a Work breakdown structure and other tools of planning, Work Packages Project Organization Structure & Responsibilities, Responsibility Matrix PERT and CPM</p> <p>Unit IV Executing and evaluating the Project</p> <p>Risk Concept & Identification Project Management Information System, Project Evaluation & Reporting, Closing the Contract.</p> <p>Unit V Leading the Project Team</p> <p>Developing Project Teams, Managing Conflict, Communicating effectively, Making Team Decisions, Managing change, Managing Performance</p>	

40	BBA 603:	<p>Entrepreneurship Development</p> <p>Unit I Entrepreneur & Opportunity Recognition</p> <p>Entrepreneur, characteristics, functions, types, Entrepreneurship - meaning - Role of Entrepreneurs in Economic Development, Self – assessment, Motivations to start a business, The Entrepreneur Personality, (Mental Sequences in Idea Development, Go/No-Go Decisions,) Preliminary Screening Questions, Alternative Competitive Entry Wedges.</p> <p>Unit II Writing Business Plan</p> <p>Feasibility study, Product selection - Form of Ownership - Licensing etc, projection Identification - Meaning, Significance - contents and formulation of a project report - planning commission guidelines, Developing business plan, Business plan appraisal</p> <p>Unit III Start-Up Factors</p> <p>Entry barriers and firm positioning, Comparison of a large and small start up, (Technology absorption), Institutional support to entrepreneurship Development (networking with Industries and Institutions)</p> <p>Unit IV Stages of Growth in Entrepreneurial Ventures</p> <p>Stages of growth model, Business crisis, Barriers to small firm, growth Factors in continued entrepreneurship in small firms, International entrepreneurship</p> <p>Unit V Entrepreneurship</p> <p>The middle manager and innovator, Changing face of family business Replacing the founder, exploding the myth of entrepreneur’s disease Family business and multiple levels of conflict, Successor development:</p>	<p>Entrepreneurship Development</p> <p>Unit I Entrepreneur & Opportunity Recognition</p> <p>Entrepreneur, characteristics, functions, types, Entrepreneurship - meaning - Role of Entrepreneurs in Economic Development, Self – assessment, Motivations to start a business, The Entrepreneur Personality, (Mental Sequences in Idea Development, Go/No-Go Decisions,) Preliminary Screening Questions, Alternative Competitive Entry Wedges.</p> <p>Unit II Writing Business Plan</p> <p>Feasibility study, Product selection - Form of Ownership - Licensing etc, projection Identification - Meaning, Significance - contents and formulation of a project report - planning commission guidelines, Developing business plan, Business plan appraisal</p> <p>Unit III Start-Up Factors</p> <p>Entry barriers and firm positioning, Comparison of a large and small start up, (Technology absorption), Institutional support to entrepreneurship Development (networking with Industries and Institutions)</p> <p>Unit IV Stages of Growth in Entrepreneurial Ventures</p> <p>Stages of growth model, Business crisis, Barriers to small firm, growth Factors in continued entrepreneurship in small firms, International entrepreneurship</p> <p>Unit V Entrepreneurship</p> <p>The middle manager and innovator, Changing face of family business Replacing the</p>	
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		Impact of timing and Mode of Entry ,Women & minority entrepreneurs	founder, exploding the myth of entrepreneur’s disease Family business and multiple levels of conflict, Successor development: Impact of timing and Mode of Entry ,Women & minority entrepreneurs	
41	BBA 604:	<p>Business Policies and Strategies</p> <p>Unit I Introduction to Business Strategy</p> <p>Business Policy, Definition of strategy, Levels of strategy, Types of planning systems, Nature of strategic decision making, Issues in strategic decision making, Approaches to strategic decision making, Process of strategic management.</p> <p>Unit II Top Management Perspective</p> <p>Business definition, Dimensions of business: Vision, Mission, Objectives, Goals, Procedures and Programmes. SWOT Analysis.</p> <p>Unit III Analysing Business Environment</p> <p>Environmental Appraisal: Concept of environment, Characteristics of environment, Components of external environment PESTEL Profile and its application on strategy formulation. Organizational Appraisal: Assessment of internal strengths and weaknesses, Preparation of strategic advantages profile, Matching PESTEL with SAP.</p> <p>Unit IV Identifying Alternative strategies</p> <p>Stability, Growth (Expansion, Diversification, Vertical Integration, Merger, Takeover and Joint Venture Strategies), Retrenchment (Turnaround, Divestment and Liquidation Strategies) .Strategic Choice:, BCG Matrix, G E nine cell Matrix,</p> <p>Unit V Strategic Implementation</p> <p>Evaluation and Control, Functional, Structural and Behavioral implementation, Techniques of strategic</p>	<p>Business Policies and Strategies</p> <p>Unit I Introduction to Business Strategy</p> <p>Business Policy, Definition of strategy, Levels of strategy, Types of planning systems, Nature of strategic decision making, Issues in strategic decision making, Approaches to strategic decision making, Process of strategic management.</p> <p>Unit II Top Management Perspective</p> <p>Business definition, Dimensions of business: Vision, Mission, Objectives, Goals, Procedures and Programmes. SWOT Analysis.</p> <p>Unit III Analysing Business Environment</p> <p>Environmental Appraisal: Concept of environment, Characteristics of environment, Components of external environment PESTEL Profile and its application on strategy formulation. Organizational Appraisal: Assessment of internal strengths and weaknesses, Preparation of strategic advantages profile, Matching PESTEL with SAP.</p> <p>Unit IV Identifying Alternative strategies</p> <p>Stability, Growth (Expansion, Diversification, Vertical Integration, Merger, Takeover and Joint Venture Strategies), Retrenchment (Turnaround, Divestment and Liquidation Strategies) .Strategic Choice:, BCG Matrix, G E nine cell Matrix,</p>	

		evaluation and control.	Unit V Strategic Implementation Evaluation and Control, Functional, Structural and Behavioral implementation, Techniques of strategic evaluation and control.
42	BBA 605:	<p>Industrial Law</p> <p>Unit I The Factories Act, 1948 History of Factory legislation: Objects & Reasons, Scope and applicability, Definitions of some important terms. The Inspecting Staff: Health, Safety, Welfare, Working hours for Adults, Employment of young persons, Annual Leave with wages, Penalties & Procedure</p> <p>Unit II The Minimum Wages Act, 1948 Concept of Wages, Particularly minimum fair and living wages, Aims and Objects of the Minimum Wages Act, Application, fixation and revision of minimum rates of wages, Adjudication of claims relating to Minimum wages and Miscellaneous provisions</p> <p>Unit III The Trade Union Act, 1926 Trade Union Movement in India-Aims & Object- Extent and Commencement of the Trade Union Act, 1926. Definition and Nature of Trade Union, Registration of Trade Unions: Rights and Liabilities of Registered Trade Unions, Recognition to Trade Unions, Dissolution</p> <p>Unit IV Workmen’s Compensation Act, 1923 Definition of dependant, workman, partial disablement and total disablement Employer’s liability for compensation, Employer’s Liability when contract or is engaged, Amount & Distribution of compensation</p> <p>Unit V Industrial Dispute Act, 1948 Definition, Various modes of Settlement of disputes, Object and Reasons, Voluntary</p>	<p>Industrial Law</p> <p>Unit I The Factories Act, 1948 History of Factory legislation: Objects & Reasons, Scope and applicability, Definitions of some important terms. The Inspecting Staff: Health, Safety, Welfare, Working hours for Adults, Employment of young persons, Annual Leave with wages, Penalties & Procedure</p> <p>Unit II The Minimum Wages Act, 1948 Concept of Wages, Particularly minimum fair and living wages, Aims and Objects of the Minimum Wages Act, Application, fixation and revision of minimum rates of wages, Adjudication of claims relating to Minimum wages and Miscellaneous provisions</p> <p>Unit III The Trade Union Act, 1926 Trade Union Movement in India-Aims & Object- Extent and Commencement of the Trade Union Act, 1926. Definition and Nature of Trade Union, Registration of Trade Unions: Rights and Liabilities of Registered Trade Unions, Recognition to Trade Unions, Dissolution</p> <p>Unit IV Workmen’s Compensation Act, 1923 Definition of dependant, workman, partial disablement and total disablement Employer’s liability for compensation, Employer’s Liability when contract or is engaged, Amount & Distribution of compensation</p> <p>Unit V Industrial Dispute Act, 1948 Definition, Various modes of</p>

		Arbitration & Compulsory Adjudication Strike and Lock-outs, Lay-off and Retrenchment, Unfair Labour Practice	Settlement of disputes, Object and Reasons, Voluntary Arbitration & Compulsory Adjudication Strike and Lock-outs, Lay-off and Retrenchment, Unfair Labour Practice	
43	BBA 606:	<p align="center">Comprehensive Viva Voice</p> <p>The comprehensive viva voce shall carry 100 marks. This would be based on all the subjects taught during the program. At the end of VI semester the viva voce would be held by a committee comprises of subject faculty members</p>	<p align="center">Comprehensive Viva Voice</p> <p>The comprehensive viva voce shall carry 100 marks. This would be based on all the subjects taught during the program. At the end of VI semester the viva voce would be held by a committee comprises of subject faculty members</p>	
44	BBA 607:	<p>A: Export Import Procedure and Documentation</p> <p>Unit I Preparation for Exports Registration –Importer Exporter Code (IEC), EPC, CENTRAL EXCISE, Category of Export - Direct & Indirect, Deemed Export, Category of Exporters - Manufacturers / Merchant Exporters- (1) Electronic Hardware Technology Parks (2) EOU (3) SEZ (4) Software Technology Parks</p> <p>Unit II Export Benefits Duty Drawback, Advances Licensing CENVAT, Sales Tax and VAT Exemption, Excise Clearance Benefit / Rebate, Income Tax Concession</p> <p>Unit III Import Management Import Management in a developing economy ; Import Procurement Planning; Types of Importers, Selection of Market, Identification, Selection and Evaluation of Suppliers ; Purchase Contract, Terms of Delivery and Payment.</p> <p>Unit IV Import Licensing Policy Advance License; Duty Exemption Scheme Role of Clearing and Forwarding Agents Customs Duty, Customs Valuation rules Documents for Customs import clearance procedure, Customs</p>	<p>A: Export Import Procedure and Documentation</p> <p>Unit I Preparation for Exports Registration –Importer Exporter Code (IEC), EPC, CENTRAL EXCISE, Category of Export - Direct & Indirect, Deemed Export, Category of Exporters -Manufacturers / Merchant Exporters- (1) Electronic Hardware Technology Parks (2) EOU (3) SEZ (4) Software Technology Parks</p> <p>Unit II Export Benefits Duty Drawback, Advances Licensing CENVAT, Sales Tax and VAT Exemption, Excise Clearance Benefit / Rebate, Income Tax Concession</p> <p>Unit III Import Management Import Management in a developing economy ; Import Procurement Planning; Types of Importers, Selection of Market, Identification, Selection and Evaluation of Suppliers ; Purchase Contract, Terms of Delivery and Payment.</p> <p>Unit IV Import Licensing Policy Advance License; Duty Exemption Scheme Role of Clearing and Forwarding Agents Customs Duty, Customs</p>	

		<p>clearance of Import Cargo by Sea, Air, Post Marine Insurance</p> <p>Unit V</p> <p>Export-Import Policy 2002-2007</p> <p>Procedures and Documentation, GSP Rules of Origin, Export Credit Guarantee Corporation (ECGC), Exim Bank- Functions, Lines of Credit; Documents prescribed by some importing countries; Federation of Indian Export Organization (FIEO), India Trade Promotion Organization (ITPO), Letter of Credit.</p>	<p>Valuation rules Documents for Customs import clearance procedure, Customs clearance of Import Cargo by Sea, Air, Post Marine Insurance</p> <p>Unit V</p> <p>Export-Import Policy 2002-2007</p> <p>Procedures and Documentation, GSP Rules of Origin, Export Credit Guarantee Corporation (ECGC), Exim Bank- Functions, Lines of Credit; Documents prescribed by some importing countries; Federation of Indian Export Organization (FIEO), India Trade Promotion Organization (ITPO), Letter of Credit.</p>	
45	BBA 607:	<p>B: Cost & Management Auditing</p> <p>Unit I Introduction of cost Audit</p> <p>Meaning & objects of cost Audit, Role & importance of cost Audit in capacity utilization, Better Labor Management, Verification & Valuation of inventories, Inter firm comparison ,Export promotion etc, Difference between Cost Audit & financial audit, Advantages of cost audit , Efficiency audit.</p> <p>Unit II Cost auditor</p> <p>Qualifications& Disqualifications and Qualities of cost auditor, Rights & Duties of cost auditor, Relationship between cost & Liabilities, Auditor , Financial Auditor & Statutory Auditor , Professional ethics & code of conduct of Auditor.</p> <p>Unit III Cost Audit</p> <p>Preparation & verification of cost records .Uses of statistical sampling Method for Audit ,Cost audit, Programme Form & contents of cost Audit Report</p> <p>Unit IV Introduction of Management Audit</p> <p>Meaning , Nature , Scope & Concept of Management Audit ,Recruiting & Training of Audit Staff, Difference between Management Audit & Financial Audit ,Purpose & Goal of Management Audit, Key features of</p>	<p>B: Cost & Management Auditing</p> <p>Unit I Introduction of cost Audit</p> <p>Meaning & objects of cost Audit, Role & importance of cost Audit in capacity utilization, Better Labor Management, Verification & Valuation of inventories, Inter firm comparison ,Export promotion etc, Difference between Cost Audit & financial audit, Advantages of cost audit , Efficiency audit.</p> <p>Unit II Cost auditor</p> <p>Qualifications& Disqualifications and Qualities of cost auditor, Rights & Duties of cost auditor, Relationship between cost & Liabilities, Auditor , Financial Auditor & Statutory Auditor , Professional ethics & code of conduct of Auditor.</p> <p>Unit III Cost Audit</p> <p>Preparation & verification of cost records .Uses of statistical sampling Method for Audit ,Cost audit, Programme Form & contents of cost Audit Report</p> <p>Unit IV Introduction of Management Audit</p> <p>Meaning , Nature , Scope & Concept of Management Audit ,Recruiting & Training of Audit Staff, Difference between Management Audit & Financial</p>	

		<p>Management Audit</p> <p>Unit V Review of Policies</p> <p>Review of Internal Control , Review of Purchasing Control , Review of selling & Distribution Policies, Corporate Social Audit – Social Cost & Social Benefits</p>	<p>Audit ,Purpose & Goal of Management Audit, Key features of Management Audit</p> <p>Unit V Review of Policies</p> <p>Review of Internal Control , Review of Purchasing Control , Review of selling & Distribution Policies, Corporate Social Audit – Social Cost & Social Benefits</p>	
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