



छत्रपति शाहू जी महाराज विश्वविद्यालय, कानपुर

CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

(पूर्ववर्ती कानपुर विश्वविद्यालय कानपुर)

Formerly Kanpur University, Kanpur – 208024

A Documentary Support

*For*

*Matric No. – 1.1.1*

**Programme Outcomes & Course Outcomes**

*Under the*

Criteria - I

(Curriculum Design and Development)

Key Indicator - 1.1

*In*

Matric No. – 1.1.1

**Bachelor of Business Administration**

Co-ordinator

Internal Quality Assurance Cell  
CSJM University, Kanpur

(Registrar)

C.S.J.M. University  
Kanpur

REGISTRAR  
C.S.J.M. UNIVERSITY  
KANPUR

**Programme Outcomes (PO)****Programme Specific****Outcome (PSO)****Course Outcomes****BBA****Programme Outcomes (PO)**

**PO1:** The program enables students to acquire knowledge and skills required by the industry and business sector.

**PO2:** The program provides the right nurturing ground for students to pursue their entrepreneurial ambitions.

**PO3:** The curriculum is industry driven and facilitated by experienced faculty and follows a contemporary take and emphasizes on offering an overview to launch and manage a business effectively.

**PO4:** The BBA Curriculum is extremely varied in nature. From writing skills, negotiation and dispute resolution, human resource management, business laws, marketing management, production management, social media and digital marketing – all are imbibed in the students with theoretical study and practical application.

**PO5:** This ensures that our students acquire knowledge of quantitative, qualitative techniques as well as a thorough understanding of the field.

**Programme Specific Outcome (PSO)**

**PSO1:** Graduates of this degree will be able to demonstrate their skills in Business Communication, Business Statistics, Marketing Management, Finance, Organizational Behaviour, Human Resource Management, Business Analytics etc.

**PSO2:** The Curricular and Extra-curricular activities are designed in a way to ensure that the students receive a holistic understanding of managing business through the curriculum.

**PSO3:** Graduates of this degree will be able to take critical decisions in the organization they are associated or in their own venture.

# ORDINANCE AND SYLLABI

## Bachelor of Business Administration

BBA is a three years full time programme. The course structure and programme ordinance are as follows:

### **Course Structure:**

The programme shall be of three years duration i.e. 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> year, each year consists of two semesters. The list of papers offered during 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> year of the programme shall be as follows.

### **FIRST YEAR**

#### **1<sup>st</sup> Semester**

Paper Code	Title of Paper	Max. Marks	
		Internal	External
BBA-N101	Business Organisation	30	70
BBA-N102	Business Maths	30	70
BBA-N103	Principles of Economics	30	70
BBA-N104	Book-Keeping & Basic Accounting	30	70
BBA-N105	Business Laws	30	70
BBA-N106	Fundamentals of Business Management	30	70
BBA-N107	Business Ethics	30	70
Total Marks		<b>210</b>	<b>490</b>

#### **2<sup>nd</sup> Semester**

Paper Code	Title of Paper	Max. Marks	
		Internal	External
BBA-N201	Business Environment	30	70
BBA-N202	Business Communication	30	70
BBA-N203	Indian Economy	30	70
BBA-N204	Principles of Accounting	30	70
BBA-N205	Organisational Behaviour	30	70
BBA-N206	Business Statistics	30	70
BBA-N207	Presentation & Viva Voce	30	70
Total Marks		<b>210</b>	<b>490</b>

**SECOND YEAR**

**3<sup>rd</sup> Semester**

<b>Paper Code</b>	<b>Title of Paper</b>	<b>Max. Marks</b>	
		<b>Internal</b>	<b>External</b>
BBA-N301	Advertising Management	30	70
BBA-N302	Indian Banking System	30	70
BBA-N303	Human Resource Management	30	70
BBA-N304	Marketing Management	30	70
BBA-N305	Company Accounts	30	70
BBA-N306	Company Law	30	70
BBA-N307	Viva Voce	–	100
<b>Total Marks</b>		<b>180</b>	<b>520</b>

**4<sup>th</sup> Semester**

<b>Paper Code</b>	<b>Title of Paper</b>	<b>Max. Marks</b>	
		<b>Internal</b>	<b>External</b>
BBA-N401	Consumer Behaviour	30	70
BBA-N402	Financial Management	30	70
BBA-N403	Production Management	30	70
BBA-N404	Sales Management	30	70
BBA-N405	Research Methodology	30	70
BBA-N406	Operations Research	30	70
BBA-N407	Market Survey Report Project Evaluation & Viva-Voce	30	70
<b>Total Marks</b>		<b>210</b>	<b>490</b>

### THIRD YEAR

#### 5<sup>th</sup> Semester

Paper Code	Title of Paper	Max. Marks	
		Internal	External
BBA-N501	Managerial Economics	30	70
BBA-N502	Entrepreneurship & Small Business Mgt.	30	70
BBA-N503	Income Tax Laws and Accounting	30	70
BBA-N504	Cost & Management Accounting	30	70
BBA-N505	Industrial Law	30	70
BBA-N506	Fundamentals of Computers	30	70
BBA-N507	Environmental Science	30	70
BBA-N508	Viva Voce	-	100
<b>Total Marks</b>		<b>210</b>	<b>590</b>

#### 6<sup>th</sup> Semester

Paper Code	Title of Paper	Max. Marks	
		Internal	External
BBA-N601	International Trade	30	70
BBA-N602	Strategic Mgt. & Business Policy	30	70
BBA-N603	VAT & Service Tax	30	70
BBA-N604	Management Information System	30	70
BBA-N605	Auditing	30	70
BBA-N606	Fundamentals of e-Commerce	30	70
BBA-N607	Project Report & Evaluation	30	70
BBA-N608	Comprehensive Viva-voce	--	100
<b>Total Marks</b>		<b>210</b>	<b>590</b>

## BBA- I Semester

### BBA-N101

### BUSINESS ORGANISATION

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-101	Business Organisation	BBA N 101.1	Define [L1: Knowledge] facts, terms and basic concepts of various aspects of Business Organisation. Describing various forms and combination of business organization.
		BBA N 101.2	Demonstrate [L2: Comprehension] various types of establishments and illustrate them using examples.
		BBA N 101.3	Perform [L3: Application] the implementation part of various theories using simulation and case study method.
		BBA N 101.4	Analyze [L4: Analysis] various Financial need of Business methods & sources of finance

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

Unit II            Business Unit, Establishing a new business unit. Meaning of Promotion. Features  
for business, Plant location, Plant Layout & size of business unit.

Unit III           Forms of Business Organisation. Sole Proprietorship, Partnership, Joint Stock  
Companies & Co-operatives.

Unit IV           Business Combination Meaning Causes, Objectives, Types and Forms Mergers,  
Takeovers and Acquisitions.

Unit V            Business Finance: Financial need of Business methods & sources of finance.  
Security Market, Money Market, Study of Stock Exchange & SEBI.

#### Suggested Books:

- |                    |                                      |
|--------------------|--------------------------------------|
| 1. Chottorjee S.K. | Business Organisation                |
| 2. Jagdish Prakash | Business Organisation and Management |
| 3. Om Prakash      | Business Organisation                |
| 4. Sherlekar S.A.  | Business Organisation and Management |
| 5. Singh & Chhabra | Business Organisation                |

## BBA- I Semester

**BBA N 102**

**Business Mathematics**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-102	Business Maths	BBA N-102.1	Define [L1: Knowledge] several concepts of Business Maths.
		BBA N-102.2	Explain [L2: Comprehension] various tools of Business Maths along with Mathematical theories.
		BBA N-102.3	Practice [L3: Application] number of tools of Business Maths by practicing with some real life problems along with solving conceptual problems.
		BBA N-102.4	Compare and contrast [L4: Analysis] Appraise and Examine various functions to focus on solving real business problems using mathematics.

Unit I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business Mathematical Induction.
Unit II	Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Gaussian Elimination Method.
Unit III	Percentage, Ratio and Proportion, Average, Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.
Unit IV	Set theory- Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Intersection of Sets, Use of set theory in business, Permutation & Combination.
Unit V	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems. Etc)

### Suggested Books:

1.Mehta & Madhani	Mathematics for Economics
2.Mongia	Mathematics for Economics
3.Zamiruddin	Business Mathematics
4.Raghavachari	Mathematics for Management

## BBA- I Semester

**BBA N 103**

### Principles of Economics

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-103	Principles of Economics	BBA N-103.1	Define [L1: Knowledge] facts, terms, basic concepts of Principles of Economics pertaining demand, supply, production and market.
		BBA N-103.2	Demonstrate [L2: Comprehension] facts and ideas of economic principles using different theories.
		BBA N-103.3	Categorize [L3: Application] various measures to connect and further develop applicational aspects of Economics to solve some glaring problems.
		BBA N-103.4	Examine [L4: Analysis] the causes; making inferences from different theories, numerical and illustrate by using some examples.

Unit I	Definition, Nature, Scope & Limitation of Economics as an art or Science. Relevance of Economics in Business Management, Utility analysis, Marginal Theory of utilities and Equi-Marginal theory of utility.
Unit II	Meaning of demand. Demand theory and objectives, Demand analysis. Demand schedule. Demand Curve and Nature of Curves, Laws of Demand Elasticity of Demand Types & Measurement, Indifference curves analysis Consumer Equilibrium & Consumer Surplus. Price, Income and substitution effect.
Unit III	Production-Meaning and Analysis Production function. Laws of production, Laws of increasing returns & Laws of constant returns. Equal product curves and Producer equilibrium.
Unit IV	Market analysis-Nature of market, Types of markets and their characteristics Pricing under different market structures- Perfect Monopoly, oligopoly and Monopolistic completion. Price discrimination under monopoly competition.
Unit V	Theories of factor pricing, factor pricing v/s product pricing. Theories of rent theories of interest theories of wages theories of profit, Concept of profit maximization

#### Suggested Books:

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



## BBA- I Semester

**BBA N 104**

### **Book Keeping and Basic Accounting**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-104	Book-Keeping & Basic Accounting	BBA N-104.1	Define [L1: Knowledge] different fundamental concepts of Accounting, shares, bank related documents, stocks and basic terms.
		BBA N-104.2	Describe [L2: Comprehension] and outline the purpose and generalize various concepts using examples.
		BBA N-104.3	Apply [L3: Application] different methodologies to implement various techniques of accounting at different levels of problems faced by Business people along with some daily used techniques of accounting in business.
		BBA N-104.4	Analyze [L4: Analysis] different types of accounts to understand various types of structures to solve real world business problems.

Unit I	Meaning of book keeping. Process of book keeping and accounting, Basic terminology of accounting, subsidiary books of accounts, Difference between accounting & book keeping. Importance & Limitations of Accounting, Various users of Accounting Information, Accounting Principles, conventions & Concepts.
Unit II	Accounting Equation, Dual Aspect of Accounting Types of accounting Rules of debit & Credit, Preparation of Journal and Cash book including banking transaction, Ledger and Trial balance.
Unit III	Rectification of errors preparation of bank reconciliation Statement, Bills of Exchange And promissory notes.
Unit IV	Valuation of stocks, Accounting treatment of depreciation. Reserve and provision, Preparation of final accounts along with adjustment entries.
Unit V	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption preference shares and debentures.

#### **Suggested Books:**

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

## BBA- I Semester

### BBA N 105

### Business Laws

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-105	Business Laws	BBA N-105.1	Define [L1: Knowledge] different concepts of law pertaining to Business transactions.
		BBA N-105.2	Discuss [L2 Comprehension] various Business Laws, illustrate and discuss with its examples.
		BBA N-105.3	Employ [L3 Application] different concepts and illustrate them by executing their provision.
		BBA N-105.4	De-construct [L4 Analysis] different Business Laws and apply them in real life business situations by using case study.

Unit I                      Indian Contract Act: Definition and essentials, Contracts agreements, Offer & Acceptance Consideration, Capacity of parties Free Consent, Performance of Contracts, Terminal of Contract, Consequence and Remedies of Contract terminal.

Unit II                     Contingent contract, Implied, Quasi contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge contract, Agency contract.

Unit III                   Sales of Goods Act: Sale contract-Definition, Features, Formation of Contract Contents of sale contract-Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.

Unit IV                   Indian Partnership Act: Definition and Nature of Partnership, Partnership deed Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership.

Unit V                    Definition Features Types Recognition And Endorsement of Negotiable Instruments.

### Suggested Books:

- |                         |   |
|-------------------------|---|
| 1. Dhanda PMV           | Commercial and Industrial Laws                                    |
| 2. Kapoor D             | Elements of Mercantile law (including Company Law Industrial Law) |
| 3. Gulshan S and Kapoor | Lectures on Business & Economics Laws                             |
| 4. Kuchall              | Business Laws   |
| 5. Mandal C.            | Economics and other Legislations                                  |

## BBA- I Semester

### BBA N 106

### Fundamentals of Management

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-106	Fundamentals of Business Management	BBA N-106.1	Define [L1 Knowledge] various management concepts, evolution, planning, organizing directing controlling etc.
		BBA N-106.2	Explain [L2 Comprehension] purpose of Business management by using various examples.
		BBA N-106.3	Perform [L3 Application] number of activities to explain various techniques to govern an organization.
		BBA N-106.4	Able to compare [L4 Analysis] various theories and understand their importance in accordance with their ability to provide distinct solution for specific problems.

Unit I	Introduction Concepts, Objectives, Nature Scope and significance of management Evolution of management thought-Contribution Taylor, Weber and Fayol management.
Unit II	Planning: Concept, Objectives, Nature, Limitation, Process of planning, Importance, Forms, Techniques and Process of decision making.
Unit III	Organizing: Concept, Objectives, Nature of organizing, Types of Organization, Delegation of authority, Authority and responsibilities, Centralization and Decentralization Span of Control.
Unit IV	Directing: Concept, Principles & Techniques of directing and Coordination Concept of leadership-Meaning. Importance, Styles, Supervision, Motivation Communication.
Unit V	Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling.

### Suggested Books:

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

## **BBA- I Semester**

**BBA N 107**

**Business Ethics**

<b>Subject Code</b>	<b>Subject Name</b>	<b>CO No.</b>	<b>Course Outcomes</b>
BBA N-107	Business Ethics	BBA N-107.1	Define [L1 Knowledge] concepts, nature and various philosophy of Business ethics.
		BBA N-107.2	Explain [L2 Comprehension] purpose of Business Ethics by using various examples.
		BBA N-107.3	Perform [L3 Application] numerous tools of Business Ethics for the step by step understanding of various concepts of Business Ethics.
		BBA N-107.4	Able to compare [L4 Analysis] various concepts or philosophy of business ethics and understand them in accordance with their suitability for specific problems.

Unit I	Business Ethics- An overview-Concept, nature, evolving ethical values, Arguments against business Ethics.
Unit II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance.
Unit III	Relationship between Ethics & Corporate Excellence-Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.
Unit IV	Gandhian Philosophy of Wealth Management-Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins.
Unit V	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

### **Suggested Books:**

- |                   |                                   |
|-------------------|-----------------------------------|
| 1. Koltar, Philip | Marketing Management              |
| 2. Stanton, Etzel | Walker, Fundamentals of Marketing |
| 3. Saxena Rajan   | Marketing Management              |
| 4. McCarthy, FJ   | Basic Marketing                   |

## **BBA- II Semester**

**BBA N 201**

**Business Environment**

<b>Subject Code</b>	<b>Subject Name</b>	<b>CO No.</b>	<b>Course Outcomes</b>
BBA N-201	Business Environment	BBA N 201.1	Define [L1: Knowledge] facts, terms and basic concepts of various aspects of Business Environment. Describing various national & international policy and trade.
		BBA N 201.2	Demonstrate [L2: Comprehension] the historical and modern perspective of policy and illustrate them using examples.
		BBA N 201.3	Perform [L3: Application] the implementation part of various theories using simulation and case study method.
		BBA N 201.4	Analyze [L4: Analysis] various monetary and fiscal policy, Exim policy, role of WTO and its implication for structuring, reporting and organizing.

Unit I	Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.
Unit II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector
Unit III	Industrial Policy –Its historical perspective(In brief);Socio- economic implications of Liberalisation, Privatisation, Globalisation.
Unit IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA
Unit V	Overview of International Business Environment, Trends in World Trade : WTO- Objectives and role in international trade.

### **Suggested Readings:**

- |                       |                      |
|-----------------------|----------------------|
| 1. Francis Cherunilum | Business Environment |
| 2. K. Aswathapa       | Business Environment |

## BBA- II Semester

### BBA N 202

### Business Communication

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-202	Business Communication	BBA N-202.1	Define [L1: Knowledge] Meaning, objectives, functions of Business communication. Describing about importance of letter writing, oral communication and international communication.
		BBA N-202.2	Explain [L2: Comprehension] various concepts of Business Communication and different perspective of communication in business world.
		BBA N-202.3	Practice [L3: Application] number of tools of Business Communication for writing and oral communication and connect them as model to perform in Business organization.
		BBA N-202.4	Compare and contrast [L4: Analysis] Appraise and Examine various functions to focus on solving real business problems.

Unit I	Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication
Unit II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations
Unit III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies.
Unit IV	Oral & Non-verbal communication: Principles of Oral Presentation Factors affecting Presentation, effective Presentation skills, conducting Surveys.  Body Language, Para Language, Effective Listening, Interviewing skill, Writing resume and Letter or application
Unit V	Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations.

### Suggested Books:

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

## BBA- II Semester

### BBA N 203

### Indian Economy

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-203	Indian Economy	BBA N-203.1	Define [L1: Knowledge] facts, terms, basic concepts of Indian Economy, Human development and concepts related to employment, policy, entrepreneurship.
		BBA N-203.2	Demonstrate [L2: Comprehension] facts and ideas of economic growth, factors, policies, and other aspects of Indian Economy.
		BBA N-203.3	Categorize [L3: Application] various measures to connect and further develop applicational aspects of Indian Economy to solve some glaring problems.
		BBA N-203.4	Examine [L4: Analysis] the motives or causes; making inferences and finding evidence to support generalization in different problems of Indian Economy.

Unit I	Meaning of Economy, Economic growth & development, characteristics of India Economy, Concepts of Human development, Factors affecting economic development.
Unit II	An overview of Economic Resources of India, Human Resources of India: Concept of Population Explosion, Interrelation of Population and economic development, Population policy of India, Problem of Unemployment in India.
Unit III	Economic planning in India; Planning commission, Critical evaluation of current Five Year Plan.
Unit IV	Problems and prospects of Indian Agriculture, agriculture development during plan period. Position, Problems and Prospects of Large Scale Industries. (Iron, Steel, Sugar, Cotton, Textile)
Unit V	Service and Entrepreneurial Sector, role of Commercial Bank and Financial Institutions, Role of Small Scale Industries in Indian Economy.

### Suggested Readings:

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

## BBA- II Semester

**BBA N 204**

### Principles of Accounting

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-204	Principles of Accounting	BBA N-204.1	Define [L1: Knowledge] different concepts of Accounting (National and International) and other key notions.
		BBA N-204.2	Describe [L2: Comprehension] and outline the purpose and generalize various concepts using examples.
		BBA N-204.3	Apply [L3: Application] different methodologies to implement various techniques of accounting at different levels of problems faced by Business people.
		BBA N-204.4	Analyze [L4: Analysis] different types of accounts to understand various types of structures to solve real world business problems.

Unit I	Accounting standards in India, Concept of GAAP (Generally Accepted Accounting Principles) International Accounting Standards, Accounting for Price level changes.
Unit II	Accounting of Non-trading Institutions, Joint Venture and Consignment.
Unit III	Accounts of banking companies and General Insurance companies, Department and Branch account.
Unit IV	Accounts related to Hire Purchase and Instalment payment transactions, Royalty Accounts
Unit V	Partnership Accounts: Final Account, Reconstitution of Partnership firms- admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner).

#### Suggested Readings:

1. Agarwal, B.D.	Advanced Accounting
2. Chawla & Jain	Financial Accounting
3. Chakrawarti, K.S.	Advanced Accounts
4. Shukla, M.B.	Financial Analysis and Business Forecasting
5. Jain & Naranag	Advanced Accounts



## BBA- II Semester

### BBA N 205

### Organisation Behaviour

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-205	Organisation Behaviour	BBA N-205.1	Define [L1: Knowledge] different concepts of Organisationbehavior, various theories of motivation, perception, group behavior and leadership.
		BBA N-205.2	Discuss [L2 Comprehension] problems pertaining to Organization Behaviour and also explain the classification of various models and discuss with its examples.
		BBA N-205.3	Employ[L3 Application] different concepts and execute them to apply in real life problems.
		BBA N-205.4	De-construct [L4 Analysis] theories and models, so that deeper understanding of it could be achieved.

Unit I	Introduction, nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.
Unit II	Individual Behavior – Individual behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation- Hygiene theory, Vrooms Expectancy theory.
Unit III	Behavior Dynamics : Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and Prevailing Leadership styles in Indian Organisations..
Unit IV	Group Behavior : Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter group problems in organizational group dynamics, Management of conflict.
Unit V	Management of Change : Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisational Quality of work life, Recent advances in OB.

### Suggested Readings:

1. Bennis, W.G.	Organisation Development
2. Breech Iswar	Oragnaistion-the frame-Work of Management
3. Dayal, Keith	Organisational Development
4. Sharma, R.A.	Organisational Theory and Behavior
5. Prasad, L.M.	Organisational Behavior

## BBA- II Semester

### BBA N 206

### Business Statistics

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-206	Business Statistics	BBA N-206.1	Define [L1 Knowledge] various statistical tools, techniques and concepts of Business Statistics.
		BBA N-206.2	Explain [L2 Comprehension] purpose of Business Statistics by using various examples.
		BBA N-206.3	Perform [L3 Application] number of calculations pertaining to different tools and techniques of Business Statistics.
		BBA N-206.4	Able to compare [L4 Analysis] various calculations and rank them in accordance with their ability to provide distinct solution for specific problems.

Unit I	Statistics: Concept, significance & Limitation Type of Data, Classification & Tabulation, Frequency Distribution & graphical representation.
Unit II	Measures of Central Tendency (Mean, Medium, Mode) Measures of Variation: Significance & Prosperities of a good measure of variation:  Range, Quartile Deviation, Mean Deviation and Standard Deviation, Measures of Skewness & Kurtosis.
Unit III	Correlation : Significance of Correlation, Types of correlation, Simple correlation, Scatter Diagram method, Karl Pearson Coefficient of Correlation.  Regression : Introduction, Regression lines, and Regression Equation & Regression coefficient.
Unit IV	Probability : Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye'ss theorem [Simple numerical], Probability Distribution: Binomial, Poisson and Normal.
Unit V	Sampling Method of sampling, Sampling and Non-sampling errors. Test of Hypothesis, Type- I and Type –II Errors, Large sample tests

### Suggested Readings:

1. Gupta, S.P. & Gupta, M.P.	Business Statistics
2. Levin, R.I.	Statistics for Management
3. Feud, J.E.	Modern Elementary Statistics
4. Elhance, D.N.	Fundamentals of Statistics
5. Gupta, C.B.	Introduction of Stastical Methods

## BBA- III Semester

**BBA N 301**

### Advertising Management

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-301	Advertising Management	BBA N 301.1	Define [L1: Knowledge] terms and basic concepts of various aspects of Advertising management.Describing various tools and techniques.
		BBA N 301.2	Demonstrate [L2: Comprehension]various concepts and explain them by using examples.
		BBA N 301.3	Perform [L3: Application] the implementation part of various theories using simulation and case study method.
		BBA N 301.4	Analyze [L4: Analysis] and comparing various concepts and showcase all in accordance with their relative importance.

Unit I	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.
Unit II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding- meaning, importance in advertising.
Unit III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget-approachesallocation of budget.
Unit IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning- importance, strategies, media mix.
Unit V	Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising- importance, international Vs local advertising.

### Suggested Books

1. Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases Manendra Mohan, TMH
3. Advertising Management Rajeev Batra, PHI

## **BBA- III Semester**

**BBA N 302**

### **Indian Banking System**

<b>Subject Code</b>	<b>Subject Name</b>	<b>CO No.</b>	<b>Course Outcomes</b>
BBA N-302	Indian Banking System	BBA N-302.1	Define [L1: Knowledge] structure and importance of banks and various regulations pertaining to banking.
		BBA N-302.2	Explain [L2: Comprehension] types of banks and differences in their progress and performance.
		BBA N-302.3	Practice [L3: Application] of their functioning, working, progress of banks and regulator.
		BBA N-302.4	Compare and contrast [L4: Analysis] Appraise and Examine various functions different Banks by using examples.

Unit I	Indian Banking System : Structure and organization of banks; Reserve bank of India; Apex banking institutions; Commercial banks; Regional rural banks; Co-operative banks; Development banks.
Unit II	State Bank of India: Brief History; Objectives Functions; Structure and organization; Working and progress.
Unit III	Banking Regulation Act, 1949: History; Social Control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Co- operative banks.
Unit IV	Regional Rural and Co-operative banks in India: Functions; Role of regional rural and co-operative bank in rural India; Progress and performance.
Unit V	Reserve Bank of India; Objectives; Organization; functions and working; monetary policy credit control measures and their effectiveness.

### **Suggested Readings:**

1. Basu A.K. : Fundamentals of banking- Theory and Practice; A. Mukherjee and Co., Calcutta
2. Sayers R.S. : Modern Banking; Oxford University, Press.
3. Panandikar, S.G. and Mithani D.M.: Banking in India; Orient Longman
4. Reserve Bank of India : Functions and Working
5. Dekock : Central Banking; Crosby Lockwood Staples, London
6. Tennan M.L.: Banking-Law and Practice in India; India law House, New Delhi.

**BBA N 303****BBA- III Semester  
Human Resource Management**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-303	Human Resource Management	BBA N-303.1	Define [L1: Knowledge] concepts, terms of HRM and their policy in terms of their strategy, procurement, mobility and compensation policy.
		BBA N-303.2	Demonstrate [L2: Comprehension] various theories of HRM by using examples.
		BBA N-303.3	Categorize [L3: Application] various HRM measures to connect and further develop applicational aspects of HRM to solve some glaring problems.
		BBA N-303.4	Examine [L4: Analysis] the motives or causes; making inferences and finding evidence to compare various theories HRM by examples.

Unit I	<p>Introduction to HRM &amp; HRD</p> <p>Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM Vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.</p>
Unit II	<p>Human Resource Policies &amp; Strategies</p> <p>Introduction, role of HR in strategic management, HR policies &amp; Procedures, HR Programme., developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.</p>
Unit III	<p>Human Resource Procurement &amp; Mobility</p> <p>Productivity &amp; improvement job analysis &amp; Job design, work measurement, ergonomics.</p> <p>Human Resource planning-objectives, activities, manpower requirement process</p> <p>Recruitment &amp; Selection</p> <p>Career planning &amp; development, training methods, basic concept of performance appraisal.</p> <p>Promotion &amp; Transfer.</p>
Unit IV	<p>Employee Compensation</p> <p>Wage policy, Wage determination, Wage board, factors affecting wages &amp; Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965.</p>
Unit V	<p>Employee relations</p> <p>Discipline &amp; Grievance handling types of trade unions, problems of trade unions</p>

**Suggested Books:**

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

## BBA- III Semester

### BBA N 304

### Marketing Management

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-304	Marketing Management	BBA N-304.1	Define [L1: Knowledge] nature, scope, importance and different concepts of Marketing.
		BBA N-304.2	Describe [L2: Comprehension] and outline the purpose and generalize various concepts of marketing using examples.
		BBA N-304.3	Apply [L3: Application] different methodologies to implement various techniques of marketing at different levels of problems faced by Business people.
		BBA N-304.4	Analyze [L4: Analysis] and compare various marketing tools to understand and resolve real life issues in the organizations.

Unit I	Marketing : Definition, nature, scope & importance, Marketing Management, Core concepts of marketing, selling concept, production concept, modern marketing concept, Societal marketing.
Unit II	Segmentation : Concept, basis of segmentation, Importance inmarketing; Targeting : Concept Types, Importance; Positioning : Concept, Importance, Brand positioning, Repositioning.
Unit III	Marketing Mix: Product : Product Mix, New Product development, levels of product, types of product, Product life cycle, Branding and packaging. Distribution : Concept, importance, different types ofdistribution channels etc.
Unit IV	Price: Meaning, objective, factors influencing pricing, methods of pricing. Promotion : Promotional mix, tools, objectives, media selection & management.
Unit V	Marketing Research : Importance, Process & Scope Marketing Information Systems : Meaning Importance and Scope Consumer Behavior : Concept, Importance and factors influencing consumer behavior.

### Suggested Books:

1.Marketing Mgt. by Philip Kotlar (PHI) 2.Marketing by Etzet, Walker, Stanton 3.Marketing Management by Rajan Saxena

**BBA N 305****BBA- III Semester  
Company Accounts**

<b>Subject Code</b>	<b>Subject Name</b>	<b>CO No.</b>	<b>Course Outcomes</b>
BBA N-305	Company Accounts	BBA N-305.1	Define [L1: Knowledge] different concepts of stocks, shares and other aspects of company accounts.
		BBA N-305.2	Discuss [L2 Comprehension] various concepts of company accounts pertaining to various accounting measures in the organizations.
		BBA N-305.3	Employ[L3 Application] different concepts and execute them to apply in real life business problems by examples.
		BBA N-305.4	De-construct [L4 Analysis] various segments of accounting like final accounts, amalgamation, balance sheets, liquidation etc to understand their uses for business.

Unit I	Joint Stock Companies- its types and share capital, Issue, For future and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.
Unit II	Final Accounts : Including Computation of managerial Remuneration and disposal of profit.
Unit III	Accounting for Amalgamation of companies as per Accounting Standard 14 Accounting for Internal reconstruction.
Unit IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary Only.
Unit V	Liquidation of Company, Statement of Affairs and Deficiency/Surplus, Liquid for final statement of A/c Receivers Receipt and Payment A/c.

**Suggested Books:**

1. Gupta R.L. Radhaswamy M, Company Accounts, Sultan chand &
2. Maheshwari, S.N., Corporate Accounting, Vikas Publishing
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting
4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts, S. Chand & Co.
5. Moore C.L. and Jaedicke R.K., Management Accounting

**BBA- III Semester****BBA N 306****Company Law**

<b>Subject Code</b>	<b>Subject Name</b>	<b>CO No.</b>	<b>Course Outcomes</b>
BBA N-306	Company Law	BBA N-306.1	Define [L1 Knowledge] various directives of company law for any corporation for their establishment, shares, capital management, power sharing etc.
		BBA N-306.2	Explain [L2 Comprehension] the purpose of Company Law tools in the organization by using various cases.
		BBA N-306.3	Perform [L3 Application] various mechanism of company law pertaining to its uses for each business organization.
		BBA N-306.4	Able to compare [L4 Analysis] every aspect of company law for different business groups through case studies.

Unit I	Corporate Personality : Kinds of Company, Promotion and Incorporation of Companies.
Unit II	Memorandum of Association, Articles of Association Prospectus.
Unit III	Shares ; Share Capital, Members , Share Capital- Transfer and Transmission, Directors-Managing Director, Whole Time Director.
Unit IV	Capital Management-Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds quorum, voting resolutions, minutes.
Unit V	Majority Powers and minority Rights Prevention of oppression and mismanagement, winding up-Kinds and Conduct.

**Suggested Books:**

1. Grower L.C.B.	Principles of Modern Company Law, Stevens & Sons, London
2. Ramaiya A. Avtar	Guide to the Companies Act. Wadhwa & Co., Nagpur
3. Singh,	Company Law, Eastern Book Co. , Lucknow
4. Kuchal, M.C.	Modern Indian Company Law, Sri Mahavir Books, Noida
5. Kapoor, N.D.	Company Law- Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons



**BBA N 401****BBA- IV Semester  
Consumer Behaviour**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N 401	Consumer Behavior	BBA N 401.1	Define [L1: Knowledge] basics of Consumer Behavior, scope, need, importance, basics of consumer research process, meaning and nature of personality, Self concept, Participants and characteristics of industrial markets
		BBA N 401.2	Demonstrate [L2: Comprehension] understanding of consumer behavior models, individual determinants of consumer behavior, Influences & Consumer Decision making Industrial Buying Behavior, consumer communication process and consumer satisfaction, industrial buying process
		BBA N 401.3	Apply [L3: Application] consumer behavior models and individual determinants for explaining Perceptual process, consumer learning process, consumer attitude formation, attitude measurement,
		BBA N 401.4	Analyze [L4: Analysis] the influences of Family, reference group, personal, social and cultural factors on Consumer Decision making process, consumer and marketing of services in the context of Industrial buying.

Unit I	Introduction to consumer Behavior (CB)- Importance, Scope, need for studying CB, Consumer research process.
Unit II	Consumer models : Economic model, Psychoanalytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-kollat-Blackwell model.
Unit III	Individual determinates: Perceptual process, consumer learning process, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.
Unit IV	Influences & Consumer Decision making : Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.
Unit V	Industrial Buying Behaviour : Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.

**Suggested Books:**

- 1.Consumer Behaviour in Indian Perspective
- 2.Consumer Behaviour
- 3.Consumer Behaviour
- 4.Consumer Behaviour

Suja. R. Nair  
Schifman & Kanuk  
Louden & Bitta  
Bennet & Kasarjian

**BBA N 402**

**BBA- IV Semester**  
**Financial Management**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N 402	Financial Management	BBA N 402.1	Define [L1: Knowledge] Financial management, finance functions, objectives of financial management, Profitability vs. shareholder wealth maximization, Capitalization Concept, basis of capitalization, Cost of Capital, Nature & Scope of Capital budgeting, Concepts of working capital, Concept & relevance of Dividend decision
		BBA N 402.2	Express [L2: Comprehension] understanding of Time value of Money- Compounding & Discounting, Determinants of Capital structure, Capital structure Theories, payback NPV, IRR and ARR Methods, Approaches to the financing of current assets, Dividend Models-Water, Gordons, MM Hypothesis, determinants of dividend policy
		BBA N 402.3	Apply [L3: Application] concept of Time value of Money- Compounding & Discounting. payback NPV, IRR and ARR methods in practical problems and in determining capital(with numerical problems )
		BBA N 402.4	Analyze [L4: Analysis] Consequences and remedies of over and under capitalization, risk & uncertainty, Management of different components of working capital.

Unit I	Introductory : Concept of Financial management, Finance functions, objectives of financial management- Profitability vs. shareholder wealth maximization. Time value of Money- Compounding & Discounting.
Unit II	Capital Structure Planning : capitalization Concept, basis of capitalization, consequences and remedies of over and under capitalization.
Unit III	Determinants of Capital structure, Capital structure theories. Management of Fixed Capital: Cost of Capital, Nature & Scope of Capital budgeting-payback NPV, IRR and ARR methods and their practical applications. Analysis of risk & uncertainty.
Unit IV	Management of Working Capital : Concepts of working Capital, Approaches to the financing of current Assets determining capital (with numerical problems) Management of different components of working capital.
Unit V	Management of Earning : Concept & relevance of Dividend decision. Dividend Models-Water, Gordons, MM Hypothesis. Dividend policy-determinants of dividend policy.

**Suggested Books:**

1. Financial Management
2. Financial Management

S.N. Maheshwari  
Khan & Jain

**BBA- IV Semester****BBA N 403****Production Management**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N 403	Production Management	BBA N 403.1	Define [L1: Knowledge] Nature & Scope of Production Management, Functions of production management, production systems, responsibilities of a production manager, PPC, Objectives of PPC
		BBA N 403.2	Explain [L2: Comprehension] Types of manufacturing Systems: Intermittent & Continuous Systems etc., Product design & development, Plant Location & Plant layout, Brief of ABC analysis, Stock Keeping, Quality, Quality assurance, Quality Circles, TQM, JIT
		BBA N 403.3	Apply [L3: Application] basics of production management for Purchasing Economic lot quality/Economic order quantity (EOR), determining Lead time & Rorder level.
		BBA N 403.4	Analyze [L4: Analysis] quality using Statistical Quality Control

Unit I	Nature & Scope of Production Management, Functions of Production Management, Production Systems, responsibilities of Production manager. Production Planning & Control (PPC), Objectives of PPC.
Unit II	Types of manufacturing Systems: Intermittent & Continuous Systems etc., Product design & development.
Unit III	Plant Location & Plant layout.
Unit IV	Materials Management & Inventory Control : Purchasing Economic lot quality/Economic order quantity(EOR), Lead time, Rorder level. Brief of ABC analysis, Stock Keeping.
Unit V	Quality Control : Quality, Quality assurance, Quality Circles,TQM, JIT, Statistical Quality Control.

**Suggested Books:**

1. Production Operation management	B.S. Goel
2. Production & Operation Management	Buffa
3. Production & Operation Management	S.N.Chany

**BBA N 404****BBA- IV Semester  
Sales Management**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N 404	Sales Management	BBA N 404.1	Define [L1: Knowledge] sales management, sales function its Evolution , Objectives of sales management positions, Functions of Sales Executives, Purpose of sales organization, Theories of personal selling, Concept of physical distribution system
		BBA N 404.2	Discuss [L2: Comprehension] Relation of Sales Executive with other executives, Types of sales organization structures, Types of Sales executives, Qualities of sales executives, Types of Marketing Channels Factors affecting the choice of channel, Types of middleman and their characteristics
		BBA N 404.3	Apply [L3: Application] understanding of sales management in context with Prospecting, pre-approach and post-approach, Organizing display, showroom & exhibition, Recruitment and Selection
		BBA N 404.4	Analyze [L4: Analysis] Sales department external relations, Distributive network relations, Sales Training, Sales Compensation

**Unit I****Sales Management :**

- Evolution of sales function
- Objectives of sales management positions
- Functions of Sales executives
- Relation with other executives

**Unit II****Sales Organisation and relationship :**

- Purpose of sales organization
- Types of sales organization structures
- Sales department external relations
- Distributive network relations.

**Unit III****Salesmanship :**

- Theories of personal selling
- Types of Sales executives
- Qualities of sales executives
- Prospecting, pre-approach and post-approach
- Organising display, showroom & exhibition

**Unit IV****Distribution network Management**

- Types of Marketing Channels
- Factors affecting the choice of channel
- Types of middleman and their characteristics
- Concept of physical distribution system

**Unit V****Sales Force Management**

- Recruitment and Selection
- Sales Training
- Sales Compensation

**Suggested Books:**

1.Sales Management

2.Salesmanship &amp; Publicity

Management

-Cundiff, Still, Govoni

-Pradhan, Jakate, Mali3.Sales

-S.A. Chunawalla

**BBA N 405****BBA- IV Semester  
Research Methodology**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N 405	Research Methodology	BBA N 405.1	Define [L1: Knowledge] Meaning of Research ; Objectives of Research, Research Design, census & sample surveys, steps in Sampling Design, processing operations, problems in processing, types of analysis, Diagrams, graphs, charts
		BBA N 405.2	Explain [L2 Comprehension] Types of Research; Research Process, Features of a Good design, Different Research Designs, Data types, Types of Sample designs-Probability & Non Probability sampling, Layout of Research report, Types of Reports
		BBA N 405.3	Apply (L3Application) research knowledge for Research Problem formulation, Measurement in Research, Mechanism of writing a Research report
		BBA N 405.4	Examine (L4.Analysis) Sources of Error, Hypothesis Testing- Chi-square test, Z test, t-test, f-test, Precaution for writing report

Unit I	Introduction – Meaning of Research ; Objectives of Research;Types of Research; Research Process; Research Problem formulation.
Unit II	The Design of Research-Research Design; Features of a Good design; Different Research Designs ; Measurement in Research; Data types; Sources of Error.
Unit III	Sampling Design- Census & Sample Surveys; Steps in SamplingDesign; Types of Sample designs-Probability & Non Probability sampling.
Unit IV	Processing & Analysis of Data- Processing operations; problems in processing; types of analysis Hypothesis Testing- Chi-square test, Z test, t-test, f-test.
Unit V	Presentation- Diagrams; graphs; chars. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precaution for writing report.

**Reference Books:**

1.Research Methodology

C.R. Kothari

**BBA N 406****BBA- IV Semester  
Operations Research**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N 406	Operations Research	BBA N 406.1	Define [L1.Knowledge] Nature, Definition & characteristics of operations research, Methodology of OR, Linear, Programming, PERT & CPM-Introduction
		BBA N 406.2	Explain [L2.comprehension] Models in OR, techniques of solution of OR models (graphical , simplex, transportation model , assignment model) decision making under uncertainty, Decision making under Risk, Linear Programming, LPP-problem formulation
		BBA N 406.3	Apply [L3.application] linear programming technique to solve linear models, transportation problem & assignment problem, Criteria of Maximax, maximin, Maximax Regret, laplace & Hurwinz, EMV & EOL, Decision Tree approach & its applications.
		BBA N 406.4	Analyze [L4. Analysis] results obtained from linear models, Network diagrams & Time Estimates in Network Analysis using Critical Path Method and Programme Evaluation & Review Technique.

Unit I	Nature, Definition & characteristics of operations research, Methodology of DR, Models in OR; OR & managerial Decision making, OR techniques.
Unit II	Linear programming : Introduction, Advantages of Linear Programming, Applications areas of Linear Programming. LPP-problem formulation, Graphic Method, Simplex Method (including Big M method)
Unit III	Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method.
Unit IV	Assignment Problems Decision making under Uncertainty-Criteria of Maximax, maximin, Maximax Regret, laplace & Hurwinz. Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.
Unit V	PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.

**Reference Books:**

1.Operation Research

V.K. Kapoor

**BBA- V Semester****BBA N 501****Managerial Economics**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-501	Managerial Economics	BBA N501.1	Define [L1: Knowledge] of functional aspects of management and explore the meaning, scope and significance of Managerial Economics.
		BBA N501.2	Demonstrate [L2: Comprehension] the Fundamental Concepts of Managerial Economics. Demand, Cost, Pricing and Profit..
		BBA N501.3	Perform [L3: Application] Market implications of the concepts of Demand and Supply, Demand Forecasting..
		BBA N501.4	Analyze [L4: Analysis] Demand, Micro and Macroeconomic Issues, Cost and other aspects of a Business Entity.

**Objectives :** The Basic objective of this course is to familiarize the students with the concepts and tools of managerial Economics as applicable to decision making in contemporary business environment.

Unit I	<p><b>Nature and Scope :</b></p> <p>Nature and Scope of Managerial Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Intermental concept, Principle of time perspective, Discounting principle and Equimarginal principle.</p>
Unit II	<p><b>Demand Analysis :</b></p> <p>Concept and importance of Demand &amp; its determinants Income &amp; Substitution effects. Various elasticities of demand, using elasticities in managerial decisions, revenue concepts, relevance of demand forecasting and methods of demand forecasting.</p>
Unit III	<p><b>Cost Concept :</b></p> <p>Various cost concepts and classification, Cost output relationship in short run &amp; long run cost curves). Economics and diseconomies of scale, Cost control and Cost reduction, Indifferent curves.</p>
Unit IV	<p><b>Pricing :</b></p> <p>Pricing methods, Price and output decisions under different market structures-perfect competition, Monopoly and Monopolistic Competition, Oligopoly.</p>
Unit V	<p><b>Profit Mgt &amp; Inflation :</b></p> <p>Profit, Functions of profit, Profit maximization, Break Even analysis. Elementary idea of Inflation.</p>

**Suggested Readings:**

1. Varsney & Maheshwari	:	Managerial Economics
2. Mote Paul & Gupta	:	Managerial Economics : Concepts & Cases
3. D.N.Dwivedi	:	Managerial Economics
4. D.C.Huge	:	Managerial Economics
5. Peterson & Lewis	:	Managerial Economics
6. Trivedi	:	Managerial Economics
7. D.Gopalkrishnan	:	A Study of Managerial Economics

**BBA- V Semester**  
**BBA N 502 Entrepreneurship & Small Business Management**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-502	Entrepreneurship & Small Business	BBA N 502.1	Define [L1: : Knowledge] terms and basic concepts of various facets of Entrepreneurship & Small Business along with various tools and techniques.
		BBA N 502.2	Explain [L2: Comprehension] various Entrepreneurial programs and methods and explain them by using examples.
		BBA N 502.3	Practice [L3: Application] the implementation part of various methods, and establishing various types of enterprise by using case study method.
		BBA N 502.4	Compare and contrast [L4: Analysis] and compare various ideas and models and showcase all in accordance with their relative importance.

Objective : The objective of the course is to familiarise the students with the basic concepts of entrepreneurship.

Unit I	Name & Scope Role & Importance in Indian Economy, Theories of Entrepreneurship traits of entrepreneur, entrepreneurs Vs professional managers, problems faced by entrepreneurs.
Unit II	Entrepreneurial Development Entrepreneurial Development, Significance and role of environment infrastructural network, environmental analysis, E.D. programmes (EDP), problems of EDP.
Unit III	Transportation-North West Corner Rule, matrix Minima & VAM Methods, Degenerating, MODI Method. Assignment Problems
Unit IV	Project & Reports Search for business idea, transformation of idea into reality: projects and classification. Identification of projects, project design and network analysis, project appraisal plant layout.
Unit V	Small industry setup Types of organization-sole proprietorship, partnership, joint stock company, co-operative organization, their merits, limitations, suitability. Organisational locations, steps in starting a small industry, incentives and subsidies available, export possibilities.

**Reference Books:**

1. Entrepreneurship Development

Vasant Desai



**BBA- V Semester****BBA N 503****Income Tax Laws and Accounting**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-503	Income Tax Laws and Accounting	BBA N503.1	Define [L1: Knowledge] Income Tax, the basic principles underlying the direct Taxation Statutes
		BBA N503.2	Demonstrate [L2: Comprehension] the assessable value of Income from five heads and determination of tax liability.
		BBA N503.3	Categorize [L3: Application] and analyze the procedural aspects under different applicable statutes related to direct taxation.
		BBA N503.4	Examine [L4: Analysis] the measuring of assessment , filing of returns, Set off and Carry forward of losses. from different theories, numerical and illustrate by using some examples.

Objectives- It enables the student to know the basics of Income Tax and its implications.

Unit I	Basic Concept : Income, Agriculture Income, Casual Income, Assessment Year. Previous Year. Gross Total Income, Total Income, Person, Tax Evasion, Avoidance and Tax Planning.
Unit II	Basis of Charge : Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.
Unit III	Heads of Income : Income from Salaries, Income from House Properties.
Unit IV	Heads of Income : Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources.
Unit V	Aggregation of Income, Set off and Carry forward of losses, deduction from gross total Income.

**Suggested Readings:**

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

**BBA- V Semester****BBA N 504****Cost and Management Accounting**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-504	Cost and Management Accounting	BBA N504.1	Define [L1: Knowledge] Introduction: Nature and scope of Cost Accounting, Cost, concepts and Classification Introduction: Nature and scope of Cost Accounting, Cost, concepts and Classification. Management Accounting- Meaning, Nature, Scope, Functions Relationship of Management Accounting
		BBA N504.2	Describe [L2: Comprehension] Cost, concepts and Classification, Element of Cost, Functions Relationship of Management Accounting.
		BBA N504.3	Apply [L3: Application] Methods and Techniques, Installation of costing System. Accounting for Material, Labor and Overheads, Assessment of Cost-Preparation of Cost Sheet and statement of Cost. Financial Accounting and Cost Accounting, Marginal Costing and Absorption Costing
		BBA N504.4	Analyze [L4: Analysis] Accounting for Material, Labor and Overheads. Assessment of Cost-Preparation of Cost Sheet and statement of Cost. Financial Accounting and Cost Accounting, Marginal Costing and Absorption Costing

Unit I	Introduction : Nature and Scope of Cost Accounting, Cost, concepts and Classification, Methods and Techniques, Installation of Costing System.
Unit II	Accounting for Material, Labour and Overheads.
Unit III	Element of Cost, Assessment of Cost-Preparation of Cost Sheet and Statement of Cost.
Unit IV	Management Accounting – Meaning, Nature, Scope, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting.
Unit V	Marginal Costing and Absorption Costing.

**Suggested Readings:**

Maheshwari S.N. : Advanced Problem and Solutions in Cost Accounting Khan & Jain : Management Accounting  
Gupta, S.P. Management Accounting

**BBA- V Semester****BBA N 505****Industrial Law**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-505	Industrial Law	BBA N505.1	Define [L1: Knowledge] for all the acts like Factory Act, 1948., Workman Compensation Act. 1923., Industrial Dispute Act 1947, Minimum Wages Act 1948., Employee State Insurance Act 1948., Employee Provident Fund Act 1952, Payment of Gratuity Act 1972
		BBA N505.2	Discuss [L2 Comprehension] for all the acts, illustrate and discuss with its examples.
		BBA N505.3	Employ[L3 Comprehension] for all the acts and illustrate them by executing their provision.

Unit I                      Factory act 1948.

Unit II                     Workmen compensation act 1923

Unit III                    Industrial dispute act 1947, Minimum wages act 1948

Unit IV                    Employee state insurance act 1948.

Unit V                     Employee provident fund act 1952

Payment of gratuity act 1972.

**Suggested Readings:**

1.Element of industrial law

N D Kapoor

**BBA- V Semester****BBA N 506****Fundamentals of Computers**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N-506	Fundamentals of Computers	BBA N506.1	Define [Knowledge] about basic computer structure in detail and also understanding the historical concepts.
		BBA N506.2	Explain [L2 Comprehension] various types of Input and output devices with the help of figures, models and real devices.
		BBA N506.3	Perform [L3 Application] structure of memory components and also make use of different types of memory drives.
		BBA N506.4	Able to compare [L4 Analysis] the importance of and relationship between hardware and software.

Unit I	History of computing, Characteristics of computers, Limitations of computers, Basic computer organization, Generations of computers.
Unit II	Input-Output Devices : Keyboard, Mouse, Light pen, touch screens, VDU, Scanners, MICR, OCR, OMR, Printers and its type, Plotters, Microfilm, Microfiche, Voice Recognition and Reponse Devices.
Unit III	Storage Devices : Primary and Secondary Storage devices-RAM, ROM, Cached Memory, Registers, Storage Concept, Hard disk, Floppy disk, CD-ROM, Magnetic tapes and cartridges, comparison of sequential and direct-Access devices.
Unit IV	Computer Software : Relationship between hardware and software, Computer languages-Machine language Assembly language, High-level languages, Compilers & interpreters, Characteristics of good language.
Unit V	Operating System & Internet : Definition and functions of O.S. Batch Processing, Multipurposing, Multiprogramming, time sharing, On-line process, Real time process. Introduction to window-98, Internet & its uses, terminology of internet, Browser, Search engines, E-Mail, Video conferencing.

**Reference Books:**

1.Computer Fundamental	Sinha, P.K.
2.Fundamentals of Computers	Jain, V.K.
3.Operating System	Godbole, G.B.
4. Window-98	Manual
5. Internet	Leon & Leon

## **BBA- VI Semester**

### **BBA N 601**

### **International Trade**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N601	International Trade	BBA N601.1	Define [L1: Knowledge] international trade, business environment and trends to take decisions with respect to international trade
		BBA N601.2	Demonstrate [L2: Comprehension] international trade theories in international trade operations
		BBA N601.3	Identify [L3: Application] and critically analyses the role of economic or financial institution to the world economy
		BBA N601.4	Inference [L4: Analysis] the various recent trends in India's foreign trade along with institutional infrastructure for export promotion.

Unit I	Basics of international trade: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.
Unit II	Foreign trade & economic growth: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.
Unit III	International economic institutions: International economic institutions, IMF, World Bank, WTO (in brief), Regional economic groupings NAFTA, EU, ASEAN, SAARC.
Unit IV	Recent trends in India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports.
Unit V	India's Trade Policy: India's Trade policy, export assistance, marketing plan for exports.

### **Suggested Readings:**

1. Varshney & Bhattacharya: International Marketing

## BBA- VI Semester

**BBA N 602**

### **Strategic Management & Business Policy**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N602	Strategic Management & Business Policy	BBA N602.1	Integrate understanding [L1: Knowledge] of functional aspects of management and explore their contribution to strategic management within organizations.
		BBA N602.2	Illustrate [L2: Comprehension] the concept of synergy and its importance.
		BBA N602.3	Identify [L3: Application] strategic issues and design appropriate courses of action.
		BBA N602.4	Appraise [L4: Analysis] the importance of environmental and industry analysis in formulating strategy.

Unit I	Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism or Policy making.
Unit II	Responsibilities & tasks of Top Management: objectives of Business Characteristics, Classification, Types of objectives and their overall Hierachy, Setting of objectives, Key areas involved.
Unit III	Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance.
Unit IV	Corporate Strategy: Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Prcoess, Criteria, Environmental Analysis, Resource Analysis
Unit V	Concept of Synergy: Types, Evaluation of Synergy. Capability Profiles, Synergy as a Component of Strategy & its relevance

#### **Suggested Readings:**

- |                                  |                                    |
|----------------------------------|------------------------------------|
| 1. Peter F. Drucker              | Management Task & Responsibilities |
| 2. Igor Ansoff                   | Corporate Strategy                 |
| 3. Gluek & Jaunch                | Corporate Strategy                 |
| 4. Hatton & Hatton               | Strategic Management               |
| 5. Christian, Anderson, Bower    | Business Policy                    |
| 6. McCarthy, IninChiello, Curran | Business Policy & Strategy         |
| 7. Azhar Kazmi                   | Business Policy                    |
| 8. Stanford                      | Management Policy                  |

## **BBA- VI Semester**

**BBA N 603**

### **Goods and Services Tax**

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N603	VAT & Service Tax	BBA N603.1	Understand [L1: Knowledge] the basic principles underlying the Indirect Taxation Statutes
		BBA N603.2	Classify [L2: Comprehension] the assessable value of transactions related to goods and services for levy and determination of duty liability.
		BBA N603.3	Identify [L3: Application] and analyze the procedural aspects under different applicable statutes related to indirect taxation.
		BBA N603.4	Simulate [L4: Analysis] the measuring of assessment , filing of returns, appeals and revision under GST.

- Unit I                      Legislative background, Basic concept of VAT-white paper on VAT, Report of Empowered Committee of State Finance Ministers, constitutional provisions, liability under VAT, Importance Definition under VAT, Difference between SalesTax System and VAT
- Unit II                     Computation(VAT Variants), Procedural aspects including registration, Rates of tax, Assessment, Input Tax Credit, Filling of Returns, Refunds, Audit, Appeals, Revision and Appearances.
- Unit III                    Appointment, jurisdiction and powers of authorities underVAT, Concept of VAT on Services, Central Sales Tax; Goods and Service Tax.
- Unit IV                    Background, Statutory provisions, Taxable services, valuation, administrative mechanism and registration under service tax, rate and computation of service tax.
- Unit V                     Assessment, levy, collection and payment of service tax,exemptions, CENVAT credit for service tax, Filing of Returns, Appeals, Revisions.

#### **Recommended Books:**

1. Systematic Approach to Income Tax, Dr. Girish Ahuja and Dr. Ravi GuptaBharat law House.
2. Indirect Taxes law and Practice, V.S. Datey, Taxman
3. Income Tax, Dr. V.K. Singhania, Taxman

## BBA- VI Semester

**BBA N 604**

### Management Information System

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N604	Management Information System	BBA N604.1	Memorise [L1: Knowledge] basic information system concepts as applied to business operations.
		BBA N604.2	Illustrate [L2: Comprehension] the major components of a computer system, including hardware, software.
		BBA N604.3	Classify [L3: Application] computer-based information systems from a management perspective
		BBA N604.4	Establish [L4: Analysis] strategic alternatives to facilitate decision making

Unit I	Management Information System(MIS): Concept & definition, Role of MIS, Process of Management, MIS-A tool for management process, Impact of MIS, MIS & computers, MIS & the user, IMS- a support to the Management.
Unit II	Planning & Decision making: The concept of corporate planning, Strategic planning, Type of strategic, Tools of Planning, MIS-Business Planning; Decision making concepts, Methods, tools and procedures, Organizational Decision making, MIS & Decision making concepts.
Unit III	Information & System: Information concepts, Information: A quality product classification of the information, Methods of data & information collection, Value of information, MIS & System concept, MIS & System analysis, Computer System design.
Unit IV	Development of MIS: Development of long range plans of the MIS. Ascertaining the class of information, determining the information requirement, Development and implementation of the MIS, Management of quality in the MIS, organization for development of the MIS, MIS: the factors of success and failure.
Unit V	Decision Support System (DSS): Concept and Philosophy, DSS: Deterministic Systems, Artificial intelligence(AI) System, Knowledge based expert system(KBES), MIS & the role of DSS, Transaction Processing System(TPS), Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System, Benefits of ERP, EMS & ERP

#### Reference Books:

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



## **BBA- VI Semester**

### **BBA N 605**

### **Auditing**

<b>Subject Code</b>	<b>Subject Name</b>	<b>CO No.</b>	<b>Course Outcomes</b>
<b>BBA N605</b>	<b>Auditing</b>	<b>BBA N605.1</b>	State [L1: Knowledge] the provisions of the Companies Act relating to appointment, conduct and liabilities of an auditor
		<b>BBA N605.2</b>	Explain [L2: Comprehension] various techniques of vouching and verification of business transactions
		<b>BBA N605.3</b>	Develop [L3: Application] an audit program and preliminaries before company audit
		<b>BBA N605.4</b>	Analyze [L4: Analysis] various types of auditor's report and internal control procedures
		<b>BBA N605.5</b>	Discussion [L4: Analysis] on recent trends in auditing relating to computer assisted auditing techniques and electronic data processing

Unit I	Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking.
Unit II	Internal Check System: Internal Control, audit Procedure: Vouching Verification of Assets and Liabilities.
Unit III	Audit of Limited Companies: Company Auditor- Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.
Unit IV	Special Audit, Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc.
Unit V	Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit.

### **Suggested Books:**

- |                |                          |
|----------------|--------------------------|
| 1. BK Basu     | An insight with Auditing |
| 2. Kamal Gupta | Contemporary Auditing    |

## BBA- VI Semester

### BBA N 606                      Fundamental of E-Commerce

Subject Code	Subject Name	CO No.	Course Outcomes
BBA N606	Fundamental of E-Commerce	BBA N606.1	Identify [L1: Knowledge] different kinds of e-commerce sites and the differentiation strategy behind them
		BBA N606.2	Infer [L2: Comprehension] the various components of E-Commerce
		BBA N606.3	Develop [L3: Application] value in an online setting and design a suitable payment system
		BBA N606.4	Take part in [L4: Analysis] develop a website, taking care of its security and reliability

Unit I                      E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Traditional commerce; Types of E-Commerce, Basic requirements of E-Commerce.

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

Unit III                      Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards, E-Banking, Manufacturing information systems.

Unit IV                      EDI introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI.

Unit V                      Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws- aims salient provisions; PKI (Public key infrastructure)

### Reference Books:

- |                            |   |
|----------------------------|---|
| 1. Frontiers of E-Commerce | Ravi Kalkota, TMH                       |
| 2. O, Brien J              | Management Information System, TMH      |
| 3. Oberoi, Sundeep         | E-Security and You, TMH                 |
| 4. Young, Margret Levine   | The complete reference to Internet, TMH |