

Syllabus

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

DETAILED SYLLABUS OF BBA FIRST SEMESTER

PRINCIPLES OF MANAGEMENT (BBA - 101)

EVOLUTION OF MANAGEMENT THOUGHT

- a) CLASSICAL SCHOOL: F. W. Taylor: Scientific Management Theory, Classical Organisation Theory, Fayol's Principles of Management, Max Webers' Bureaucratic Model.
b) BEHAVIOURAL SCHOOL: Mary Parker Follet, Chester Bearnard, Hawthorne Studies.

MANAGEMENT FUNCTIONS, ROLE OF MANAGER

PLANNING: Meaning and Importance:-

Stages in the planning process

TYPES OF PLANS: Hierarchical Plans-Strategic, Administrative, Operating Plans, Standing Plans-Policies, Rules & Procedures, Single use Plans Programmes, Projects, budgets, contingency plan.

GOALS: Functions & dysfunction of goals: Goal Hierarchy, M.B.O.-4 steps process, elements in effective MBO system, benefits & weaknesses of MBO, making MBO effective.

Barriers to effective planning & overcoming the barriers.

ORGANISING & COORDINATING WORK:

NATURE & MEANING: Organisation as a structure & Process, Formal and informal organisation, organisation principles, Span of Management, unity of command, authority, responsibility, delegation, centralisation and decentralization, vertical coordinator, Organisation structure.

INTRODUCTION TO DECISION MAKING:

TYPES OF PROBLEMS: Programmed & non-programmed decision.

Process of Decision Making

BOOKS RECOMMENDED -

1. Essentials of Management : Koontz 'O' Donnel
2. Management : Stoner & Wanket
3. Management : Stephen P. Robbins
4. Business Organisation & Management : Singh & Chhabra
5. Functions and Process of Management : J. K. Jain

BUSINESS COMMUNICATION (BBA – 102)

COMMUNICATION PROCESS: Concept, objectives and importance.

SYSTEMS OF COMMUNICATION: Formal and informal, Barriers to effective communication.

PRINCIPLES OF BUSINESS COMMUNICATION: Planning and execution, conversation, interviews & discussion, Preparation of oral statements, Effective listening, Telephonic communication.

WRITTEN COMMUNICATION: Guides to effective writing for Business correspondence including letters, Job applications, memorandum, office orders, reports.

NON-VERBAL COMMUNICATION: Importance and type, cluster and congruency, Kinetics, Vocal Cues.

MODERN FORMS OF COMMUNICATION: Telex, Fax, Telegram, Teleconferencing, E-mail, Internet.

PRACTICAL ASPECTS OF BUSINESS COMMUNICATION: Report writing, Public speaking, Seminar presentation, Interview, Group discussion, Effective listening.

BOOKS RECOMMENDED -

1. Communication Management : Parag Diwan Deep & Deep Publication Pvt. Ltd., New Delhi.

2. Communication Management : P. Rathnaswamy Theory and Practice, Deep & Deep Publications Pvt. Ltd., New Delhi.
3. Contemporary Business Communication : Scot Ober Deep & Deep Publications Pvt. Ltd., New Delhi.

BUSINESS LAWS (BBA – 103)

INDIAN CONTRACT ACT, 1872: Sections 1 to 30, 56, 65 & 68, contracts of Idemnity and Guarantee, Bailment, Agency.

INDIAN SALE OF GOODS ACT, 1930: Main features, Sale, Agreement to sell, Guarantee and Warranty, Sale by Auction, Delivery and Deliverable State, Transfer of Title, Caveat Emptor, Unpaid Seller.

INDIAN PARTNERSHIP ACT, 1932: Main features, Partnership, Partnership Deed, Partners- Rights and Duties, Firm-Creation, Registration and Dissolution, Admission of Minor.

INDIAN NEGOTIABLE INSTRUMENTS ACT 1881: Main features, Negotiable instruments-Promissory note, Bill of Exchange, Cheque, Endorsement, Crossing, Maturity.

INDIAN INSURANCE ACT, 1938: Types of Insurance, Insurance contract, Double Insurance, Re-insurance, Principles of Utmost Good Faith, and Subrogation, Surrender Value.

BOOKS RECOMMENDED -

1. Mercantile Law : Avtar Singh
2. Indian Contract Act. : Avtar Singh
3. Indian Contract Act. : J. D. Jain
4. Bare Acts.

BUSINESS STATISTICS (BBA – 104)

1. STATISTICS: Meaning, Definition, Nature, Importance, Scope and Limitations.
2. COLLECTION OF DATA: Primary and Secondary Data, Primary and Secondary Sources of Data, Census and Sample Enquiry, Random and Stratified random sampling, Statistical Unit, Statistical Error, Approximation and Accuracy, Laws of inertia of Large Numbers, Statistical Regularity.
3. MEASURES OF CENTRAL TENDENCY: Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean, Weighted Average.
4. MEASURES OF DISPERSION: Range, Mean Deviation, Standard Deviation, Quartile Deviation, and their respective co-efficient, Coefficient of Variation.
5. SKEW NESS: Simple Skew ness, Karl Pearson's Coefficient of Skew ness, Skew ness from Quartile Deviations.
6. ANALYSIS OF TIME SERIES: Meaning and Concept, Computation of Trend and Short Term Oscillations by Moving Average Method, Least Square Method, Computation of Regular and Irregular Changes.
7. CORRELATION: Meaning and concept, Karl Pearson's Coefficient of Correlation in simple and grouped series, Spearman's Coefficient of Rank correlation, Concurrent Deviations.
8. INDEX NUMBER: Meaning and preparation of simple and weighted index numbers, Cost of Living Index Number, Laspeyre's and Paasche's Index Number, Fisher's Ideal Index Number, Test of Reversibility.
9. REGRESSION: Simple regression in bi-variate series.

BOOKS RECOMMENDED:

- Business Statistics : K. K. Sharma
- Elements of Statistics : B. N. Asthana
- Fundamentals of Statistics : D. N. Elhance
- Practical Problems in Statistics : Ramendu Roy

Unit-I

Financial Accounting-Definition, scope, objectives of financial accounting, Accounting Vs Bookkeeping, Advantages and Limitations of Financial Accounting, Concepts and conventions, Principles of Accounting.

Unit-II

Journals, subsidiary books, Ledger, Cash Book, and preparation of Final accounts.

Unit-III

Depreciation Meaning, need and importance of depreciation, methods of charging depreciation.

Unit-Iv

Ratio Analysis.

Unit-v

SHARE CAPITAL AND DEBENTURES: Features of Equity share capital, Preference share Capital, Share Vs Debentures, negotiable instruments.

.BOOKS RECOMMENDED:

Accounting : Shukla and Grewal

Accounting for Management : S. K. Bhattacharyya and others

Higher Science of Accountancy : A. N. Agarwal

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

THREE YEARS BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

COURSE CONTENT FOR SEMESTER – II

BBA-201: PRINCIPLES OF MARKETING

INTRODUCTION TO MARKETING: Market Segmentation, Consumer and Marketing, Role and importance of understanding consumer buying decisions and buying process, Factors influencing buying decisions. Industrial buyer behavior & decision-making, Marketing Mix.

PRODUCT: Classification of Products-Industrial vs. consumer goods, product line, Product mix; New Product development, Product life cycle.

PRICE: Pricing objectives, methods of pricing, factors influencing pricing policy.

PROMOTION: nature and importance; Promotional methods, Factors affecting Promotion.

DISTRIBUTION: Types of distribution channels, Middlemen: Functions & Types: Selection of Channels;

BOOKS RECOMMENDED:

Principles of Marketing : Kotler Philip

Fundamentals of Marketing : Stanton W. J.

Marketing: A Managerial Approach : Gandhi J. C.

BBA-202: ORGANISATIONAL BEHAVIOUR

1. INTRODUCTION TO ORGANISATIONAL BEHAVIOUR

Emergence of Organizational Behavior

Basic concepts of the field

Why to study behavior in Organisation?

2. PRECEPTION

The basic perceptual model

Social perception

The outcomes of social perception

3. WORK MOTIVATION

Motivation: A definition and explanation

Contents (Needs): Theories of Motivation: Maslow's need hierarchy, Herzberg theory of motivation.

4. GROUP DYNAMICS

Definition types of groups, Stage of Group Development

Group characteristics, Group Structure, Group norms and Group cohesiveness.

Group decision-making

5. LEADERSHIP

Definition and framework of leadership perspectives

Leadership theories and models: Trait theories, Behavior theories, Leadership Styles.

6. CONFLICTS IN ORGANISATION

Nature of Conflict, Reactions of Conflict, Managing Conflict.

7. ORGANISATIONAL CHANGE

Forces of change

Process for Planned Organisational Cultures

8. GLOBALISATION AND ORGANISATIONAL CROSS CULTURES

The emergence of global organisation

BOOK RECOMMENDED:

Organizational Behavior (5th Edition) : Moorhead/Griffin

Deep and Deep Publications Pvt. Ltd.

New Delhi.

BBA-203: PRINCIPLES OF ECONOMICS

NATURE OF ECONOMICS: Meaning, Nature & Scope of Economics, Basic Economic Problems, Economic systems, Circular Flow of money and its implication.

NATIONAL INCOME: Measurement of National Income, Aggregates and their relationships, National Income & Economic welfare. Difficulties in measurement of National Income.

PRODUCTION: Meaning of production and factors of production, Law of returns, Law of returns of scale, The least cost combination of factors Economics of Scale-external & internal, Diseconomies of Scale.

DEMAND: Meaning, features and determinants of demand, law of demand and its exceptions, reasons for law of demand, Importance of law of demand, Demand curve & Schedule, Types of demand and fluctuations.

Elasticity of Demand: meaning, Measurement and factors determining price elasticity of demand, cross elasticity of demand & income elasticity demand, Implication of those elasticities to the producer.

SUPPLY: Meaning, Supply function, supply curve, supply schedule, law of supply, Determinants of supply, fluctuation of supply, elasticity of supply and its measurement. Point elasticity of supply.

COST: Cost concept and classification and their explanation with the help of diagrams, Cost function. Theory of cost in short run, long run cost curve as an envelop curve.

BOOKS RECOMMENDED:

Principles of Economics : M. L. Seth

Principles of Economics : K. K. Dewett

Micro Economics : M. L. Jhingan

Economics : Samuelson

BBA-204: FINANCIAL MANAGEMENT

INTRODUCTION: Objectives, Scope of financial management, role and responsibilities of financial manager, Profit maximization vs. wealth maximization.

Cost of Capital: Concept, cost of equity, Debt. Retained earnings, Average cost of capital, financial.

Capital Structure Decision: Theories and Policy

CAPITAL BUDGETING: Techniques of Capital, Budgeting-NPV, payback period, Average Rate of Return and IRR.

Working Capital Management: Management of cash, Inventories and Accounts receivable.

DIVIDEND POLICY: Theories and policy, Walter's formula.

BOOKS RECOMMENDED:

Financial Management : I. M. Pandey

Financial Management : S. C. Kuchhal

Financial Management : Prasana Chandra

Financial Management : Van Horns

Financial Management : Khan and Jain

BBA-205: COMPUTER FUNDAMENTALS AND APPLICATIONS

INTRODUCTION TO COMPUTERS: Development of computers and generations of computers.

Evaluation of computer Languages with computer generations.

Basic Components of computer system and their functions. Binary, octal and hexadecimal numbers: arithmetic operations on these numbers. Representation of Characters in binary codes, ASCII and EVCD codes for characters and numbers.

Primary and secondary memories and their functions. Data storage devices: Floppy disc, hard disc, Magnetic tape, Compact disc (CD) their capacities, working functions and uses.

Input/output devices: Key board, monitor, matrix printers, inkjet and laser printers.

INTRODUCTION TO COMPUTER SOFTWARE: Computer algorithms and Flow charts and their importance. Flow charts of some simple problems, Computer languages and computer programs. Computer software and their uses. Elementary description of System Software and Application Software. General functions of compilers of Operating Systems. Introduction to computer Networking, concepts of LAN, WAN and Internet.

MS-DOS: Common commands of MS-DOS, Use of DOS commands for creating directories & files and their handling. Introduction to Windows 98, menu system and dialog box, Commands of Windows 98, working with Windows 98 system.

Books Recommended:

Computer fundamentals : Raja Raman, V. Phl, New Delhi

Computer fundamentals : Sinha, P. K.

Personal Computer software : Jain, V. K.

Learn DOS in a Day : Stultz

BBA-206: VIVA-VOCE

It is meant to evaluate the performance of the candidates with respect to their understanding of the courses taught in the first and second semesters.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

THREE YEARS BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

COURSE CONTENT FOR SEMESTER – III

BBA-301: BUSINESS DATA PROCESSING

INTRODUCTION TO DATA PROCESSING: Various types of data used in business organisations, need of business data processing. Data formats and data collection. Data validation, Storage, Processing and Outputs of data and report. Data files and Database Management Systems. Distributed database concepts, Overview of data processing.

DATABASE MANAGEMENT SYSTEM: Preparation of database files for different units of a business organisation such as accounts, inventory of stores, inventory of marketing products, suppliers & clients information and mail lists.

FOXPRO: Introduction, Foxpro menu system, Dialog boxed, getting started data types,

Creating a database, Editing, Inserting and deleting fields/records, Saving database structure/database, Viewing database, Existing Foxpro session, Designing and Printing of Various types of reports.

CREATING COMMAND FILES: Introduction to PRG Files, Creating and Executing Prog. Files, Programming with DO WHILE and ENDDO commands, Making decisions using IF and ENDIF statements FOR loop and its uses. Programs using multiple database files and printing various types of reports.

MS-WORD: Basics of spread sheet packages; General description and uses of spread sheet package (Excel). Various commands of MS-Excel software and their uses, creating a work sheet. Preparation and editing of tables. Simple calculations on columns and rows of tables, Working with Graphs and Charts.

BOOKS RECOMMENDED:

1. Foxpro 2.5 made Simple : Taxali, R. K.
2. Understanding Foxpro : Jaiswal.
3. Business Systems : Jain, V. K.
4. Office Professional : Mans fiels
5. MS-Office Manuals :
6. Business Systems Vol. 2. "O" Level" : Jain, Shashi & Jain, Satish.

BBA-302: BUSINESS ECONOMICS

THE MARKET MECHANISM: Price and output determination.

Price policies-factors affecting pricing policy, general considerations while formulating pricing policies, objectives of pricing policy, pricing practices.

MARKET: Perfect competition, price and output determination, profit maximisation as the goal of the firm.

IMPERFECT COMPETITION: Monopoly, discriminating Monopoly.

WAGES: Nominal and Real wages, Marginal productivity theory of wages and its criticism.

INTERESTS: Nature of interest, Gross Vs. pure rate of Interest, Classical theory of interest and its criticism, The Loanable funds theory of interest and its criticism, Liquidity Preference, Theory and its criticism, Modern Theory of Interest (LS-LM approach).

PROFIT: Concept of profit, gross and net profits, comparison of accountant and economist's profit. Profit theories-Hawket's Risk bearing theory, Profit as a reward for uncertainty bearing, Profit as a reward for innovation, Dynamic theory of profit.

RENT: Meaning, Economic Rent, Quasi Rent, Rent Theories Ricardian Theory of Rent, Modern Theory of rent.

BUSINESS CYCLES: Meaning, Phases and effects of business cycles, causes of business cycles, Measures to minimise the impact of business cycle.

BOOKS RECOMMENDED:

1. Principle of Economics : M. L. Seth
2. Managerial Economics : R. L. Varshney
3. Mirco-Economics : Agarwal & Narayan
4. Managerial Economics : Bibek Deb Roy
5. Business Environment : Aggarwala

BBA-303: COST AND MANAGEMENT ACCOUNTING

Meaning, Scope, objectives of Cost Accounting and of Management Accounting,

Financial Accounting Vs. Cost Accounting Vs. Management Accounting. Advantages and Limitations of Cost and Management Accounting, Elements of Cost, Cost sheet, cost concepts, cost classification.

TOTAL COST AND MARGINAL COST: Cost-Volume-Profit Analysis, relevant costing for decision-making.

BUDGETARY CONTROL: Meaning of budget, budgetary control: Objectives, uses Types of Budget-functional, fixed and variable budget.

Standard costing and Variance Analysis, Advantages and Disadvantages of Standard Costing, Analysis of Variance: Material, Labour.

Analysis of financial statement-Ratio Analysis, Funds Flow Statement and Cash Flow Statement.

BOOKS RECOMMENDED:

1. Cost and Management Accounting : S. P. Jain and K. L. Narang
2. Cost Accounting : N. K. Prasad
3. Cost Accounting : B. M. L. Nigam
4. Management Accounting : M. Y. Khan and P. K. Jain

BBA-304: BANKING LAW & PRACTICE

Main provisions of the Banking Regulation Act 1949, RBI Act 1934, Banker & Customer relationship,. Opening and operations of different kinds of bank accounts & their special features. f

Legal provisions regarding loans & advances, general principles of sound lending. Types of securities & secured advance like lien, pledge, hypothecation & mortgage. o

Practice & law relating to Negotiable Instruments cheques, Bill of exchange, promissory notes, payment in due course, Endorsement, Crossing, Maturity. n

G

Guarantees & laws of suretyship.

Protection to a collecting banker and to a paying banker.

BOOKS RECOMMENDED:

1. Banking Law and Practice : Varshney
2. Banking Law and Practice : B. M. L. Nigam
3. Banking Law and Practice : Tannon

BBA-305: HUMAN RESOURCE MANAGEMENT

1. HUMAN RESOURCE MANAGEMENT: Introduction, Objectives, Structure and Functions of HR Dept.

2. Changing role of HRM in India.

3. Human Resource Planning Process.

4. Recruitment and Selection-Need, Methods and Practices in Indian Organisations.

5. INTERNAL MOBILITY: Transfer, Promotion and Demotion.

6. TRAINING AND DEVELOPMENT: Meaning, Importance, Methods and Practices Process of Training and Development.

7. PERFORMANCE APPRAISAL: Meaning, Objectives, Methods and Practices.

8. Career and Succession Planning, counselling.

9. Compensating Employees.

BOOKS RECOMMENDED:

Personnel Management : Venkataratnam & Srivastava

Human Resource Management : K. Asvathappa

Human Resource Management : Gary Dessler

Human Resource and Personnel : Werther & Davis

Management

BBA-306: COMPUTER PRACTICAL EXAMINATION

The candidate is required to do Practical based on courses BBA-205 and BBA-301 and maintain a file of practical. He/She must do at least 10 practical from each of these courses. The candidate must demonstrate the skill of using Windows 95/98 and MSDOS commands and handling MS-Office and Excel software for writing correspondence and preparing reports, charts and graphs. He / She must also demonstrate the skill of using FoxPro Software for creating, editing and manipulating database files and writing programme files (PRG. Files) for simple data processing problems.

NOTE: The Marks in Practical Examination shall be given on the basis of Practical given in the examination, record of practical done by the students and the Viva-voce.

THREE YEARS BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME COURSE CONTENT FOR SEMESTER – IV

BBA-401: INDIAN ECONOMICS

INDIAN ECONOMY: Sectoral divisions-public sector, joint sector, private sector, cooperative societies, small-scale enterprises.

ECONOMIC GROWTH, DEVELOPMENT AND UNDERDEVELOPMENT: The concept of economic growth, Meaning contrast of economic growth and development. Under development indicators, common characteristics of underdeveloped countries. Factors in Economic Development, Strategy of growth: Balanced vs. Unbalanced growth.

Economic Problems of Growth: Saving and capital formation, poverty, unemployment, inflation, parallel economy, industrial sickness.

NATURE OF INDIAN ECONOMY: India-A developing economy, A dualistic economy, A mixed economy.

NATIONAL ECONOMIC PLANNING: Planned Economic development since 1951 (objects, achievements and constraints). Five year plans, Assessment of Indian Planning.

BOOKS RECOMMENDED:

Economic Environment of Business : M. Adhikary

Economic Development & Planning : R. K. Lekhi

Economic Development & Planning : V. C. Kulshreshtha

Indian Economics : Datta and Sundaram

BBA-402: MARKETING RESEARCH

MARKETING RESEARCH: Meaning, functions and importance.

MARKETING RESEARCH PROCESS: Objectives and needs.

TYPES OF RESEARCH: Exploratory, Descriptive and Experimental

DATA COLLECTION: Primary and Secondary sources.

The process of data collection and analysis, Hypothesis testing, Questionnaire construction, Accuracy of observed data. Planning and Rating system in measurement. Attitude Measurement scales. A

SURVEY ADMINISTRATION: administering questionnaires.

SAMPLING: types of samples, sampling problems & procedures.

CONSUMER RESEARCH: motivational research techniques, focus group interviews, depth interviews and projective techniques.

Preparation of Report and Report Writing.

BOOKS RECOMMENDED:

Marketing Research : Luck et al

Research for Marketing Decisions : Green Paul E. et al

Marketing Research : Boyd and Westfall

Research Methodology : C. R. Kothari

BBA-403: COMPANY LAW

Definition, features & classification of companies.

Incorporation of company with special reference to documents viz memorandum of association, articles of association, prospectus and statement in lieu of prospectus.

COMPANY MEETINGS AND RESOLUTION: statutory, Annual General & Extraordinary general meetings, Power of the Company Law Board to call meeting, Requisition of valid meeting, voting, resolutions, minutes, proxy quorum. Issue, allotment, transfer and transmission of shares. Rights and duties of company directors (including liabilities), directors as agent, trustees, qualifications, disqualification.

BOOKS RECOMMENDED:

Company Law : N. D. Kapoor

Company Law : Avtar Singh

BBA-404: INDUSTRIAL RELATIONS

1. Introduction and concept of Industrial Relations
2. IR-conceptual aspects and interactions among the principal parties within social, economic and political context, changing aspiration of the workforce.
3. Functions of IR manager.
4. TRADE UNIONS: Meaning, Importance, Growth, Structure and Strategies, Problems
5. COLLECTIVE BARGAINING: Nature, Development and Process
6. GRIEVANCE HANDLING: Causes, Procedure and Practices
7. INDUSTRIAL DISPUTES: Theoretical framework, causes types and machinery
8. Worker's participation in Management: Conceptual aspects, styles of WPM.
9. Social Security and Labour Welfare Schemes: A brief overview.
10. I. L. O. & Indian Labour.

BOOKS RECOMMENDED:

Industrial Relations : Arun Monappa

Industrial Relations : k. K. Ahuja

Dynamic of Industrial Relations : C. B. Mamoria

Collective Bargaining : Shukla and Shukla

BBA-405: INDUSTRIAL PSYCHOLOGY

1. Historical background of Industrial Psychology in India
2. Introduction to Industrial Psychology and its basic concepts.
3. Personnel Selection – I : Occupational Information
4. Personnel Selection – II : Individual Differences
5. Personnel Selection – III : Techniques, Application Blanks & Interview
6. Personnel Selection – IV : Psychological tests, and Psychological Testing
7. HUMAN PERFORMANCE: Engineering Psychology
8. Industrial Accidents and their Prevention, Morale and Monotony
9. Personnel Counselling
10. Psychological aspects of Labour Relations.

BOOKS RECOMMENDED:

Industrial Psychology (Oxford HBHP) : Harrell, T. W.

Industrial Psychology (HPH) : Ghosh P.K. & Ghorpade M.B.

CHAUDHARY CHARAN SINGH UNIVERSITY, MEERUT

THREE YEARS BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

COURSE CONTENT FOR SEMESTER – V BBA-501: QUANTITATIVE TECHNIQUES

Unit I: -

OPERATIONS RESEARCH: Scope and techniques.

Unit II: -

LINEAR PROGRAMMING: Basic concepts, objective function and constraints, feasible solutions and optimal solution, Graphic method.

Unit III: -

ASSIGNMENT AND TRANSPORT PROBLEMS: Basic concepts, simple models, cost and time of transportation, simple problems, queuing theory and Markov chain, basic concepts,

Unit IV: -

Queuing models, simple problems.

Unit V: -

CONTROL TECHNIQUE: Application of budgetary control system. Inventory control, statistical quantity control, Network Analysis and Control of projects. Decision Tree Analysis.

BOOKS RECOMMENDED:

1. Operations Research : Handdy A. Taha
2. Operations Research for Management : S. D. Sharma

BBA-502: CONSUMER BEHAVIOUR AND ADVERTISING MANAGEMENT

Unit I: -

Role of consumer in Marketing:

Unit II: -

CONSUMER BEHAVIOUR: Nature, scope and applications, Determinants of Consumer Behaviour: Influences on Consumer Behaviour-Social, Cultural and Personal.

Unit III: -

CONSUMER DECISIONS PROCESS: Consumer Perception and Learning: Dynamics of perception: learning theories, Attitude formation, Structural Models of Attitudes, Attitude change.

Unit IV: -

ADVERTISING: Role and importance in Marketing: Economic and Social aspects of advertising.

Unit V: -

SETTING ADVERTISING OBJECTIVES: Media Planning-Copy writing. Layout design; Advertising budget-methods: Evaluation of Advertising.

BOOKS RECOMMENDED:

1. Consumer Behaviour : James F. Engel et al
2. Advertising Management : Aaker & Myers

BBA-503: INCOME TAX LAW ANCD PRACTICE

Unit I: -

BASIC CONCEPTS: Assessment year, Previous year, Person, Assesses, Income, Gross Total income, Total income.

Unit II: -

Residential status and tax incidence.

Income exempt from tax under section 10.

Unit III: -

COMPUTATION OF TAX UNDER DIFFERENT HEADS: (1) Salary (2) House Property, (3) Business or Profession, (4) Capital gains, (5) Income from other source.

Unit IV: -

Deductions from Gross total income and Rebates from tax liability.

Unit V: -

Set off and carry forward of losses.

BOOKS RECOMMENDED:

1. Students Guide to Direct Taxes : Dr. V. K. Singhanian
2. Direct Taxes : Bhagwati Prasad

3. Direct Taxes : Dinkare pagare

BBA-504: ORGANIZATION STRUCTURE AND DESIGN

Unit I: -

1. EVOLUTION OF ORGANISATIONAL THEORY: Taylor's Scientific Management, Fayol's Principles of Management, Elton Mayo and Hawthorne Study.

Unit II: -

2. Dimensions of Organisation structure, configuration or grouping, Centralization, Specialization, Formalisation, Standardisation.

Unit III: -

3. DETERMINANTS OF STRUCTURE: Strategy, Organisation size, Organisation Technology, Environment, Power and Control.

Unit IV: -

4. ORGANISATION DESIGN: Classical approach, Contingency approach, contemporary trends in Organisation design.

Unit V: -

5. ORGANISATION CULTURE AND CLIMATE: Nature of O.C., Characteristics and perspective of O. C. Nature and origin of climate.

BOOKS RECOMMENDED:

Organisation Structure : Stephen Robbins

BBA-505: COMPUTER APPLICATIONS IN BUSINESS MANAGEMENT

Unit I: -

DATA Processing: -

#Introduction to Data

#Various types of data used in business organizations

Unit II:-

#Introduction to business data processing

#Need of business data processing

Unit III: -

#Types of Data Processing: Manual Data Processing (MDP) Electronic Data Processing (EDP)

Unit IV: -

MANAGEMENT INFORMATION SYSTEM (MIS) : Introduction, role and advantages

Unit V:-

USES OF COMPUTERS IN DIFFERENT AREAS OF MANAGEMENT

- (a) Financial Management
- (b) Marketing Management
- (c) Human Resource Management
- (d) Production Management
- (e) Procurement Management
- (f) Materials Management

BBA-601: SUMMER TRAINING PROJECT REPORT (300 Marks)

- I. After the fifth semester examination, every student during the summer vacation will undergo an on-the-job practical training in a manufacturing, service or financial organization. The training will be for 8 to 12 weeks.
- II. During the training, the student is expected to learn about the organization and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by it with a view to exploring feasible solutions and suggestions.
- III. During the training, the organization (where the student is undergoing training) will assign a problem/project to the student.
- IV. The student, after completion of the training will submit a report that will form part of the sixth semester examination.
- V. The report (based on the training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in-depth study of a micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it.
- VI. The report should have a comprehensive chapter about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance, products/services and problems faced. This chapter will form part I of the report. Part II of the report will contain the study of the micro research problem. The size of the report ordinarily will be 100 to 150 typed pages in standard font size (12) and double spacing. Three neatly typed and soft bound (paper back) copies of the report will be submitted to the Department. The report will be typed in A-4 size paper.
- VII. The report will have two certificates. One by the Head of the Department and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.
- VIII. The report will be evaluated by two external examiners. They shall award marks on the Summer Training Report independently out of maximum of 150 marks each and 150 marks shall be for presentation. There will be no internal examiner.
- IX. The student will make presentation in the presence of teachers and students. The student is expected to answer the queries and questions raised during the presentation.

BBA-602: VIVA-VOCE (Project Report Based)

This viva-voce examination is meant to evaluate the ability of the student to understand, formulate and investigate a real life business/industrial problem so that his/her capacity to undertake independently a project can be adjudged.

QUALIFYING PAPER

ENVIRONMENTAL STUDIES (CODE-008)

UNIT-1: THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, Scope and Importance, Need for Public Awareness.

UNIT-2: NATURAL RESOURCES

Renewable and Non-renewable Resources:

NATURAL RESOURCES AND ASSOCIATED PROBLEMS: -

a) **FOREST RESOURCES:** use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

b) **WATER RESOURCES:** use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

c) **MINERAL RESOURCES:** use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) **FOOD RESOURCES:** World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) **ENERGY RESOURCES:** Growing energy needs, renewable and nonrenewable energy sources, use of alternate energy sources, case studies

f) LAND RESOURCES: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles

UNIT-3: ECOSYSTEMS

Concept of an ecosystem

Structure and function of an ecosystem

Producers, consumers and decomposers

Energy flow in the ecosystem

Ecological succession

Food chains, food webs and ecological pyramids

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

a) Forest ecosystem

b) Grassland ecosystem

c) Desert ecosystem

d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

UNIT-4: BIODIVERSITY AND ITS CONSERVATION

Introduction – Definition: genetic, species and ecosystem diversity.

Biogeographical classification of India

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

Biodiversity at global, National and local levels.

India as a mega-diversity nation

Hot-spots of biodiversity.

Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT-5: ENVIRONMENTAL POLLUTION

DEFINITION:

Causes, effects and control measures of: -

a) Air pollution

b) Water pollution

c) Soil pollution

d) Marine pollution

e) Noise pollution

f) Thermal pollution

g) Nuclear pollution

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

Role of an individual in prevention of pollution

Pollution case studies

Disaster Management: Floods, earthquake, cyclone and landslides.

UNIT-6: SOCIAL ISSUES AND THE ENVIRONMENT

From Unsustainable to Sustainable development

Urban problems related to energy.

Water conservation, rain water harvesting, watershed management

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

Environmental Ethics: Issues and possible solutions.

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

Wasteland reclamation.

Consumerism and waste products

Environment Protection Act.

Air (Prevention and Control of Pollution) Act

Water (Prevention and Control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

Issues involved in enforcement of environmental legislation

Public awareness

UNIT-7: HUMAN POPULATION AND THE ENVIRONMENT

Population growth, variation among nations.

Population explosion: Family Welfare Programme.

Environment and human health

Human Rights

Value Education

Women and Child Welfare

Role of Information Technology in Environment and human health

Case Studies

UNIT-8: FIELD WORK

Visit to a local area to document environmental assets-river / forest / grassland / hill / mountain.

Visit to a local polluted site – Urban / Rural / Industrial / Agricultural

Study of common plants, insects, birds.

Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours).